

# How to Create Travel Business Blog about Taiwan

by  
Japanese Blogger 前原和裕



# Introduce (自己紹介)

Name (名字)

前原和裕

Living in (住在)

横浜&台南

Profession (職業)

Travel Blogger





**About My Work Of Blog**



## Question

**“Why Japanese blogger live in Taiwan  
by writing blog?”**



# **My background** (経歴)

- \* 2009年3月 Graduated 大学 in 日本**
- \* 2010年9月 Quite My Job (二手書店)**
- \* 2013年5月 Philippines English School**
- \* 2013年11月 Working Holiday Australia**
- \* 2015年6月 Working Holiday Taiwan**



**Main Topic**

**How to Create Travel  
Business Blog about  
Taiwan**



# Making Business Blog Way

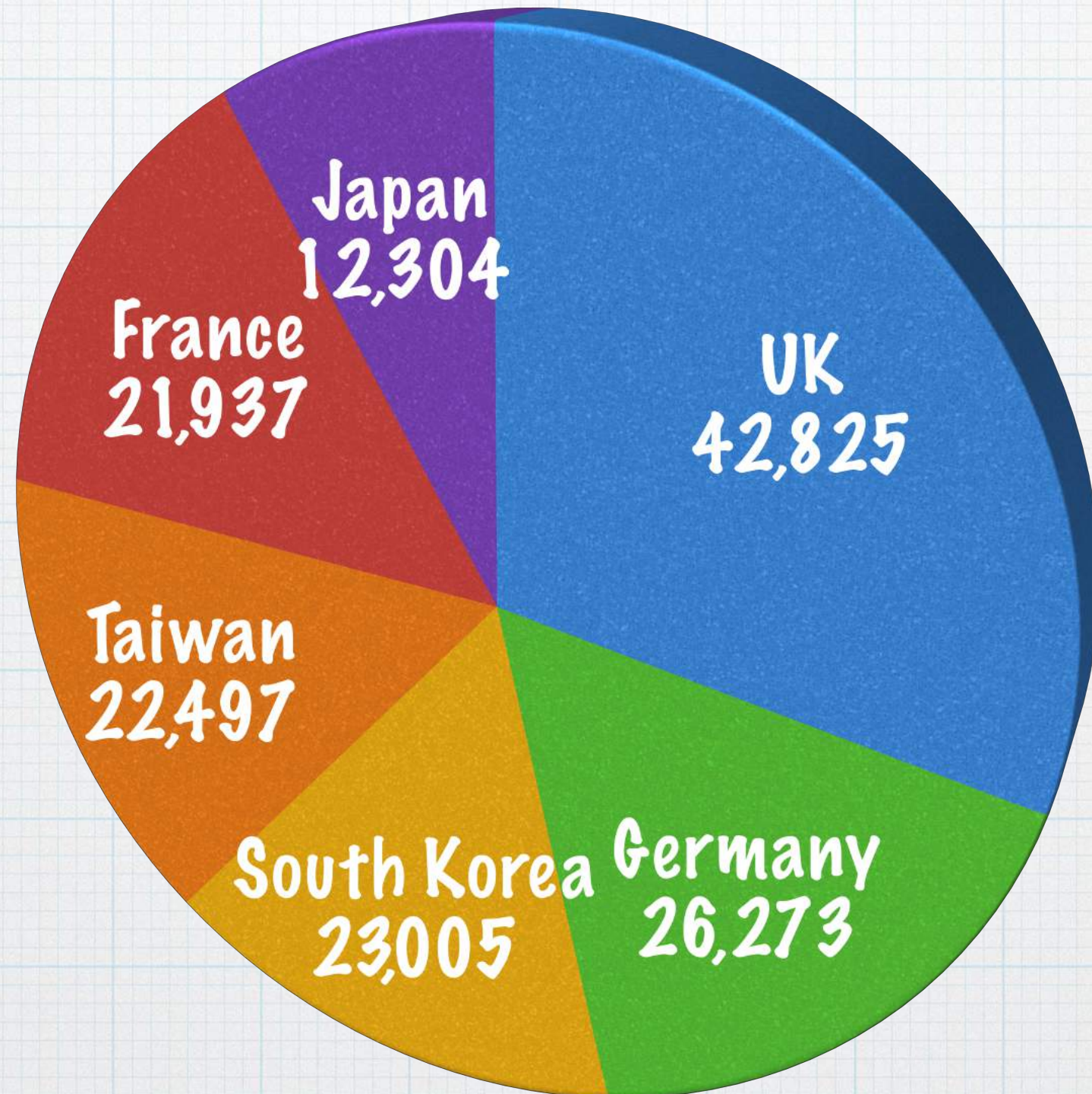
- \* 1. Marketing and SEO (Getting Readers)
- \* 2. Making Contents (Get the trust)
- \* 3. Monetization (Final Part)



