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Travel Blogs Analysis

The three blogs that will be analyzed in this paper are on the topic of travel. There will be several ways that these blogs will be analyzed. Some of the topics that will be touched upon are identifying the audience, type of content, frequency and length of posts and strategies used to engage the audience. One of the blogs for this analysis is the Lonely Planet blog. The lonely planet blog started when its founders, Tony and Maureen Wheeler, created their first guidebook after taking a trip through Asia. The lonely planet blog focuses on informing and inspiring travelers with trusted content from experts who visit destinations. The second blog that is a part of the analysis is the ordinary traveler blog. This is a travel and lifestyle blog founded in 2009 by a couple wanting to document and share their passion for traveling and photography. Ordinary traveler focuses on providing trip ideas to people that don't have much vacation time and introducing secret destinations other travel blogs might not provide. The expert vagabond blog is the third blog that will be analyzed and this blog is ran by Matthew Karsten, who is a full-time travel blogger and photographer. This blog is dedicated to showing people how to travel the world, seek experiences and opening minds to new possibilities. These three blogs were chosen to be analyzed because according to detailed.com, these three blogs are ranked in the top ten travel blogs.

Each of these blogs might have a similar audience, but they differ in some ways. The audience for lonely planet are people that like to organize their travels. It is easy to figure this out

because of how bookings and tours are available through the website. The ordinary traveler blog is a bit different from the other two blogs, because it strives to connect with people who want to be ordinary. Ordinary in such a way where people want to have a family, a home and adventurous travel life when they get their short vacation time. Essentially, this blog's audience are those who want to find an adventure that isn't too crazy for a family. The audience for the expert vagabond blog is the most different of them all. Reason being, the audience for this blog are people that actually drop everything and travel.

The way one is able to distinguish the audience for each blog is by evaluating the content each blog offers. The lonely planet offers all kinds of content from blog posts of certain places visited by the authors, videos of cool places to travel and lists of destination one should visit. Also, one of the main points of this website is to provide booking services for those looking to travel. Lonely planet has managed to turn their blog into a business. By having several booking options, it makes it easy to infer that people visiting this site are organized when planning trips. The content provided by the ordinary travel blog is focused on posts about tips on traveling and lists of packing essentials for certain locations. More content from this blog include, posts on where someone should travel and resources such as the best websites you can book your trips. The expert vagabond vlog has about the same content as the other two blogs, but it seems to focus its content on the actual posts of trips the blogger has been on and tips the blogger has to offer. Overall, the three blogs seem to have the same content throughout the website but each blog focuses on certain aspects of traveling. The lonely planet is different from the others because it focuses featured content while also wanting to help with bookings. The ordinary traveler and expert vagabond are similar in content because they focus on articles that are helpful to travelers.

Another important topic to talk about when analyzing these blogs are the frequency of content each blog posts. The ordinary traveler and expert vagabond blogs have an average posting of five per month. This differs from the lonely planet, which post content a lot more often. The frequency of this content seems to matter, because one can see how successful lonely planet has been by being more consistent. The way they are able to be consistent is by having several travel bloggers posting to this website. This seems to be effective because people are able to see different traveler perspectives. Another reason why posting frequency matters is because a traveler will tend to look up a blog a few months before a trip and he or she will want to be able to find several articles to read through. Also, if someone visits all of these blogs they will assume that the blog with more posts has more experience in traveling, then will tend to return to that blog.

Another important thing to consider when creating a blog post is the length of the post. Reason being, the more information you put makes it less likely someone will read the whole post, unless the post has certain ways to keep the reader engaged. This is why it is important to write about the important things only and try to keep it at a length someone will actually read. The lonely planet and ordinary traveler blogs seem to have found the good amount of length to keep the reader engaged long enough. These two blogs average a length per post of about 1,000 words. The expert vagabond averages 2,000 words per post, which could swerve people away from reading every single word but expert vagabond has found a way to keep the reader engaged throughout.

Whether the length of a blog is short or long, it has to have certain tactics or strategies in order to engage the reader, encourage he or she to read more and hopefully revisit the blog.

The one that engages the reader differently from the other two is the lonely planet blog. This blog uses a combination of pictures and videos to keep the reader engaged. The way videos are used is by having a short clip of a certain destination. Once a reader watches the video, he or she will be more excited to read the whole post with the hopes of making that destination their next trip. The way this blog uses pictures is also very effective in engaging the reader. On the home page, you can see the featured articles with a high-quality picture related to a travel topic. The beautiful pictures on the homepage makes the reader want to read about that post. Once the reader is going through a post, he or she will see more pictures within the post which help keep the reader engaged. Another positive thing that lonely planet does, is using headlines correctly in order for readers to find information quickly.

The ordinary traveler blog also includes pictures within the posts so the reader can have a visual representation of how a place looks. Pictures really help a reader decide if they want to go to that place. The main strategy this blog uses to keep the reader engaged are the headlines. These headlines are used differently from the lonely planet because these headlines focus on tips and certain features of the trip, which enables a reader to skim around. This becomes very useful for the blog readers that are short on time or don't like to read everything. A thing that can be very helpful for this site are the advertisements that come up while reading. Hotel or flight advertisements are helpful for the reader to simply click on a button without having to scroll. Another positive of the advertisements is that the blogger can get some extra money from the advertisement, which could be put towards improving the blog quality.

One main attribute of the expert vagabond blog is the home page. It is set up in a way that has the popular post at the top of the page, followed by the adventure travel posts, then useful travel tips and finally the latest blog postings. The home page makes it easy for the reader to find

a specific post quickly. Another main feature that keeps the readers engaged is the comment section at the end of each blog post. Each post on this blog have lots of comments, which show that people are engaging and reading the blogs. The comments sections help bring recognition to this blog because people share them with friends and family.

In conclusion, the three blogs that were analyzed were on the topic of travel. The three travel blogs include lonely planet, ordinary traveler and expert vagabond. These blogs were chosen because of their top ten ranking in travel blogs. The points of analysis that were focused on were identifying the audience, content, frequency and length of posts and strategies used to engage the audience. It seems to be that the lonely planet is the best formatted, followed by Expert Vagabond and finally the ordinary traveler. There are lots of similarities and differences between these blogs, but the analysis shows why some blogs are more effective than others.

Reference Page

<https://www.lonelyplanet.com/>

<https://ordinarytraveler.com/>

<https://expertvagabond.com/>

https://detailed.com/travel-blogs/?gclid=Cj0KCQjwkKPVBRDtARIsAA2CG6HMdPHu6OQNLQJpN0ChfvmsTjFwnIkUbGU8zXYFBAoBQrcS5jO4xUaAt8IEALw_wcB