

If you're passionate about traveling and want to share your experiences with the world, perhaps a travel blog is for you. But how do you start a travel blog? How do you make it stand out? We've put together a list of the basic considerations and the initial setup steps you should take to start your travel blogging adventure.

Brainstorm Your Travel Blog Brand and Identity

One of the best ways to make sure your travel blogging sets off on the right road is to dedicate time to conceptualizing and planning it—or at least deciding what direction you want it to go. While some people prefer the comfort of planning out every detail, others may like the freedom of adapting content on the fly.

Luckily, there's space for both approaches when it comes to travel blogging. When you're just getting off the ground, though, it's important to make a few decisions to guide your future adventures.

Choose a Blog Style

Do you want to focus on domestic or international travel? Are you interested in every continent, or is there a specific region you want to become an expert in? Do you prefer posting “guidebook-like” content, or do you want to share experiences, memories and mishaps instead? Does documenting the practical logistics of travel appeal to you, or are you the type to like traveling the world as a free spirit and bringing your readers along for the spontaneous ride?

Though the subject matter of your blog may change over time as you discover the tone, voice and style that work best for you, consider allowing the inspiration and desire to start your blog to help you build the initial branding backbone of your blog. What is it about blogging that appeals to you? What do you love most about travel?

You should consider what initial interests you'd like to invest in. While successful travel blogs blend a variety of skills, there's nothing wrong with leaning into photography at first while you're developing your writing ability or vice versa. Similarly, a travel blog focused on food and sampling cuisines is going to look very

different from a travel blog dedicated to month-long backpacking trips through the most remote areas in the world.

Figuring out these things offers positive impacts beyond your blog's content, too: it can help you decide what gear to buy, what training (if any) you want or need to invest in and what kind of experiences interest you most. The more excited and passionate you are about the subject matter of your writing, the better your content will be.

Audience

Although much of your blog's identity is something that will likely go hand in hand with figuring out your answer to questions about content, finding your audience is important enough to warrant dedicated thought and research. For better or worse, social media plays a key role in promoting travel bloggers—and when it comes to social media, you want to know what audience you're writing, photographing and video-editing for.

A general rule of thumb is to appeal to whatever audience you can relate to. Are you most at home as a solo traveler or do you always travel as part of a group or with your family? If you're a young adult or student traveler, you may be writing for those like you and not retirees. Budget travelers may have different content priorities than luxury travelers, too.

The difference in travel interests and priorities can be enormous from demographic to demographic. Generally, the more you have in common with your audience, the more your content will appeal to them. An ideal audience also has the potential to grow with you. Age is perhaps the most obvious example, but also consider hobbies: the audience for a photography travel blog will likely support a shift toward videography over time while a nature and wildlife-focused blog may lose its audience if content suddenly pivots toward urban jungles and street food.

Decide on a Name

Once you've decided on the initial approach for your blog, it's time to pick a name. Though your content may change over time, it's unlikely your name will—and if you're a successful travel blogger, your name is one of the most important parts of your brand.

Choose something creative, memorable and not too overdone (“nomad” springs to mind as an overused word). Avoid anything not likely to age well or that limits you to a certain type of content: “21 and Traveling” or “American Adventures” are cute but might become tough to spin once you get older or travel out of America. Importantly, the name should be easy to share with others; numbers and symbols might seem cool at first, but they become significantly less so when you're spelling out your blog's URL over hostel breakfast in a place where hardly anyone knows your native language.

Once you have a good name, google it to make sure no one else is using the name. If there's nothing out there, you're probably in the clear. If you find something similar, go back to the drawing board—even if it stings. A new name is better than getting into any litigious action down the road.

Leave Room for Growth

Very few travel blogs (or any kind of blogs or media project, for that matter), end up exactly as originally imagined. Ideas evolve over time—and often for good reason. The exchange student you are at 20 is going to have different interests, ideas, priorities and skills than the adult you are at 30. It may seem like you're making big decisions right now, but don't commit to hard and fast rules involving “only” or “never”: this blog is your boarding pass, not your baggage claim receipt.

