

# POURQUOI PAS NOUS

— TRAVEL BLOG —



56

countries  
visited



2

long trips  
world tour  
European tour



## ABOUT US

We are Floriane and Matthieu, travel content creators since 2016. We share stories, practical guides, itineraries and photo reports to help our readers plan their trips in France, Europe and around the world.

Our strength lies mainly in SEO. Our articles are designed to answer travellers' real search queries and rank sustainably on Google.



300K

UNIQUE VISITORS  
IN 2025



DA 38

DOMAIN AUTHORITY  
AHREFS



5

LANGUAGES  
AVAILABLE



[pourquoipasnous2016@gmail.com](mailto:pourquoipasnous2016@gmail.com)

Google Analytics data for traffic  
and Ahrefs for domain authority

# A QUALIFIED AUDIENCE DRIVEN BY SEO

Why Not Us is above all a search-driven media platform. Our readers arrive with a clear intention: planning a trip, choosing a destination, organizing an itinerary, booking an activity or comparing useful travel services.

This long-lasting visibility allows partners to benefit from continuous exposure, far beyond a single social media post.



**8,315**

INSTAGRAM FOLLOWERS



**34.7K**

PINTEREST VIEWS / MONTH



**300K\***

UNIQUE VISITORS

\*Google Analytics annual traffic 2025



**5**

LANGUAGES AVAILABLE

## A BALANCED AUDIENCE



**52%**

WOMEN



**48%**

MEN

## MOST VIEWED CONTENT EXAMPLES

These pages illustrate our ability to capture and rank on high-intent travel searches.

- 1 Visiting Como in 1 day: our must-sees
- 2 Visiting Varenna: our favorite on Lake Como
- 3 Star Wars on Lake Como: all filming locations
- 4 Visiting Alberobello: a complete guide
- 5 What to do in Polignano a Mare? Tips and practical info
- 6 Visiting Naples in 1 day: complete guide



## INTEGRATED SEO EXPERTISE

Matthieu works daily with companies on SEO audits, website redesigns, consulting support and editorial optimization. This expertise shapes how Why Not Us content is planned and published.

You can also contact us if you would like to work with Matthieu on your SEO outside of Why Not Us.



# WHAT WE OFFER

We work exclusively with travel and tourism-related businesses, with a natural, practical and long-term editorial approach.



**56**  
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## 1. SPONSORED ARTICLES & SEO CONTENT

Article writing for hotels, campsites, activities, travel agencies, cruises and travel-related products such as VPNs, eSIMs, insurance or useful travel services.



## 2. BLOG TRIPS & TRAVEL REPORTS

Complete coverage around a destination, accommodation or experience: storytelling, practical advice, photography and editorial integration.



## 3. TRAVEL PHOTOGRAPHY

Original photography to illustrate our stories and highlight places, accommodations, activities and experiences we test.



## 4. SOCIAL MEDIA

Occasional sharing of our travels and collaborations with our community. Our main channels remain the blog and SEO.



## 5. EDITORIAL & SEO SUPPORT

With Matthieu's 15 years of SEO experience, some collaborations can also benefit from a more strategic approach: angle selection, natural integration, editorial optimization and long-term visibility.

## ACCEPTED TOPICS

Hotels

Campsites

Destinations

Regions

Tourism Boards

Activities

Travel Agencies

Cruises

eSIM

VPN

Travel Insurance

Travel Services



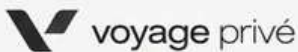
## EDITORIAL LINE

We do not accept topics outside our editorial line or without a clear link to travel. Collaborations must fit naturally into content that is genuinely useful to readers. All articles are written by us, either by Floriane or Matthieu.



# THEY TRUST US

We are proud to collaborate with trusted brands in travel, tourism and online services.



## WHY WORK WITH US?

- ✓ Long-lasting SEO visibility among readers actively planning a trip.
- ✓ Detailed, natural content designed to answer real traveller searches.
- ✓ A mix of storytelling, practical advice, photography and SEO expertise.
- ✓ A clear editorial line focused on travel, tourism and useful travel services.



## CONTACT

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🌐 [www.pourquoi-pas-nous.com](http://www.pourquoi-pas-nous.com)

Updated media kit - 2025 data



[pourquoipasnous2016@gmail.com](mailto:pourquoipasnous2016@gmail.com)

Google Analytics data for traffic and Ahrefs for domain authority