

# WE BELIEVE IN NAPIER

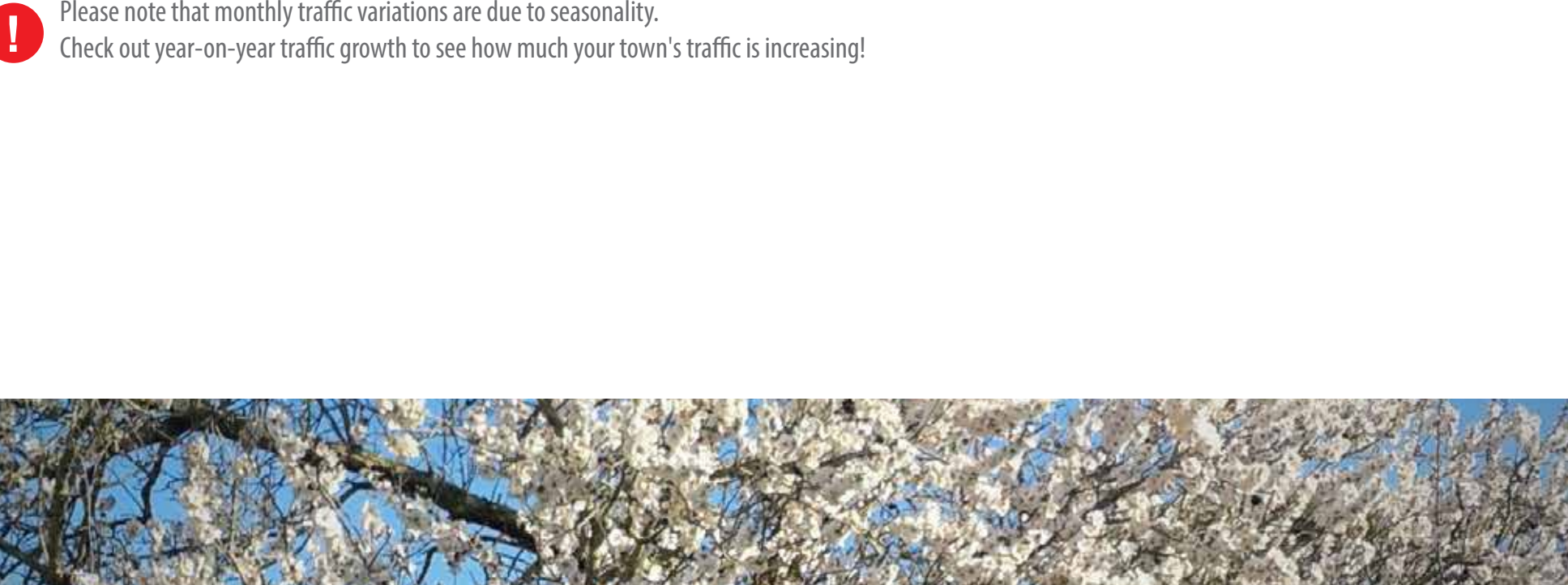
## ★ What is this Report?

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

We are currently reaching **817** people searching for information about Napier on the internet every month. That's over **27** potential customers interested in your town per day!

★ 27 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 Napier's Top Ranking Profiles



THINGS TO DO



ACCOMMODATION



BUSINESSES



PLACES TO EAT

★ NAPIER VILLAGE MARKET

★ OVERBERG WINTERMARK

★ NAPIER MOUNTAIN ACTIVITIES

★ NAPIER SATURDAY MORNING

★ THE DRIFT FARM HOMESTEAD

★ PASCAL'S OF NAPIER

★ DE FUNBOSCH HUYS

★ GUNNER'S LODGE

★ SEEFF

★ HONDELEWE

★ EAGLES REST GUEST LODGE

★ RADIANT HEALTH MASSAGE THERAPY

★ THE RED WINDMILL FARM-STALL & RESTAURANT

★ MOERSE FARMSTALL

★ NAPIER ALL SORTS SHOP

★ EL GALLO TAPAS

### 3 Xplorio Napier's Current Growth

ACCOMMODATIONS

CUSTOMERS 50 LEADS 16

THINGS TO DO

CUSTOMERS 46 LEADS 15

PLACES TO EAT

CUSTOMERS 17 LEADS 5

BUSINESSES

CUSTOMERS 66 LEADS 21

\* 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.

