

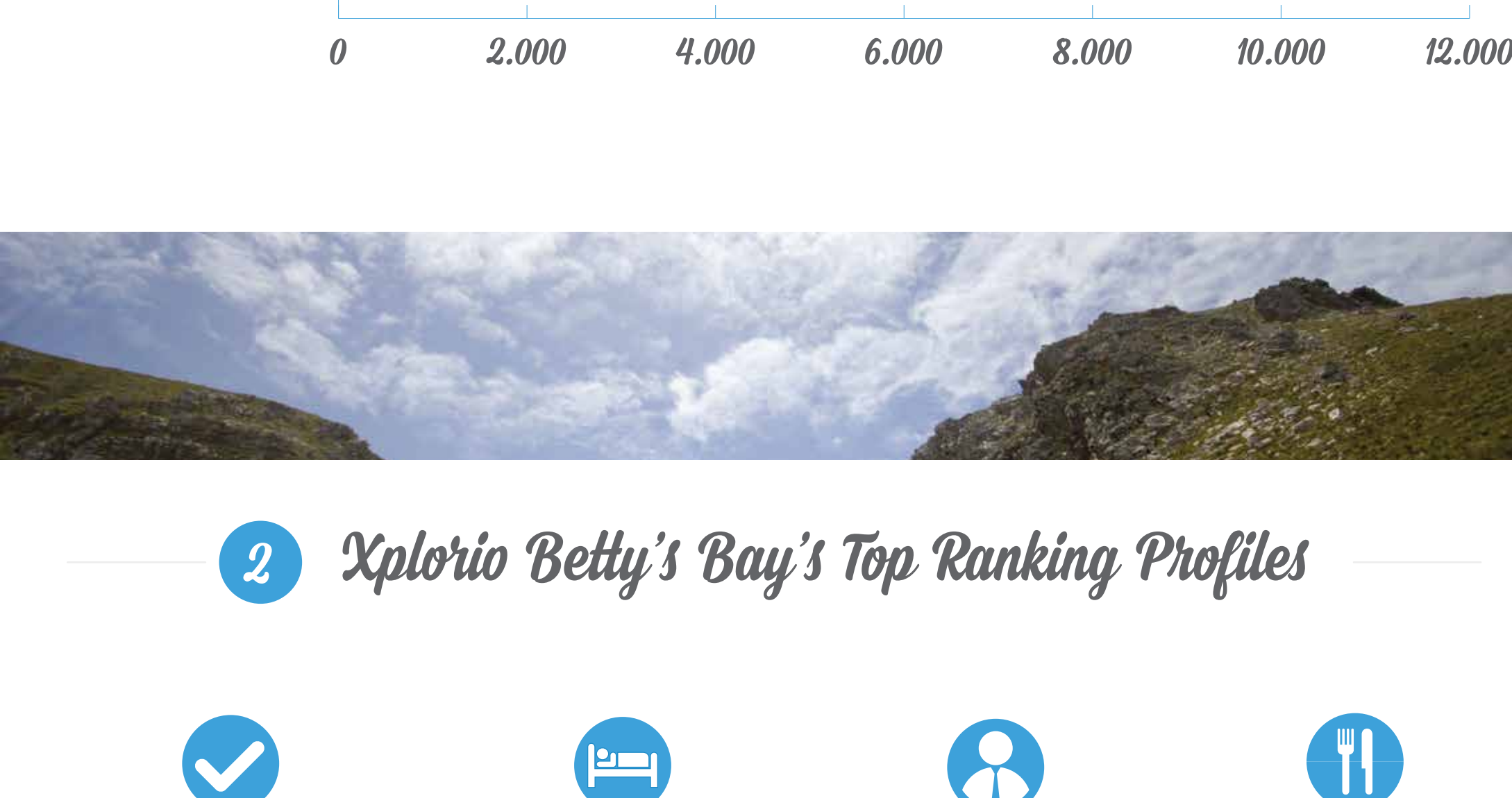
# WE BELIEVE IN BETTY'S BAY

## ★ 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 **1,034** people searching for information about Betty's Bay online this month. That's roughly **33** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **174%** growth in users.



### 2 Xplorio Betty's Bay's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ THE TRAIL HOUSE	★ 210 DEGREES SOUTH	★ PENGUINKIDZ PRE SCHOOL	★ CAFÉ EL'ORA
★ SANIKI WESSELS	★ ROCKY POOLS	★ PERCY TOURS	★ CAMELOT
★ MURIEL MARCO	★ PIK N WYNTJE	★ PINO MARI HOLIDAY HOMES	★ THE WHALING STATION
★ BRINDLEY PRITCHARD	★ MOUNTAIN VIEW @ SEASIDE	★ WOAT SELF CATERING HOLIDAY HOMES	★ JACK'S RESTAURANT

### 3 Xplorio Betty's Bay's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 114 LEADS: 34	CUSTOMERS: 73 LEADS: 18
PLACES TO EAT	BUSINESSES
CUSTOMERS: 85 LEADS: 18	CUSTOMERS: 257 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.



