

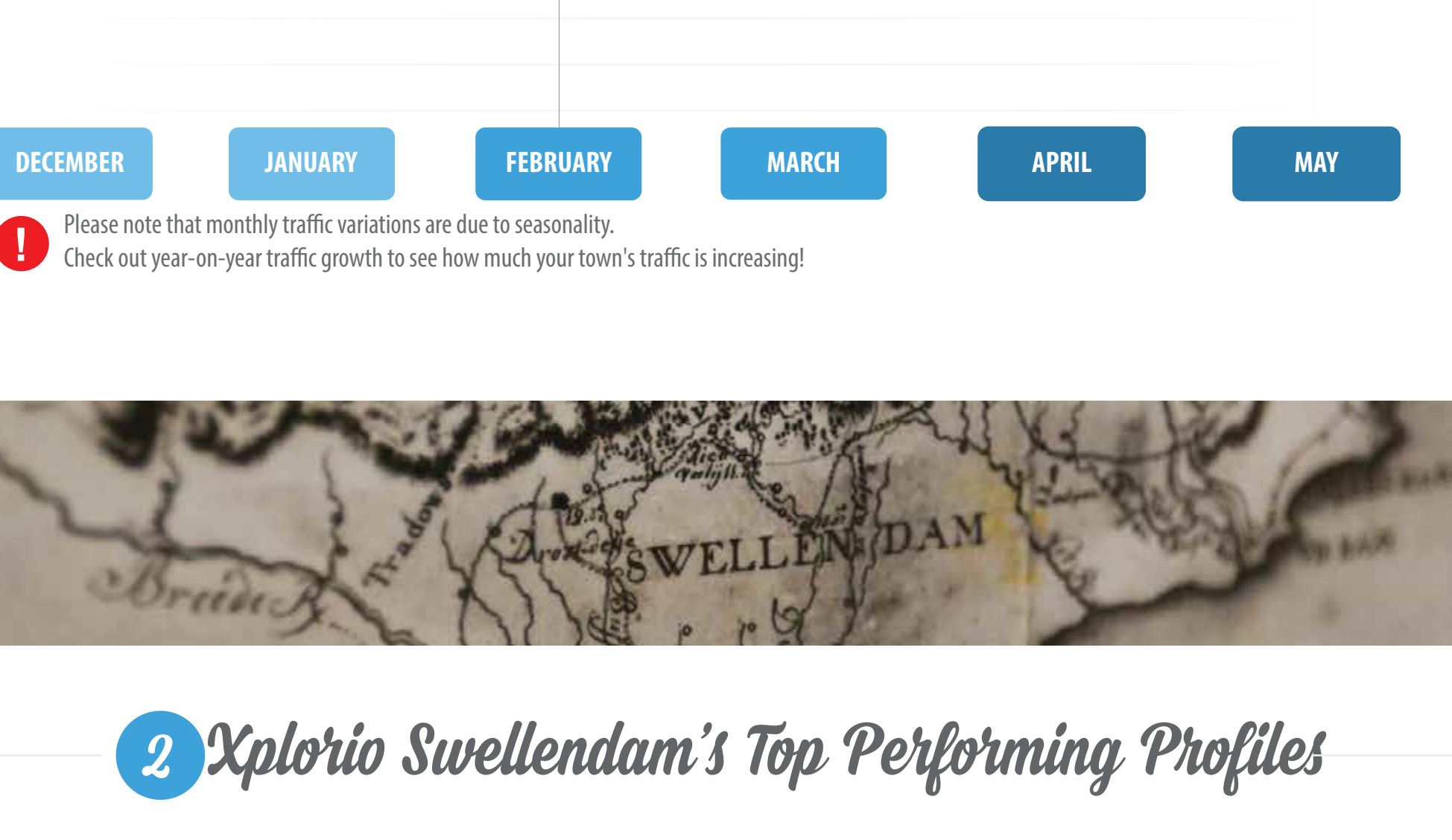
# WE BELIEVE IN SWELLENDAM

## ★ 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!

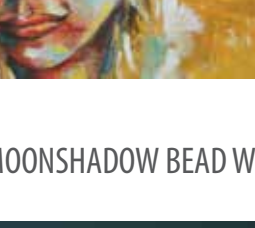


### 2 Xplorio Swellendam's Top Performing Profiles

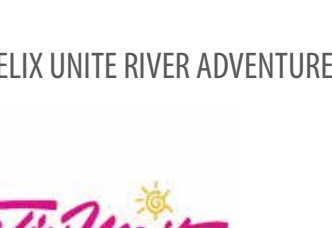


#### THINGS TO DO

★ KUNSTEHUUS ART GALLERY



★ GRADYZ ART



★ MOONSHADOW BEAD WORKSHOP



★ FELIX UNITE RIVER ADVENTURES



#### ACCOMMODATION

★ A HILLTOP COUNTRY RETREAT



★ CHRIS-ELLE SELF CATERING



★ SKIPSKOP CHALET'S

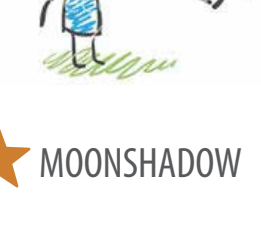


★ SWELLENDAM COUNTRY LODGE

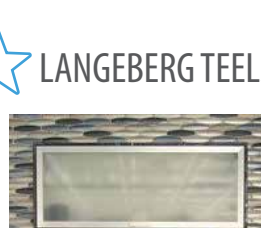


#### BUSINESSES

★ BODY SENSING



★ SWELLENGRAM



★ MOONSHADOW

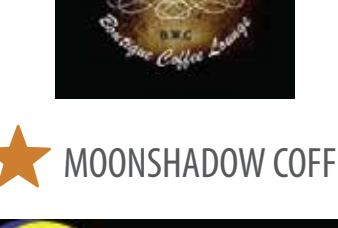


★ LANGEBOEG TEELS

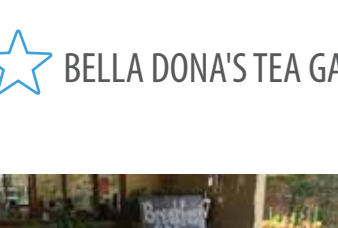


#### PLACES TO EAT

★ OLD GAOL RESTAURANT



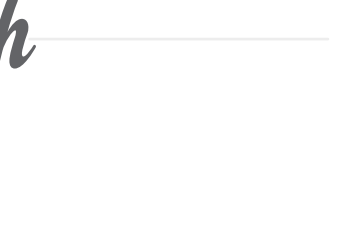
★ COFFEE CULTURE



★ MOONSHADOW COFFEE SHOP



★ BELLA DONA'S TEA GARDEN

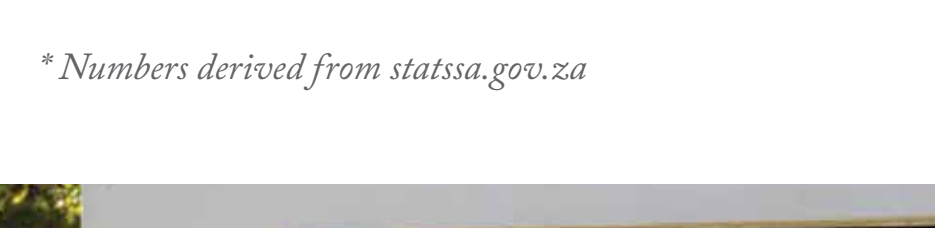


### 3 Xplorio Swellendam's Current Growth



CUSTOMERS **73** LEADS **24**

CUSTOMERS **142** LEADS **46**



CUSTOMERS **80** LEADS **26**

CUSTOMERS **528** 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.



\* Numbers derived from stats.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

