



125 Blog Post Ideas for Local City Directories



WHY YOU NEED A BLOG

In today's digital-dominated world, having a blog on your website is an important pillar of your online marketing strategy to help increase traffic and brand awareness.

However, the biggest problem website owners face is that they either don't know what to write about or they don't have time to write.

OUR FREE GIFT TO YOU

There are hundreds of ideas out there for blog content if you know where to look. Unfortunately, these ideas are spread across a variety of sites and aren't easy to find.

To make things easier, we scoured the internet to create an epic list of blog article topics and ideas that you can refer to whenever you need inspiration.

Below are 125 ideas for blog posts, categorized into different topics, which can be adapted to give you years worth of blog content. Many of these article ideas will only take 5 minutes to create and post and all of them will offer value to your blog, your website and your community if done with passion and conviction.

So, strap into your chair, brew a cup of coffee and get ready to soak up some juicy ideas that will inspire you to get typing and improve your marketing efforts!

Feel free to share this eBook with your friends and colleagues to inspire them to blog more often.

BE INSPIRING

Write a post which inspires your readers. If you specialize in certain locations this is the perfect opportunity to showcase the places you travel to and make readers love it as much as you do!

Destinations

1. Visiting X on a budget
2. 50 Things Not to Miss in X
3. Top Restaurants in X
4. Top Attractions in X
5. X vs X – Which Do You Prefer?
6. 48 Hours in X

Lists

7. 100 Top Cities in the World
8. 15 Places You Must See in South America
9. 34 Best Locations to Surf
10. 25 Ways to Spot a Backpacker
11. 10 Ways to Save Money on the Road

Photo Diaries

12. A Photo Diary of a Day in X
13. A Photo Diary on Safari in X
14. A Round the World Trip in 77 Photos
15. X – in 39 Photos
16. Beautiful X in Pictures

Photo of the Day

17. A Beautiful Sunset in X
18. A Day Shopping in X

SHOW YOUR EXPERTISE

If you've convinced readers with your inspiring posts of the best places to visit, then this is where you can show them that you're the expert in those areas and can offer them the best insight to make them truly utilize your website as a valuable resource.

Ultimate Guides

19. The Ultimate Guide to Travel in X
20. The Ultimate Guide to X
21. X – The Ultimate Guide

How To

22. How to Travel Safely in X
23. How to Make Friends in a Hostel
24. How to Save Money on X
25. How to See X on a Budget
26. How to Travel Around X with Kids

Checklists

27. A 10 Point Packing Checklist When Going to X
28. The Ultimate Checklist When Choosing Travel Insurance
29. A Checklist for Every Sight You Must See in X

Itinerary Ideas

30. Our Recommendations for the Perfect 2 Weeks in X
31. An X Vacation – Hour by Hour
32. 1 Week in X – We Tell You Our Dream Itinerary

Secrets

33. 15 Ways to Get Cheaper Travel Insurance You Won't Find Anywhere on the Web
34. 21 Gems in X You Won't Find in a Guidebook
35. The Best Off the Beaten Path Spots in X That Only the Locals Know

Pros and Cons

36. The Pros and Cons of Visiting X

BE INFORMATIVE

In the same way that the posts above will show off your expertise, these kinds of posts will show your depth of knowledge about particular areas. These sorts of posts can also be good for capturing search traffic and increasing the visibility of your brand to a broader pool of readers.

Cultural Insight

37. 15 Things You Probably Didn't Know About X
38. Surprising Facts About the Inhabitants of X
39. The History of X in 17 Soundbites
40. The Best Festivals in X

Local Recipes

41. How to Make an Authentic X Dish
42. Tips for the Perfect X Dish
43. A Guide for Making an X Dish

Fact Posts

44. 25 Interesting Facts About X
45. 10 Surprising Facts About X
46. 12 Facts About X That You'll Never Believe

Myths

Bust myths about your niche...

