

WE BELIEVE IN STANFORD

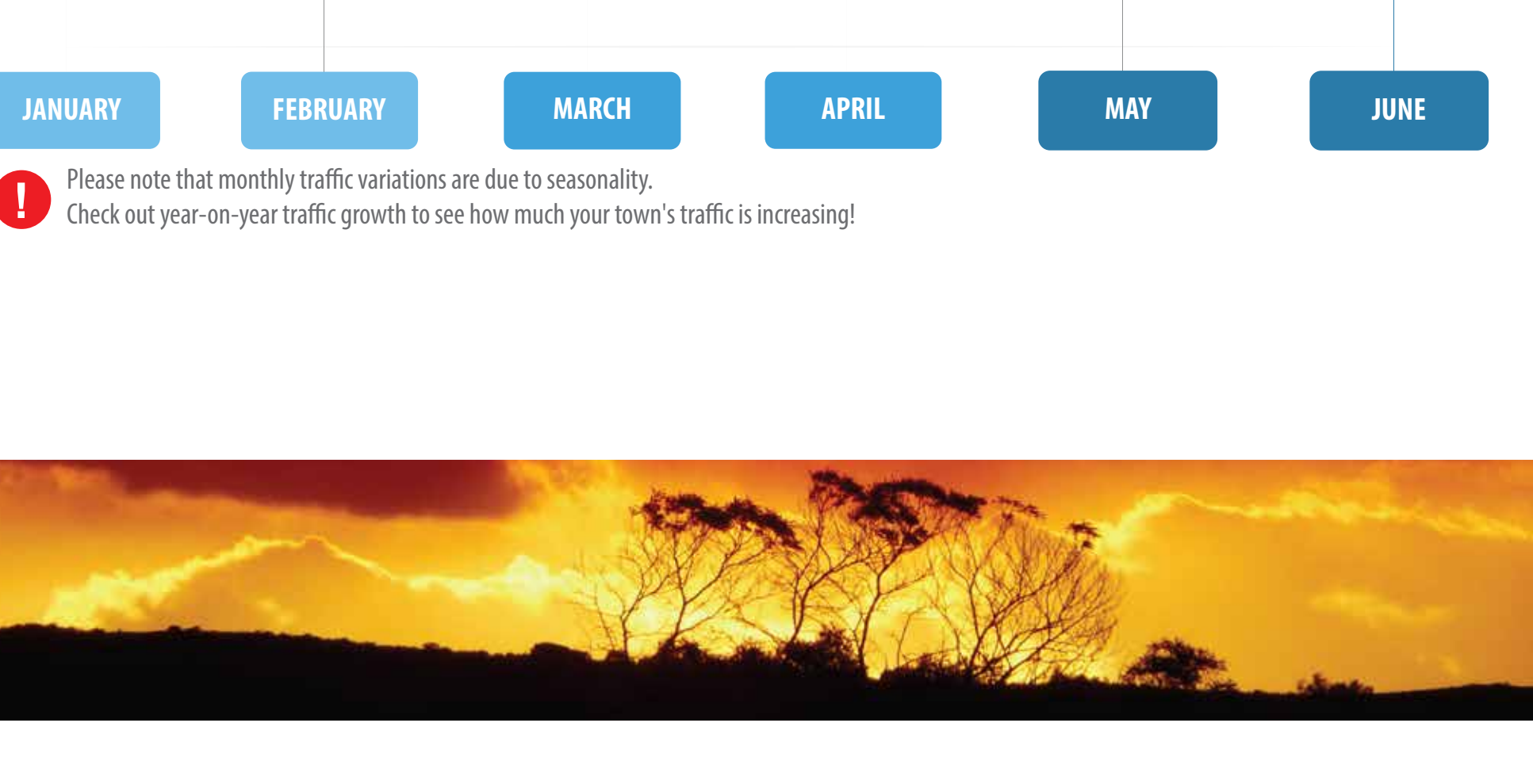
★ What is this Report?

If you're **excited** about growing your town's online presence then this report is going to really make your day. Xplorio Stanford 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 Stanford Online Growth

We are currently reaching **1,052** people searching for information about Stanford on the internet every month. That's over **35** potential customers interested in your town per day!

