

This Watch Journey

Everything Watch in one site. Honest reviews, Real watch experiences, guides, resources and a whole lot more!

- Reviews - Affordables - Microbrands - Watch Guides - Grails -
Watch resources -

www.thiswatchjourney.com



About Me

Hi, I am Dan, an independent watch reviewer (or watch nerd, if you prefer 😊). Based in Birmingham, UK. This Watch Journey is my way of giving something back to an incredible community of watch enthusiasts and watch brands. My watch passion and collection started with an old rotary watch that belonged to my dad, and has developed into an obsession with watches from Casio to Omega via many, many microbrands.

I wanted to create a space to share reviews, help brands reach new audiences, but also share my personal journey and, of course, the things that matter the most: the watches themselves. I didn't start this site to write sterile, studio-lit spec sheets. I started it because I'm a watch nerd at heart. With a personal collection of over 30 timepieces—ranging from classic beaters to independent microbrands. This Watch Journey is a place where one person with a passion can share his views on a watch and help others discover a new brand, or their next purchase or maybe just learn to understand watch types or movements. The hope is the site will grow and, in turn, help the brands featured grow as well. So welcome to This Watch Journey...

Website Overview



WELCOME TO
**THIS WATCH
JOURNEY**

Honest reviews. Real experiences.
Helping you make the right choice.

Recently Launched in June 2026. thiswatchjourney.com is a site designed to be

more than just watch reviews. My aim is for it to become a useful hub for watch collectors and enthusiasts, to act as a one-stop shop for information on watches, brands & other watch-related content.

REVIEWS

Rating watches and sharing my thoughts.



Regular Weekly Reviews

- **The Format:** Every week, I publish a hands-on deep dive into a specific timepiece. I break down its design details, real-world performance, and day-to-day wearability, complete with a transparent, easy-to-read technical specifications table. All complemented by photos of the watch itself.
- **The Score:** Every review concludes with my personal 5-Star Rating System. These scores aren't cold or corporate—they are driven by my genuine, unfiltered thoughts and feelings as a collector who knows how a watch should feel on the wrist.

THE HUB

A one stop shop for all things watch. Brand links, straps and accessories to books, blogs and reviewers.



BRAND DIRECTORY

an A-Z list of watch brands.



The Hub (A Centralised Watch Resource)

- **The Brand Directory:** A curated, rapidly growing list of **over 75 watch brands**. For each brand, I outline their unique identity, average price ranges, and feature my personal favourite timepiece from their line-up.
- **The Accessory Tracker:** A centralised marketplace guide for everything outside the watch itself—helping enthusiasts source high-quality straps, winders, tools, and storage solutions all in one place.

GUIDES

From Guides on movements and watch styles to top 5 lists and comparisons.



Educational Guides

- **Watchology 101:** Regular, beginner-friendly guides breaking down complex horological concepts like movement types, complications, and case styles.

- **Curated Top Lists:** In-depth roundups focused on specific categories, such as "Top Affordable Microbrands" or "Best Daily Bead-Blasted Tool Watches."
- **On the Ground:** Direct event coverage and reports from watch meetups and major industry events I attend, bringing the community along with me. *(Plus, dedicated brand-specific guides coming soon!)*



THE JOURNEY

Sharing my story and insights to my watch collecting journey.



My Journey

- **The Human Element:** Personal, reflective articles documenting my own path through the hobby. I share the real-world experiences, workbench projects, successes, and hard lessons that have shaped my personal 30+ watch collection.

Website Stats

815 Views. 302 individual Visitors since the official site launch on 21st June 2026.

Visitors from the UK, Germany, USA, Netherlands, Canada, France & More.

A wide range of entry points via Google searches and social media links.

Widespread reading of articles and posts being read. From individual watch reviews to guides and hub links.

Social Media

I've been creating watch-related content on social media channels since March 2026 and have grown my audience across Instagram and TikTok. I post regular, consistent content along with bespoke photos and videos of watches in my collection. Since launching the website, the content has focused more on

positioning new articles and guides that are published on the website.

My regular weekly posts include;

Wednesday Watch Watch - A short video and supporting post showcasing a new brand or watch I have discovered this week.

