



ANGLING ACES

- PRIORITISING CONTENT IDEAS ACROSS KEY THEMES -

COST/PRICE

- Package discount
- Detail inclusions
- The value in traveling to the best spots
- Once in a lifetime (get away from cost)

VS./COMPARISONS

- Vs. other popular destinations
- Comparing the top spots in NZ
- Tackle/bait showdowns
- Technique showdowns

BEST OF

- Reel and bait combinations
- 5 Best angling holiday destinations (inc NZ)
- Best beginner setup

SUBJECT MATTER EXPERTS

- Our fishing guides
- Shop staff
- Guest fishers
- Gear providers
- Customers

HOW TO

- How to choose the best location
- Technique tips
- Gear tips

REVIEWS

- Customer reviews
- Guest reviewers from visible/credible sources

PROBLEMS

- Dedicated Q+A section - hero notable answers
- Tackle no guarantee issue
- Tackle weather