

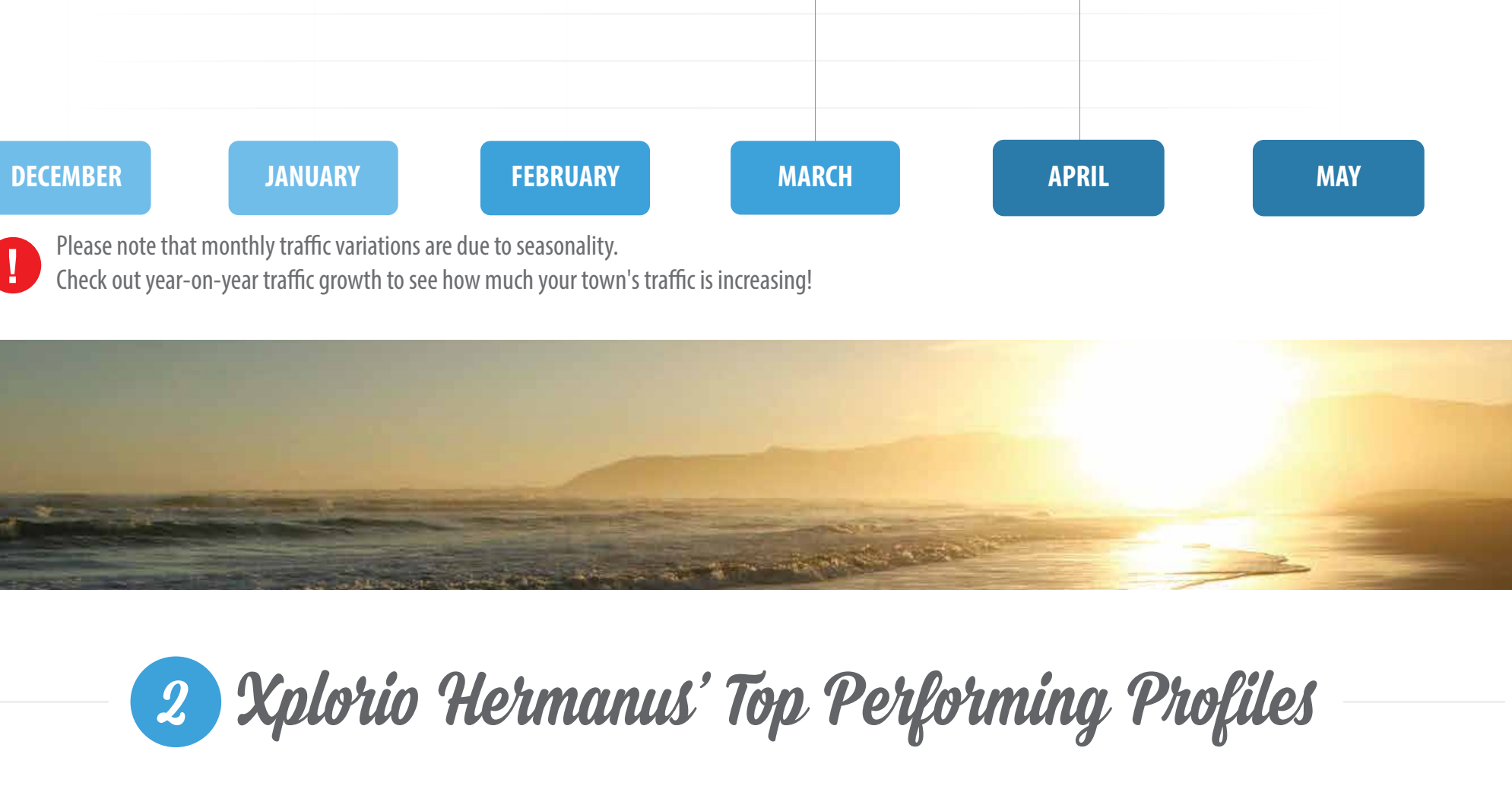
# WE BELIEVE IN HERMANUS

## ★ 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 Hermanus has been **exploding online** but don't just take our word for it, we've got phenomenal results for you to browse below.

