

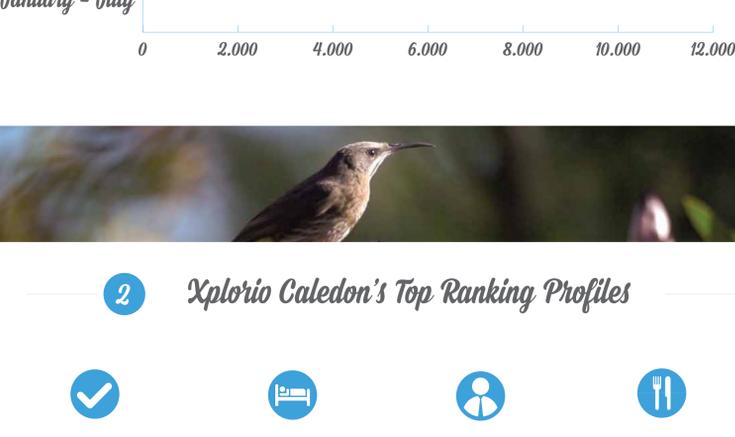
WE BELIEVE IN CALEDON

★ 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 reached **1,265** people searching for information about Caledon online this month. That's roughly **40** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **222%** growth in users.



2 Xplorio Caledon's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ STAALWATER MTB CHALLENGE ★ CALEDON KERSMARK ★ CAROL MANGIAGALLI ART ★ CALEDON GOLF CLUB	★ TOWN AND COUNTRY GUESTHOUSE ★ VLOEDBOS ★ SWARTBERG GUESTHOUSE ★ CYRIL ROSE B&B	★ DIVVIE DE VILLIERS VERSE-KERINGS MAKELAARS ★ PRIMAFLA ★ CALEDON SPA ★ CALEDON HONDE SALON	★ GABBIANO RESTAURANT ★ MASTRO CLASSIC PIZZA ★ FAT HENRY'S PIZZERIA ★ ZOOOP

3 Xplorio Caledon's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 58 LEADS: 19	CUSTOMERS: 98 LEADS: 33
PLACES TO EAT	BUSINESSES
CUSTOMERS: 19 LEADS: 8	CUSTOMERS: 284 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
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* Numbers derived from statsza.gov.za

4 How does Xplorio promote Caledon?

- Social Media**: We publish your town's content on our social media platforms, driving more traffic to Xplorio Caledon pages and profiles. (Facebook, Instagram, Twitter, YouTube)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Caledon. (Google, Bing, Yahoo!)
- Search Advertising**: We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Caledon.
- Traditional Marketing**: We ensure constant brand awareness in the real world too with Xplorio Caledon fliers, advertorials and more. (Xplorio logo, XPLORIO.COM/CALEDON)
- Online Reputation Management**: We encourage people who are talking about Caledon online to visit Xplorio Caledon pages and profiles by linking them to relevant information. (Facebook post example: "Is there anyone who can fix my car in Caledon?")

Over 22,000 Users - Total traffic to date

Highlights - Time Period

Planning your spring getaway? The calming sights of the green pastures of the Overberg and the grazing sheep and cattle will welcome you to the beautiful region of the Overberg. And when better to stay than the Capital of the Overberg, Caledon.

Read more about the beautiful springtime destination: [region:Caledon](#)

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

1,727 people reached | 18:18 LATE

Like Comment Share

Only Text, Pin Details and OS others

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 Caledon video

Watch 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"