★ 35 Per Day



2 Xplorio Stanford's Top Ranking Profiles



THINGS TO DO

★ SHARKLADY ADVENTURES



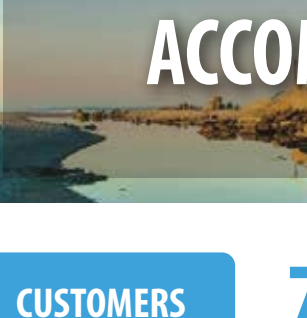
★ SUMMERLEY STUDIO



★ MOSAIC ACTIVITIES



★ STANFORD SUNSET MARKET

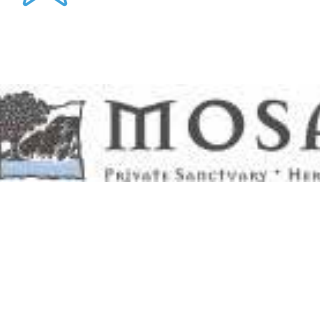


ACCOMMODATION

★ FARM 215 - NATURE RETREAT



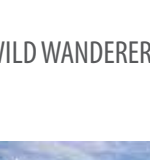
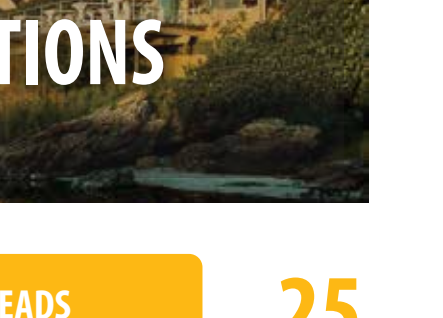
★ WORTELGAT OUTREACH TRUST



