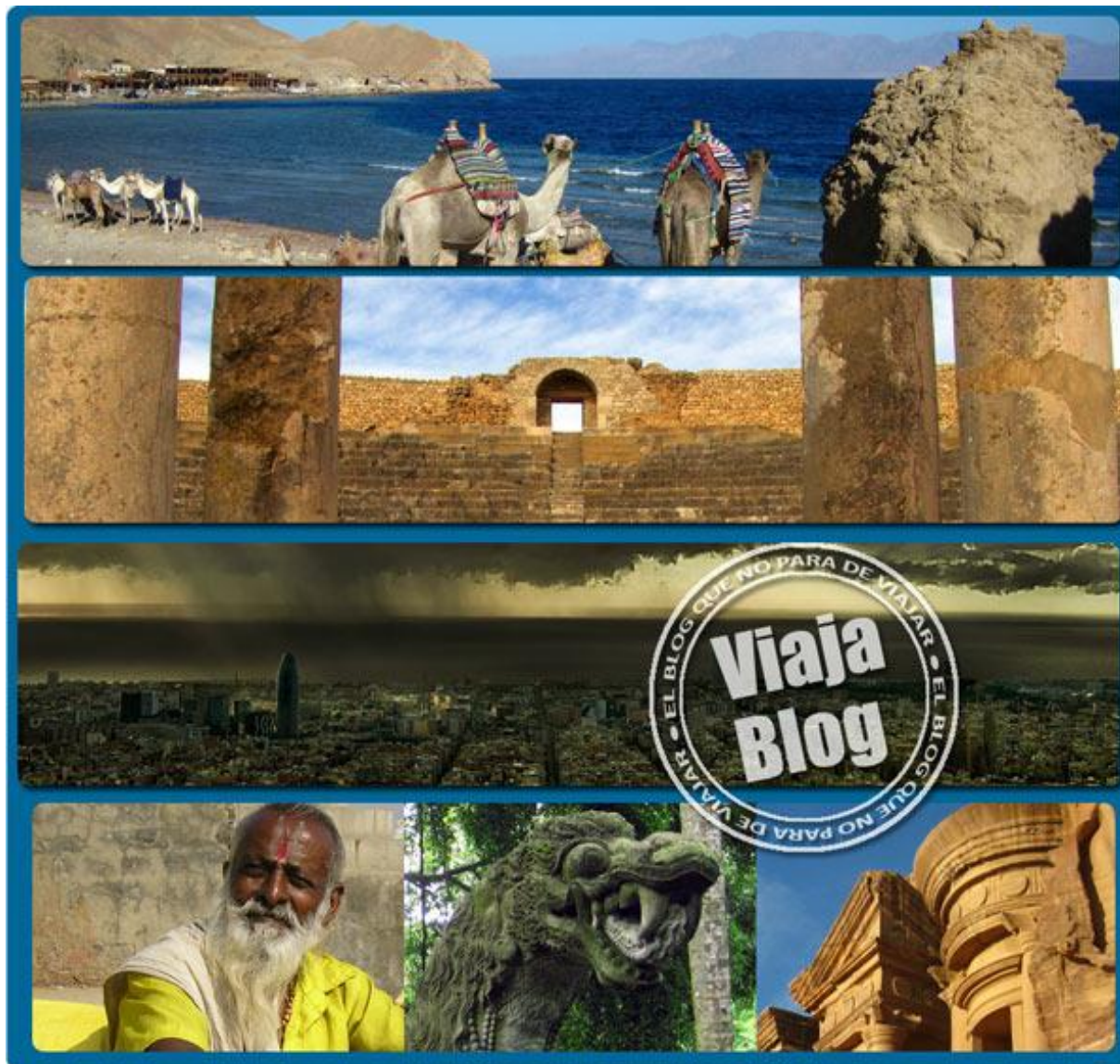




The travel blog that never stops!

Advice and information about the world of travel brought to you by a team of experienced writers who wander around our planet.





What is Viajablog?

Viajablog is a travel and tourism portal in Spanish language with a Spanish speaking audience mainly from Europe and South America but with visitors from all over the world.