# 1. Marketing

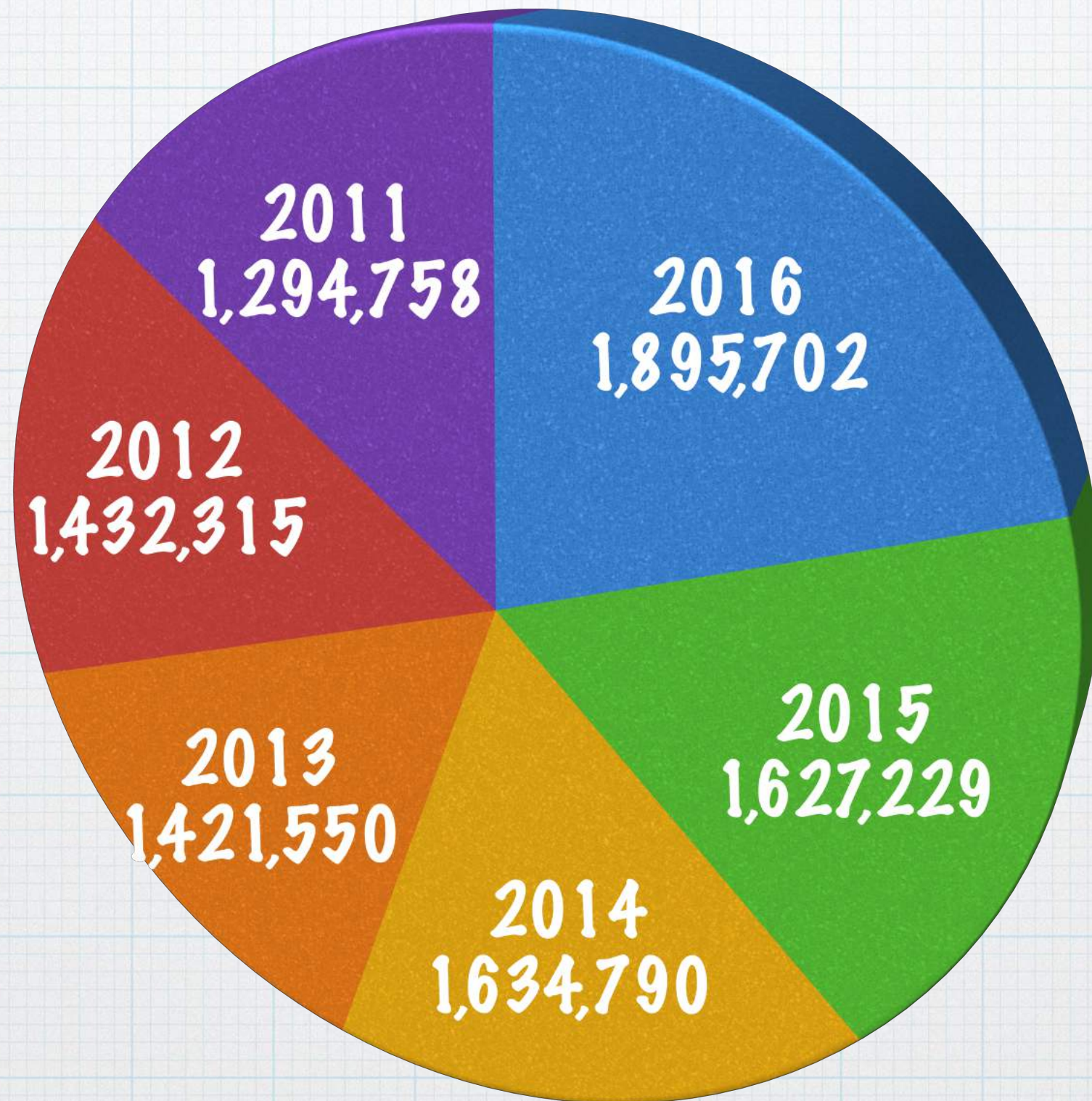


# Australia Working Holiday





# Visit Taiwan From Japan

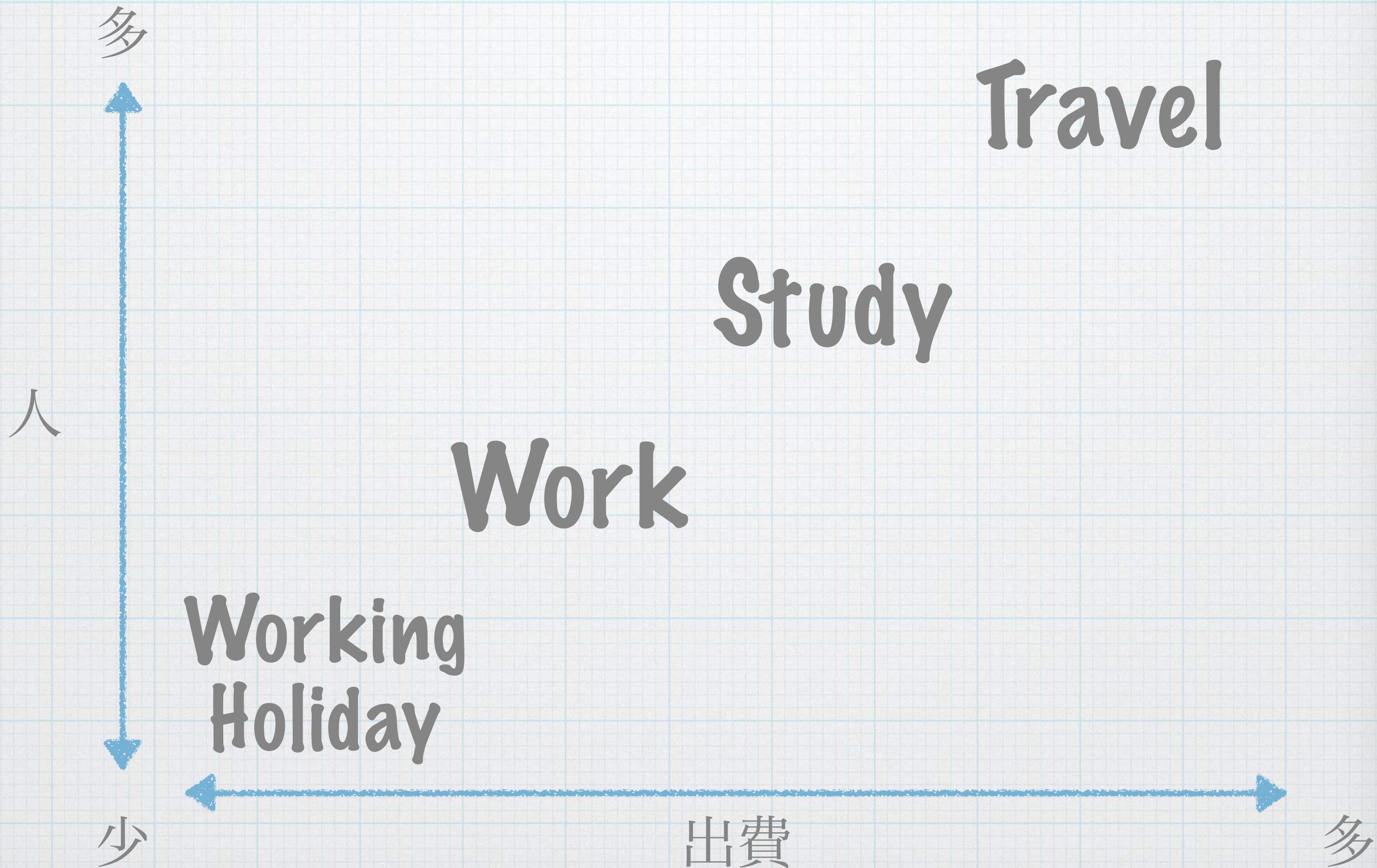




約190万人>1.2万人



# Target Readers in Taiwan





Marketing and Target  
is connected to  
Page View and People



## 2. Making contents



# What is the travel blogger's job?

- \* Resolve anxiety (How to buy, book, go etc)
- \* Introduce to new sightseeing spot
- \* Telling the culture and history about country
- \* Introduce to myself



