

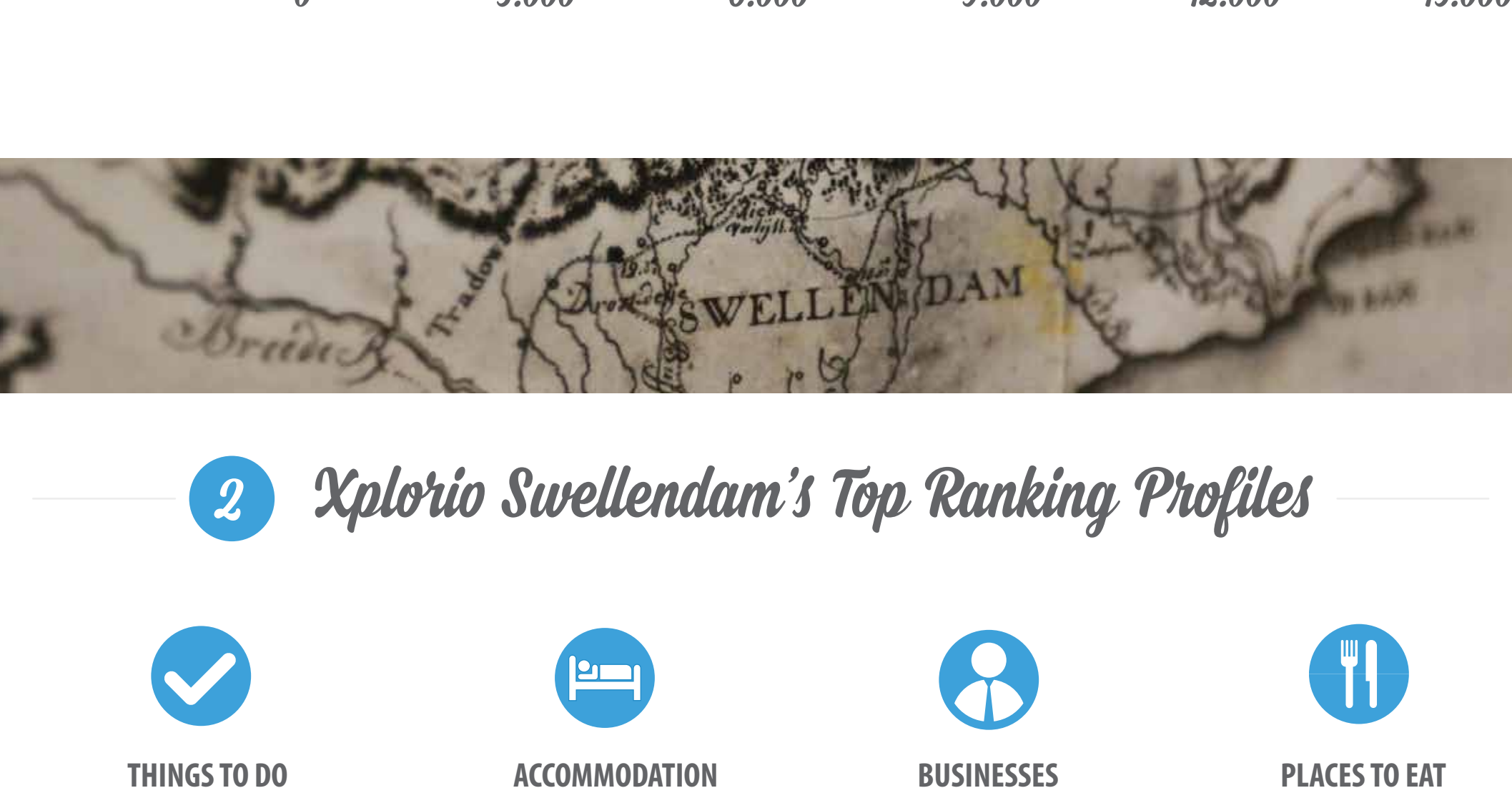
WE BELIEVE IN SWELLENDAM

★ 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 reached **1,478** people searching for information about Swellendam online this month. That's roughly **47** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **374%** growth in users.