We write both about our individual travels or as part of a Blogger organized trips and provide useful information about transport, accommodation, and the destination as well as sections with participation and content provided by our readers.

Viajablog, a project started back in 2005, to date:

We have published more than 2,800 articles
Our readers have left more than 8,600 comments

- El menú más caro:
Lima 9 soles
- El menú más barato:
Huaraz, Trujillo, Tarapoto: 3 soles
- La cama más cara:
Cuzco – 30 soles compartiendo una doble con baño.
- La cama más barata:
Santa María – 10 soles compartiendo una triple sin baño.
- El precio habitual por una habitación individual es de 25 soles.
- Paquete de tabaco Lucky Strikes – 5 soles
- Paquete de tabaco más barato: Caribe – 2 soles
- Una botella de agua:
650 cl. en la mayoría de lugares – 1 sol
- 650 cl. en Machu Picchu – 10 soles
- Precios de billetes de autocar:
Lima – Cuzco, 20 horas – clase cama – 100 soles
- Pisco – Lima, 3 horas – clase económica – 12 soles
- Arequipa – Pisco, 11 horas – clase cama – 60 soles
- Cuzco – Arequipa, 15 horas – clase semicama – 65 soles
- Huaraz – Trujillo, 9 horas – clase semicama – 45 soles
- Pedro Ruiz – Tarapoto, 7 horas – clase económica – 25 soles
- Trujillo – Chachapoyas, 13 horas – clase semicama – 35 soles





Who visits Viajablog's webpage?

Viajablog's audience is very broad as we cater for all kinds of travelers, from weekend tourists to the independent traveler looking for personalized information and tips on destinations and accommodation.

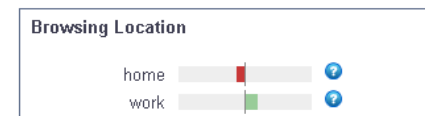
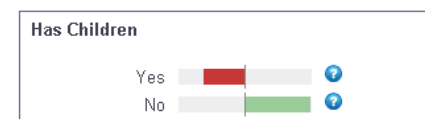
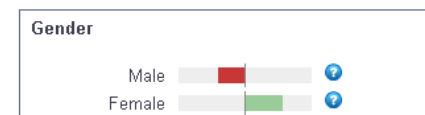
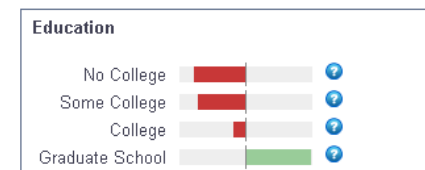
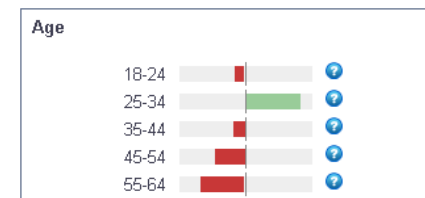
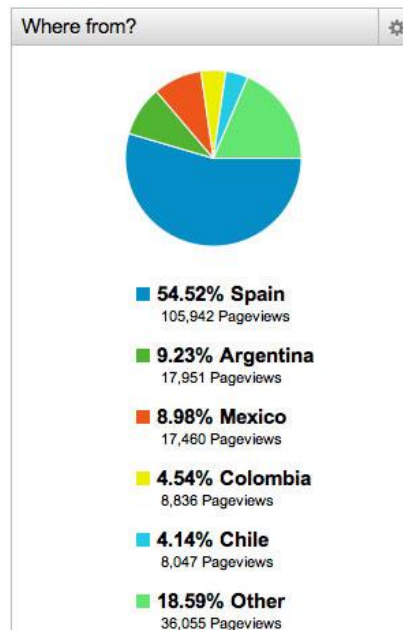
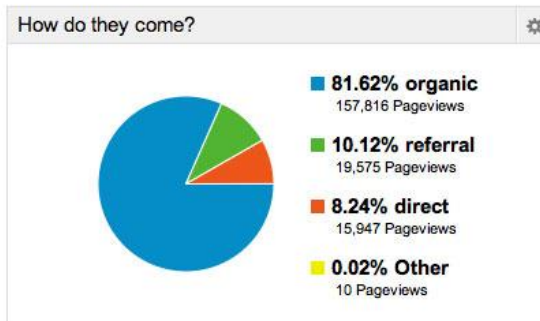
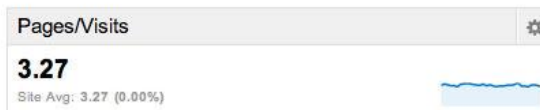
25 to 30% of our visitors come directly to Viajablog or are redirected from other webpages or social networks.