~90% of Napier Businesses are already on Xplorio.



\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Napier?

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



Social Media



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



SEO

Google Bing YAHOO!

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



Search Advertising



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



Traditional Marketing

xplorio XPLORIO.COM/NAPIER

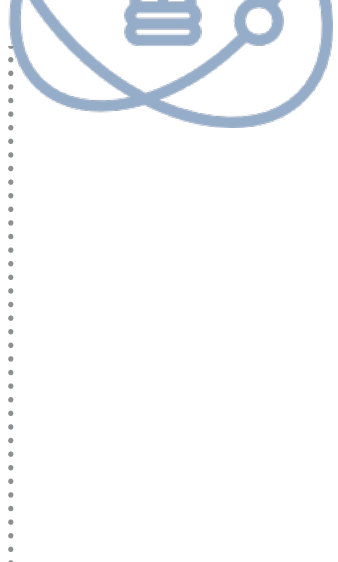
We encourage people who are talking about Napier online to visit Xplorio Napier pages and profiles by linking them to relevant information.



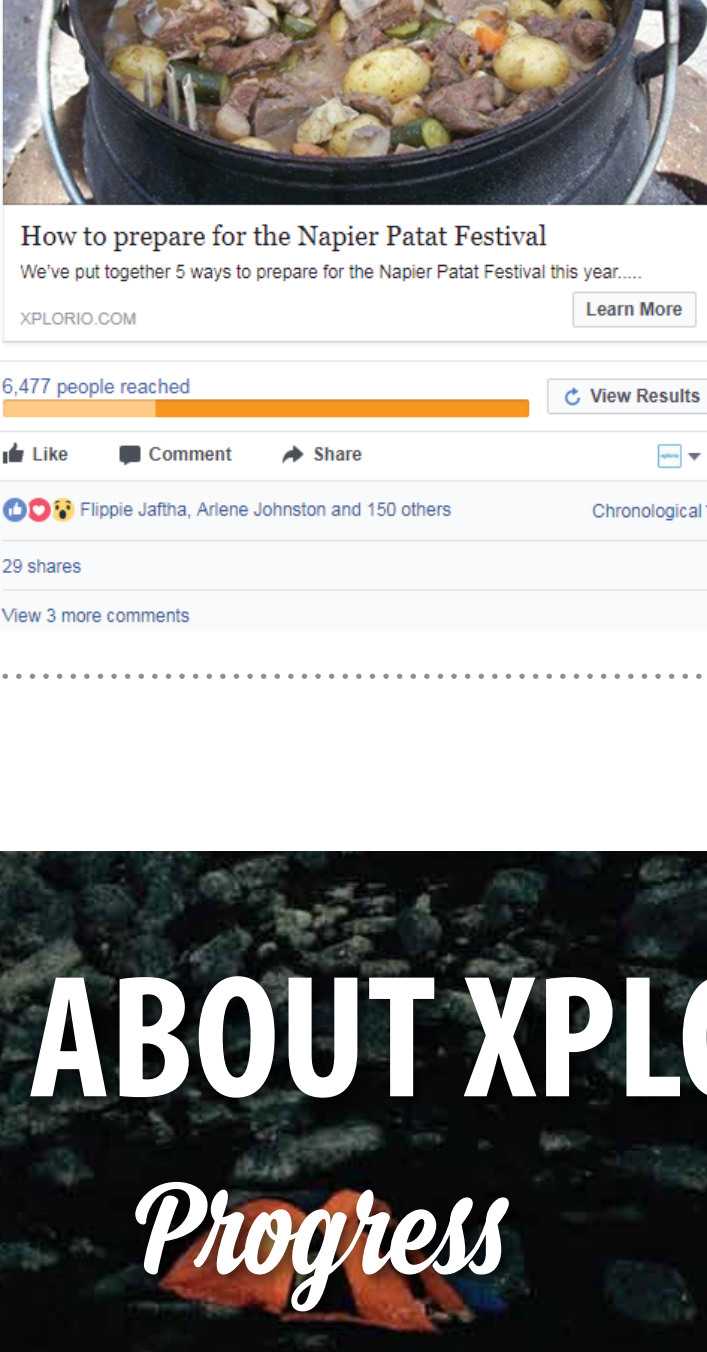
Online Reputation Management

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

Over 18,000 Users -Total traffic to date



#### Highlights- Time Period



## MORE ABOUT XPLORIO

Progress

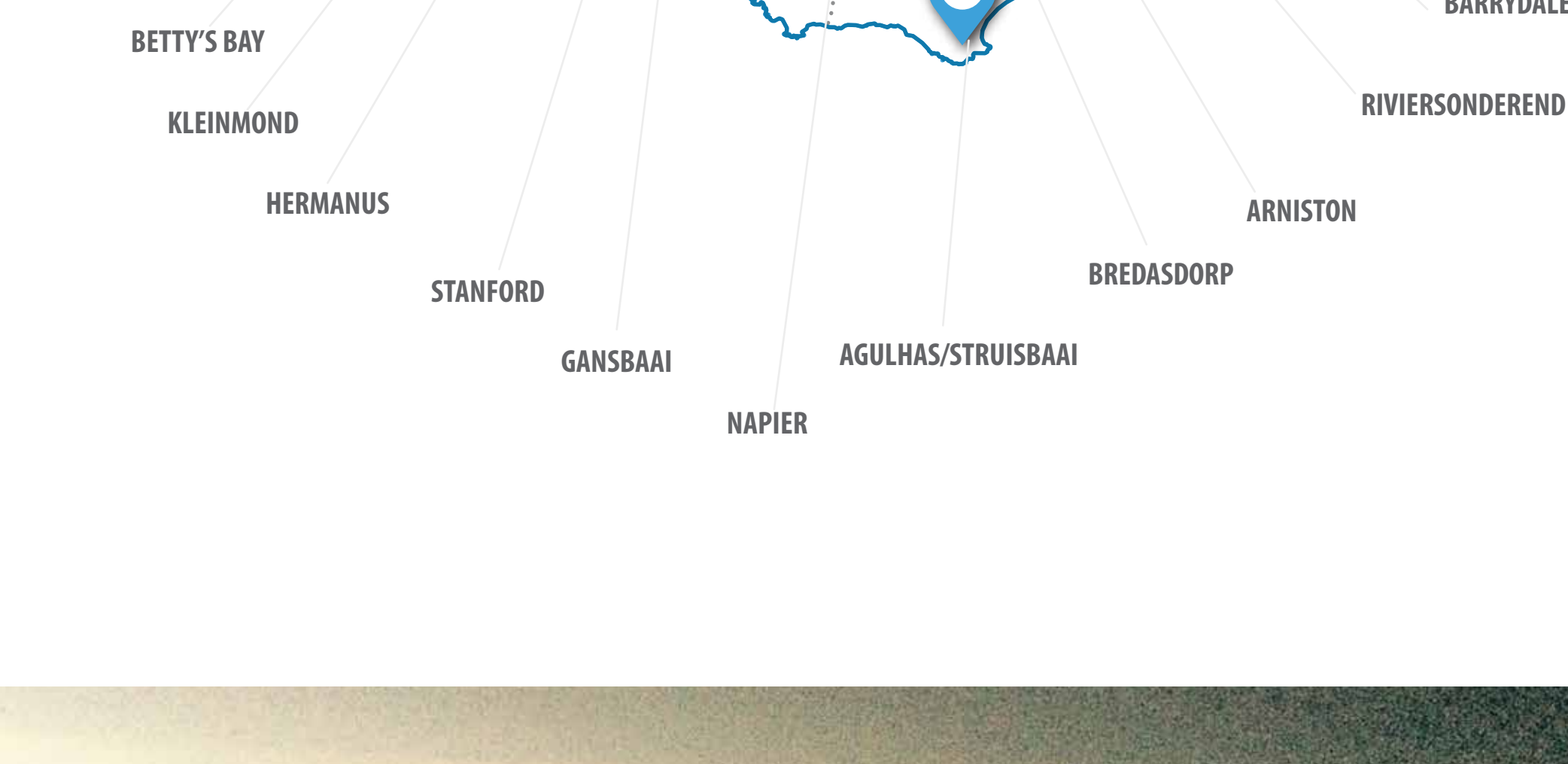
### 5 Xplorio Coverage

TOTAL TOWNS

18

WESTERN CAPE

COMING SOON