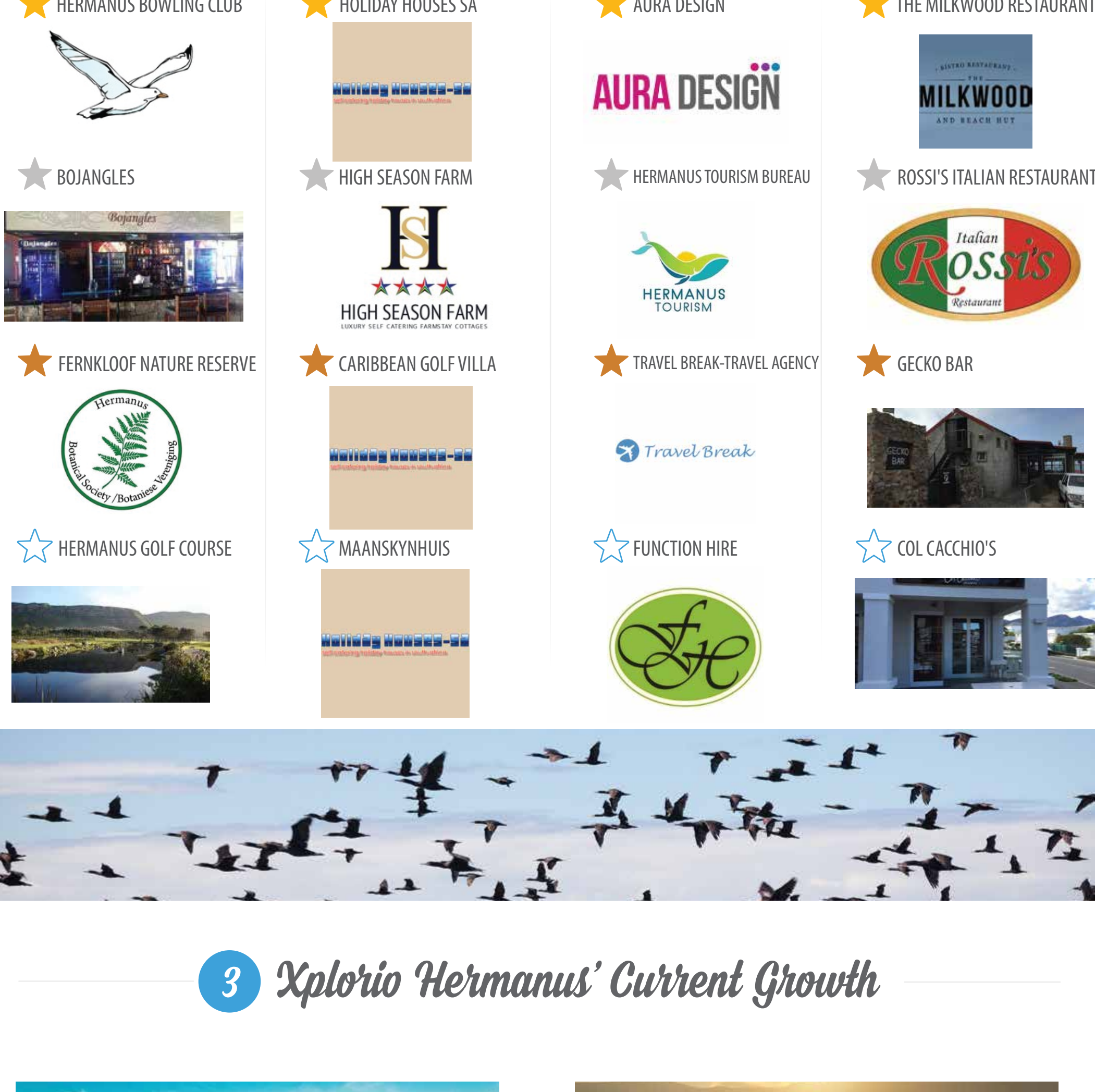
### 1 Xplorio Hermanus Online Growth

We are currently reaching **5,385** people searching for information about Hermanus on the internet every month. That's over **173** potential customers interested in your town per day!