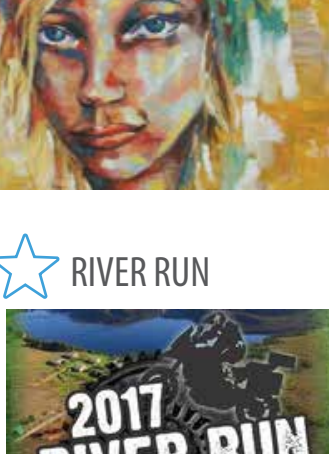


2 Xplorio Swellendam's Top Ranking Profiles



THINGS TO DO

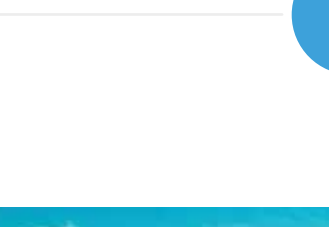
★ UP THE CREEK



★ KUNSTEHUUS ART GALLERY



★ GRADY'S ART



★ RIVER RUN



ACCOMMODATION

★ DE OUDE PASTORIE



★ TIDES RIVER LODGE



★ A HILLTOP COUNTRY RETREAT



★ CHRIS-ELLE SELF CATERING



BUSINESSES

★ BODY SENSING



★ SWELLENGRAM



★ MOONSHADOW



★ LANGEBERG TEELS



PLACES TO EAT

★ OLD GAOL RESTAURANT



★ COFFEE CULTURE



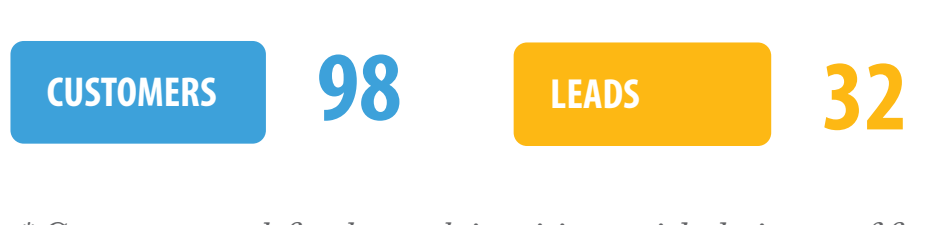
★ MOONSHADOW COFFEE SHOP



★ BELLA DONA'S TEA GARDEN

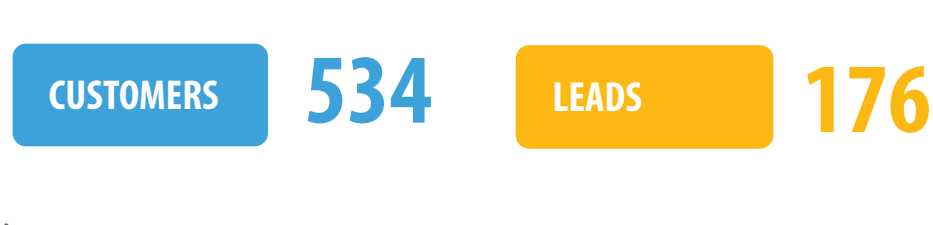


3 Xplorio Swellendam's Current Growth



ACCOMMODATIONS

CUSTOMERS **67** LEADS **22**



THINGS TO DO

CUSTOMERS **136** LEADS **44**



PLACES TO EAT

CUSTOMERS **98** LEADS **32**



BUSINESSES

CUSTOMERS **534** LEADS **176**

* 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.

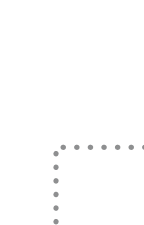
~89% of Swellendam Businesses are already on Xplorio.



