

Inspiring families to travel



WHERE'S SHARON?
MEDIA KIT



Where's Sharon is a family travel resource and aims to help families travel smarter, cheaper and better. It's the most visited family travel blog in the world according to [this list](#) which is based on Google Analytics data.

Sharon and Joshua enjoy sharing their travels and tips in the hope of inspiring others to travel, regardless of their family situation.

Sharon and her husband, Joshua, travel the world with their young kids.

About Sharon and Joshua

Sharon Gourlay

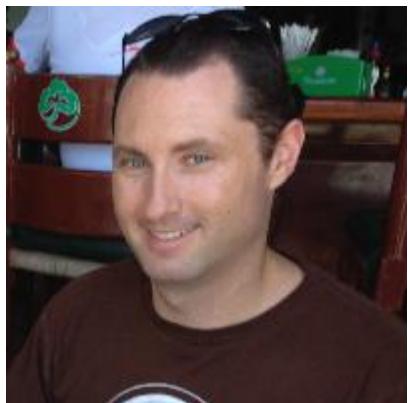


In between trips, Sharon spent eight years working in the IT industry and then a year as a high school teacher before becoming a full time travel blogger, writer and internet marketer.

Sharon is the lead writer for Where's Sharon as well as an expert on SEO and is a TBEX* presenter on this topic. She has also presented at ProBlogger Training Event on affiliate marketing.

Sharon is passionate about travel and has visited over 90 countries. She loves sharing this passion with her kids and others.

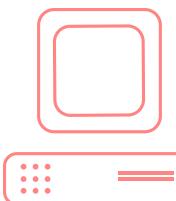
Joshua Hutchison



When not travelling, Joshua works in the IT industry. He currently works as a web developer and an internet marketer.

Joshua is responsible for the technical side of Where's Sharon, as well as contributing content.

* TBEX - Travel Blogger Exchange is the top travel blogging conference



What is a travel blogger?



Travel bloggers are first and foremost travellers. They are passionate about travel and sharing this love with others. They can connect and interact with travellers in a way that traditional media cannot.

To do this effectively, they are also travel writers, photographers, editors, publishers, social media experts, marketers, sales representatives and website developers.

Why work with a travel blogger?

1. Travel bloggers know how to appeal to other travellers because they are travellers themselves. 81% of US online consumers say they trust advice from bloggers.
2. More people book their travel online than using any other method. Over 60% of travellers plan their trip on the internet. More than half of these people use reviews and 24% of people read travel blogs when planning a trip.
3. Social media has a strong influence on the travel that people book. Social media has been responsible for over half of travellers changing their travel plans.
4. Bloggers are influencers. They can promote your brand through a multi pronged approach using blog posts, social media and their network of other travel bloggers.

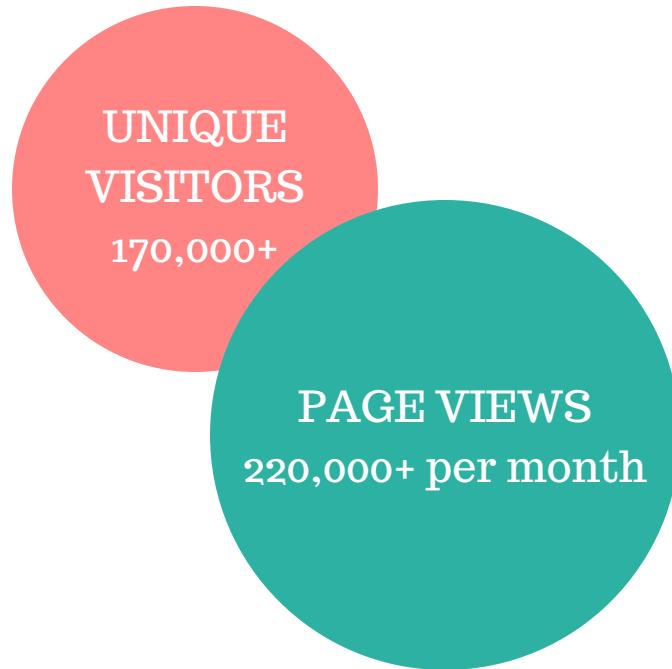
Source: Sprout Insights and Ipsos MediaCT