★ DE KLEINE RIVIER VLEY HOUSE



★ MOSAIC LAGOON LODGE

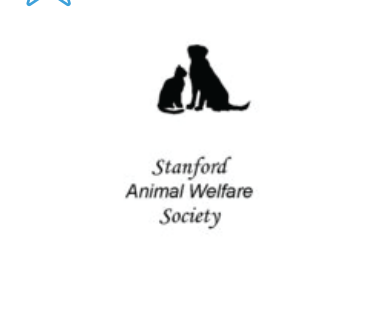


BUSINESSES

★ PANTHERA AFRICA



★ WILD WANDERER ADVENTURE TOURS



★ STANFORD TOURISM BUREAU



★ STANFORD ANIMAL WELFARE SOCIETY

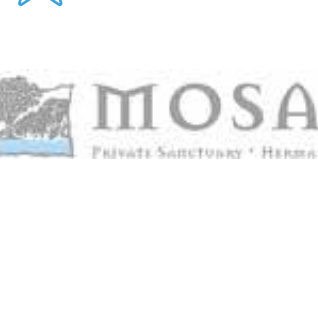


PLACES TO EAT

★ KLEIN RIVER CHEESE



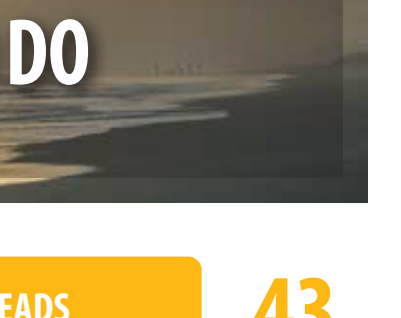
★ KLEIN RIVER PICNIC



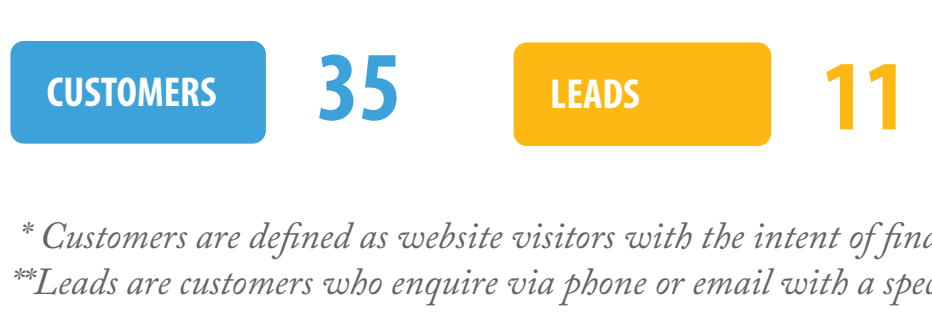
★ MANOR HOUSE RESTAURANT



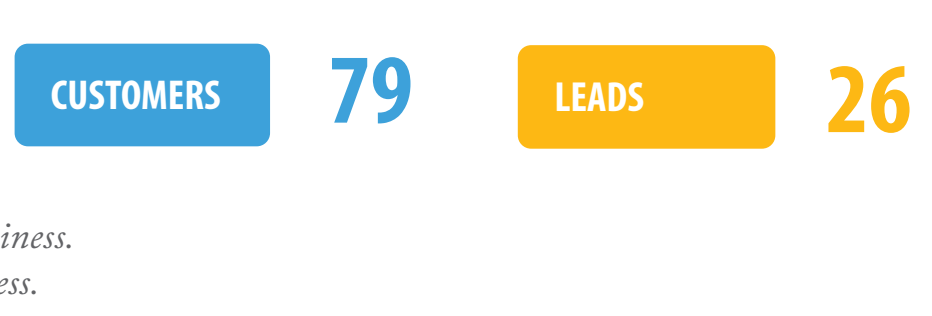
★ MOSAIC LAGOON CAFE



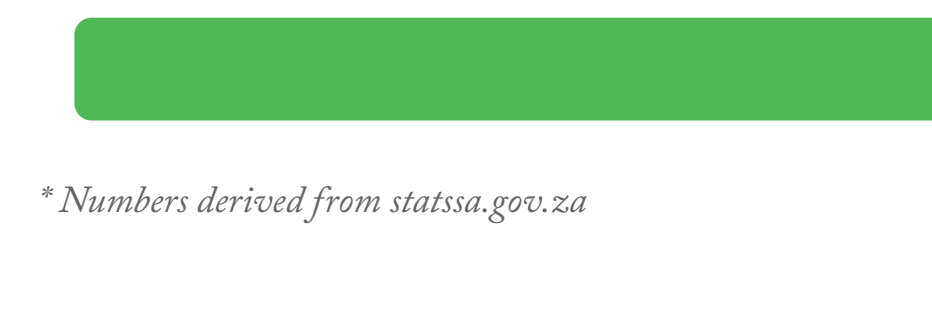
3 Xplorio Stanford's Current Growth



CUSTOMERS 77 LEADS 25



CUSTOMERS 132 LEADS 43



CUSTOMERS 35 LEADS 11



CUSTOMERS 79 LEADS 26

* 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.

~94% of Stanford Businesses are already on Xplorio.

