



Travel Blog

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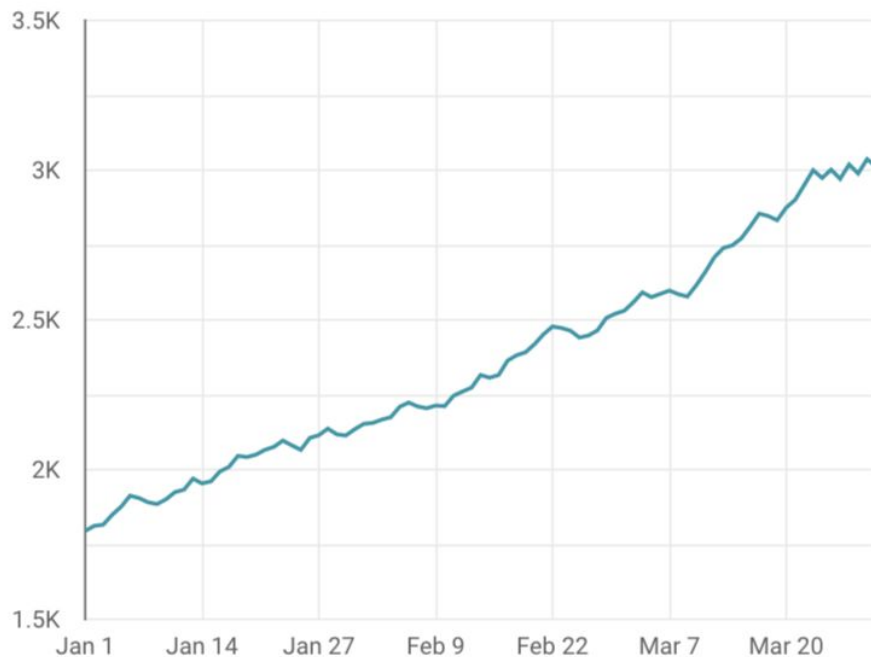
Overview

- Various aspects of growth.
- Hype around Asia? Popular topics.
- The FOCUS country.
- Marketing. Invest smarter!
- What's the news? Subscription reevaluation.
- One step ahead



Daily new visitors

The travel blog is attracting more and more readers day by day.



Daily reads and revenue

Revenue numbers are showing a growing trend along with daily reads that occur on the blog.

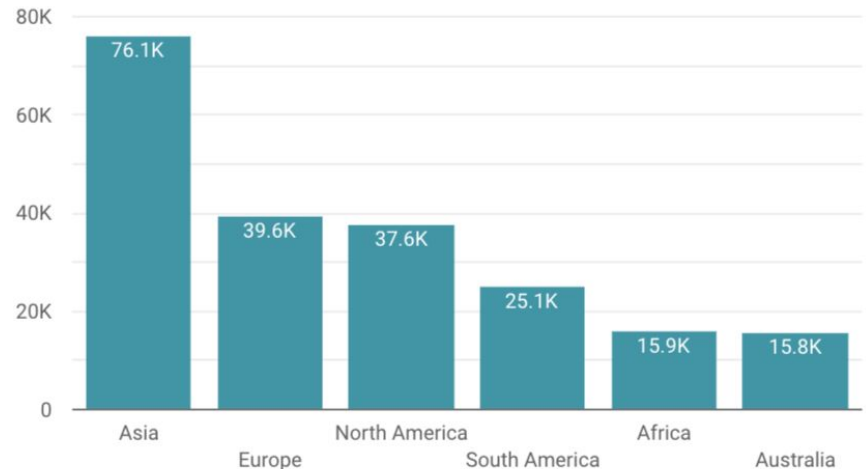
The chart highlights the correlation between daily reads and revenue.