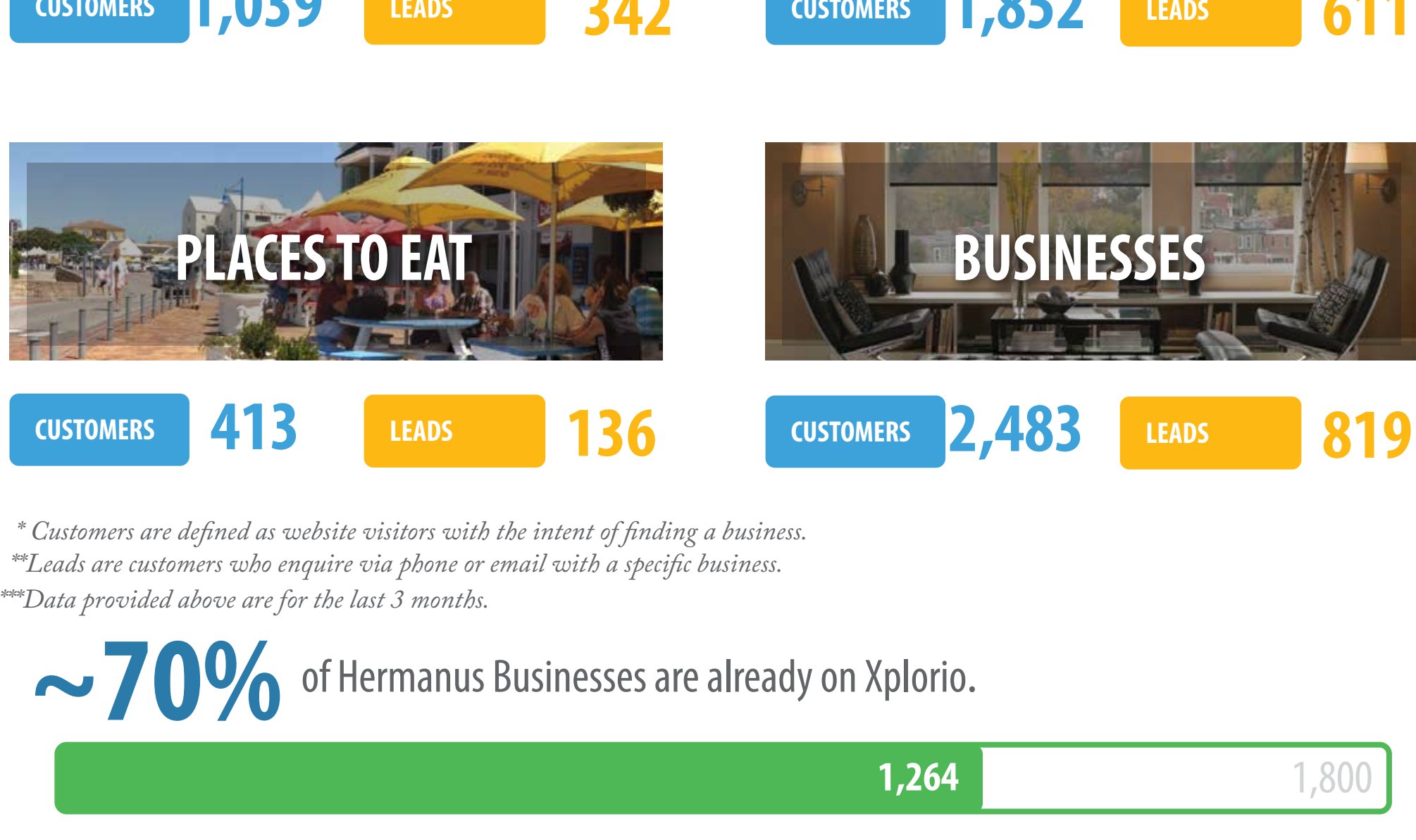


⚠ Please note that monthly traffic variations are due to seasonality. Check out year-on-year traffic growth to see how much your town's traffic is increasing!

### 2 Xplorio Hermanus' Top Performing Profiles



### 3 Xplorio Hermanus' Current Growth



\* 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.

~70% of Hermanus Businesses are already on Xplorio.



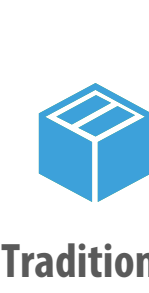
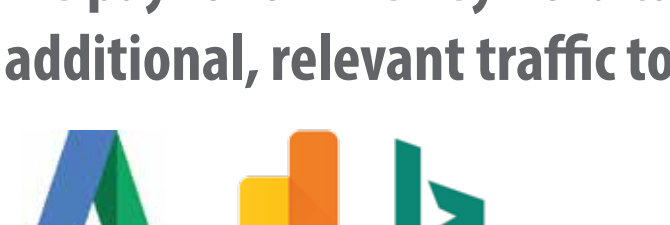
\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Hermanus?