147 156

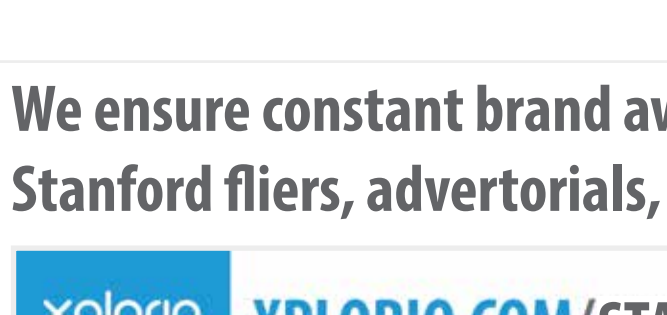
* Numbers derived from stats.gov.za

4 How does Xplorio promote Stanford?



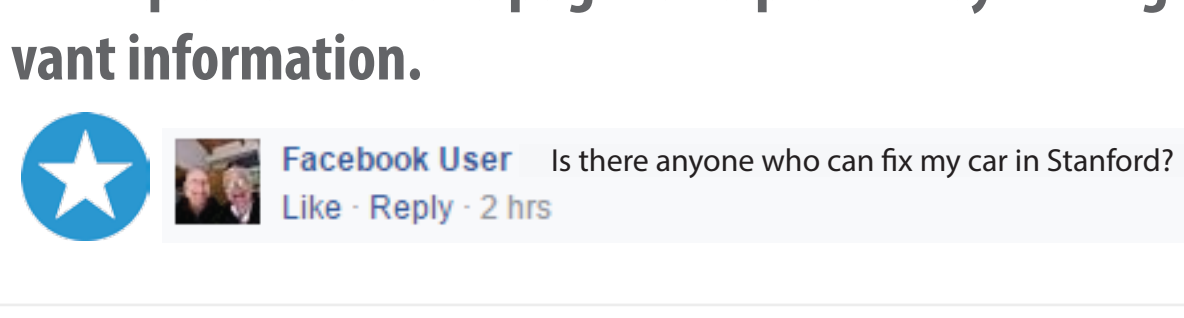
Social Media

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



SEO

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



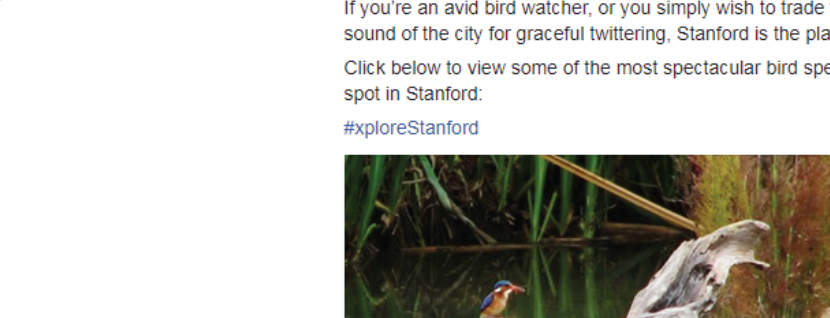
Search Advertising

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



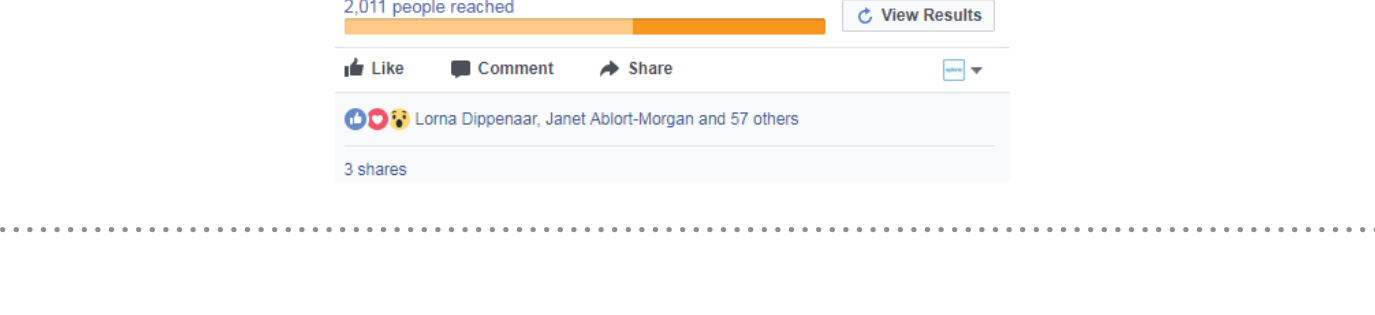
Traditional Marketing

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

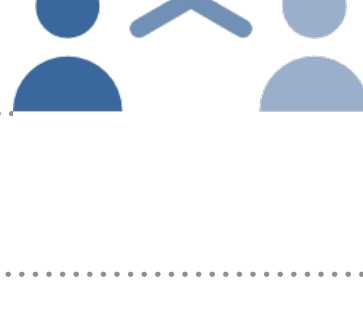


Online Reputation Management

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



Over 140,000 Users - Total traffic to date



Highlights- Time Period

Xplorio Community
Published by Jodie Pitt - June 22 at 11:00am · 6

If you're an avid bird watcher, or you simply wish to trade the ever-pressing sound of the city for graceful twittering, Stanford is the place to be. Click below to view some of the most spectacular bird species that you can spot in Stanford.



