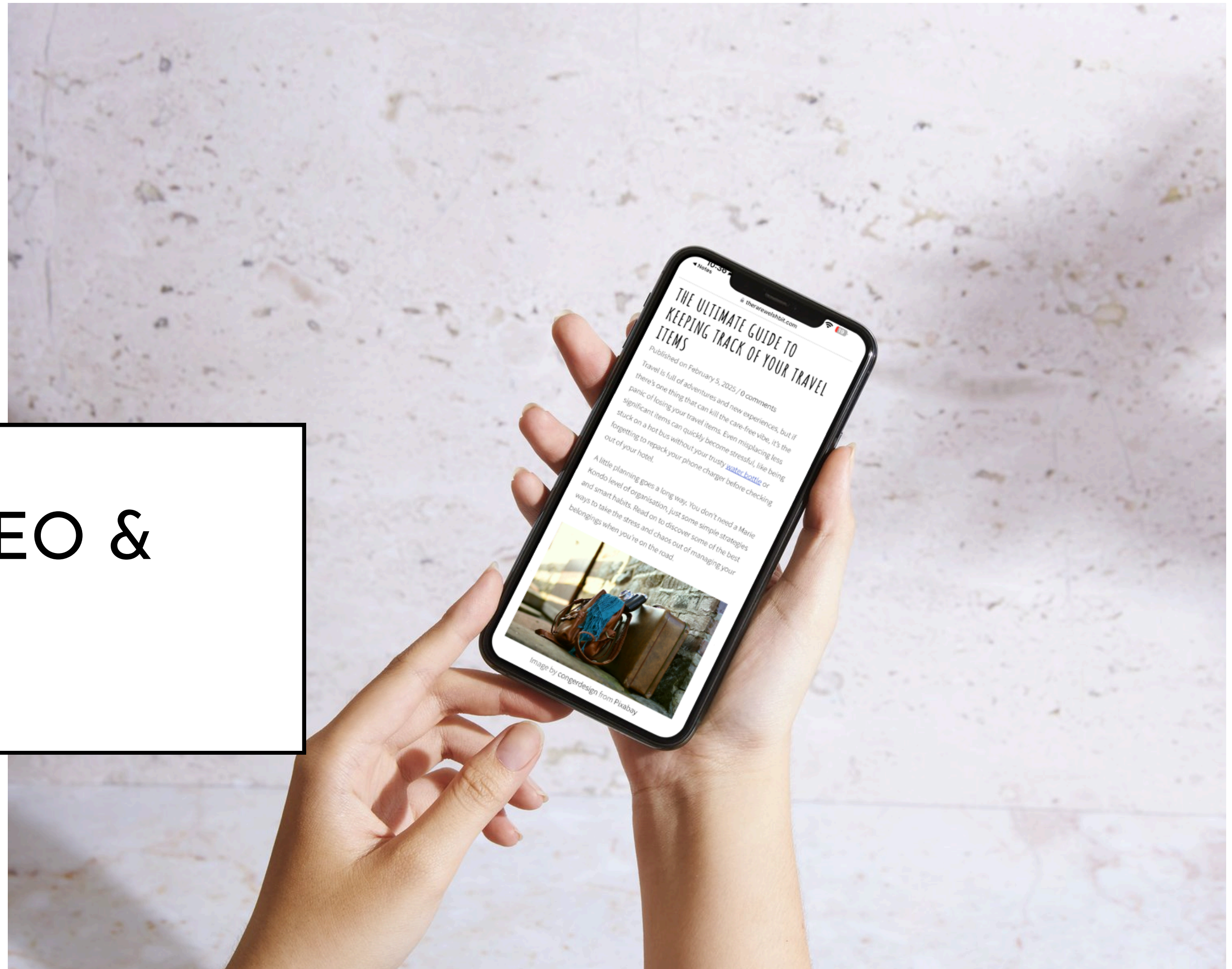


WRITING FOR SEO & GHOSTWRITING

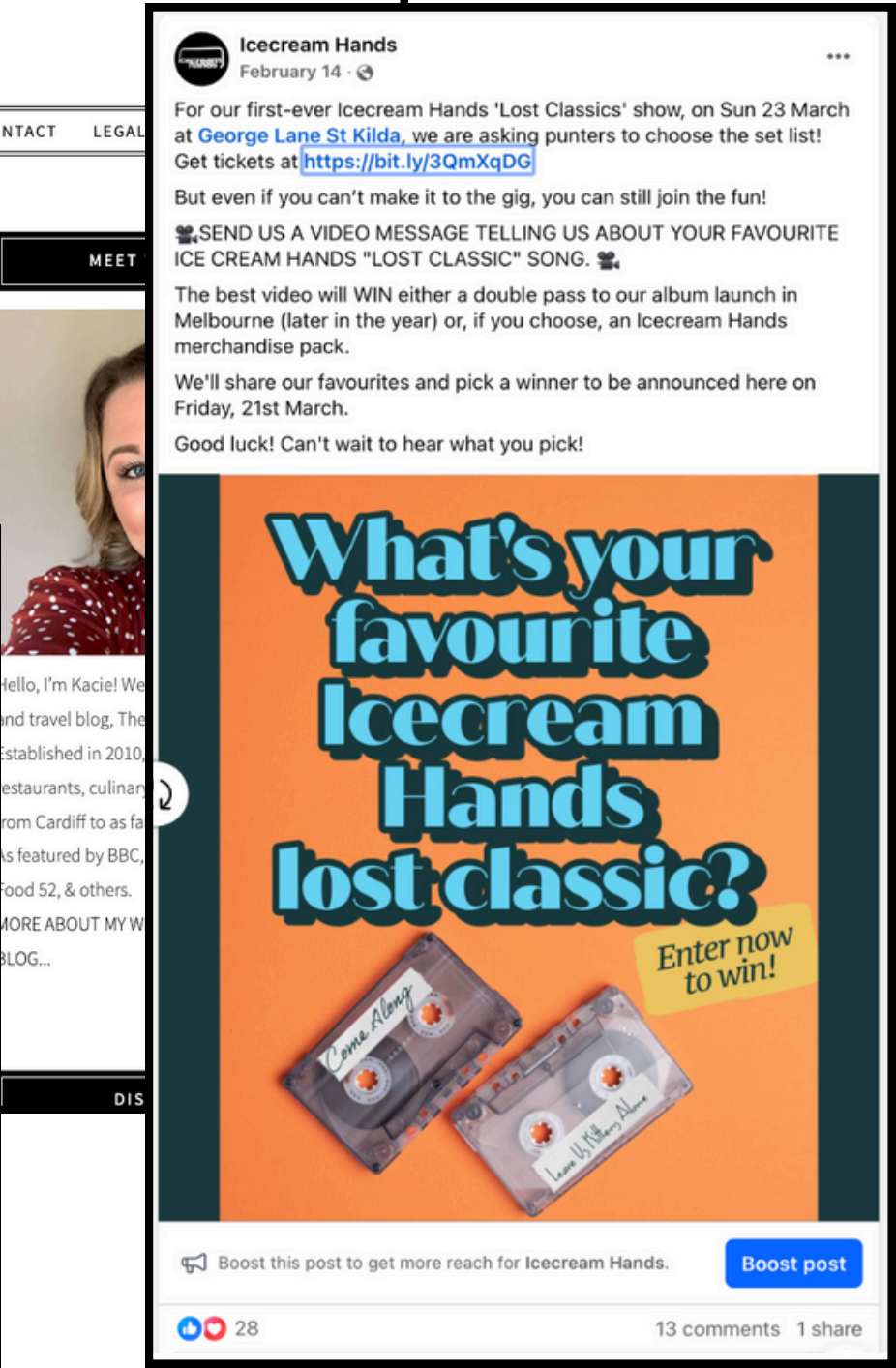