Getty Images

Start Your Blog

Choose a Blogging Host and Platform

A blog's host is the parent platform you choose to create, manage and support your site. Many hosting providers offer products with various advantages and disadvantages, and you'll find different travel bloggers swear by different services. To help you narrow down your decision, Forbes Advisor India came up with a list of the [best blogging platforms](#) to start your site.

If coding is not your strong suit and you would prefer a straightforward route to setting up your blog, see if your [hosting provider](#) also offers a feature-rich [website builder](#). Some web hosts, such as [Bluehost](#), allow you to create your blog by choosing templates and themes and offer you a suite of tools and features you can click and drag to customize pages on your site. Bundling these services with the same provider often leads to cost savings, as well.

Register Your Domain

Most, if not all, hosting websites will allow you to register a domain through its service. You can also purchase a domain through a [domain registrar](#) and rent hosting with another company. Either way, this step involves purchasing the URL—the address—of your new blog. Domain registration fees depend on the registrar and the domain name extension (for example .com or .org) but will usually total about INR 829 to INR 1,659 per year.

Reserve your handles and accounts on popular social media sites (Twitter, Instagram, Facebook, etc.). Even if you aren't ready to start these yet, maintaining control of these accounts (and names) from the get-go can save you the headache of somebody else taking them.

Customize Your Blog

Choose a Base Template

A base template is the foundation from which you can build the design of your site. The simplest templates come with a few pre-made pages for you to add content to, a layout for the home page and standard visual styling, such as font faces and color scheme. Complex or industry-specific templates will come with all these features and

more, including various layout options and recommendations or requirements for plug-ins to add functionality to the site, such as sign-up forms for newsletters, social media and more.

Most hosting platforms will provide free in-house template options, as well as ones you can purchase. Third-party designers also sell the templates they create on other websites, if you want a more customized (or customizable) look. All templates come with clear installation instructions from the creator.

If you have experience with website building, it is always possible to design your own blog from scratch.

Add Key Pages

You should always have at least three core pages to your blog, even if you title them differently or customize them beyond the typical format for each page. A home page, an “About” page and a “Contact” page can help users familiarize themselves with you and your site. Each of these should be informative without being overwhelming and should provide an easy way for the browsing visitor to get to know you and—more importantly—become interested in you.

You should also add one or two main pages of your own at this point, even if you aren’t ready to fill them with content yet. A photo gallery and the main blog feed are two good examples. Adding these pages early helps you structure your site and develop content toward better search engine rankings.

Keep It Simple

When you’re just starting a travel blog, quality matters over quantity. Don’t add menu options for galleries or topics you plan to create after you take your site live. Make sure any section or page you publish is complete, curated and intentional. Remember that although people want to hear about your experiences, they also want to feel a connection and trust with the traveler behind the website—personalization is often a much better strategy for connecting with your readers.

Write Your First Post... and Then Keep Going

Now that the essentials of your website are all set up, it's time to start blogging. Most hosting platforms make it easy to start blogging, but you can always check the site's FAQs or look on YouTube for a guide if you can't figure it out.

It's okay to try out a few different styles or topics at first—after all, you're finding your voice as a travel blogger—but keep consistent with the regularity, quality and general theme of your blog, especially at the beginning. You need to earn the trust of your audience. If you're posting irregularly or flipping from Berlin restaurant recommendations to narrative recounts of your trip to Thailand within a single week, your audience might find you too flaky or your content too disconnected for regular consumption.

That being said, don't be afraid to show some personality and share your stories. While it's not necessary to jump into the deep end and mention all your worst travel stories right away, make sure you are personable and approachable in the way you present yourself.

Once you've written your first post ... keep on writing. The first few years of travel blogging involve a lot of hard work, especially as you attempt to gain traction in the travel blog world. Assuming monetization and a career are your long-term goals, you'll need to produce a lot of content before you can slow down.