Useful > Interesting



# Useful Article example

<https://maeharakazuhiro.com/taoyuan-mrt/>



# Useful Article example

<https://maeharakazuhiro.com/taipei-guest-house-booking/>



# Useful Article example

<https://maeharakazuhiro.com/nansen-kakigori/>



# Interesting Article example

<https://maeharakazuhiro.com/taiwan-beauty-beast/>



Making contents  
is connected to  
PV and repeater



# 3. Moneytaization



# Monetization way in Japan



Google AdSense

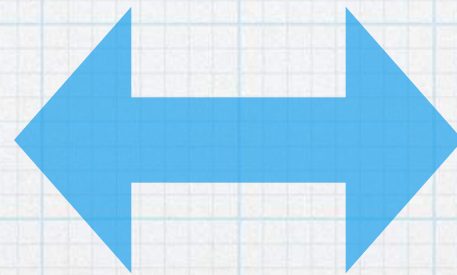
**amazon**  
amazon  
**associates**

**A8.net®**

 **VALUE  
COMMERCE**

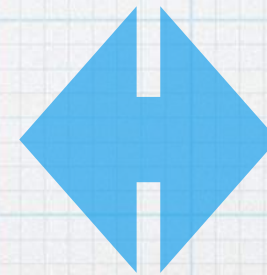
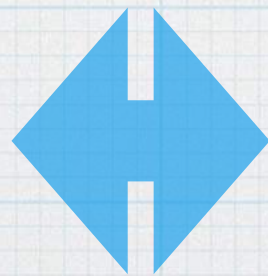
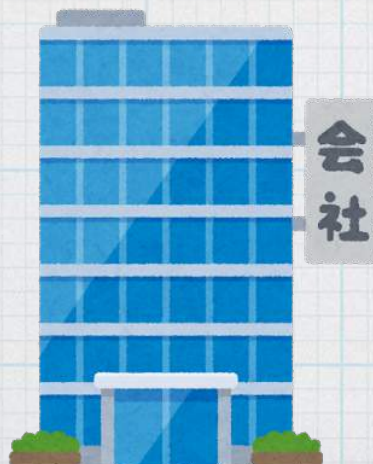
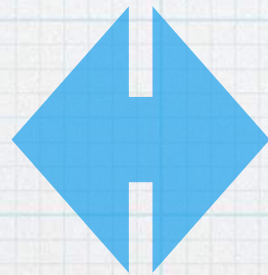
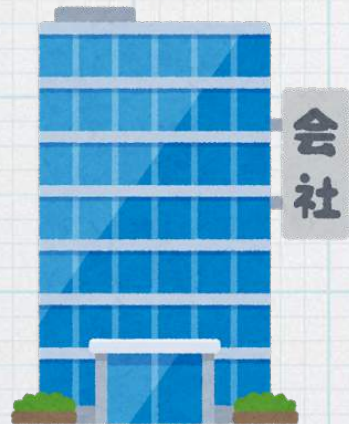
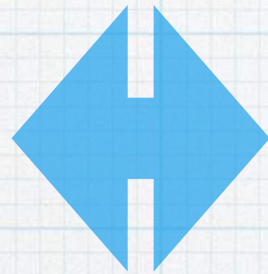
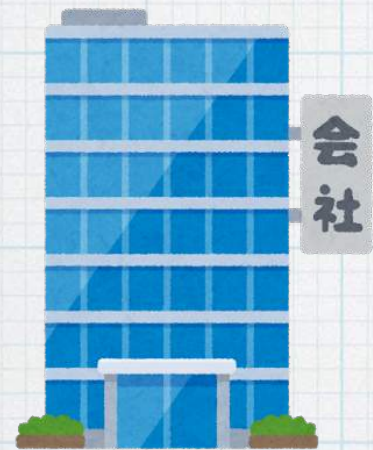