Popular topics

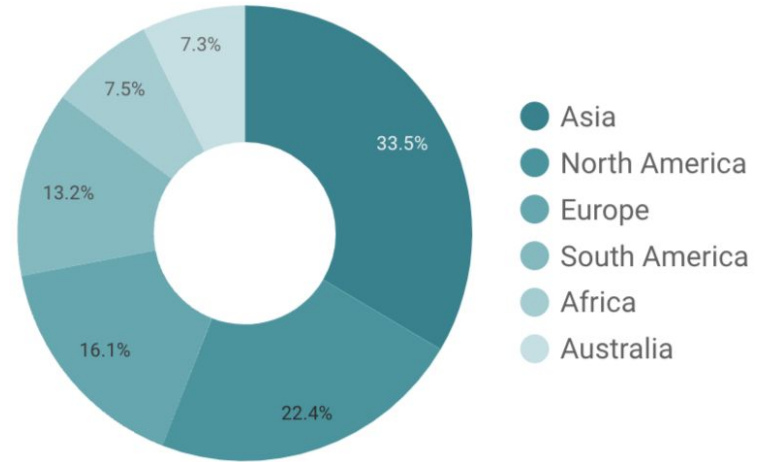
Upon their first visit to the blog, readers favour Asia as a topic to read about.



Topics by popularity amongst *new* visitors

Popular topics

Amongst all topics, Asia is the most read followed by North America and Europe.

