

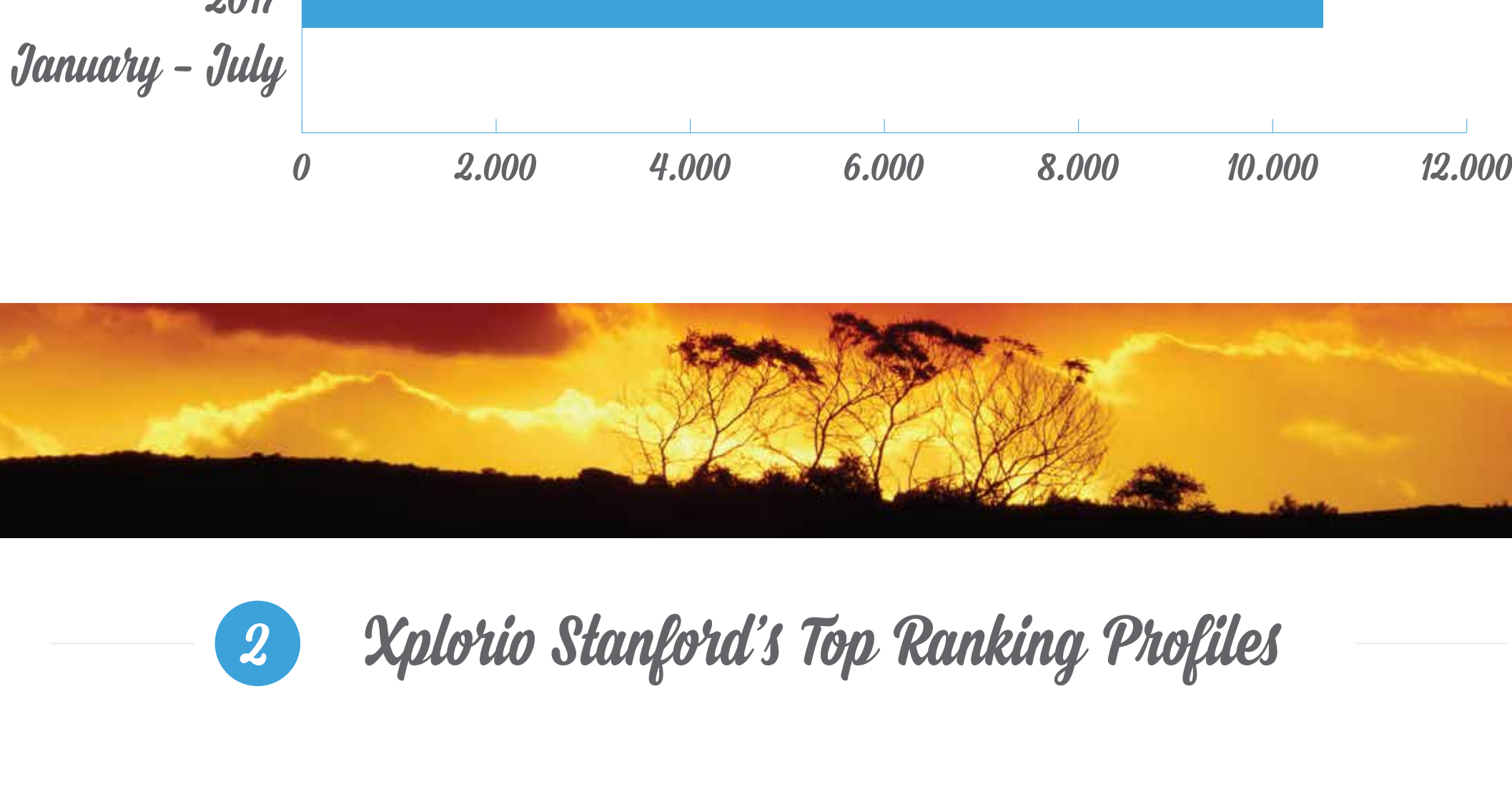
# WE BELIEVE IN STANFORD

## ★ 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 reached **992** people searching for information about Stanford online this month. That's roughly **32** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **86%** growth in users.