# Monetization way Affiliates 1





# Monetization way Affiliates 2

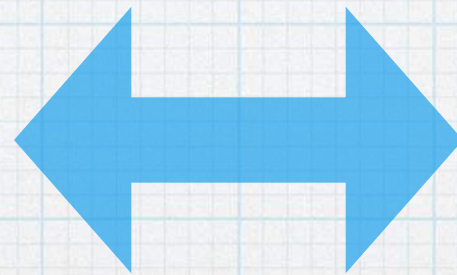
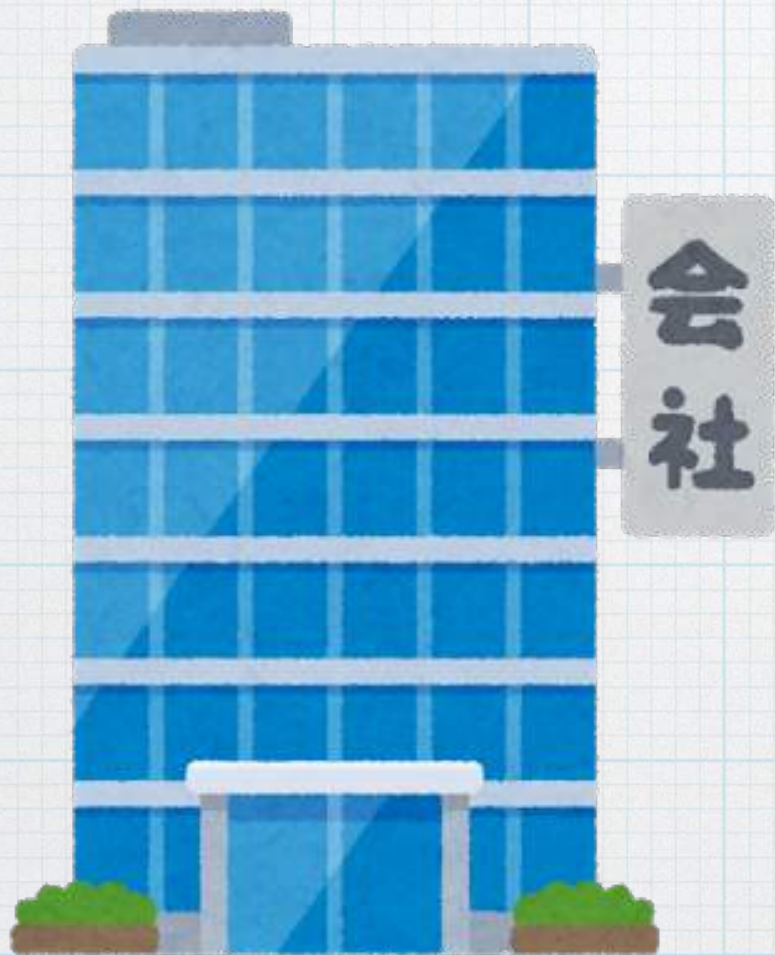




# Monetization example



# Monetization way PR article





# Monetization example

- \* 桃園觀光PR記事 by 桃園市
- \* 台湾旅行会社PR記事 by 台湾公司
- \* 台湾旅行自社広告 by 日本公司



# Monetization example

<https://maeharakazuhiro.com/taoyuanprlday/>



# Monetization example

## Original 広告

ホーム > 未分類

台湾の桃園市は何もないんじゃない。実は台湾を小さく詰めた場所だった【PRツアー前編】

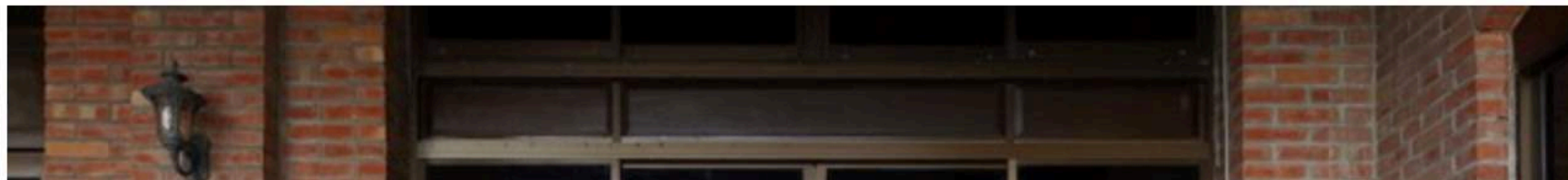
🕒 2018/7/24 🕒 2018/7/26 📁 未分類 ✎ 編集



B! 1

👍 Like 47

🐦 ツイート





# Conclusion

- \* 1. Marketing and SEO (Getting Readers)
- \* 2. Making Contents (Get the trust)
- \* 3. Monetization (Final Part)