* 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



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



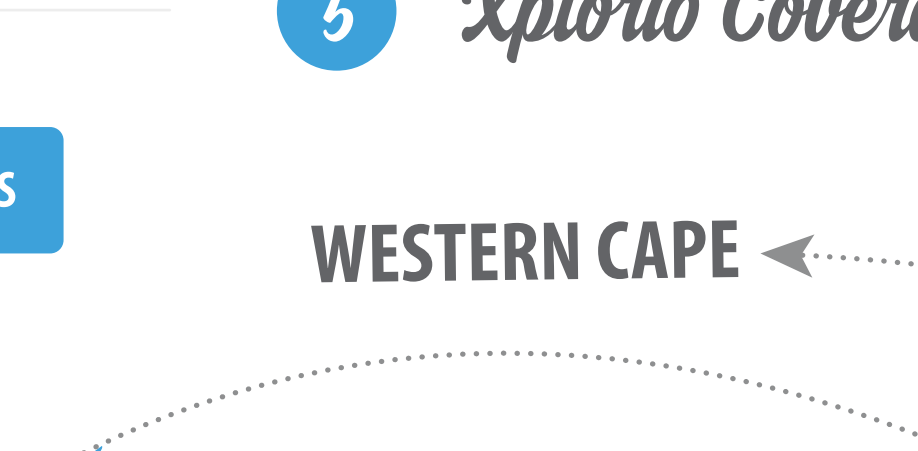
Search Advertising



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



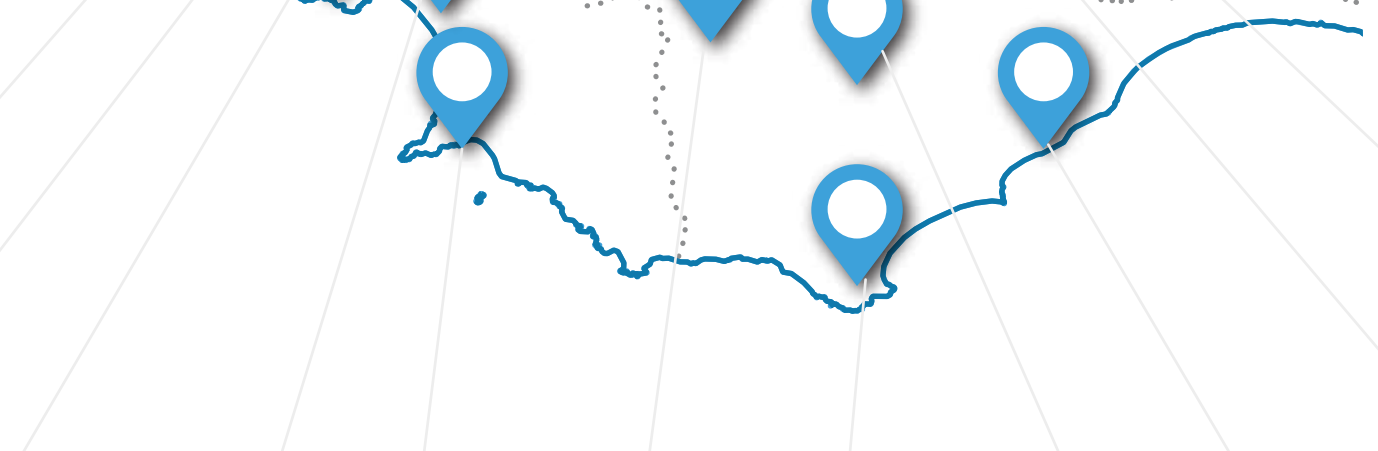
Traditional Marketing



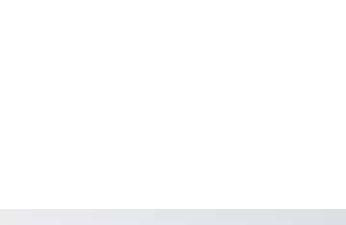
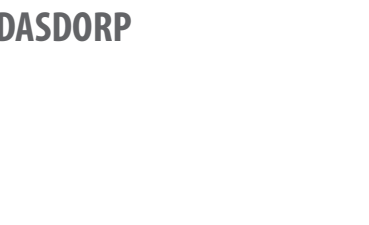
We encourage people who are talking about Swellendam online to visit Xplorio Swellendam pages and profiles by linking them to relevant information.