### 6 Xplorio Performance

THE NUMBERS



5,000 Businesses

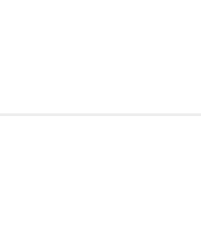
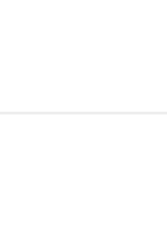


40,000 Monthly Visitors



9,000 Enquiries p/m

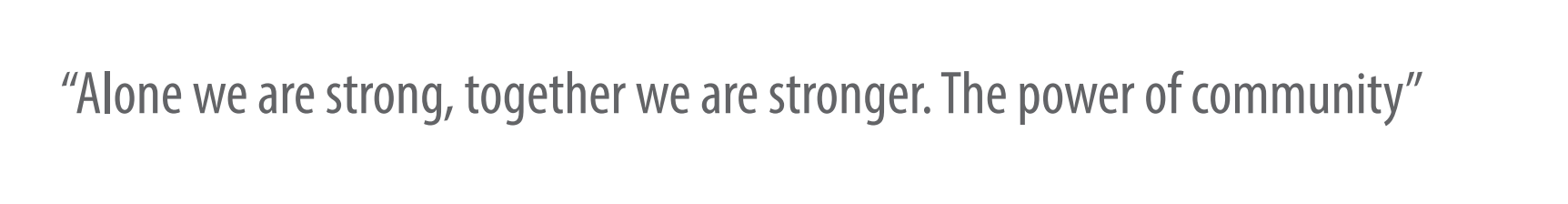
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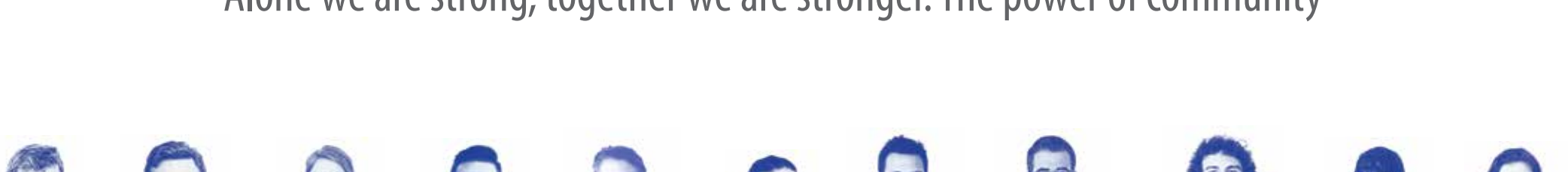
### 7 Why Support Xplorio?

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

Watch the Xplorio Napier 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"