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



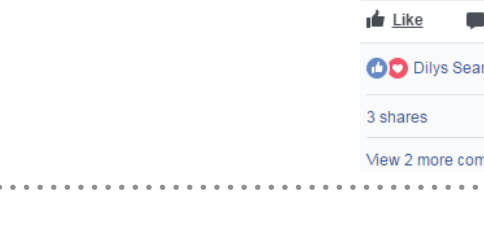
SEO

Google Bing YAHOO!

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



Search Advertising



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



Traditional Marketing

xplorio 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.



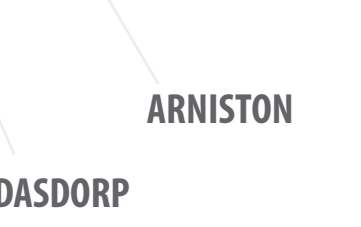
Online Reputation Management

Facebook User Is there anyone who can fix my car in Swellendam? Like Reply 2 hrs



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 11 May 23 at 2:10pm

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



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

3 365 people reached

Like Comment Share View Results

Only Bevan, Robert Kappers and 242 others Chronological

View 2 more comments

## MORE ABOUT XPLORIO

### Progress

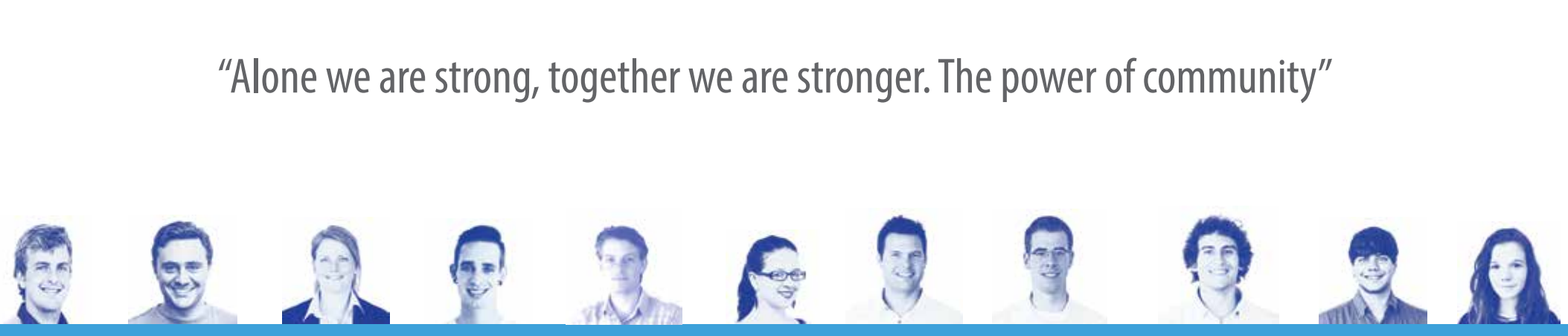
### 5 Xplorio Coverage

TOTAL TOWNS

18

#### WESTERN CAPE

COMING SOON



### 6 Xplorio Performance

#### THE NUMBERS



5,000 Businesses



40,000 Monthly Visitors



9,000 Enquiries p/m

#### MENTIONED BY



### 7 Why Support Xplorio?

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

Watch the Xplorio Swellendam video

Watch 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"