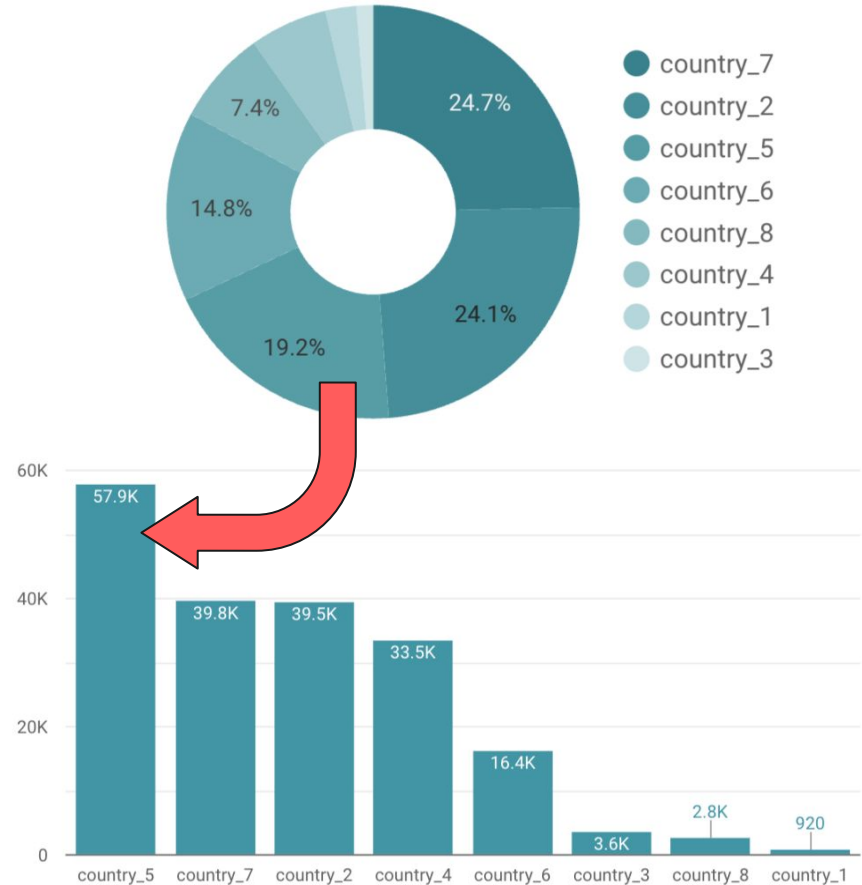


Topics by popularity amongst *all* visitors

The FOCUS country

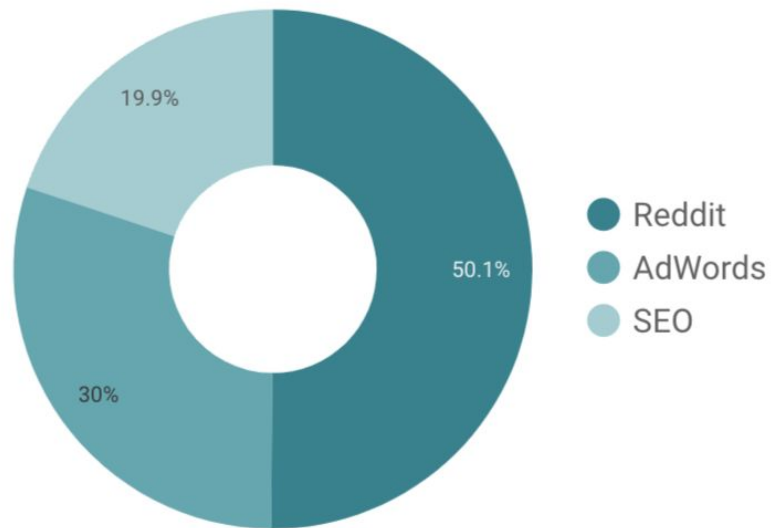
Although only 19.2% of new readers come from country_5, they produce the highest amount of revenue.

Therefore country_5 should be the one to focus on.



Marketing

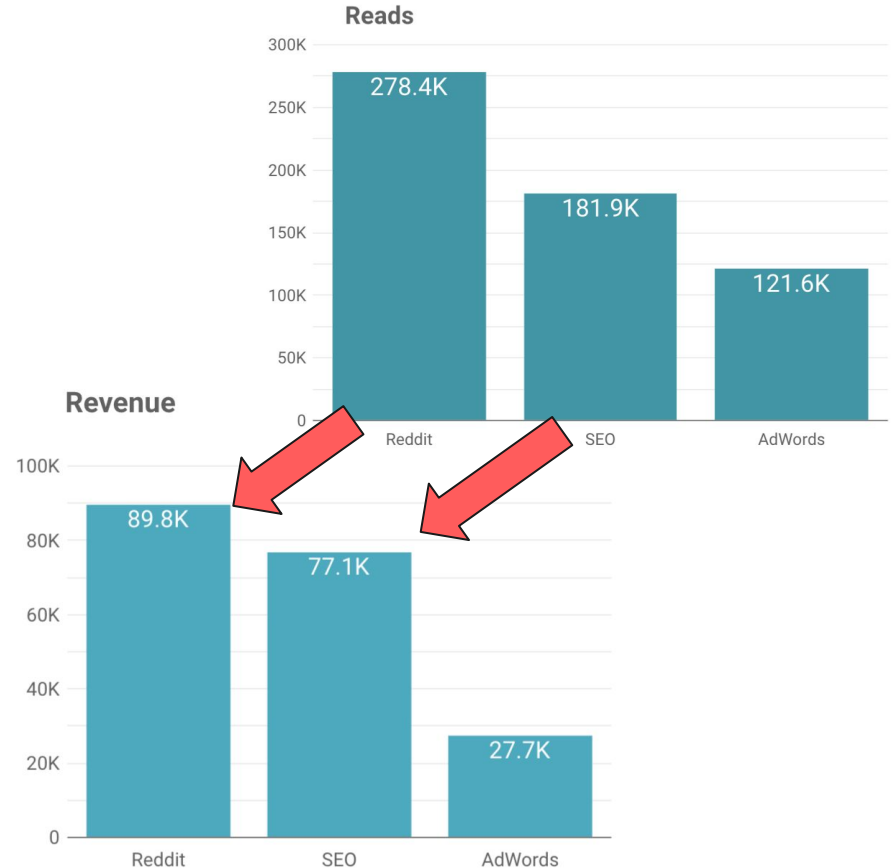
It seems that Reddit and AdWords bring the most visitors to the blog.



Marketing

However, Reddit and SEO generate the most reads having a direct impact on the revenue. Revenue numbers related to AdWords are relatively low.