47. 25 Facts About X Which Are False
48. 14 Popular Travel Myths Busted

Language

49. 17 Simple Tips to Learn X Language in 3 Months

Research

50. Do some research on X and present in an interesting way – article/infographic etc.
51. Survey – take the results of a survey and turn it into an interesting post

Reviews

52. Review of a Weekend in X
53. The Lowdown on a Stay at X

FAQs

Create a post based on frequently asked questions from customers

54. Our Answers to 12 Customer Questions from July

BE ENTERTAINING

People love to be entertained. Whether it's a funny anecdote from the road, quick quotes to fill a bored moment or a real-time narrative of a trip you're on, entertaining your readers will always go down well and keep them coming back for more.

Anecdotes

Tell a first-person story from the road in a narrative format...

55. The Time a Monkey Left Me in an X
56. Tales from Running the Marathon in X

A-Z Post

57. The A to Z of X Country

Quotes

58. Publish a popular travel quote within a good-looking graphic

A Series

Can you break down something into a series of multiple posts?

59. Travelling Through X in 45 Days – Part 1 Day 1-15
60. Travelling Through X in 45 Days – Part 2 Day 16-30
61. Travelling Through X in 45 Days – Part 3 Day 31-45

BE TOPICAL

There are always topical things happening in travel, whether it is events in particular places, changes to travel legislation or location specific news. With that comes increased interest in the area and an opportunity to piggyback on that and gain more traffic and brand visibility through search and social media.

Not every piece of news will be relevant to you, but when something relevant does arise it's a great opportunity to associate your brand with it in a positive way.

News

Comment on latest travel news with a twist for your audience:

62. X Financial Crisis – What It Means for Your Holiday
63. Updates from X – 3 Important Lessons for the Travel Industry
64. X Air Traffic Strike – Does it Affect You?

Events

65. The Best Things to See in X in May
66. 7 Events Not to Miss This Month in X
67. Every Event You Need to Know About in X for 2019
68. Celebrating World Earth Day in X
69. Seasons – Best Things to Do in X in Summer

Follow Up/Reaction

70. Write a follow up to a post you wrote previously
71. Write a follow up to someone else's blog post

Open Letters

72. An Open Letter to Tourists in X
73. An Open Letter to the X Tourist Board

BE EMOTIVE

It's been proven that stirring emotion in people increases the likelihood of them sharing content on social media, with the most extreme emotions generally resulting in the most sharing.

Making people angry and making people laugh are the two extremes which garner the most attention, but if you can stir up any kind of emotion with your content you are more likely to see it gain more traction on social platforms. How extreme you want to be depends on you!

Rant

74. Why I Hate X
75. Technology in Travel – There's Nothing to Like

Humor

76. 35 Funny Things You'll See in X
77. 15 Places in X That Scared Ryan Gosling
78. Cartoons – have a mascot who visits different countries and you put into cartoon format
79. Memes

Inspirational Posts

80. This Guy Travels for \$50/day and You Can Too
81. 50 Tips to Help to Live Your Travel Dreams
82. How a Blogger Helped Change the Lives of Hundreds on His Travels

Create Controversy

83. 25 Reasons We Don't Visit X and You Shouldn't Either
84. 12 Reason I Can't Stand X (sorry X!)
85. X History in Photos

ASK OTHERS

You may have periods where you don't have as much time available to spend on your blog because you are travelling, on vocation or you have other commitments. A great way to overcome this is to ask other people for content or use content which involves the readers time rather than yours.

Competitions

86. Offer a competition which people must enter
87. Giveaways

Guest Posts

88. Offer to host guest posts from travel bloggers
89. Ask clients/guests to write about their experience whilst in the area
90. Ask other complimentary travel companies to write for your blog to get another angle

Interviews

91. Interview a travel blogger
92. Interview lots of travel bloggers on a specific topic for one post – 12 Travel Bloggers Share Their Travel Habits
93. Interview industry specialists – 7 Travel Agents Share Their Insider Secrets

Polls

Run a poll and then post a blog post with the results.