70 to 75% of our visitors are referred to Viajablog by search engines when they were looking for information about accommodation, eating out, or activities in a specific location.

* Google Analytics: Numbers from February 2012

February 2012

Jan 29, 2012 - Feb 29, 2012





Examples of successful Viajablog's SEO good practices

Writing for humans and robots at the same time is possible. Here are some examples where Viajablog articles are appearing on first positions in Google and other search engines (Spanish language)

“Comer en Oporto”, “Londres tres días”, “Ryanair equipaje de mano”, “Consejos mochileros”, “Trekking Annapurna”, “dormir barato Cádiz”, “trabajo de viaje” and many more.



The screenshot shows a Google search interface. The search bar contains the text "trekking annapurna". Below the search bar, the word "Búsqueda" is displayed in red, followed by the text "Aproximadamente 3,930,000 resultados (0.22 segundos)". On the left side, there is a vertical menu with options: "Todo", "Imágenes", "Maps", "Vídeos", "Noticias", and "Shopping". The main search results area shows two entries. The first entry is an advertisement for "Annapurna Circuit Trek - Low prices and great value" from the website "www.himalayanglacier.com", with the subtext "Group & tailor made itineraries". The second entry is a search result for "Consejos prácticos para realizar el trekking al circuito del Annapurna" from "www.viajablog.com/consejos-practicos-para-realizar-el-trekki...", dated "26 Mar 2010", with a snippet: "En Nepal existen dos trekkings que superan en número de senderistas por su fama, estructura turística y espectacularidad paisajística: el ...".



Where can you find Viajablog in Social Media

Viajablog editors are aware of the importance of Internet and Social Media to promote a story, a message, and exponentially disseminate any information. Both as Viajablog and individually, we are present and active in the main Social Networks.





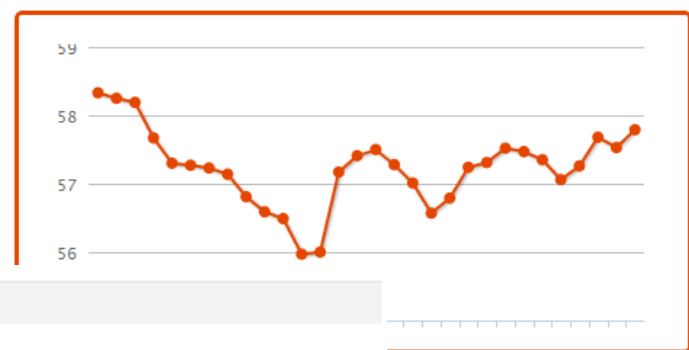
How do users interact with Viajablog

More than 4.800 followers in Twitter
 More than 1.300 followers in Facebook
 In Flickr, more than 100 users share more than 1,000 travel pictures in our group
 Viajablog videos have been played more than 60,000 in our YouTube channel



Score Analysis [Tweet](#) [Share](#) [Share](#)