Work with Where's Sharon



Inspiring others to travel regardless
of their family situation

Our readers



MozRank Page Authority: 54
Domain Authority: 45

Country / Territory

1. United States

2. Australia

3. Singapore

4. United Kingdom

5. Malaysia

6. Canada

7. Philippines

8. Taiwan

9. Hong Kong

10. India

From Google Analytics

Families who follow us



4700



9000

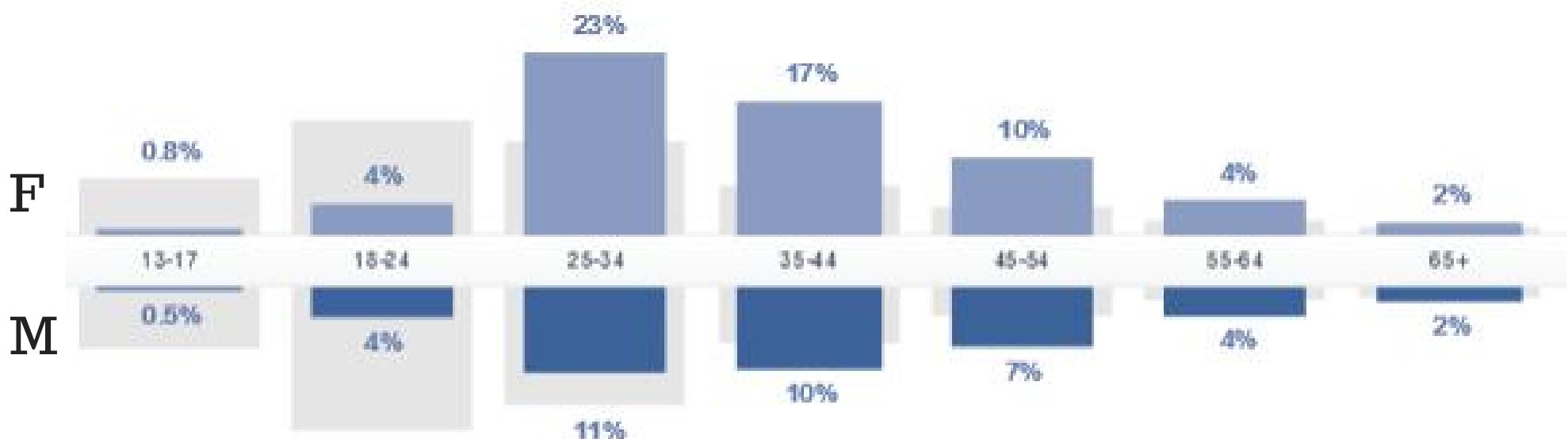


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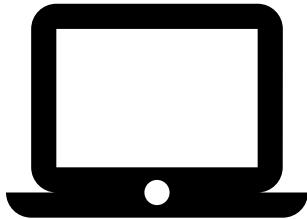


20000

Facebook Fans



The benefits of working with an SEO Expert



We not only promote your article at the time of publication, but our top rate SEO and keyword research skills will ensure your article is viewed by a targeted audience ongoing.

Why is this important?

Google traffic is targeted traffic.



We can reach travellers who are currently considering a destination and getting ready to book.

[Read our case study on Sentosa Island here](#)

What our readers say



“ I love traveling but was nervous about taking our daughter overseas. Where's Sharon gave me some wonderful tips and a few laughs along the way. It gave me the push I needed to get over my fear of travelling with kids. Thanks to Where's Sharon, we are off to Malaysia and the Philippines next year. ”

Ashley, Blog Reader

“ Can I just let you know your information on Singapore is the most incredible "Travelling with Children in a city" information I've seen, and I have been continuously searching for almost 2 years. The detail level is exactly right, the information is current and relevant and you have enhanced our upcoming trip infinitely. The Singapore guide is nothing short of amazing - and I have been to Singapore 17 times in my life! Thanks a million ”

Chien-Li Liew, Blog Reader



“ I am using Where's Sharon to plan our next trip. Thanks guys! ”

Nicole, Blog Reader

Work with us: Inspire families to travel

Work
together

There are many ways we can work together to increase your brand exposure:

- Destination marketing
- Hotel marketing
- Social media promotion
- Contests
- Freelance writing
- Sponsored posts

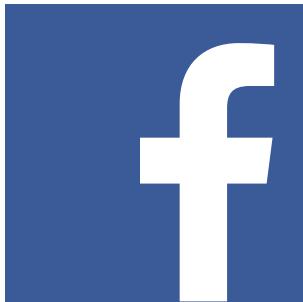
Benefits

- Exposure to a targeted audience on our blog, google and social media.
- Influence other families to use your services.
- Opportunity to be featured on one of the most popular family travel resources on the internet.
- Ongoing exposure to families planning their next vacation.

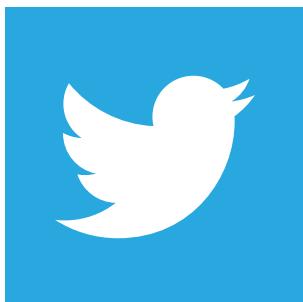
Contact Us



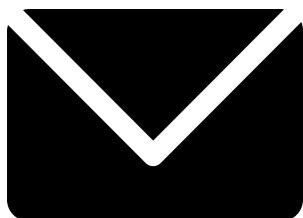
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