

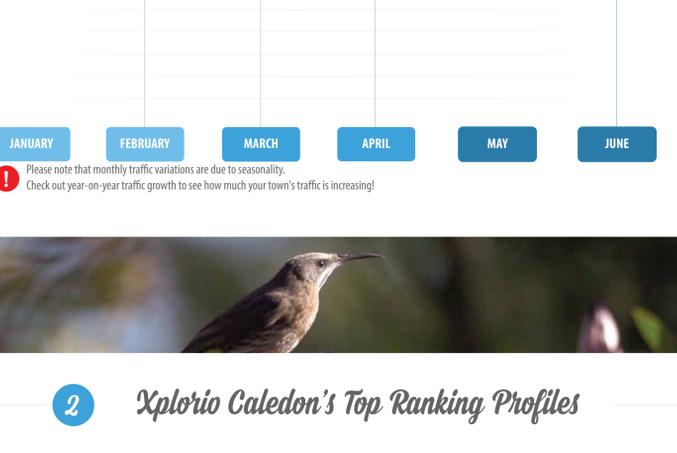
WE BELIEVE IN CALEDON

★ 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 Caledon 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 Caledon Online Growth

We are currently reaching **1,263** people searching for information about Caledon on the internet every month. That's over **42** potential customers interested in your town per day!



2 Xplorio Caledon's Top Ranking Profiles

| THINGS TO DO | ACCOMMODATION | BUSINESSES | PLACES TO EAT |
|---|--|--|---|
| ★ CALEDON KERSMARK Caledon Kersmark NG MOEDERGEREMENTE KERKSAAL | ★ TOWN AND COUNTRY GUESTHOUSE Town and Country Guesthouse | ★ DIVVIE DE VILLIERS VERSE-KERINGS MAKELAARS PRIMAFLA | ★ MASTRO CLASSIC PIZZA GABBIANO RESTAURANT |
| ★ WES WINTERMARK Wes Wintermark 22 - 24 JUNIE 2017 | ★ SWARTBERG GUESTHOUSE Swartberg Guesthouse | ★ CALEDON SPA CALEDON HONDE SALON | ★ FAT HENRY'S PIZZERIA ZOOOP |
| ★ BRAAIDAG FEES BRAAIDAG FEES | ★ CYRIL ROSE B&B Cyril Rose | ★ CALEDON SPA CALEDON HONDE SALON | ★ FAT HENRY'S PIZZERIA ZOOOP |

3 Xplorio Caledon's Current Growth

| ACCOMMODATIONS | THINGS TO DO |
|----------------------------|-----------------------------|
| CUSTOMERS: 59 LEADS: 19 | CUSTOMERS: 101 LEADS: 33 |
| PLACES TO EAT | BUSINESSES |
| CUSTOMERS: 25 LEADS: 8 | CUSTOMERS: 250 LEADS: 82 |

* 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.

~84% of Caledon Businesses are already on Xplorio.

265 / 315

* Numbers derived from stats.gov.za

4 How does Xplorio promote Caledon?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Caledon 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 Caledon.

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Bing Ads, Yahoo Search Marketing

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

Traditional Marketing: Xplorio fliers, XPLORIO.COM/CALEDON

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

Online Reputation Management: Facebook User interaction example

Over 20,000 Users - Total traffic to date

Highlights - Time Period

Planning your spring getaway? The calming sights of the green pastures of the Overberg and the gentle breeze and calm sea welcome you to the beautiful region of the Overberg. And when better to stay than the Capital of the Overberg, Caledon.

Read more about this beautiful springtime destination: [regionCaledon](#)

Put a Spring in your step in Caledon. Take a short train ride to the Capital of the Overberg to put a spring back in your step.

1,727 people reached

Like Comment Share

Only Text, Pin Details and 55 others

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



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 Caledon 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"

