



# The Abroad Guide

**CASE STUDY**

**TRAVEL CAMERAS POST**

# "THE BEST CAMERAS FOR STUDY ABROAD"

One of the first posts that we ever wrote contained recommendations for great cameras for study abroad and general travel.

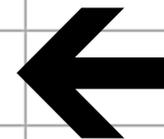
These are personal recommendations of cameras that Jess has actually used herself while traveling.





In August 2015, two years after first being published, we revamped the post, updating it with newer models of the recommended cameras as well as adding a couple of new recommendations. We also added a pinnable graphic to the bottom of the post.

<a href="#">AmazonBasics Wireless Remote Control for Nikon Digital SLR Cameras</a>	N/A	0	0	1	1
<a href="#">Canon PowerShot A2500 16MP Digital Camera with 5x Optical Image Stabilized Zoom with 2.7-Inch LCD (Black)</a>	1.14%	88	1	0	1
<a href="#">Canon PowerShot ELPH 160 (Red)</a>	N/A	0	0	1	1
<a href="#">Case Logic DCB-309 SLR Camera Backpack -Black</a>	N/A	0	0	1	1
<a href="#">Case Logic SLRC-201 SLR Zoom Holster (Black)</a>	N/A	0	0	1	1
<a href="#">CowboyStudio Professional Neoprene Neck Strap Neckstrap for NIKON Camera</a>	N/A	0	0	1	1
<a href="#">FASTFIRE Cross-body Sling-style Camera Strap</a>	N/A	0	0	1	1
<a href="#">Foscam FI9821W V2 Megapixel HD 1280 x 720p H.264 Wireless/Wired Pan/Tilt IP Camera with IR-Cut Filter - 26ft Night Vision and 2.8mm Lens (70° Viewing</a>	N/A	0	0	1	1



The post contains Amazon affiliate links so we're able to track how many camera sales the post has prompted.

# THE POST

In the last 6 months (March-September 2015)  
the post was viewed 3,500 times.

69% of traffic was from search  
(over time this post ranked very well in Google)

12% from Pinterest

8% Direct

# THE RESULTS

In this time period we can attribute the following purchases to this post:

5 cameras (exact recommendations)

4 cameras (similar to our recommendations)

More than 20 camera accessories (warranties, camera bags, etc.)

In total, this accounts for over \$2,200 in revenue.

# WHAT THIS MEANS

Even though the primary readership of the post are budget-conscious 18-24 year olds (according to Google Analytics, they account for 70% of traffic), this shows that our readership trusts our recommendation and are willing to purchase what we tell them to.

It should be noted that these results of course did not happen overnight, but we've built a trust with our readership after creating great content for them for more than 2.5 years.

We also optimized this post for search right from when it was first published, and although it took a bit of time, it's paid off for us for over 18 months.

**WANT RESULTS LIKE THIS?  
GET IN TOUCH**

Email Jess at [info@theabroadguide.com](mailto:info@theabroadguide.com)

