

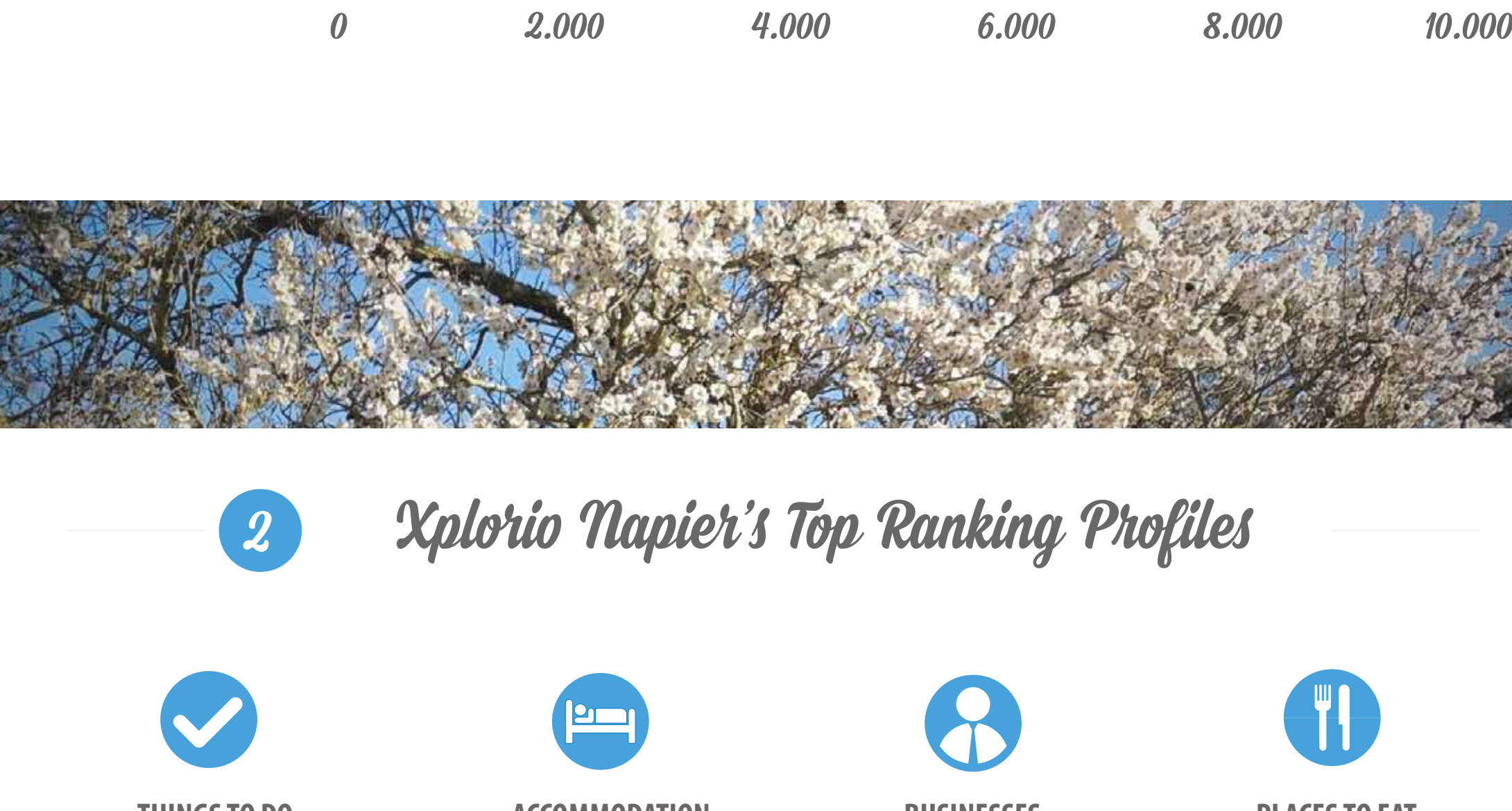
WE BELIEVE IN NAPIER

★ 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 Napier 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 Napier Online Growth

We reached **786** people searching for information about Napier online this month. That's roughly **25** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **154%** growth in users.



