

Exercise #1:

Brainstorm Based on Your Experience

- General destination – countries
- Specific destinations – cities
- Specific destinations – sights
- Travel tips – packing, technology
- Food – by general destination
- Food – by specific destination
- Food – by season
- Food – order at restaurants vs buy at markets
- Types of travel – honeymoons, active
- Type of travelers – families, retirees
- General travel tips
- 10 things you need to know about X
- 10 mistakes travelers make when Y
- [destination] in [season]
- “What to see in X”
- “What to do in Y”
- Getting around tips
- Tips on train travel
- Tips on driving
- Tips on costs

Exercise #2: SEO Tools



1. Pick one area of your expertise and do a Google Search. What is in the autofill that you could write about?

- _____
- _____
- _____

What “related searches” at the bottom of the page could you write about?

- _____
- _____
- _____

2. Look at Google Trends for a destination in your expertise. List some trends that you could write about:

- _____
- _____
- _____

3. Look at Answer The Public for an area of your expertise. What are some things that people are searching for?

- _____
- _____
- _____