Bird Watching in Stanford: A Photo Journey
Heard in the Cape Flats Kingdom with the Klein River flowing through the village, Stanford is the unofficial bird watching hotspot of the Overberg.

2,015 people reached
Like Comment Share
Lorna Dippenaar, Janet Adair Morgan and 57 others
3 shares

MORE ABOUT XPLORIO

Progress

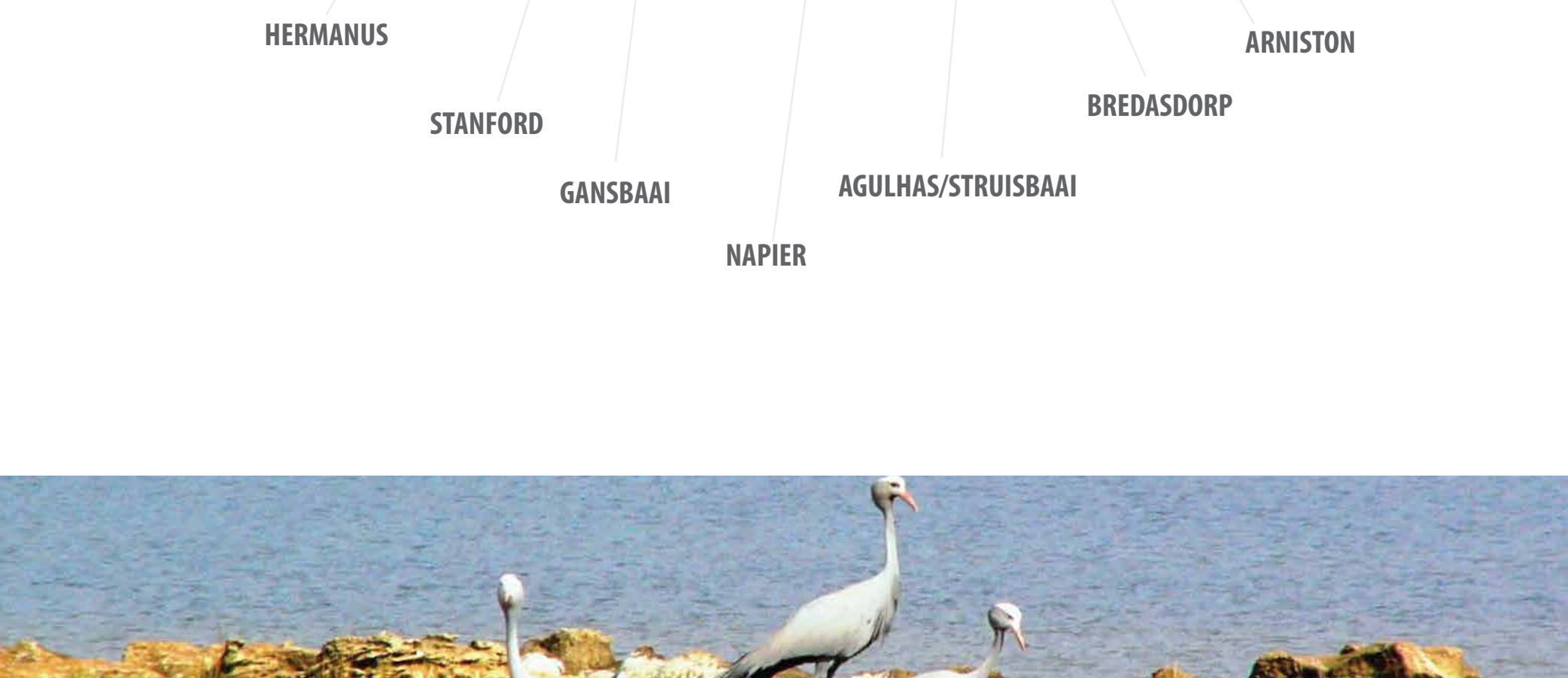
5 Xplorio Coverage

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 Stanford 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"