\* Numbers derived from statsza.gov.za

### 4 How does Xplorio promote Betty's Bay?

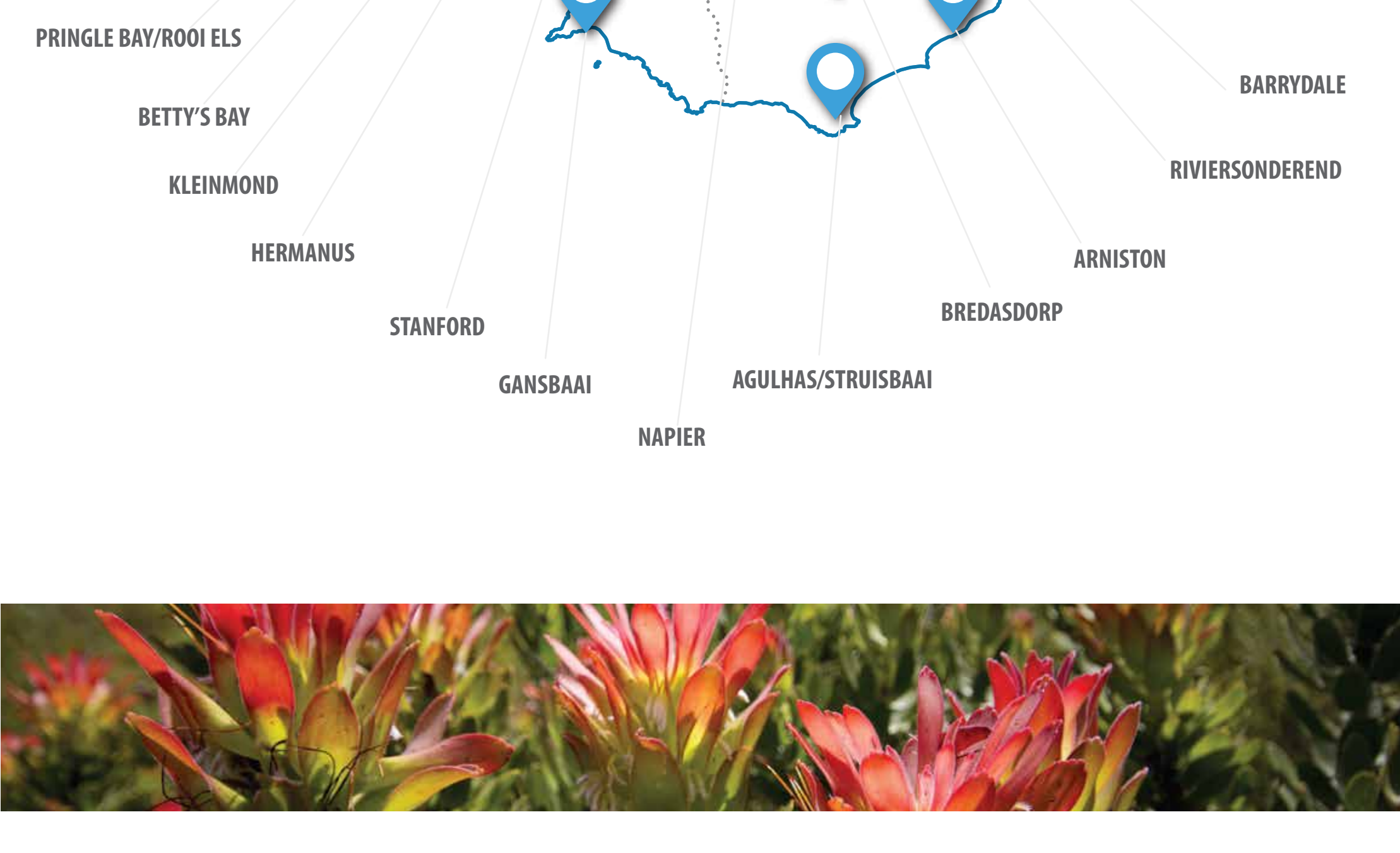
- Social Media:** We publish your town's content on our social media platforms, driving more traffic to Xplorio Betty's Bay pages and profiles.
- SEO:** We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Betty's Bay.
- Search Advertising:** 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 20,000 Users -Total traffic to date

## MORE ABOUT XPLORIO

Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

#### THE NUMBERS



#### 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"