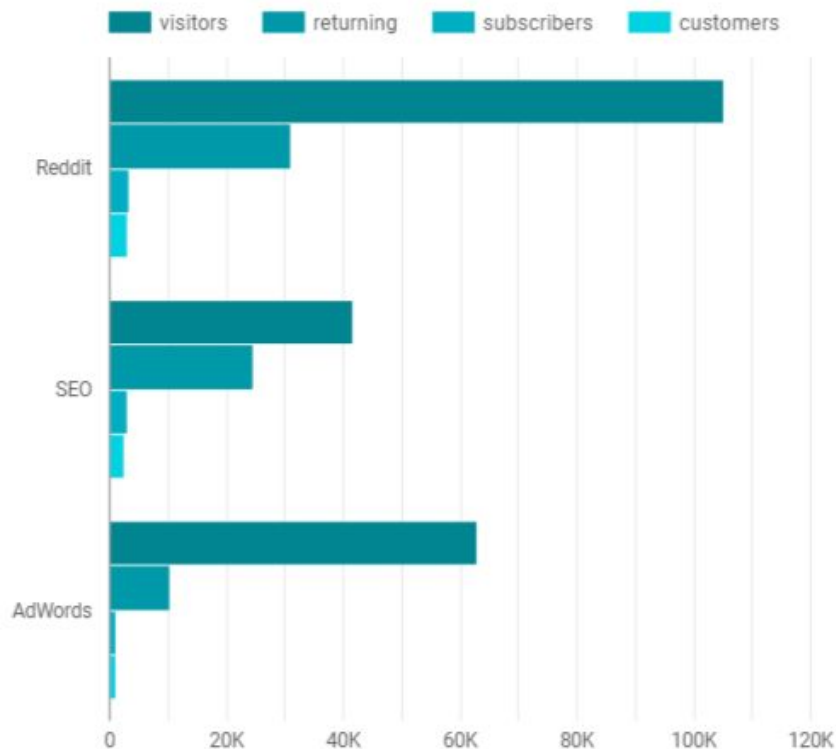
It is worth reevaluating the invested amounts in the different marketing fields: spending more on Reddit and SEO and less on AdWords.



Reshaping the newsletter

Over the three month, the number of subscribing readers remained relatively small.

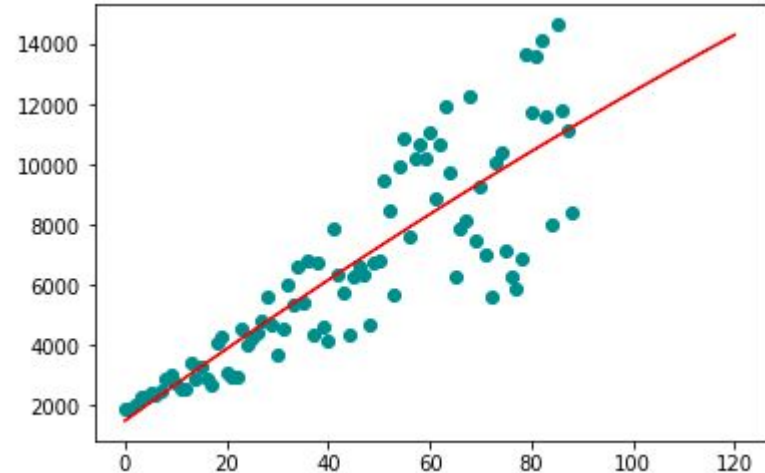
Reshaping the newsletter and making it more appealing to the readers could bring more subscribers and returning readers.



Daily readers projection

More and more readers visit the blog daily. On average, 11.400 readers followed up on the different articles the past 7 days.

The growing trend projects ahead around 14.100 daily topic reads by the end of next month.



Revenue projection

As the daily reads, the revenue numbers also follow a growing trend.

Based on it, expected daily revenue will be around \$5.700 by the end of next month.

