**Blog Ideas Outline**

**Content Tips:**

* Mention the direct routes (HW 64, 95, etc.), then give alternate routes (“road less traveled”).
* If possible, create a google map showing the route to travel.
* Include any COVID-specific info/tips – amended hours, safety stipulations, etc. You can easily remove post-COVID to keep content evergreen.
* Break the route into smaller sections if necessary. Example: From Roanoke to Christiansburg; from Christiansburg to Blacksburg. In each paragraph, talk about where to stop along the way.

**Blog Outline:**

Intro

* Give a brief overview of WanderLove as it relates to your destination and road trip. See [WanderLove Messaging](https://www.vatc.org/wp-content/uploads/2020/06/WanderLove-Messaging.docx) for inspiration.

Route section #1: From \_\_\_\_to \_\_\_\_\_.

* Best restaurants along this route – one sentence to describe the type of food/atmosphere/any COVID-related tips/specifications (can easily be removed post-COVID for evergreen content).
* Must-see sights/attractions with a short description and COVID info. These can include shopping, natural and manmade landmarks, LOVEworks, hidden gems, quirky roadside attractions, etc.
* Outdoor options like hiking, cycling, kayaking, boating, etc. May also mention state parks, as they all offer outdoor elements for guests. Be sure to mention any COVID-related restrictions, such as closed facilities, decreased staff, alternate hours.
* A few (1-2) lodging options along this route – don’t forget about cabins or campsites as alternatives to hotels or resorts.

Route section #2: From \_\_\_\_to \_\_\_\_\_.

* Repeat format of info from section #1 for every section of the road trip until you’ve reached the final destination.

Close

* Wrap up with links to other road trips in your region and/or a link to Virginia.org/WanderLove.