2 Xplorio Napier's Top Ranking Profiles

| THINGS TO DO | ACCOMMODATION | BUSINESSES | PLACES TO EAT |
|--------------------------------------|--------------------------------|-------------------------------|--|
| ★ NAPIER VILLAGE MARKET | ★ PASCAL'S OF NAPIER | ★ LULA INNOVATIONS | ★ THE RED WINDMILL FARM-STALL & RESTAURANT |
| ★ NAPIER MOUNTAIN ACTIVITIES | ★ THE DRIFT FARM HOMESTEAD | ★ SEEFF | ★ MOERSE FARMSTALL |
| ★ NAPIER SATURDAY MORNING MARKET | ★ DE FUNBOSCH HUIJS | ★ EAGLES REST GUEST LODGE | ★ NAPIER ALL SORTS SHOP |
| ★ LINDA REYBURN ART | ★ GUNNER'S LODGE | ★ HONDELEWE | ★ EL GALLO TAPAS |

3 Xplorio Napier's Current Growth

| ACCOMMODATIONS | THINGS TO DO |
|---------------------------------------|---------------------------------------|
| CUSTOMERS: 83 LEADS: 27 | CUSTOMERS: 40 LEADS: 13 |
| PLACES TO EAT | BUSINESSES |
| CUSTOMERS: 17 LEADS: 5 | CUSTOMERS: 97 LEADS: 32 |

* 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.

~90% of Napier Businesses are already on Xplorio.

98 / 104

* Numbers derived from stats.gov.za

4 How does Xplorio promote Napier?

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

Social Media: Facebook, Instagram, Twitter, YouTube

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio Napier fliers, XPLORIO.COM/NAPIER

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

Online Reputation Management: Facebook User, "Is there anyone who can fix my car in Napier?"

Over 20,000 Users - Total traffic to date

Highlights- Time Period

Xplorio Community
Published by Buffer 191 · August 2 · ©

Now that we've covered the Napier in SA vs the Napier in NZ, here's our pick of the 4 interesting things about this town. What would you add to this list?

#xploreNapier

4 Interesting Things about Napier | Xplorio Napier | Xplorio
Whether you're planning a stay here or simply travelling through, be sure to visit Napier for some countryside magic!