### 2 Xplorio Stanford's Top Ranking Profiles



THINGS TO DO

★ STANFORD HILLS ESTATE



★ SHARKLADY ADVENTURES



★ SUMMERLEY STUDIO



★ MOSAIC ACTIVITIES



ACCOMMODATION

★ STANFORD HILLS ACCOMMODATION



★ FARM 215



★ WORTELGAT



★ DE KLEINE RIVIER VALLEY HOUSE



BUSINESSES

★ SOLARTECH OVERBERG



★ PANTHERA AFRICA



★ WILD WANDERER



★ STANFORD TOURISM BUREAU



PLACES TO EAT

★ THE TASTING ROOM



★ KLEIN RIVER CHEESE



★ KLEIN RIVER PICNIC



★ MANOR HOUSE RESTAURANT



### 3 Xplorio Stanford's Current Growth



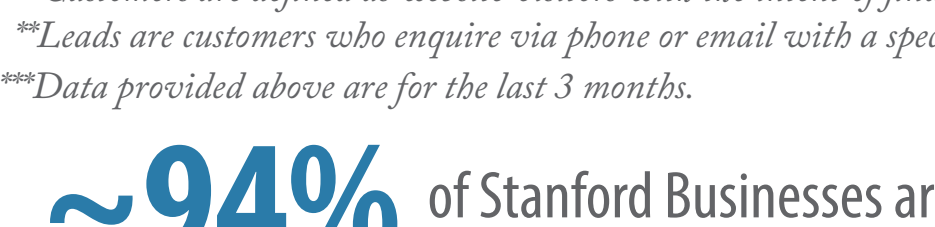
ACCOMMODATIONS



THINGS TO DO

CUSTOMERS **82** LEADS **27**

CUSTOMERS **115** LEADS **37**



PLACES TO EAT



BUSINESSES

CUSTOMERS **21** LEADS **6**

CUSTOMERS **103** LEADS **33**

\* 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

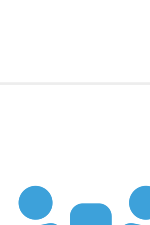
\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Stanford?



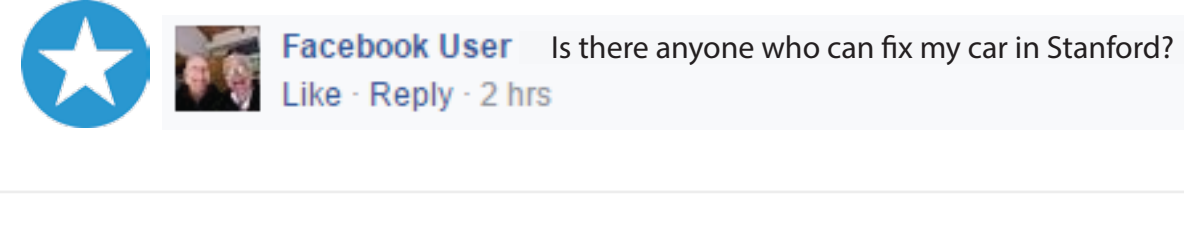
Social Media

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.



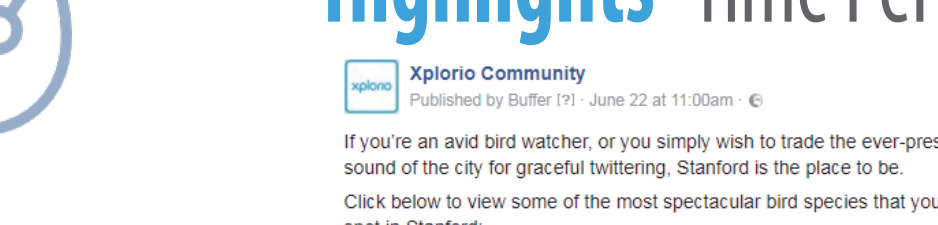
Search Advertising

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.

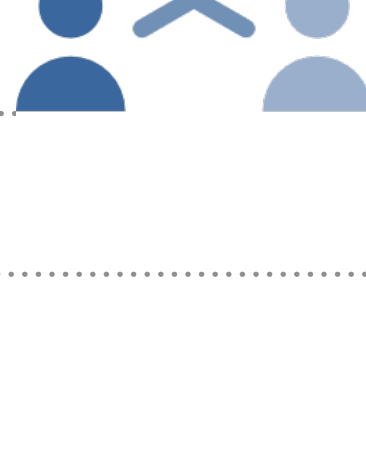


Online Reputation Management

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



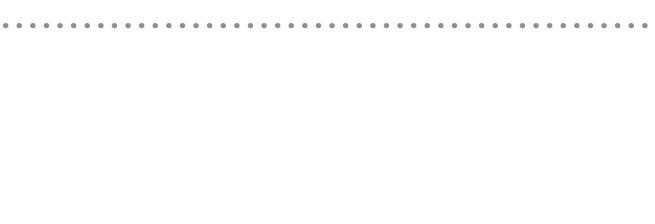
Over 141,000 Users -Total traffic to date



### 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  
Nestled in the Cape Flats Kingdom with the Klein River flowing through the village, Stanford is the unofficial bird watching hotspot of the Overberg.