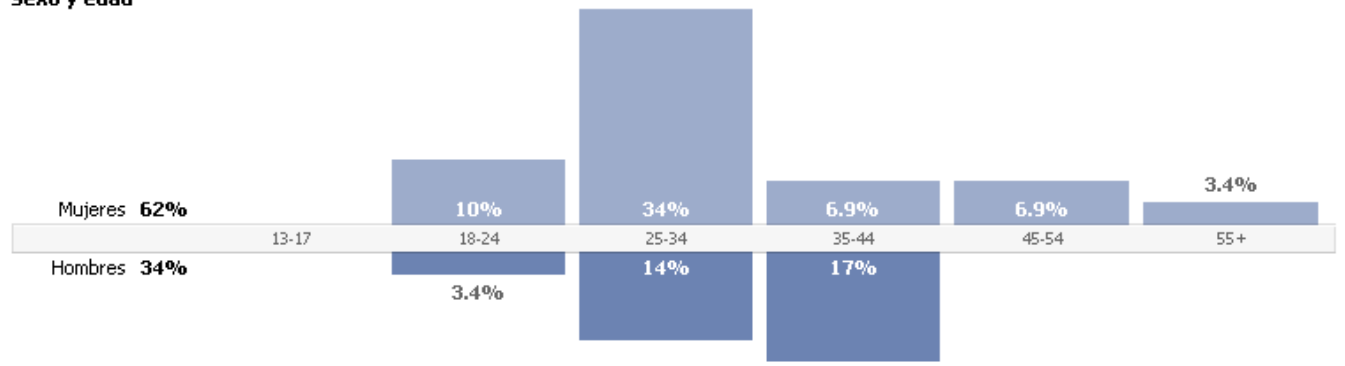
You create content that is spread throughout your network and drives discussions



Your Score:
57.79
 The Klout Score measures influence on a scale of 1 to 100. [Learn more](#)

Quién está hablando de tu página (datos demográficos y de país)

Sexo y edad?





Who is behind Viajablog

Quique Cardona. Enthusiast about travel without premeditation, mad about knowing and mixing with other cultures. Passionate about telling it to himself and to spread the travel bug to others in order to make them jump from their couches. He has a bachelor's degree in English. has lived in Ireland for three years, stamped 42 countries in his passport so far and for the last 10 years he has been professionally linked to the IT world. Currently living in Barcelona, you can follow him in Twitter @viajablog.



José R. Pérez (avistu). Enjoys reading and talking about History, Society and Politics although what matters more for him is his passion for travel which has led to him back packing on 5 continents - Antartica is on his wishlist. Along with retirement at 50. Some highlights would be a full year through Asia and Oceania (2007), 2 months in South India and Sri Lanka (2009), 2 months in the Middle East, from Egypt to Georgia (2010) or 1 month in Japan (2010-2011). Internet addict and Social Media enthusiast, optimizer and learner, you can follow him in Twitter @avistu and if you visit Asturias maybe he can pour you some cider.



Sergi Tortell. Between 2004 and 2005 Sergi made a trip around the world that would change his perspective of life forever. He currently resides in Dublin and you can follow him in Twitter @sergitortell



David Escribano. Moved to Ireland when the crisis wasn't even in the horizon, has spent the last 9 years packing and unpacking rucksacks more often that what his family would have liked. His baptism in long travels began on 2003 with a 6 month journey around the world that made him fall in love with South America where he returned in 2008 for a 7 month trip. Recently he travelled again for a 8 month period covering 4 continents. What he likes more about traveling is to see, learn and mingle with the locals. The landscapes of a country may be a good tourist attraction but what matters to him is the people who live there.





Countries covered and visited in Viajablog





What blog trips has Viajablog been invited to attend?

Pre trip coverage, with a post announcing the destination and activities, in real time, via Twitter with the corresponding hashtag, and post trip, writing articles regarding the accommodation and activities in the visited area.



2007

Belfast (Go to Belfast y Jet2),

2008

Sicily (Regione Siciliana)
Bloggers Cruise (Logitravel y MSC Cruceros)

2010

Pullmantur Cruisers Mediterranean (Pullmantur)
Palma de Mallorca (Hotel Viva Cala Mesquida Resort)
Yorkshire (County Yorkshire Tourism)
Mesquida Cala Resort (Mallorca)
Amsterdam (Visit Holland)
Dublin (Visit Ireland)
Copenhagen (Visit Denmark)

2011

Extremadura (Extremadura Local Government)
Cantabria (I National Conference on Blogging & Social Media)
Costa del Sol Interior (Tourism Office Costa del Sol)
Auverne (Atout France and EasyJet)
Swedish Lapland (Visit Sweden)
Asturias (Regional Tourism Society, Asturias Local Gov.)
Tunisia (Tunisia Tourism Office)
Costa Favolosa new Cruise inauguration (Cruceros Costa)
Rural Tourism in Sigüenza (TopRural.com)

