

[By Cassandra Ingraham](#)

Most of us have suffered at the hands of of the mega online travel sites. The good news is: The consumer is waking up. They are now realizing that they can click their way into a vacation from “hell” However, one marketing tool continues to stand out in online travel marketing and that is “Travel Articles” People love to 'read' about destinations throughout the world. And we have found when we provide people with links and choices to reliable discount travel providers, we have experienced successful marketing!

Well written information about exotic destinations can help people to make up their minds about when and where they want to travel. If you have been to a destination, write an article, tell readers, why the destination is great, what the pricing is, what they can expect, when is the best time to go, explain the downside, be honest, put emphases on the upside. Write about what they will see, what they can do, where they can eat and how much money it will cost them.

Your article will repeat the destination location over and over, this is grounds for a great “keyword” foundation for Google and the other Search Engine Gods. Being on the first page of Google for a destination such as “camping in europe” or “cat island bahamas” or “discount travel in ireland” can increase your client data base over night. (examples)

I got started in article writing with <http://ezinearticles.com> they have over 12,000 authors. Yours truly is one of them. I could not believe the number of hits the web site received when one of my Travel Articles was published on any number of sites. It became clear that since travel was my love and T360 was geared more towards information on: Travel Safety, Travel Health, Terrorist Threat Alerts and US State Department Travel Warnings – we needed some excitement and we felt the need to remain impartial so as not to compromise the Travel Alerts, so we added Travel Articles.

We encourage Travel Agents to submit their articles, free of charge. Check your spelling and leave room for other agents who may want to sell your travel package to their clients. We encourage Outside Travel Agents who want more free travel to also submit articles. If you need help writing your Article, just review the Articles listed at <http://www.travel360degrees.com> click on “Travel Article Index” There is no right or wrong way, just keep it simple, interesting, honest,

in sequential order and check your spelling.

The Search Engine Gods index the travel360degrees travel web site often and our attention to detail in SEO helps our article placement. We look forward to serving the Travel Industry in this impartial way. Submit your Articles to E-mail: travel360degrees@aol.com and watch your business grow.

Cassandra Ingraham is a Certified Internet Marketing Professional and is the webmaster for Travel360degrees.com

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