



Becoming a Go-Roadtrip BLOG contributor

ABOUT THE BLOG

The Go-Roadtrip blog is all about road trips and travel. Australia and the world. Topics you'll find there are typically:

- Stories about personal trips people have made
- Ideal itineraries
- Hints and tips about places to visit
- Advice on travel in general
- Car set up tutorials and reviews
- Funny travel stories

Authors on the blog LOVE travel and have an existing following on social media. The blog is a place that their stories and articles can be found in one place.

WHY BECOME A CONTRIBUTOR

We send paid and organic traffic to our website everyday. Our website visitors are lovers of travel too. They have shown an interest in our travel scratch maps. Your articles have a great chance to be seen by these people. So entertain them, then link them back to your websites primed for sales or whatever you need to do with them.

STEP 1 - SET UP - I need the following from you

Your name (Person not company)
Head-shot photo 1:1 black n white. 500px
100 word biography
Primary website link
All your social links

STEP 2 - SENDING IN ARTICLES

Each time you want to contribute, I'd like you to follow the example on the following page.

EMAIL YOUR ARTICLE TO damian@trade-ads.com.au

Every article NEEDS an article image. Send your words in a word doc. And never put your images inside the word doc - attach them to the email separately. Naming is very important. Please name your word file AND your image the exact headline of your article. You can also send other images for your article, to be placed throughout if required. See the example article on the next page for more info.

HOW OFTEN CAN I POST?

You can send in articles as often as you like. I will be actively inserting these myself and will let you know if your articles are hogging the blog too much and we can spread out the publish dates a bit.

RULES ABOUT ADVERTISING

I want to give you the opportunity to advertise or promote offerings within your article, but it must always be an after thought and only take up no more than 30% of the article. So never lead with the offer. Start with the problem perhaps, then talk about the solution, then mention at the end - your offer.



Example Article format

GIVE YOUR ARTICLE A HEADLINE

Give your article some intro text. This needs to be around 75-100 words. Give your article some intro text. This needs to be around 75-100 words. Give your article some intro text. This needs to be around 75-100 words. Give your article some intro text. This needs to be around 75-100 words.

[break]

Then continue your article here. No need to format your text as I will be using my website formatting, so don't bother with fancy fonts or anything as I'll strip it out anyway. You can however format things like

- bullet points
- quotes
- call outs
- buttons
- [links](#)

Sub Heading if required

Your article will also need an article image. Please make this a 1:1 ratio (square) image at 1000px wide. Make sure you name the article image has the same name as your headline.

If you need to place images throughout your article, you can explain it to me like this.

[insert Otherimage.jpg] - get your files names right.

Then you can continue on with your words. And if you'd like to insert a link or button you can tell me like this:

This is a sentence with a **link** [www.link.com] and more text will follow.

button text [www.button.com] A button will sit on it's own line. I'll style a nice button for you.

Sign off

Damian Witham

At the bottom of the article you can tell me any instructions you need like special publish dates or anything else you need to mention to me.