

What's the story behind VisitBulgaria.Today?

[VisitBulgaria.Today](#) was founded as an online informational source that advocates Bulgaria's nature, festivals, mountains, seaside, historical and archaeological landmarks, sports, unique food, and traditions to the international public and to help for the development of the tourism and farming through international awareness.

What's the most exciting thing about VisitBulgaria.Today?

We create the connection between Bulgaria and the foreign tourists. Establishing key relationships in tourism which expanded our business rapidly providing high quality reviews, articles, news, directory listings for hotels, restaurants, shopping centers, magazines, wineries, breweries, agencies, small businesses, recreational activities (eg. extreme sports, mountain tours, biking, skiing), and festivals allowed us to become one of the most reputable informational sources for tourism in Bulgaria in English.

What was the most challenging thing about VisitBulgaria.Today

The most challenging thing for us was to rank higher in Google searches and to make more people online aware of our website and services. Since our website was very new, we had a very little budget we could spend on advertising. So we chose to use Google Adwords with total budget of \$1000 per month. However, after 5 months of using Google Adwords we were disappointed from the results and starting looking for alternative solutions to advertise our website.

Why was it important for you to bring visitors to your website?

For us, bringing visitors to our website is essential because our site promotes businesses in Bulgaria and brings value and information for foreign tourists. It is important to have an active community of people who share their comments about businesses, festivals, and activities listed on our website so foreign tourists can create a better understanding of whether it's worth visiting this hotel, festival, or paragliding course during their stay in Bulgaria. Having more website visitors adds site credibility and gives potential customers an unbiased view of the quality of our and services.

How the website visits generated influence for your business?

Website visits give us an opportunity to engage wider audience, attract potential customers and foreign tourists to Bulgaria.

Most customers are genuinely surprised when they get an email or a phone call from foreign tourists who saw their hotel or services on our website. They are even more surprised when we ask "what could we have done better that could improve your experience with us?"

If you had one thing to say to other bloggers, tour agencies or tourism related businesses, especially those just starting out, what would it be?

Having more visitors to your website is GOLD. Building a community which is active and shares your content is the key for success online especially in our tourism field. No matter how quality content you create on your website if you don't have an active community and website visitors, no one will see what you do. This is massively important and most of all making sure Google can read your blog articles and services and index them and display them in your search results WILL lead to more sales.

Whilst this is only a small part of what Webhits.io does, it does it very well. It is priced very well providing great value for money and is backed up with excellent services. That is why we started using only Webhits.io services and no longer pay for advertising to Google Adwords.

We have used and continue use on a monthly basis their targeted website visitors' services and we have never waited more than 24 hours to get a helpful response. Job well done!