

WE BELIEVE IN SWELLENDAM

★ What is this Report?

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Swellendam has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse below.

1 Xplorio Swellendam Online Growth

We are currently reaching **1,505** people searching for information about Swellendam on the internet every month. That's over **48** potential customers interested in your town per day!



Please note that monthly traffic variations are due to seasonality. Check out year-on-year traffic growth to see how much your town's traffic is increasing!

2 Xplorio Swellendam's Top Performing Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ KUNSTEHUIS ART GALLERY	★ A HILLTOP COUNTRY RETREAT	★ BODY SENSING	★ OLD GAOL RESTAURANT
★ GRADYZ ART	★ CHRIS-ELLE SELF CATERING	★ SWELLENGRAM	★ COFFEE CULTURE
★ MOONSHADOW BEAD WORKSHOP	★ SKIPSKOP CHALET'S	★ MOONSHADOW	★ MOONSHADOW COFFEE SHOP
★ FELIX UNITE RIVER ADVENTURES	★ SWELLENDAM COUNTRY LODGE	★ LANGEBERG TEELS	★ BELLA DONA'S TEA GARDEN

3 Xplorio Swellendam's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 73	CUSTOMERS: 142
LEADS: 24	LEADS: 46

PLACES TO EAT	BUSINESSES
CUSTOMERS: 80	CUSTOMERS: 528
LEADS: 26	LEADS: 174

* Customers are defined as website visitors with the intent of finding a business.
 ** Leads are customers who enquire via phone or email with a specific business.
 *** Data provided above are for the last 3 months.

~89% of Swellendam Businesses are already on Xplorio.

338 / 376

* Numbers derived from statsza.gov.za

4 How does Xplorio promote Swellendam?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Swellendam pages and profiles.

Social Media: Facebook, Instagram, Twitter, YouTube

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Swellendam.

SEO: Google, Bing, Yahoo!

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Swellendam.

Search Advertising: AdWords, Display, Video

We ensure constant brand awareness in the real world too with Xplorio Swellendam fliers, advertorials and more.

Traditional Marketing: Xplorio Swellendam, XPLORIO.COM/SWELLENDAM

We encourage people who are talking about Swellendam online to visit Xplorio Swellendam pages and profiles by linking them to relevant information.

Online Reputation Management: Facebook User: Is there anyone who can fix my car in Swellendam?



Over 200 -Man Hours Spent

~R80,000.00 -Advertising Spend



Over 200,000 People -Reached via Social

Over 23,000 Users -Total traffic to date



Highlights- Time Period

Xplorio Community
 Published by Candice Lombard 15 May 23 at 2:18pm · 6

An integral part of one of the most productive agricultural areas in the country, Swellendam is slowly growing as a culinary destination. Click below to find out where to wine and dine in Swellendam.

Wine and Dine in Swellendam
 An integral part of one of the most productive agricultural areas in the country, Swellendam is slowly growing as a culinary destination.

1,362 people reached

Like Comment Share

Chris Steeman, Robert Kappers and 242 others

3 shares

View 2 more comments

MORE ABOUT XPLORIO

5 Xplorio Coverage

TOTAL TOWNS: 18

WESTERN CAPE

COMING SOON

VILLIERSDORP, BOTRIVIER, CALEDON, GREYTON, GRABOUW/ELIM, PRINGLE BAY/ROOI ELS, BETTY'S BAY, KLEINMOND, HERMANUS, STANFORD, GANSBAAI, NAPIER, AGULHAS/STRUISBAAI, BREDASDORP, SWELLENDAM, BARRYDALE, RIVIERSONDEREND, ARNISTON

6 Xplorio Performance

THE NUMBERS

5,000 Businesses	40,000 Monthly Visitors	9,000 Enquiries p/m
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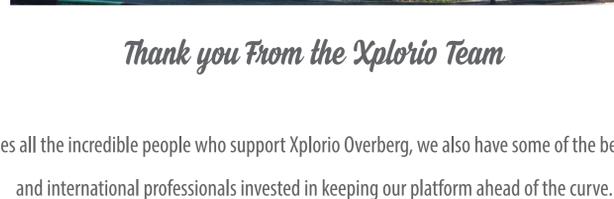
MENTIONED BY

traveller24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2NICE

7 Why Support Xplorio?

It's simple. Because you'll be supporting YOUR local community, town and businesses.

Watch the Xplorio Swellendam video



Thank you From the Xplorio Team

Besides all the incredible people who support Xplorio Overberg, we also have some of the best local and international professionals invested in keeping our platform ahead of the curve.

"Alone we are strong, together we are stronger. The power of community"