Getty Images

Promote Your Site

Word of Mouth

Sharing your travel blog with friends, family and other travelers you meet is a great way to make new connections and stay in touch with connections you make. Unless you're writing your travel blog for primarily personal reasons, word of mouth is not enough to grow an audience.

Use Social Media

Social media plays a massive role in travel blogging and, to grow significantly, you will almost certainly need to invest time and energy into it sooner or later. Establish a presence, post daily or even more frequently and learn how to utilize each service's tagging or search features. Instagram is likely the main platform you'll want to use, but Twitter and Facebook can also be used effectively depending on your audience and the nature of your content.

You might even use [social media management software](#) to build your brand, share your photographs and snippets of stories and encourage everyone to visit your blog.

Learn About SEO

To promote your site effectively, you will need to learn about search engine optimization (SEO). Though SEO can be daunting in its scope and importance, the main idea is to rank your site as high as possible in search engine results for keywords related to your content. If someone types “what to wear in Costa Rica” into Google and your blog covers Latin American travel fashion, you want to ensure your post on your experiences in Central America is the first result.

A good SEO campaign leads to more organic audience engagement (visits to your website per day), which in turn allows you to monetize your site through advertising and sponsorship. There are a multitude of [SEO tools](#) to help you with your campaign; some platforms, such as [WordPress](#), even have basic options included.

Bottom Line

Ultimately, starting a travel blog is the easy part. The much more difficult, nose-to-the-grindstone work comes in promoting it, adding content and keeping your audience engaged and interested for the long term. Patience, hard work, luck and dedication will help you the most in turning a travel blog into a career. Persevere with your effort, but don't forget to enjoy the trip—at the least, your blog can serve as documentation for the incredible experiences and memories you'll be able to carry with you for the rest of your life.

Food is any substance consumed by an [organism](#) for [nutritional](#) support. Food is usually of plant, animal, or [fungal](#) origin and contains essential nutrients such as [carbohydrates](#), [fats](#), [proteins](#), [vitamins](#), or [minerals](#). The substance is [ingested](#) by an organism and assimilated by the organism's [cells](#) to provide energy, maintain life, or stimulate growth. Different species of animals have different [feeding behaviours](#) that satisfy the needs of their [metabolisms](#) and have evolved to fill a specific [ecological niche](#) within specific geographical contexts.

[Omnivorous](#) humans are highly adaptable and have adapted to obtain food in many different ecosystems. Humans generally use [cooking](#) to prepare food for consumption. The majority of the [food energy](#) required is supplied by the industrial [food industry](#), which produces food through [intensive agriculture](#) and distributes it through complex [food processing](#) and [food distribution](#) systems. This system of conventional agriculture relies heavily on [fossil fuels](#), which means that the food and agricultural systems are one of the [major contributors to climate change](#), accounting for as much as 37% of total [greenhouse gas emissions](#).^[1]

The food system has significant impacts on a wide range of other social and political issues, including [sustainability](#), [biological diversity](#), [economics](#), [population growth](#), [water supply](#), and [food security](#). [Food safety](#) and security are monitored by international agencies like the [International Association for Food Protection](#), the [World Resources Institute](#), the [World Food Programme](#), the [Food and Agriculture Organization](#), and the [International Food Information Council](#).

Definition and classification

Food is any substance consumed to provide [nutritional](#) support and energy to an [organism](#).^{[2][3]} It can be raw, processed, or formulated and is consumed orally by animals for growth, health, or pleasure. Food is mainly composed of water, [lipids](#), [proteins](#), and [carbohydrates](#). Minerals (e.g., salts) and organic substances (e.g., [vitamins](#)) can also be found in food.^[4] Plants, [algae](#), and some microorganisms use [photosynthesis](#) to make some of their own nutrients.^[5] Water is found in many foods and has been defined as a food by itself.^[6] Water and [fiber](#) have low energy densities, or [calories](#), while fat is the most energy-dense component.^[3] Some inorganic (non-food) elements are also essential for plant and animal functioning.^[7]

