

The Washington Lobbyist

TRAVEL & FOOD BLOG SINCE 2009



ABOUT THE BLOG

Michael Woestehoff is the founder of The Washington Lobbyist, a website that began as a literal homage to hotel lobbies and their respective interior design. Today, the website now features content from all over the United States based on the hospitality and travel industry and various philanthropic events. When this Arizona native is not in a hotel lobby, he is sharing "stories of success" in forest conservation. He holds his Masters in Public Relations & Corporate Communication from Georgetown University.

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SERVICES & PACKAGES

I really do love the hospitality industry - from the lobby, the restaurant, the room, the location, and events - my site provides a hub for your future guests to find your next great offering. If you need a little Google search boost, my site can help you get the attention you deserve.

REVIEWS & RECOMMENDATIONS

- Send me a pre-written review with a large photo file
- Individually written review
- An on-camera video testimonial for all channels
- All three options - Let's talk!

RESTAURANT PROMOTION

- Send me a release with a large photo file
- Exclusively written SEO focused content
- An on-camera video testimonial for all channels
- All three options - Let's talk!

EVENT COVERAGE

- Send a pre-event release with a large photo file
- Send a post-event release with large photos
- Attend as a guest and share live photos of event
- All three options - Let's talk!



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ONLINE REACH

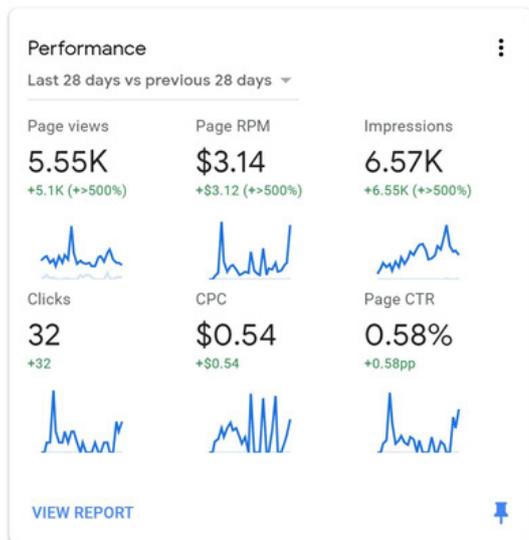
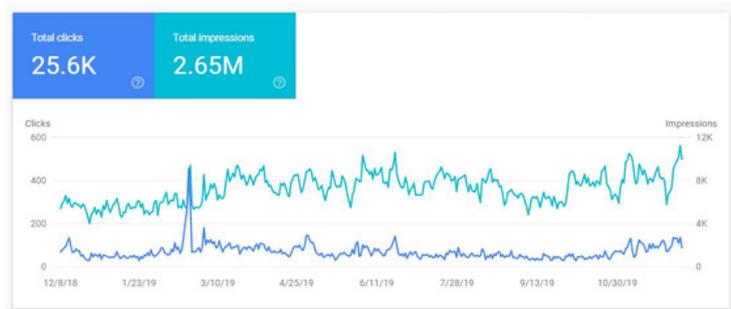
Over the course of the year.

Average Daily Views - 7,887+

Impressions - 2.65M+

Clicks - 25,600+

Posts - 1,476



CONTENT WITH LASTING VALUE

After all is posted on social media, what is left? Not too much, I say. With my posts, I help my readers continue to find your content over and over again online. Even providing a back-link of your site strengthens your site and search-ability. And that is what really matters. I have a 12 year relationship with Washington, DC and have maintained many hospitality PR pros to help their clients stay relevant.

 Tweet Impressions
32,300 avg. per month

 Facebook Post Reach
1,758 avg. per month

 Instagram Interactions
211 avg. per week

 e-Mailing List
3,423 addresses

Default Channel Grouping	Users
	7,758 % of Total: 100.00% (2,758)
1. Organic Search	68.64%
2. Direct	17.13%
3. Social	12.21%
4. Referral	2.01%

1. [District of Columbia](#)
2. [Virginia](#)
3. [Maryland](#)
4. [California](#)
5. [New York](#)
6. [Illinois](#)
7. [Pennsylvania](#)
8. [Florida](#)
9. [Georgia](#)
10. [New Jersey](#)

Most of my traffic is sourced from Google search, not on social media.

My readers are primarily from DC, VA, and MD. They are travel + food minded consumers.