

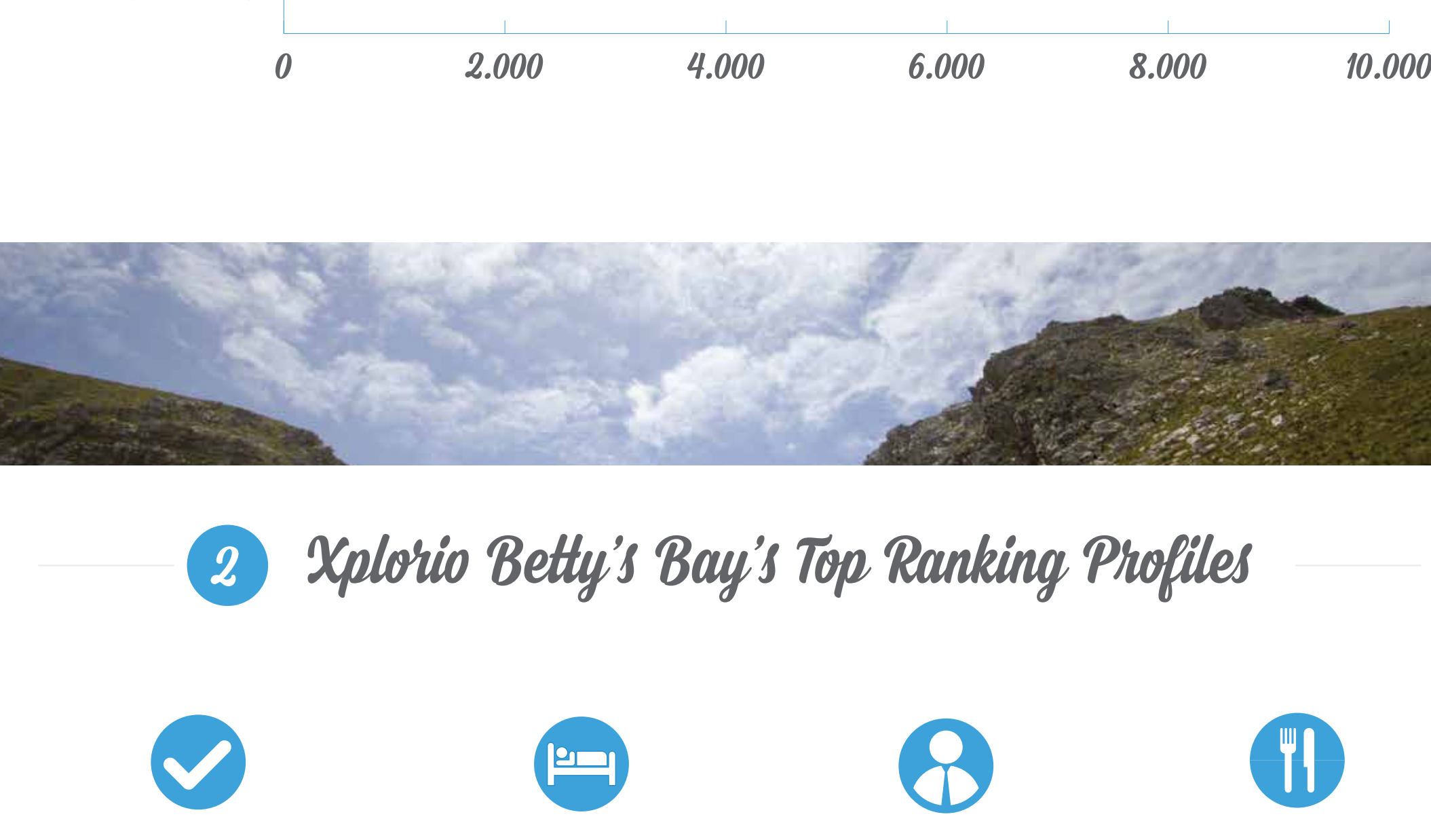
WE BELIEVE IN BETTY'S BAY

★ 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 Betty's Bay 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 Betty's Bay Online Growth

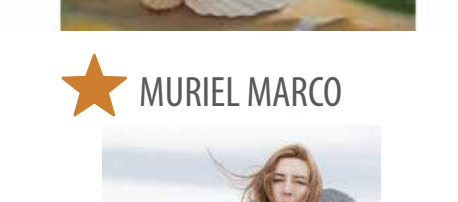
We reached **954** people searching for information about Betty's Bay online this month. That's roughly **30** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **254%** growth in users.