XPLORIO.COM Learn More

3,434 people reached View Results

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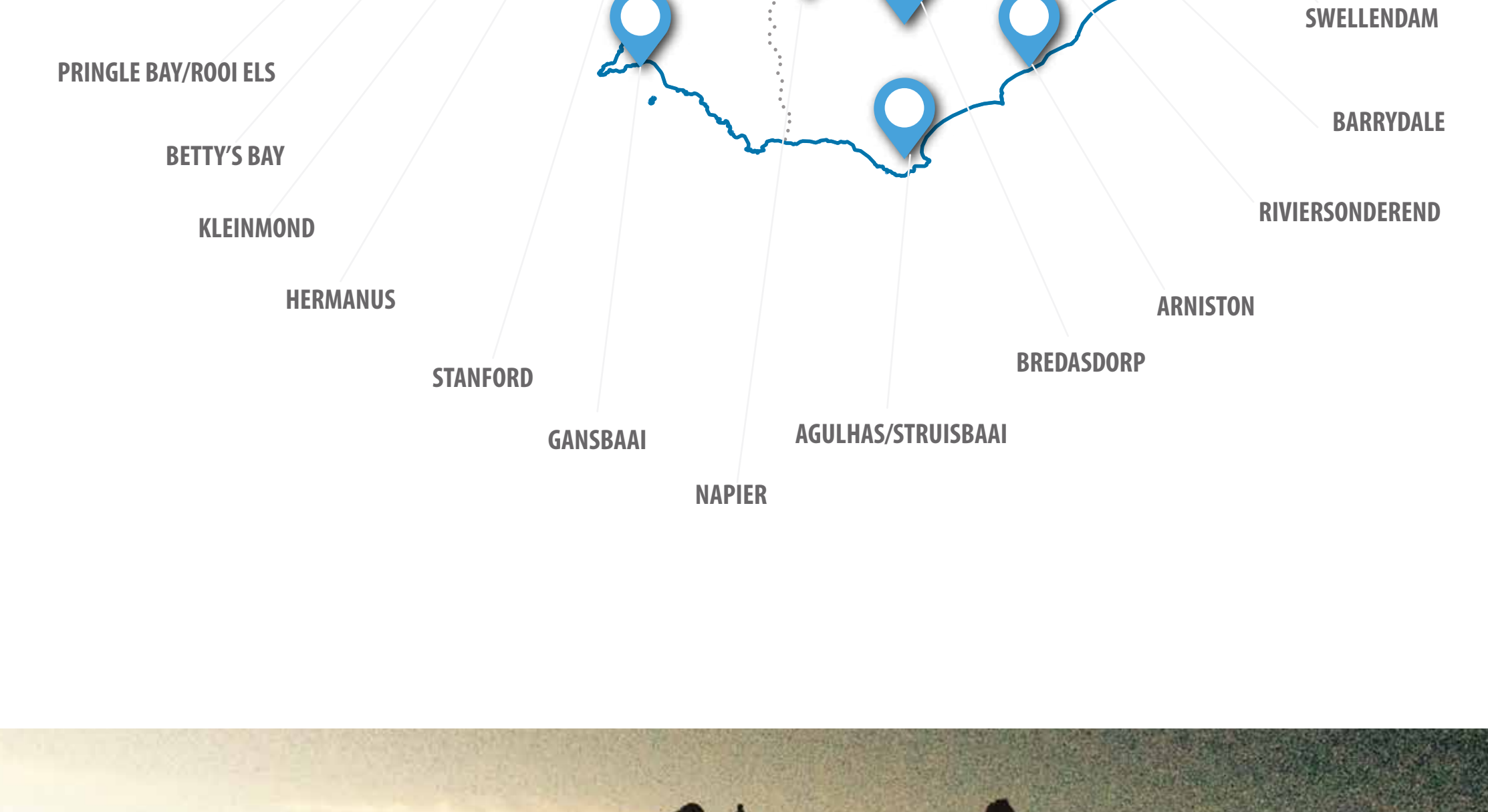
Lesley MacFarlane, Christlene Prinsloo and 12 others Chronological

1 share

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



6 Xplorio Performance

THE NUMBERS

5,000 Businesses
40,000 Monthly Visitors
9,000 Enquiries p/m

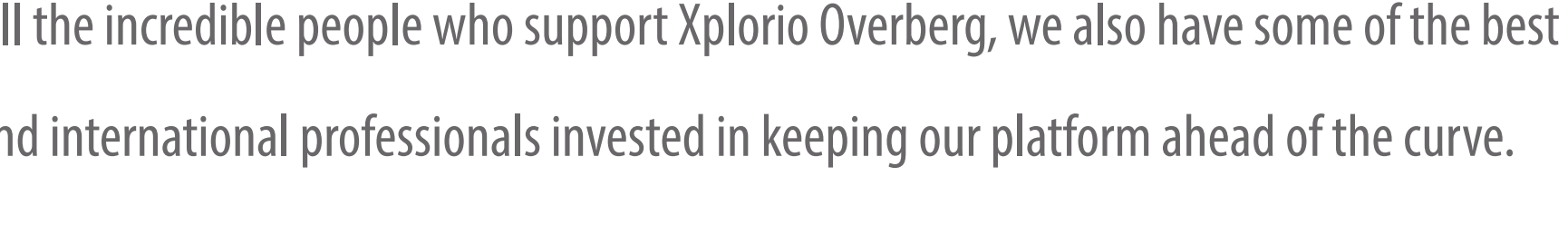
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traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 24/7

7 Why Support Xplorio?

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

Watch the Xplorio Napier 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"