Human food can be classified in various ways, either by related content or by how it is processed.^[8] The number and composition of [food groups](#) can vary. Most systems include four basic groups that describe their origin and relative nutritional function: Vegetables and Fruit, Cereals and Bread, Dairy, and Meat.^[9] Studies that look into diet quality group food into whole grains/cereals, refined grains/cereals, vegetables, fruits, nuts, legumes, eggs, dairy products, fish, red meat, processed meat, and sugar-sweetened beverages.^{[10][11][12]} The [Food and Agriculture Organization](#) and [World Health Organization](#) use a system with nineteen food classifications: cereals, roots, pulses and nuts, milk, eggs, fish and shellfish, meat, insects, vegetables, fruits, fats and oils, sweets and sugars, spices and condiments, beverages, foods for nutritional uses, food additives, composite dishes and savoury snacks.^[13]

Food sources

A typical aquatic food web

In a given ecosystem, food forms a [web](#) of interlocking [chains](#) with [primary producers](#) at the bottom and [apex predators](#) at the top.^[14] Other aspects of the web include [detrovores](#) (that eat [detritis](#)) and [decomposers](#) (that break down dead organisms).^[14] Primary producers include algae, plants, bacteria and protists that acquire their energy from sunlight.^[15] Primary consumers are the [herbivores](#) that consume the plants, and secondary consumers are the [carnivores](#) that consume those herbivores. Some organisms, including most mammals and birds, diet consists of both animals and plants, and they are considered omnivores.^[16] The chain ends with the apex predators, the animals that have no known predators in its ecosystem.^[17] Humans are considered apex predators.^[18]

Humans are omnivores, finding sustenance in vegetables, fruits, cooked meat, milk, eggs, mushrooms and seaweed.^[16] Cereal grain is a [staple food](#) that provides more food energy

worldwide than any other type of crop.^[19] [Corn \(maize\)](#), wheat, and rice account for 87% of all grain production worldwide.^{[20][21][22]} Just over half of the world's crops are used to feed humans (55 percent), with 36 percent grown as animal feed and 9 percent for [biofuels](#).^[23] Fungi and bacteria are also used in the preparation of [fermented](#) foods like [bread](#), [wine](#), [cheese](#) and [yogurt](#).^[24]

Photosynthesis

During [photosynthesis](#) energy from the sun is absorbed and used to transform water and carbon dioxide in the air or soil into oxygen and glucose. The oxygen is then released, and the glucose stored as an energy reserve.^[25] Photosynthetic plants, algae and certain bacteria often represent the lowest point the food chains,^{[26][27]} making photosynthesis the primary source of energy and food for nearly all life on earth.^[28]

[Plants also absorb important nutrients](#) and minerals from the air, natural waters, and soil.^[29] Carbon, oxygen and hydrogen are absorbed from the air or water and are the basic nutrients needed for plant survival.^[30] The three main nutrients absorbed from the soil for plant growth are nitrogen, phosphorus and potassium, with other important nutrients including calcium, sulfur, magnesium, iron boron, chlorine, manganese, zinc, copper molybdenum and nickel.^[30]

Microorganisms

Bacteria and other microorganisms also form the lower rugs of the food chain. They obtain their energy from photosynthesis or by breaking down dead organisms, waste or chemical compounds. Some form symbiotic relationships with other organisms to obtain their nutrients.^[31] Bacteria provide a source of food for protozoa,^[32] who in turn provide a source of food for other organisms such as small invertebrates.^[33] Other organisms that feed on bacteria include nematodes, fan worms, shellfish and a species of snail.

In the marine environment plankton (which includes [bacteria](#), [archaea](#), [algae](#), [protozoa](#) and microscopic [fungi](#))^[34] provide a crucial source of food to many small and large aquatic organisms.