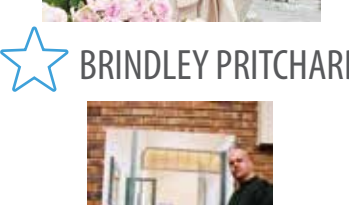
2 Xplorio Betty's Bay's Top Ranking Profiles

THINGS TO DO

★ THE TRAIL HOUSE



★ SANIKI WESSELS



★ MURIEL MARCO



★ BRINDLEY PRITCHARD

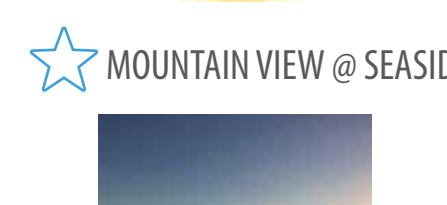


ACCOMMODATION

★ 210 DEGREES SOUTH



★ ROCKY POOLS



★ PIK N WYNTJE

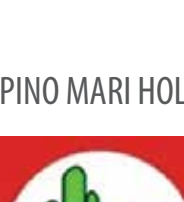


★ MOUNTAIN VIEW @ SEASIDE



BUSINESSES

★ PENGUINKIDZ PRE SCHOOL



★ PERCY TOURS



★ PINO MARI HOLIDAY HOMES



★ WOAT SELF CATERING HOLIDAY HOMES



PLACES TO EAT

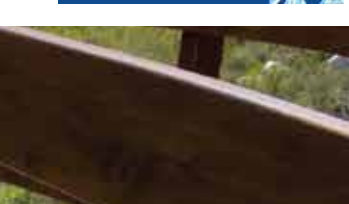
★ CAFÉ EL'ORA



★ CAMELOT



★ THE WHALING STATION



★ JACK'S RESTAURANT



3 Xplorio Betty's Bay's Current Growth

ACCOMMODATIONS

CUSTOMERS **104** LEADS **34**

THINGS TO DO

CUSTOMERS **57** LEADS **18**

PLACES TO EAT

CUSTOMERS **55** LEADS **18**

BUSINESSES

CUSTOMERS **233** LEADS **76**

* 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 Betty's Bay Businesses are already on Xplorio.

85 90

* Numbers derived from statsza.gov.za

4 How does Xplorio promote Betty's Bay?

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



Social Media



SEO

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Betty's Bay .



Search Advertising

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Betty's Bay.



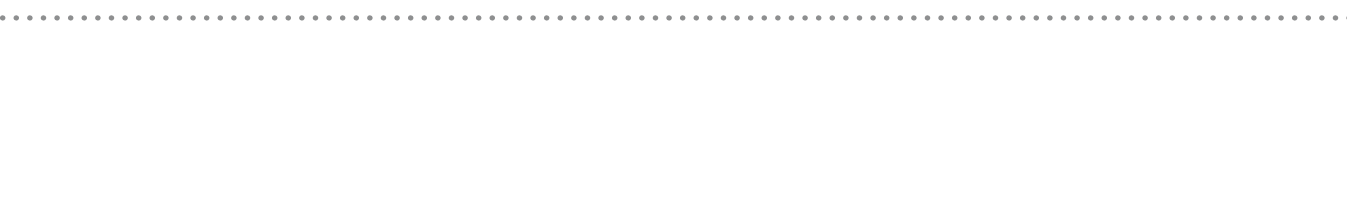
Traditional Marketing

We ensure constant brand awareness in the real world too with Xplorio Betty's Bay fliers, advertorials and more.



Online Reputation Management

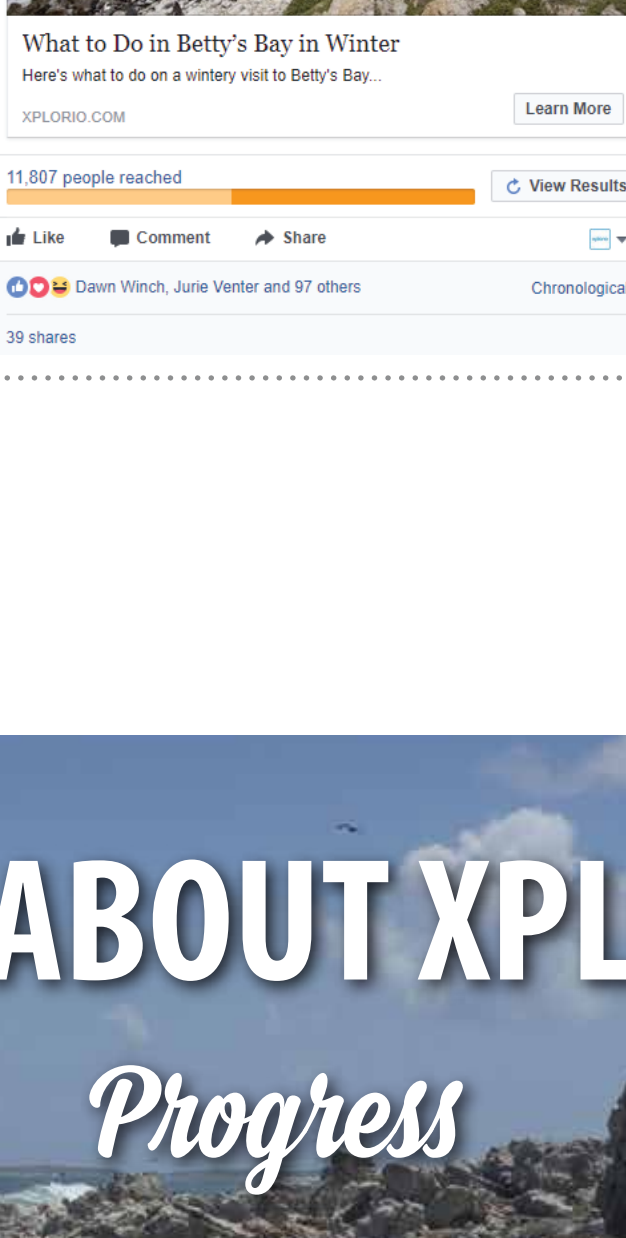
We encourage people who are talking about Betty's Bay online to visit Xplorio Betty's Bay pages and profiles by linking them to relevant information.