Online Reputation Management



Over 26,000 Users - Total traffic to date



Highlights- Time Period



MORE ABOUT XPLORIO

Progress

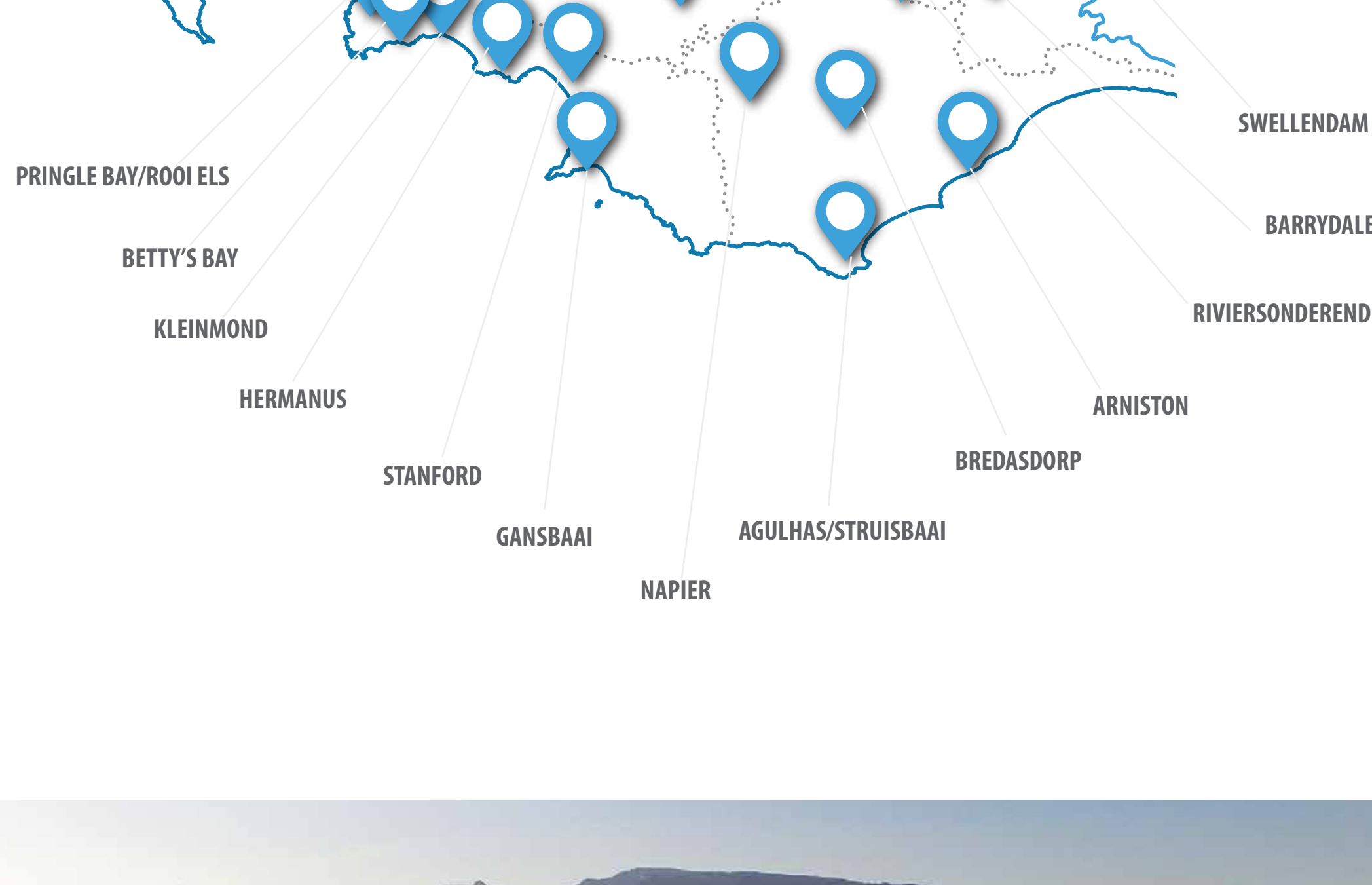
5 Xplorio Coverage

TOTAL TOWNS

18

WESTERN CAPE

COMING SOON



6 Xplorio Performance

THE NUMBERS



5,000 Businesses



40,000 Monthly Visitors



9,000 Enquiries p/m

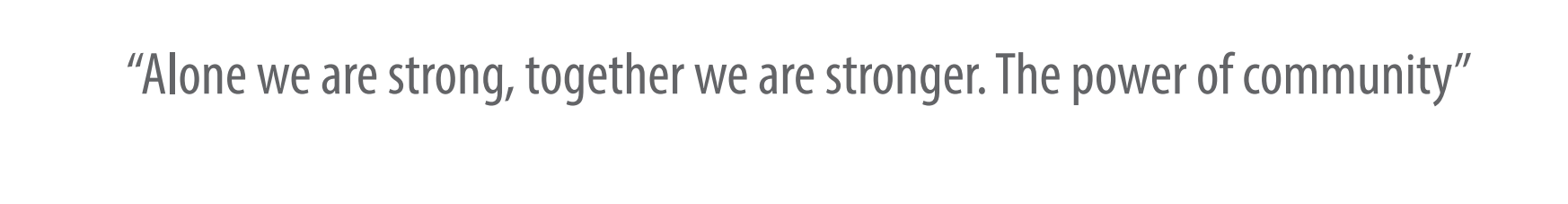
MENTIONED BY



7 Why Support Xplorio?

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

Watch the Xplorio 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"