

LIVINGOUTLAU

Travel Blogger & Photographer

ABOUT

LivingOutLau is a travel blog created by Sean Lau, an ex-civil engineer turned travel blogger. Originally from New York City, Sean has been on the road since 2018, exploring the world and sharing his discoveries on his blog.

Sean aims to inspire his readers to uncover the true beauty of the world through travel with personal experiences, actionable itineraries, practical tips and stunning visuals.

Though a young blog, his state-of-the-art SEO has increased his blog's organic traffic by over 1,800% in 2020 and reach readers from 168 countries.

SITE TRAFFIC

50,000

MONTHLY PAGEVIEWS

37,000

MONTHLY NEW USERS

84%

ORGANIC
TRAFFIC

5,300+

INSTAGRAM
FOLLOWERS

5m42s

AVG. TIME ON
PAGE

contact:



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BLOG DEMOGRAPHICS

Female: 57%, Male 43%

Age 18-24: 21.8%

Age 25-34: 30.3%

35-44: 18%



TOP COUNTRIES

1. USA: 44.7 %
2. Malaysia: 22%
3. Hong Kong: 3.6%
4. Canada: 2.6%
5. UK: 2.6%

WHO'S OUR AUDIENCE?

The majority of LivingOutLau's audience are young professionals who are looking for adventurous activities, culturally-enriching experiences and beautiful outdoor landscapes.

They are travelers who would like to make the most out of their budget and vacation days but aren't hesitant to splurge for exceptional experiences. Our audience isn't afraid to get off the "beaten path" to explore the true beauty and culture of a destination.



INTERESTS

- Outdoor Activities (esp. hikes)
- Off-the-Beaten-Path Destinations
- Innovative Travel Gadgets & Gear
- Sustainable & Ethical Tourism
- Indigenous Culture & Food
- Environmental Efforts
- Dark Tourism & Urbex



SERVICES

1. Visual Content (Photo & Video)

With over 6 years of photography experience, Sean is a trained photographer capable of capturing story-telling images and stunning visuals. His work has been published on many big websites.

2. Sponsored Evergreen Posts

With an excellent understanding of SEO, Sean can craft high-quality and engaging posts that drive visitors and promote your brand/product.

3. Press Trips

Are you looking to promote your destination? Sean and his team are ready to travel on short notice and work with brands/destinations to provide engaging content.

4. Brand Ambassadorship

If your brand aligns with our values, we would love to represent your brand and bring brand awareness..Our expertise in SEO allows us to reach a worldwide audience.

5. Affiliate Partnership

If your product or services align with our values, we would love to form a long-term mutually beneficial partnership.

6. Sponsored Stay/Experience

If you would like to offer a sponsored stay or experience, we would love to be a part of it in exchange for an honest review on our blog.