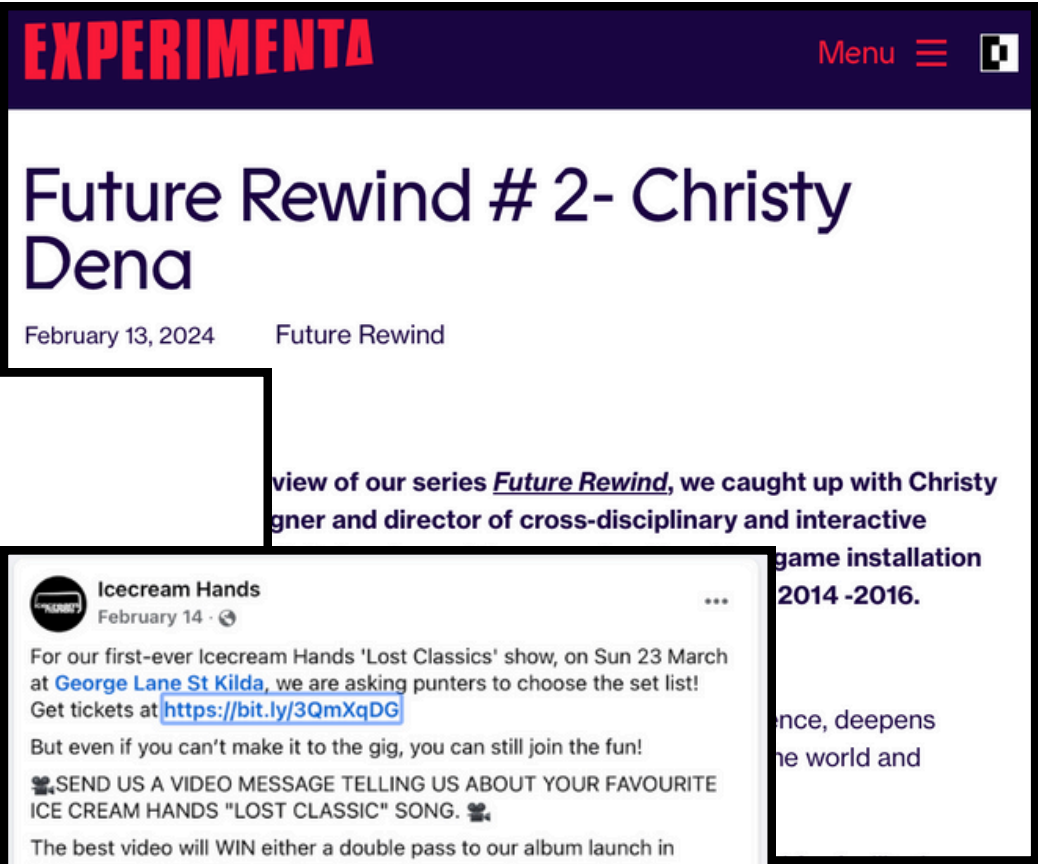
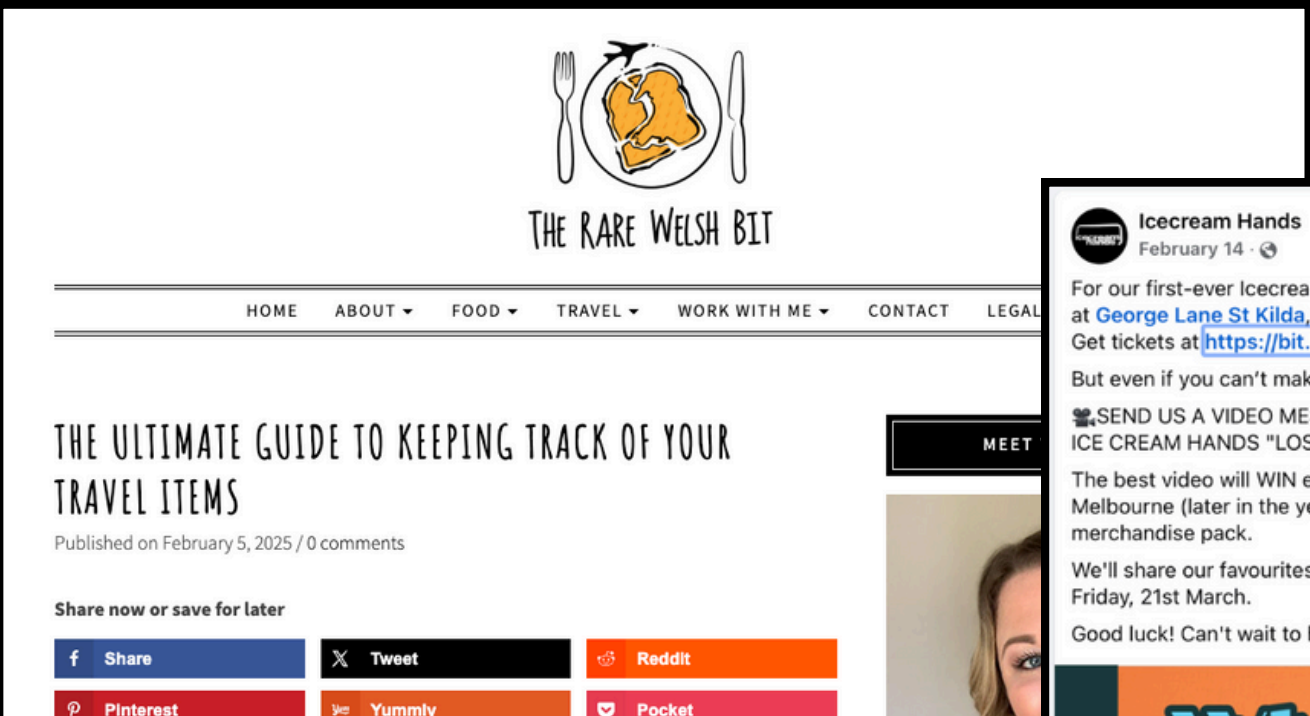