Over 19,000 Users -Total traffic to date



Highlights- Time Period



MORE ABOUT XPLORIO

Progress

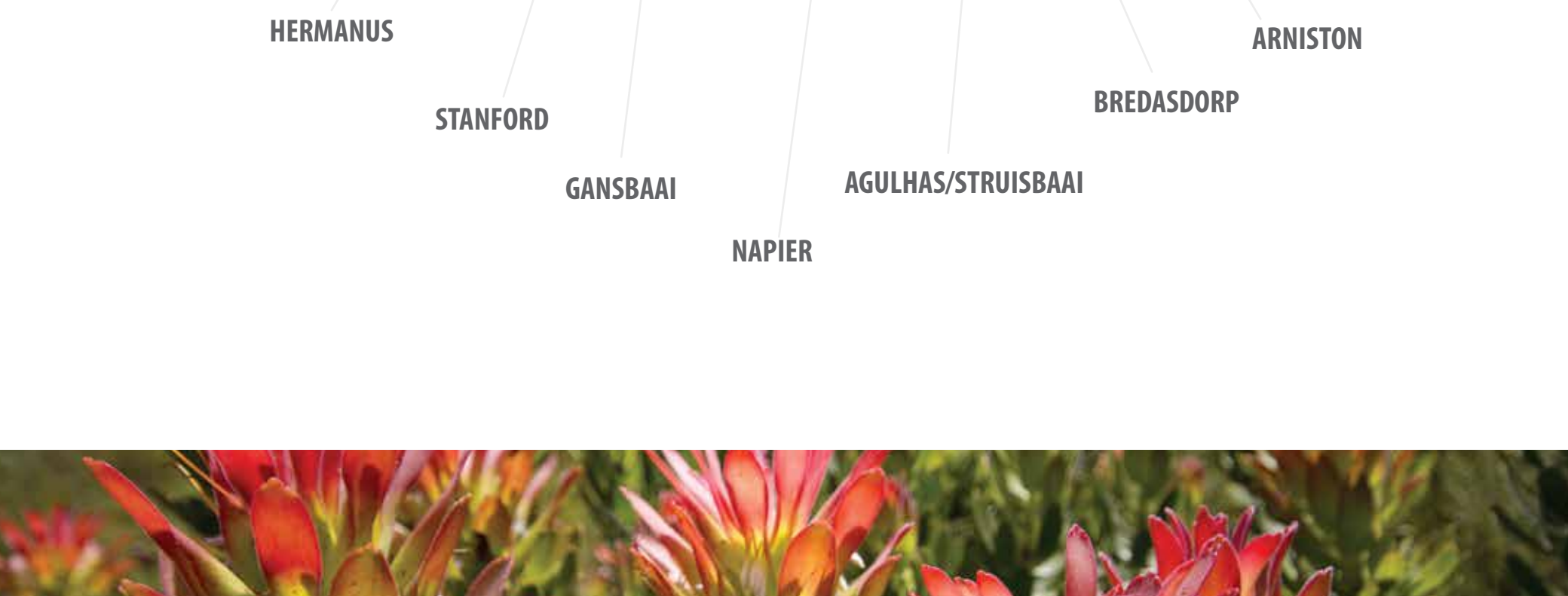
5 Xplorio Coverage

TOTAL TOWNS

18

WESTERN CAPE

COMING SOON



6 Xplorio Performance

THE NUMBERS



5,000

Businesses



40,000

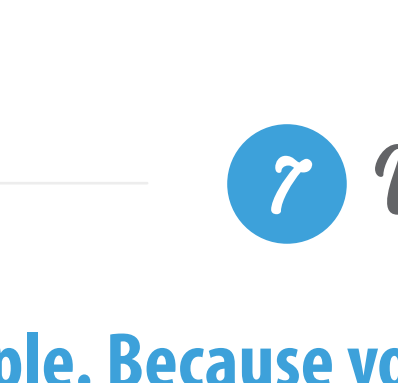
Monthly Visitors



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 Betty's Bay 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"