XPLORIO.COM

2,015 people reached

Like Comment Share

3 shares

## MORE ABOUT XPLORIO

Progress

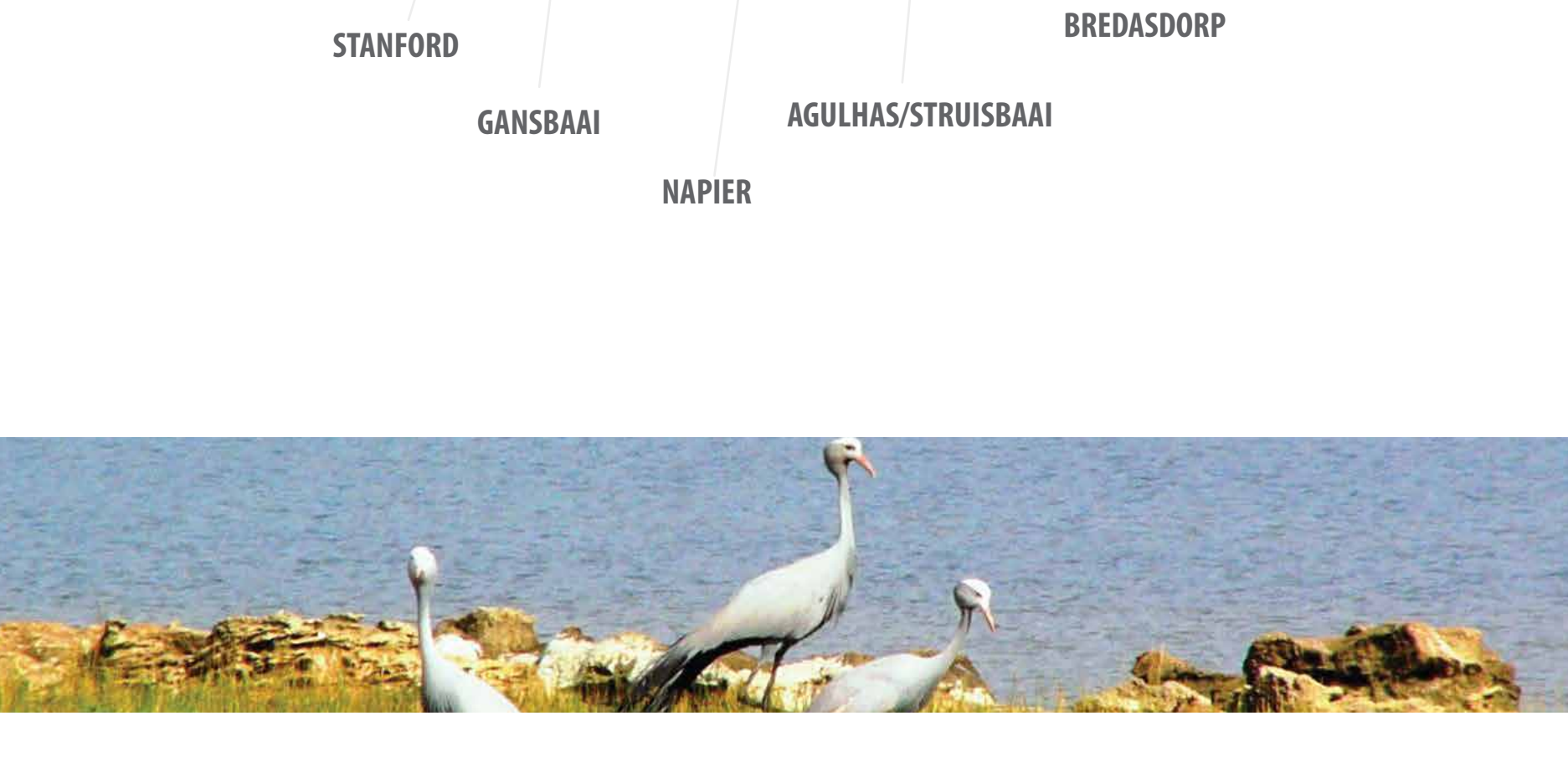
### 5 Xplorio Coverage

TOTAL TOWNS

18

WESTERN CAPE

COMING SOON



### 6 Xplorio Performance

THE NUMBERS



5,000 Businesses

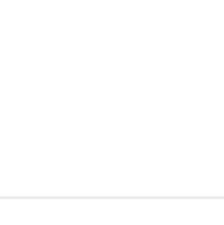
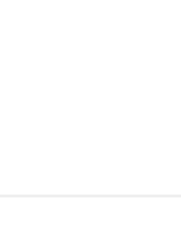


40,000 Monthly Visitors



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"

