



MY ADVENTURES ACROSS THE WORLD  
THE LIFE AND RANTS OF AN HONEST TRAVELER

CULTURAL ADVENTURE | RESPONSIBLE TRAVEL

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## WHAT CAN MY ADVENTURES ACROSS THE WORLD DO FOR YOU?

- Connect your destination or brand with an audience of responsible adventurers keen on cultural exploration.
- Deliver high-quality, well-researched content on the blog and / or social media channel to fit your objectives and budget.
- Expertly optimize web content for SEO to elevate your brand footprint online.
- Produce professional photography for your use into the future.
- Create content for your website and social media channels.



## ABOUT MY ADVENTURES ACROSS THE WORLD

Started in 2014 as a way to document my own travels, My Adventures Across The World has seen considerable growth and continues to welcome new readers and followers each month.

The site currently receives an average of 200,000 monthly page views, of which 50% from the US, 10% from the UK and 5% from Canada. Readers are mostly English speaking women aged 25-44.

Instagram followers are from the US (22%), Italy (11%), and the UK (5%).

## ABOUT ME

I am Claudia and I am from Cagliari, Italy. A former academic, I devote my time to cultural exploration with a focus on ethical travel. I've been featured on Wanderlust Magazine, the Lonely Planet, La Nuova Sardegna and more. I am an enthusiastic ambassador for *Kuhl*. I think traveling is a great way to learn about new cultures and develop great friendships, share experiences and learn to help others. I aim to inspire readers to live great adventures (responsibly) and make the most of their trips.

# WHY WORK WITH MY ADVENTURES ACROSS THE WORLD?

## TRUST

I am a seasoned traveler with a loyal and engaged audience who enjoys my honesty, personality, and type of travel. You can trust My Adventures Across The World to showcase the best of what you have to offer to her eager followers.

## PROFESSIONALISM

My Adventures Across The World provides high-quality photographic and editorial content for destinations, tourism boards, tour companies, hotels, and travel brands that want to reach a highly engaged community of avid travelers who are looking for their next trip. This community values and trusts the My Adventures Across The World brand to provide honest advice and guidance on where to go next.

## TARGETED CONTENT CREATION

While originally started as a blog focused on documenting my solo travel journey, My Adventures Across The World has evolved to cover all destinations that provides a safe experience for independent travelers. While always open to new experiences, I typically cover destinations and activities that have a strong focus on culture, archeology, hiking and nature - as long as all activities are operated responsibly.



# WHAT PEOPLE SAY ABOUT ME

"I so admire your courage to do what you love. I also love traveling alone as well and love the thrill of pushing yourself to do something out of your comfort zone. I just wanted to thank you for starting this blog! I came across it because I'm going to Nicaragua in a month and then to Chiapas, Mexico in December. Thank you! Carly"

"We have worked with Claudia since 2018 and she has been a joy to work with! Her content is exciting and insightful and always delivered on time. Claudia is very professional and has always delivered more than what was agreed. Japa Ghosh, Director - Blogilicious Ltd."

"Thank you Claudia! Once again, your most insightful information just scream to a traveler's soul to get out there to see and experience the most beautiful places!!"

# CASE STUDY #EXPLOREFREEDOM

After an eventful trip to Sierra Leone in October 2021 I was happy to promote the experience to the audience of My Adventures Across The World. I delivered 4 SEO optimized blog posts, whose current rankings on Google are on the rise. This is promising of even better results in the long term, and for future trips with other TB.



- 15 Facebook Posts - total reach 12,500, engagement 1,160
- 9 Instagram Posts - total reach 17,000, engagement 100
- 42 Instagram Stories - total reach 13,000
- 22 Tweets - total reach 15,675. engagement 850
- 12 Pins - total impressions 2,200
- Blog Post: The Best Things To Do In Sierra Leone - current ranking #9, reach 2,500
- Blog Post: The Best Beaches In Sierra Leone - current ranking #3, reach 15,000
- Blog Post: A Guide To Freetown - current ranking #5, reach 3,500
- Blog Post: What To Know Before Visiting Sierra Leone - current ranking #25, reach 3,000



# QUESTIONS? GET IN TOUCH!

To find out more about me, my services or if you would like to cooperate, get in touch!

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