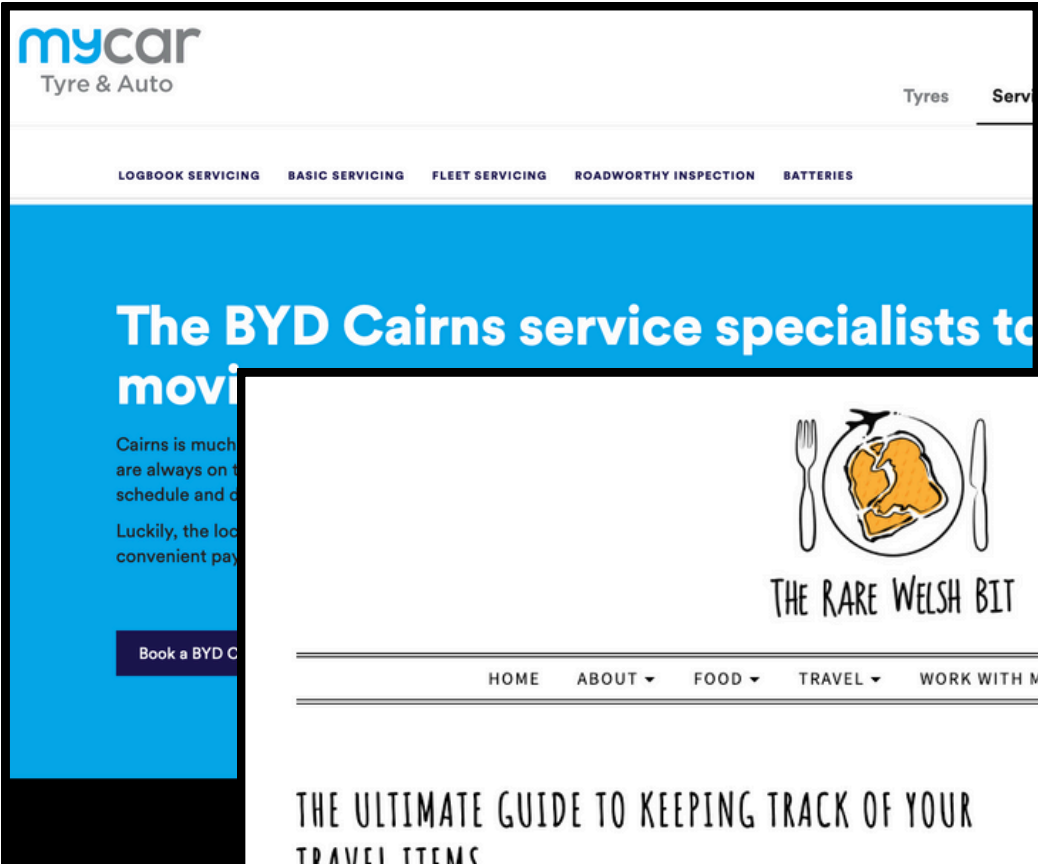