94. Which of these travel destinations would you most like to visit?
 - X
 - Y
 - Z

Quizzes

95. Which is Your Perfect Travel Destination?
96. Which City is Perfect for You?
97. What Type of Traveler Are you?

Crowdsourced Posts

Find influencers in your niche (bloggers, journalists, companies, celebrities) and ask them all the same question.

98. The Best Value Country in the World According to 25 Travel Experts
99. 10 Travel Bloggers Tell Us Their Favorite Places in the World
100. 20 Travel Journalists Tell Us Their Hottest Destinations for 2015
101. 29 Tips from the World's Best Travel Photographers
102. The World's Best Surf Destinations According to the World's Best Surfers

HELP OTHERS

It's amazing how effective it can be to just help someone else. Do something nice for someone and 9 times out of 10 they will return the favor at some point down the line.

These kinds of posts are all about giving something back to others, whether it be bloggers, readers or anyone else out there! Don't expect (or worse, demand) anything in return though, just do your bit and let karma take care of the rest.

Ultimate Resources

- 103. Ultimate List of Resources for Travel in X
- 104. Ultimate List of X Travel Blogs
- 105. Ultimate Set of Links for Cheap Travel to X

Round Ups

- 106. The 10 Best X Blog Posts from May
- 107. My Favorite 27 Blog Posts in 2014
- 108. 15 Favorite Tweets This Week
- 109. Best FB Pages I Found This Month

BE PERSONAL

A personal touch makes all the difference in building a relationship with your readers and the more insight you can give into your company and the people behind it, the more likely it is that your content will be successful and that people will trust your website as a viable resource.

Company Updates

110. Latest news from the company
111. Upcoming company activity
112. Personal insight from company members

Bucket List

113. Write Your Bucket List
114. Write a post for each individual item on your bucket list as you do it

Case Studies

115. Write a case study of a particular customer's trip and include testimonials from them to give readers an insight into real trips that clients have been on
116. If you don't send people on holidays write a case study on someone who used your product – e.g. someone who got travel insurance with you and then had to use it to illustrate its importance

USE DIFFERENT FORMATS

Your blog posts shouldn't all be text pieces with a couple of images. Different formats keep readers interested and helps to entertain different types of readers who prefer different types of content. They can also be a great way of multiplying all the ideas in this post to create hundreds more posts by putting them into a different format!

Video

- 117. Activities – Paragliding from the mountainside in X
- 118. Destination Guides – X in 1 Minute

Podcasts

- 119. Record an interview with someone who recently visited X
- 120. Record an interview with a specialist in your company answering regularly asked questions
- 121. Interview a blogger

Infographics

Create infographics for interesting stats in your niche:

- 122. The Top 50 Most Visited Cities in X
- 123. The Top 25 Most Used Travel Apps
- 124. 10 Best Excursions to Do in X
- 125. Everything You Need to Know About X

There they are! 125 ideas for your blog, nearly all of which can be adapted to create hundreds of other posts and then changed into different formats to create hundreds more!

The important thing now is to act! There's no point having ideas if you don't put them into practice, so come up with an editorial calendar that you can stick to and start publishing!

And remember that quality is crucial – catchy blog titles are great, but if you don't deliver great content when the reader lands on the page then you'll have guaranteed one person who won't come back. Don't overcommit to too many posts, too often – come up with a realistic schedule you can stick to while maintaining high quality.

If you combine that with promoting the content you've created, you will be well on your way to a successful blog, placing you as an authority in your area and one which readers will come back to time and time again.

Happy blogging!



About Brilliant Directories

Brilliant Directories is the leading directory software to manage members, publish content, generate revenue and more.

Since 2009, over 10,000 groups, organizations and website owners around the world have placed their trust in Brilliant Directories for managing their online communities and directory websites. You can be our next success story.

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