xplorio

August 2017

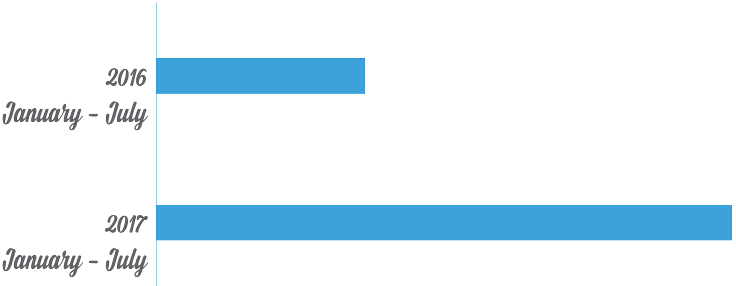
WE BELIEVE IN HERMANUS

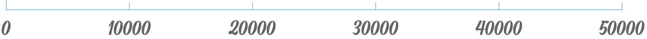
★ What is this **Report?**

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

We reached 5,534 people searching for information about Hermanus online this month. That's roughly 178 potential customers interested in your town every day. When looking at data from the previous years, we've experienced a 176% growth in users.





2 Xplorio Hermanus' Top Ranking Profiles

THINGS TO DO

- ★ HERMANUS WHALE WATCHERS
- ★ SPOOKFONTEIN
- ★ KALFIEFEES
- ☆ NISSAN TRAILSEEKER

ACCOMMODATION

- ★ HEIGHTS VILLA
- ★ DOVECOTE COTTAGE

- ★ HEAVEN & EARTH ACCOMMODATION
- ☆ KENNEDYS BEACH VILLA

BUSINESSES

- ★ HERMANUS BUILD IT
- ★ FYNBOS POLE DEPOT
- ★ SOUTH AFRICAN ADVENTURES
- ☆ FINESSE BODY AND BEAUTY STUDIO

PLACES TO EAT

- ★ HARBOUR ROCK SEAGRILL
- ★ HEAVENLY BEANERY & CAFé
- ★ GECKO BAR
- ☆ THE MILKWOOD RESTAURANT

3 Xplorio Hermanus' Current Growth

ACCOMMODATIONS

CUSTOMERS 695 **LEADS** 229

THINGS TO DO

CUSTOMERS 882 **LEADS** 291

PLACES TO EAT

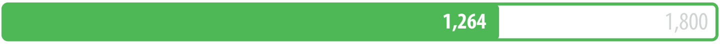
CUSTOMERS 190 **LEADS** 62

BUSINESSES

CUSTOMERS 2,329 **LEADS** 768

* *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.*

~70% of Hermanus Businesses are already on Xplorio.



* *Numbers derived from statssa.gov.za*

4 How does Xplorio promote Hermanus?

Social Media

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

SEO

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

Google bing YAHOO!

Search Advertising

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

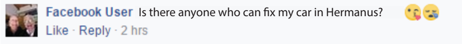
Traditional Marketing

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

xplorio
info / business / travel
XPLORIO.COM/HERMANUS

Online Reputation Management

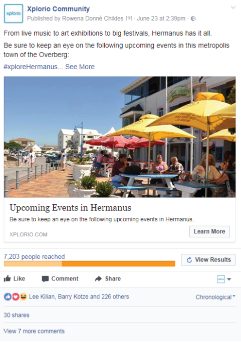
We encourage people who are talking about Hermanus online to visit Xplorio Hermanus pages and profiles by liinking them to relevant information.



Facebook User Is there anyone who can fix my car in Hermanus?
Like · Reply · 2 hrs

Over 101,000 Users -Total traffic to date

Highlights- Time Period



Xplorio Community
Published by Rowena Donné Childes [?] · June 23 at 2:39pm ·

From live music to art exhibitions to big festivals, Hermanus has it all.

Be sure to keep an eye on the following upcoming events in this metropolis town of the Overberg:

#xploreHermanus... See More

Upcoming Events in Hermanus

Be sure to keep an eye on the following upcoming events in Hermanus..

XPLORIO.COM

7,203 people reached

Lee Kilian, Barry Kotze and 226 others

30 shares

View 7 more comments

xplorio
Learn More
View Results
Like
Comment
Share
Chronological

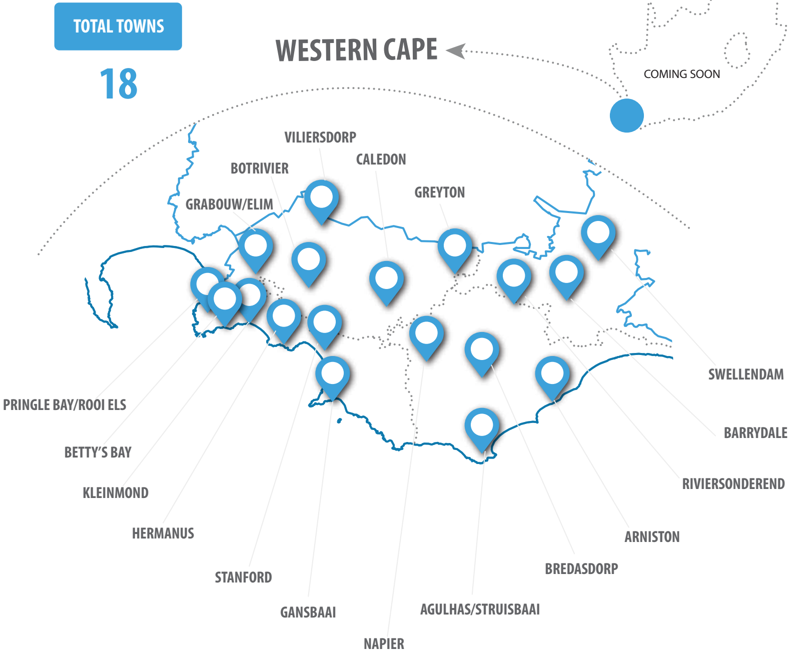
MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage

TOTAL TOWNS

18



6 Xplorio Performance

THE NUMBERS

5,000
Businesses

40,000
Monthly Visitors

9,000
Enquiries p/m

MENTIONED BY

traveller 24 · Getaway · South Africa · NATIONAL GEOGRAPHIC · CAPE TOWN TOURISM · 2OCEANSVIBE

7 Why Support Xplorio?

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

Watch the Xplorio Hermanus video

Watch Hermanus 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"