

## PROJECT: BLOG

Project's Primary Objective	<ul style="list-style-type: none"> <li>• Create a professional online presence</li> <li>• Bring in new customers through common google searches for solo travellers and travellers planning their trip to Canada.</li> <li>• Convert traffic into bookings</li> </ul>
Points that must be included.	<ul style="list-style-type: none"> <li>• The difficulty of finding transport</li> <li>• Suggest a Rooted tour instead, where applicable.</li> <li>• Links to the Rooted website</li> </ul>
Main Call to Action	<ul style="list-style-type: none"> <li>• Book a Tour Instead</li> </ul>
SEO	<ul style="list-style-type: none"> <li>• Canadian Rockies</li> <li>• Canada</li> <li>• Guided tours</li> <li>• Travel agency</li> <li>• Tour operator</li> <li>• Hidden gems</li> <li>• Authentic experiences in Canada</li> <li>• Solo travellers</li> <li>• Solo travelling Canada</li> <li>• Things to do in ...</li> <li>• Vancouver</li> <li>• Banff</li> <li>• Calgary</li> <li>• Canadian Rockies</li> <li>• Rocky Mountains</li> <li>• Jasper</li> <li>• Vancouver Island</li> <li>• Victoria</li> <li>• Tofino</li> <li>• Lake Louise</li> <li>• Island Wanderer</li> <li>• Making friends while solo travelling</li> <li>• Making friends while travelling</li> <li>• Travel apps</li> <li>• Travel events</li> <li>• Road trip</li> <li>• Road trip near Vancouver</li> <li>• Hostelling in Canada</li> <li>• Hostelling in the Canadian Rockies</li> <li>• How to travel the Canadian Rockies</li> <li>• How to travel the Canadian Rockies on a budget</li> <li>• Hostels near Banff</li> <li>• Hostels near Jasper</li> </ul>