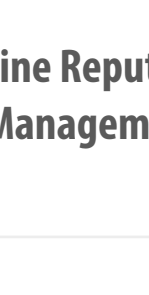
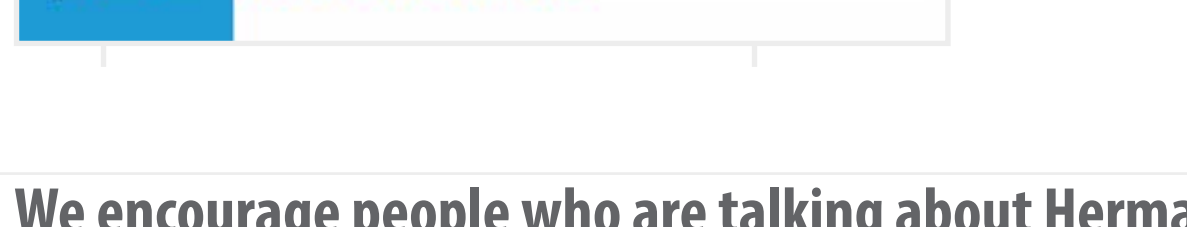
Social Media

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



SEO

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



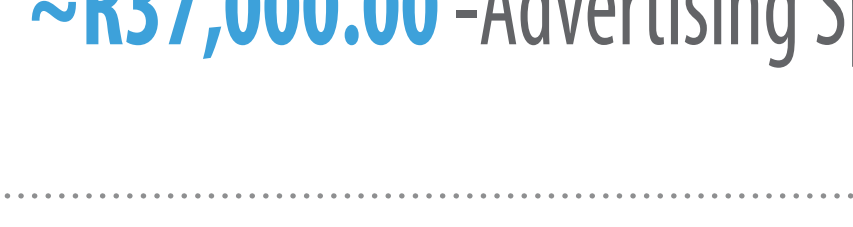
Search Advertising

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



Traditional Marketing

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



Online Reputation Management

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