Presents in forums of Tourism, Blogging and New Technologies:

TBMSVQ 2010 (Travel Bloggers Meeting, Sevilla)
turismo.as 2011 (III Foro de Turismo y Nuevas Tecnologías)
TBMBCN 2011 (Travel Bloggers Meeting, Barcelona)
TBMFitur 2012 (Travel Bloggers Meeting in Madrid FITUR 2012)



What has been Viajablog's impact on media?

LA VANGUARDIA.es
11 de mayo 2008

Inicio | Servicios | **Las 100 Genias** | Fotos | Videos | Blogs | Hemeroteca | Inmobiliaria | Empleo | Motor | Promociones LV | Acceso Usuarios | Pagado

Inicio

LECTOR DEL MES

Viajablog o cómo propagar el 'virus viajero'

★★★★★ 0 votos Añadir comentario

Rafaela Cebalán | 11/05/2008 | Actualizado a las 15:23h

Hace un año, La Vanguardia.es puso en marcha un espacio para que lectores viajeros pudieran dar a conocer sus experiencias por el mundo a otras personas. Fruto de esta iniciativa se dio a conocer "Viajablog". Uno de sus responsables, Sergi Tortell, nos decía entonces que era "la experiencia más maravillosa" de su vida. Gracias a las vistas recibidas desde entonces, han obtenido unos pocos beneficios que han donado a una ONG. En resumen, los editores de "Viajablog" se proponen transmitir la filosofía de viajar, vivir y animar a sus lectores a que vivan sus propias experiencias alrededor del mundo.

"De la mano de cuatro auténticos viajeros repasamos la actualidad del mundo de los viajes y del turismo en general". Estos mochileros son Sergi, Quique, David y "Avistu", los cuales, en

Luchant contra la cultura del sofá



- Interview in La Vanguardia newspaper on how to spread the travel bug.
- Interview in La 2 (Spanish national TV) in the program Anecdotes
- Video Interview in La Vanguardia newspaper on fighting the couch culture.
- Interview in Carrefour's blog I make ends meet
- Interview with the four editors on viamedius.com
- Sergi Tortell interviewed on his round the world trip in La Vanguardia
- Interview in Friendly Rentals
- Travel Guides Overview
- Interview in Asian Destinations
- Interview in Insanity Travel
- Interview in YokmoK
- Radio interview in Onda Vasca
- Several appearances in Swedish local newspapers
- Interview in La Nueva España newspaper
- You will find more details and other press coverage on: [Viajablog in the press](#)



How does Viajablog interact with the community?

Donations to Red Cross (Haiti & Somalia) & NGO Mumbai (India)

Photo competition & Travel Stories contest for our readers

Ayuda a Haití desde viajablog

Vuelos Baratos Haití
 Compara Todas las Ofertas de Vuelos
 Y Reserva Ya Haití
www.viajablog.com/vuelos-haiti

Formulario para donaciones

Destino de tu donativo: TERREMOTO HAITI

Introduzca el importe con la coma como delimitador de decimales

Deseo hacer una aportación única

30 euros
 50 euros
 75 euros
 100 euros
 Otra

Ayuda a Somalia desde Viajablog

Vuelos Tenerife
 8 Hoteles y Apartamentos Meliá
 ¡Reserva Aquí al Mejor Precio!
es.SolMelia.com/hoteles-Tenerife

Cena De Misterio
 Halla al asesino, sigue las pistas
 ¡Analiza la escena del crimen!
CenaDeMisterio.es/Boquete Anuncios Google

Formulario para donaciones

Destino de tu donativo: HAMBURNA CUERNO AFRICA 2011

Introduzca el importe con la coma como delimitador de decimales

Deseo hacer una aportación única

30 euros
 50 euros
 75 euros
 100 euros
 Otra

Deseo hacer una aportación periódica

6 euros cada
 10 euros cada
 15 euros cada
 20 euros cada
 Otra cada

Carreteras de ensueño: concurso de fotografía

Concurso fotos de verano
 Gana una cámara Canon Powershot Y
 crea tus mejores recuerdos
www.maccobox.net

