



## ABOUT ME

I launched this website in 2012 after a weeklong family trip to Paris that cost less than \$7,000 inclusive. Friends wanted to know how we did it, so I started writing. The concept took off, and I've been sharing our experiences and budget stretching tips ever since.

I enjoy adventure travel, culinary experiences, girlfriend travel and family getaways, wherever the road takes me. I love discovering what makes each place uniquely special to share with readers.

When not traveling, you'll find me at home with my family and dog, playing games, cooking together, or enjoying time on the lake. No doubt, I'm also planning the next trip -- or two!



travelingfamily  
3500+ followers  
10k monthly reach



karendawkins  
6250+ followers  
1.1M monthly reach



@karen\_dawkins  
7250+ followers  
80K monthly reach



karendawkins  
4600+ followers  
8.5K monthly reach

## ABOUT FAMILY TRAVELS ON A BUDGET

While it began simply to help families discover how to make their travel dreams a reality on any budget, the website has evolved. This year, I added a new feature, Travel Guides, which incorporates all the posts for one destination into a comprehensive guide readers can easily use to plan their vacations. With every post, I focus on writing quality content that readers can trust and which ranks well for SEO. That combination is a win for both the reader and the destination.

September 2018 DA/PA: 38/43 (Source: MOZ)

2018 Time on Site: 4.23 minutes (Up 28% since 2017. Source: GA)

2018 Google Search Content: 32% (Up 10% since 2017. Source: GA)

2018 Sessions: 113,245 (Up 26% since 2017. Source: GA)

# WEBSITE AUDIENCE

Google Analytics 2018

- Age: 25-44 (60%)
- Gender: Female (80%)
- Affinity Interests: Family-focused, Value shoppers, Travel buffs, Pet lovers, Cooking enthusiasts
- Travel Market: Travel, Cruises, Air Travel, Hotel Accommodations, Food & Drink
- Geographic: Southern States (31%), Mid-Atlantic States (16%), Midwestern States (14%), Rest of the US (29%), Other countries (10%)
- Top 100 posts, average time on site 5.75 minutes



*I recently started following your page and LOVE IT. I also love to travel with my family of 6 on a budget. Thanks for sharing so many ideas to make it easier for us.*

~ Ashley, Reader

*Karen is an absolute pleasure to work with and her positive spirit and enthusiasm shine through in her writing. Not only does she develop outstanding relationships with the DMOs she works with, but she also exhibits outstanding engagement with her followers. In fact, she has whole conversations back and forth with followers on social media posts.*

~ Jenna French, Director of Tourism and Marketing, Visit Shenandoah County

*Karen's blog is absolutely wonderful. I enjoy following her many travels and have found the tips helpful when I have visited some of the places that she has been!*

~ Amanda, Reader



## WHERE I WRITE

I primarily write for my website, where I enjoy building relationships with my readers. I am honored to have gained their trust as a travel planning source. Many of my followers have become friends in real life.

Additionally, I collaborate with other bloggers and write freelance pieces for a number of industries.

I'm a regular contributor to the following:

- The Beach is Calling
- Travel the South Bloggers
- Visit Johnston County

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