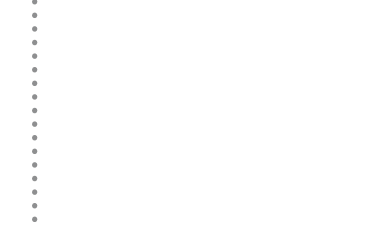
Over 800 -Man Hours Spent

~R37,000.00 -Advertising Spend

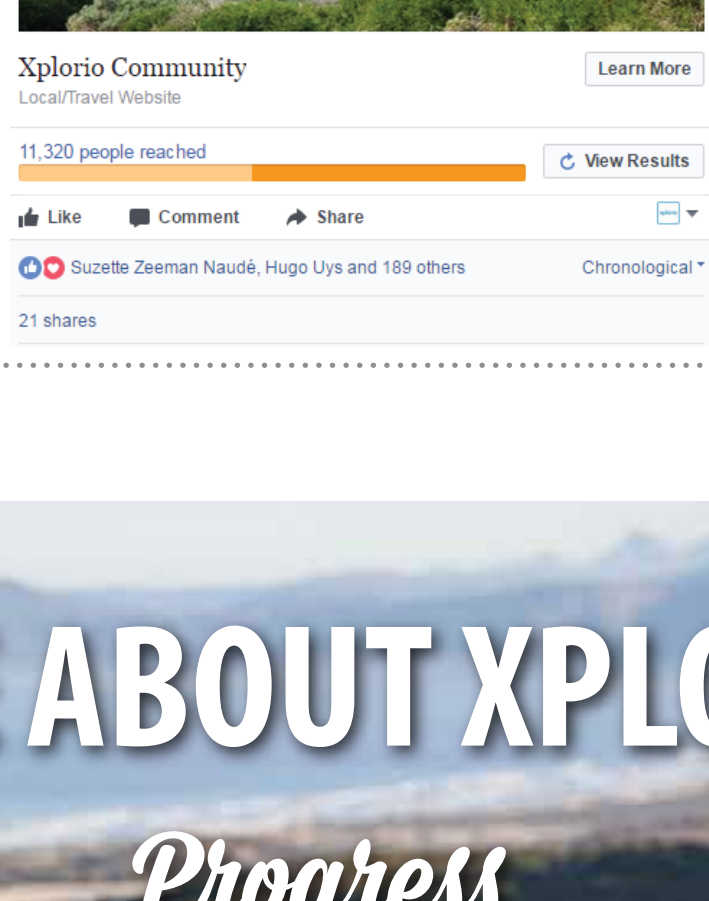


Over 400,000 People -Reached via Social

Over 90,000 Users -Total traffic to date



Highlights- Time Period



## MORE ABOUT XPLORIO

Progress

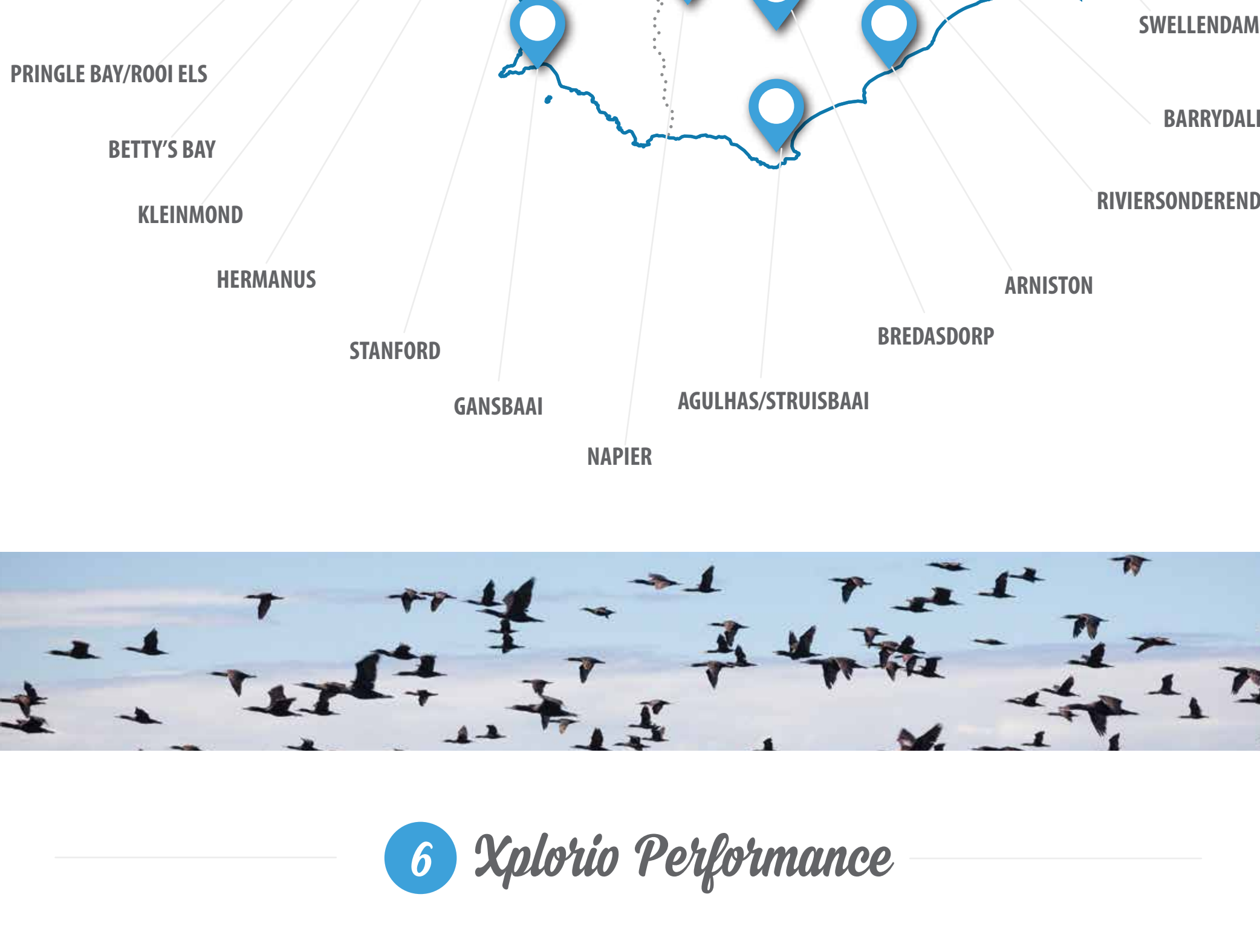
### 5 Xplorio Coverage

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 Hermanus video

Watch Hermanus 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"