Without bacteria, life would scarcely exist because bacteria convert atmospheric nitrogen into nutritious [ammonia](#). Ammonia is the precursor to proteins, nucleic acids, and most vitamins. Since the advent of industrial process for nitrogen fixation, the [Haber-Bosch Process](#), the majority of ammonia in the world is human-made.^[35]

Plants

Foods from plant sources

[Plants as a food source](#) are divided into seeds, fruits, vegetables, legumes, grains and nuts.^[36] Where plants fall within these categories can vary, with botanically described fruits such as the tomato, squash, pepper and eggplant or seeds like peas commonly considered vegetables.^[37] Food is a fruit if the part eaten is derived from the [reproductive tissue](#), so seeds, nuts and grains are technically fruit.^{[38][39]} From a culinary perspective, fruits are generally considered the remains of botanically described fruits after grains, nuts, seeds and fruits used as vegetables are removed.^[40] Grains can be defined as seeds that humans eat or harvest, with cereal grains (oats, wheat, rice, corn, barley, rye, sorghum and millet) belonging to the [Poaceae](#) (grass) family^[41] and pulses coming from the [Fabaceae](#) (legume) family.^[42] [Whole grains](#) are foods that contain all the elements of the original seed (bran, germ, and [endosperm](#)).^[43] Nuts are dry fruits, distinguishable by their woody shell.^[40]

Fleshy fruits (distinguishable from dry fruits like grain, seeds and nuts) can be further classified as [stone fruits](#) (cherries and peaches), [pome fruits](#) (apples, pears), [berries](#) (blackberry, strawberry), [citrus](#) (oranges, lemon), [melons](#) (watermelon, cantaloupe), Mediterranean fruits (grapes, fig), [tropical fruits](#) (banana, pineapple).^[40] Vegetables refer to any other part of the plant that can be eaten, including roots, stems, leaves, flowers, bark or the entire plant itself.^[44] These include [root vegetables](#) (potatoes and carrots), bulbs (onion family), flowers (cauliflower and broccoli), [leaf vegetables](#) ([spinach](#) and lettuce) and [stem vegetables](#) (celery and [asparagus](#)).^{[45][44]}

The carbohydrate, protein and lipid content of plants is highly variable. Carbohydrates are mainly in the form of starch, fructose, glucose and other sugars.^[36] Most vitamins are found from plant sources, with exceptions of [vitamin D](#) and [vitamin B₁₂](#). [Minerals](#) can also be plentiful or not. Fruit

can consist of up to 90% water, contain high levels of [simple sugars](#) that contribute to their sweet taste, and have a high [vitamin C](#) content.^{[36][40]} Compared to fleshy fruit (excepting Bananas) vegetables are high in starch,^[46] [potassium](#), dietary fiber, [folate](#) and vitamins and low in fat and calories.^[47] Grains are more starch based^[36] and nuts have a high protein, fibre, vitamin E and B content.^[40] Seeds are a good source of food for animals because they are abundant and contain fibre and healthful fats, such as [omega-3 fats](#).^{[48][49]} Complicated chemical interactions can enhance or depress bioavailability of certain nutrients. [Phytates](#) can prevent the release of some sugars and vitamins.^[36]

Animals that only eat plants are called [herbivores](#), with those that mostly just eat fruits known as [frugivores](#),^[50] leaves, while shoot eaters are [folivores](#) (pandas) and wood eaters termed [xylophages](#) (termites).^[51] [Frugivores](#) include a diverse range of species from annelids to elephants, chimpanzees and many birds.^{[52][53][54]} About 182 fish consume seeds or fruit.^[55] Animals (domesticated and wild) use as many types of grasses that have adapted to different locations as their main source of nutrients.^[56]

Humans eat thousands of plant species; there may be as many as 75,000 edible species of [angiosperms](#), of which perhaps 7,000 are often eaten.^[57] Plants can be processed into breads, pasta, cereals, juices and jams or raw ingredients such as sugar, herbs, spices and oils can be extracted.^[36] [Oilseeds](#) are pressed to produce rich oils –

[sunflower](#), [flaxseed](#), [rapeseed](#) (including [canola oil](#)) and [sesame](#).^[58]