Friday Focus (Review) - A short video and supporting post detailing the latest review. Reviews are shared on the website weekly, usually on a Friday.

I also consistently post (at least once a month) a new My Journey post. These are more personal pieces about my own experiences with watch collecting.

Stats

Instagram	Views & Followers	Demographics	Content
 Launched 15th March 2026	- Over 600 Followers - Approx. 6,500 views per month - approx. 400 - 500 Interactions per month	- Age Ranges 27% 25-34 35% 35-44 22% 45-54 - Locations 24% USA 18% UK	- A mix of Reels and Posts shared each week and regular weekly features. - Reels Average around 150 to 300 views. - Some have reached higher (between 450 and 875)

YouTube	Views & Followers	Demographics	Content
 Launched 13th May 2026	8,000 total views across the first 10 videos. - Approx. 4,000 views per month (500 Engaged views)	- Age Ranges 47% 35-44 32% 25-34 20% 45-54 - Gender: 79%	- Short video content only. 2 posts per week. - Regular weekly watch review video. - Watch Watch - Showcase of

	- Male - 21% - Female - Locations 21% UK 3% India - Device 75% Mobile	a new brand or watch.
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TikTok	Views & Followers	Demographics	Content
 Launched 23rd March 2026	- Over 520 Followers 63,700 total views - Approx. 15,000 per month 2,500 Likes & Interactions - Approx. 625 per month	- Viewers - Age Ranges 24% 25-34 23% 45-54 22% 35-44 - Locations 46% UK 9% USA - Followers - Gender: 72% Male - 27% Female - Age Ranges 38% 45-54 28% 35-44 13% 25-34 - Locations 35% USA 12% UK	- Sharing Regular weekly content. - Average views range from 300 to 650 per post. 9 Posts have amassed over 1,000 views each. - The most popular post has 2,700 views.

Collaboration Opportunities



What I can offer

A fair, honest, detailed review of your watch.



Sharing the specifications along with my thoughts and opinions on the design, performance and wearability, and of course, my overall out-of-5 review score.

Real-World Context over Studio Shots.



I am not a professional photographer. I am a watch nerd. All my reviews will feature photos of the watch taken by me, but will represent the watch in the real world, like wrist shots and unboxing shots. The photos will be clear and give a true and accurate representation of the watch.



Supporting Social Media videos

and promotions via a short Reel, post, and TikTok to position the review going live on the website and a short, high-level review detailing specs, pros and cons and my review score in a YouTube short.

Other potential collaboration



opportunities from featuring on a weekly social media post, like watch watch or maybe working on something bigger, like a dedicated guide to your brand or a collaboration feature piece.

It might also not be a watch; it could be straps, accessories, watch boxes or maintenance kits. If you have it, I'll review it 🤝

I enjoy learning about brands and their watches, so I am open to collaboration ideas to support your brand as well as my site.

How I Work



I believe in making the process as risk-free and seamless as possible

The Loaner Agreement: We operate on a temporary loaner basis. You send a review unit or a prototype; I wear it, test it out, review it, and ship it back (or on to the next reviewer) on your timeline.



In order to have time to fully test and review the watch, I ask for a 10- to 14-day loan.

Reviews are posted within the next 7 to 14 days dependent on the backlog or the number of watches I have in at any time.



To keep my reviews fair and honest, I don't offer paid promotion, and my reviews are free of charge.

If brands are kind enough to let me keep the watches I will advise of this as part of the review but, This will not impact or change my review or rating scores.



Ready to share your watch's story? Let's get it in for review!

I believe every great watch has a story—from the first sketch on a designer's desk to the way the light catches the dial on a Tuesday morning commute. If you have a timepiece you've poured your heart into, I would love to experience it first hand, put it through its paces on the wrist, and share my genuine thoughts and its story with my readers.

Drop me an email or message me on Instagram or TikTok, and let's start working on a collaboration.

✉ contact@thiswatchjourney.com

📷 Instagram: [@thiswatchjourney](https://www.instagram.com/thiswatchjourney)

🎵 TikTok: [@thiswatchjourney](https://www.tiktok.com/@thiswatchjourney)

🌐 thiswatchjourney.com