Viajes Última Hora
 Reserva Viajes Exclusivos Con
 Descuentos Hasta 70% ¡Regístrate!
Viajes-privé.es/ultima-hora Anuncios Google

RACC Travel

Viaja Blog

Viajablog destina sus primeros ingresos de forma solidaria

Vuelos Tenerife
 8 Hoteles y Apartamentos Meliá
 ¡Reserva Aquí al Mejor Precio!
es.SolMelia.com/hoteles-Tenerife

Viajes Última Hora
 Reserva Viajes Exclusivos Con
 Descuentos Hasta 70% ¡Regístrate!
Viajes-privé.es/ultima-hora Anuncios Google

A través de la C
 Haití. Es parte
 hoteles en nues
 Ya que los bene
 necesitados con
 relatos de viaje,

La pasión que nos une en Viajablog son los viajes. Cuando la situación laboral nos lo permite nos ponemos la mochila a la espalda para conocer lugares nuevos y conocer culturas distintas. Asimismo, el placer por los viajes lo unimos con nuestra motivación por recordar las experiencias y compartirlas para ayudar a todo aquél que pueda beneficiarse en sus viajes. Por ese motivo lanzamos Viajablog hace algo más de medio año entre cuatro amigos unidos por el virus viajero. Desde aquí tratamos de fomentar esa lucha activa contra el sofá facilitando a nuestros lectores a abandonar sus placidos muelles para abrir la mente y conocer experiencias únicas.

A partir de Google AdSense y otros medios publicitarios que funcionan a través de comisiones hemos ido ingresando unos cuantos euros durante estos meses que la página ha ido funcionando. Gracias a vuestras compras y clicks en la publicidad hemos conseguido **los primeros 164 euros**. Nuestro primer objetivo no era sacar dinero de todo esto; tampoco nos gustaría que la gente pensara que somos unos interesados cuando hablamos de ciertas ofertas de viaje. Pensamos que un blog debe mantener su filosofía **independiente** de información. Si uno lee un blog de viajes espera encontrar una información personal y directa de lo que piensa sobre un destino, un hotel o una compañía; guste o no guste. Para recortes de publicidad ya existen otros lugares dedicados a la búsqueda integral de viajes, hoteles o vuelos.



está sufriendo una terrible
 nes de la ONU se trata de la
 cado un estado de hambruna

Concurso de relatos de viajes en Viajablog

Viajar Lanzarote
 Meliá de 4* y 5* junto al Mar. Web
 Oficial.Reserva al Mejor Precio
es.SolMelia.com/hotel-Lanzarote

Viajes a Ibiza, BPC
 Vuelo + 7 noches hotel | Ofertas. No te
 quedes sin plaza. Reserva ya!
www.tourtravel.com Anuncios Google

Concurso de relatos de viaje

Viaja Blog

p&v

Ya hace unos meses que no montamos un concurso entre los lectores de Viajablog. La última vez que lo hicimos fue a través de vuestra habilidad -nos dejasteis impresionados y con dolores de cabeza para decidir- tras la cámara.

Pues bien, llegó el momento de volver al ataque y devolveros parte del dinero acumulado en el blog a través de la propaganda.



What sets Viajablog aside?

Viajablog has carved an image of independence and honesty toward the reader as it has never agreed to publish sponsored articles. All texts that can be read on our website are personal experiences, news or information that we consider to be of interest to our audience. The only advertising allowed on the blog is in the form of banners always clearly separated from the text of the articles.

Among the 4 editors we add up 6 trips that have lasted 6 or more months, something unheard of among the Spanish-language travel blogs. The personal situation of each of us gives us flexibility to cover all situations and places, from adventure trips to family destinations and also more cultural or gastronomic holidays.

For four years, Viajablog has been involved in the promotion of tourist destinations, hotels and events with various private companies, public administrations and agencies. We can help you to increase the visibility of your tourism product in a fresh and innovative way.

Call us and we will discuss the best way of doing it.