Many plants and animals have [coevolved](#) in such a way that the fruit is a good source of nutrition to the animal who then excretes the seeds some distance away, allowing greater dispersal.^[59] Even [seed predation](#) can be mutually beneficial, as some seeds can survive the digestion process.^{[60][61]} Insects are major eaters of seeds,^[48] with ants being the only real seed dispersers.^[62] Birds, although being major dispersers,^[63] only rarely eat seeds as a source of food and can be identified by their thick beak that is used to crack open the seed coat.^[64] Mammals eat a more diverse range of seeds, as they are able to crush harder and larger seeds with their teeth.^[65]

Animals

[Animals are used as food](#) either directly or indirectly. This includes meat, eggs, shellfish and dairy products like milk and cheese.^[66] They are an important source of protein and are considered complete proteins for human consumption as they contain all the essential amino acids that the human body needs.^[67] One 4-ounce (110 g) steak, chicken breast or pork chop contains about 30 grams of protein. One large egg has 7 grams of protein. A 4-ounce (110 g) serving of cheese has about 15 grams of protein. And 1 cup of milk has about 8 grams of protein.^[67] Other nutrients found in animal products include calories, fat, essential vitamins (including B12) and minerals (including zinc, iron, calcium, magnesium).^[67]

Food products produced by animals include milk produced by [mammary glands](#), which in many cultures is drunk or processed into [dairy products](#) (cheese, butter, etc.). [Eggs](#) laid by birds and other animals are eaten and [bees](#) produce [honey](#), a reduced [nectar](#) from flowers that is used as a popular sweetener in many cultures. Some cultures [consume blood](#), such as in [blood sausage](#), as a thickener for sauces, or in a [cured](#), [salted](#) form for times of food scarcity, and others use blood in stews such as [jugged hare](#).^[68]

Taste

Main article: [Taste](#)

Animals, specifically humans, typically have five different types of tastes: [sweet](#), [sour](#), [salty](#), [bitter](#), and [umami](#). The differing tastes are important for distinguishing between foods that are nutritionally beneficial and those which may contain harmful toxins.^[69] As animals have [evolved](#), the tastes that provide the most energy are the most pleasant to eat while others are not enjoyable,^[70] although humans in particular can acquire a preference for some substances which are initially unenjoyable.^[69] Water, while important for survival, has no taste.^[71]

Sweetness is almost always caused by a type of simple sugar such as [glucose](#) or [fructose](#), or [disaccharides](#) such as [sucrose](#), a molecule combining glucose and fructose.^[72] Sourness is

caused by [acids](#), such as vinegar in alcoholic beverages. Sour foods include citrus, specifically lemons and [limes](#). Sour is evolutionarily significant as it can signal a food that may have gone [rancid](#) due to bacteria.^[73] Saltiness is the taste of [alkali metal ions](#) such as [sodium](#) and potassium. It is found in almost every food in low to moderate proportions to enhance flavor. Bitter taste is a sensation considered unpleasant characterised by having a sharp, pungent taste. Unsweetened dark chocolate, [caffeine](#), lemon rind, and some types of fruit are known to be bitter. Umami, commonly described as savory, is a marker of proteins and characteristic of broths and cooked meats.^[74] Foods that have a strong umami flavor include cheese, meat and mushrooms.^[75]

Catfish have millions of taste buds covering their entire body.

While most animals taste buds are located in their mouth, some insects taste receptors are located on their legs and some fish have taste buds along their entire body.^{[76][77]} Dogs, cats and birds have relatively few taste buds (chickens have about 30),^[78] adult humans have between 2000 and 4000,^[79] while [catfish](#) can have more than a million.^[77] Herbivores generally have more than carnivores as they need to tell which plants may be poisonous.^[78] Not all [mammals](#) share the same tastes: some [rodents](#) can taste [starch](#), cats cannot taste sweetness, and several [carnivores](#) (including [hyenas](#), dolphins, and sea lions) have lost the ability to sense up to four of the five taste modalities found in humans.^[80]