WRITING FOR SEO & GHOSTWRITING

Much of my current client work is ‘ghostwriting’ (written on behalf of the client) and writing for SEO.

This work is anonymous, and respecting the privacy of my clients is vital. As such, I can’t include this work on my website. To give you a taste, you can read a sample of a recent SEO travel blog I wrote in partnership with an SEO agency.

If you would like to see more examples please [contact me](#) for links.



The ultimate guide to keeping track of your travel items

Travel offers limitless fun and life-affirming experiences, but if there’s one thing that can kill the vibe, it’s the stress of losing track of your travel items. Like that sinking feeling in the pit of your stomach when you can’t find your passport at the airport. Or digging through your suitcase with the growing fear that you left your phone charger in your previous hotel room. Even misplacing less significant items can quickly become stressful, like being stuck on a hot bus without your trusty water bottle or arriving in a chilly city without your winter coat.

Keeping track of your travel items can feel like an endless battle when you are in and out of hotel rooms and airports. But the good news is a little planning goes a long way. You don’t need a military-grade level of organisation, just some simple strategies and smart habits can make all the difference. Let’s take a look at the best ways to take the stress and chaos out of managing your belongings when you’re on the road.

Use smart packing strategies

Let’s start with your most valuable tool in the fight against travel chaos - the packing list. Start pulling your list together early to give yourself plenty of time to consider what you'll need. Most items on your list will fall into two main categories - travel essentials (like travel documents, toiletries, and devices) and trip-specific items depending on your destination, the weather and your activities. Break your list into sections to help keep it manageable, and don’t forget to add a section for the last-minute items you’ll use until the morning you leave - like toothbrushes and chargers. Then when the time comes, gather your items and check each one off your list as it goes into your case.

While people argue about the benefits of ‘rolling’ or folding’, there is one thing organised travellers can all agree on - when it comes to packing you need to categorise. Separate out your clothes, toiletries and gadgets and use colour-coded packing cells to make them easy to find in your suitcase.

Be a gadget guru

Gadgets are a game-changer when it comes to being an organised and stress-free traveller. There are lots of great apps to help with planning and managing your travel, like the all-in-one travel app, Triplt. Get packing like a pro with packing apps like PackPoint, which can generate checklists and categories depending on your trip. Using Bluetooth trackers like AirTags or Tiles lets you track your case when flying, and even simple functions like reminders and notes on your phone can help you manage travel items and details.

All this tech makes travel infinitely easier, but it means that keeping your devices charged and easily accessible is essential. When it comes to charging and power, try to keep it simple. All-in-one solutions like multi-port USB chargers are a great way of centralising your power needs, and investing in a good cable organiser will help tame the tangle of leads. Importantly, don’t forget to pop a portable battery in your personal bag so you don’t get caught with a flat phone when you are out and about!

Personalise your items

Set the scene for a smooth flight and stress-free transit with the right personal item. This can be a small backpack, tote or sling bag with enough room for travel essentials. As the name suggests, the right personal item is different for everyone, but access is key. Make sure all your important items have a designated spot, so they are easy to locate when you need them. If you’ll be flying, this means having a secure pocket for your passport, a special compartment for your phone and even a pouch for your reusable cup. This method also makes it much easier to pack up in a hurry. As each item has its proper place you won’t be left jamming things hastily into the nearest bag.

Keep your suitcase organised

Let’s be honest - once you are on the road, the biggest challenge by far is keeping your suitcase organised. With dirty clothes and some exuberant souvenir purchasing it can start feeling like you are losing a giant game of Tetris! Try instead embracing this gamification and have some fun with it. You'll be amazed at some of the hacks you'll come across if you are prepared to get a little creative! Some ideas include using hotel shower caps as impromptu shoe covers, storing necklaces inside straws or using pill organisers for small accessories like hair ties or earrings. When it comes to keeping your suitcase in a workable state, creativity and a little discipline go a long way.

Now to maintain order

When you arrive at your destination, it’s easy to get distracted and let the contents of your perfectly packed suitcase simply spill out all over the room. This is a recipe for disaster! Instead, get deliberate on arrival and take a few minutes to unpack essential items like toiletries, chargers and clothes. Be mindful about where you put your important items like your passport and credit cards - give them a designated spot or use the room safe if you have one. Take notes on your phone as you unpack and make a checklist to make re-packing a breeze. When packing up to leave, aim for the same level of organisation you started with and use your checklist to make sure everything is packed correctly. You can even take a photo of your empty room as you leave as a reassurance nothing has been forgotten.

Implementing just a few of these strategies will have a tremendous impact on your piece of mind, so you can spend less time worrying about your belongings and more time enjoying every moment of your well earned trip. You’ll not only return home with all your things but with some incredible, life-long memories as well.