

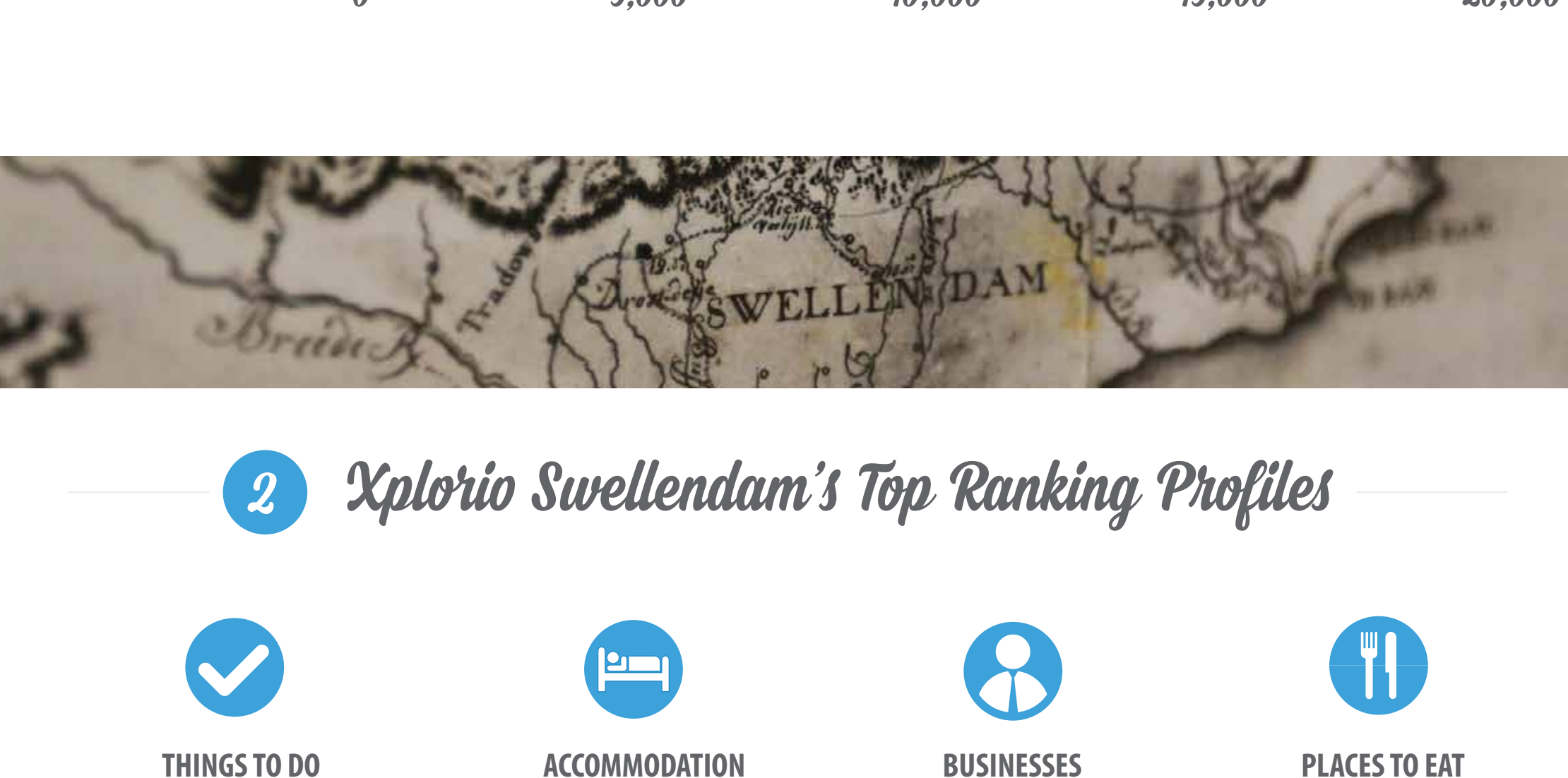
WE BELIEVE IN SWELLENDAM

★ 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 Swellendam 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 Swellendam Online Growth

We reached **1,592** people searching for information about Swellendam online this month. That's roughly **53** 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 Swellendam's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ UP THE CREEK 	★ DE OUDE PASTORIE 	★ BODY SENSING 	★ OLD GAOL RESTAURANT
★ KUNSTEHUUS ART GALLERY 	★ TIDES RIVER LODGE 	★ SWELLENGRAM 	★ COFFEE CULTURE
★ GRADYZ ART 	★ A HILLTOP COUNTRY RETREAT 	★ MOONSHADOW 	★ MOONSHADOW COFFEE SHOP
★ MOONSHADOW BEAD WORKSHOP 	★ CHRIS-ELLE SELF CATERING 	★ LANGEBERG TEELS 	★ BELLA DONA'S TEA GARDEN

3 Xplorio Swellendam's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 71 LEADS: 23	CUSTOMERS: 140 LEADS: 46
PLACES TO EAT	BUSINESSES
CUSTOMERS: 90 LEADS: 29	CUSTOMERS: 629 LEADS: 207

* 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.

~89% of Swellendam Businesses are already on Xplorio.

338 / 376

* Numbers derived from stats.gov.za

4 How does Xplorio promote Swellendam?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Swellendam 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 Swellendam.

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio Swellendam, XPLORIO.COM/SWELLENDAM

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

Online Reputation Management: Facebook User: Is there anyone who can fix my car in Swellendam? (2 hrs)

Over 29,000 Users - Total traffic to date

Highlights- Time Period

Xplorio Community: Posted by Priscilla (Swellendam) on September 21 at 11:00am · 41

Did you know? Swellendam was named after the first South African born Governor of the Cape, Hendrik Swellengrood and his wife, Helmina van der Stroom.

Discover more historical facts about this beautiful town nestled in between the Langeberg Mountains and the Breder River.

#XplorioSwellendam

History Facts about Swellendam | Xplorio Swellendam

Take a (virtual) journey with us through the history of Swellendam...

XPLORIO.COM

4,935 people reached

1 like · 0 comments · 0 shares

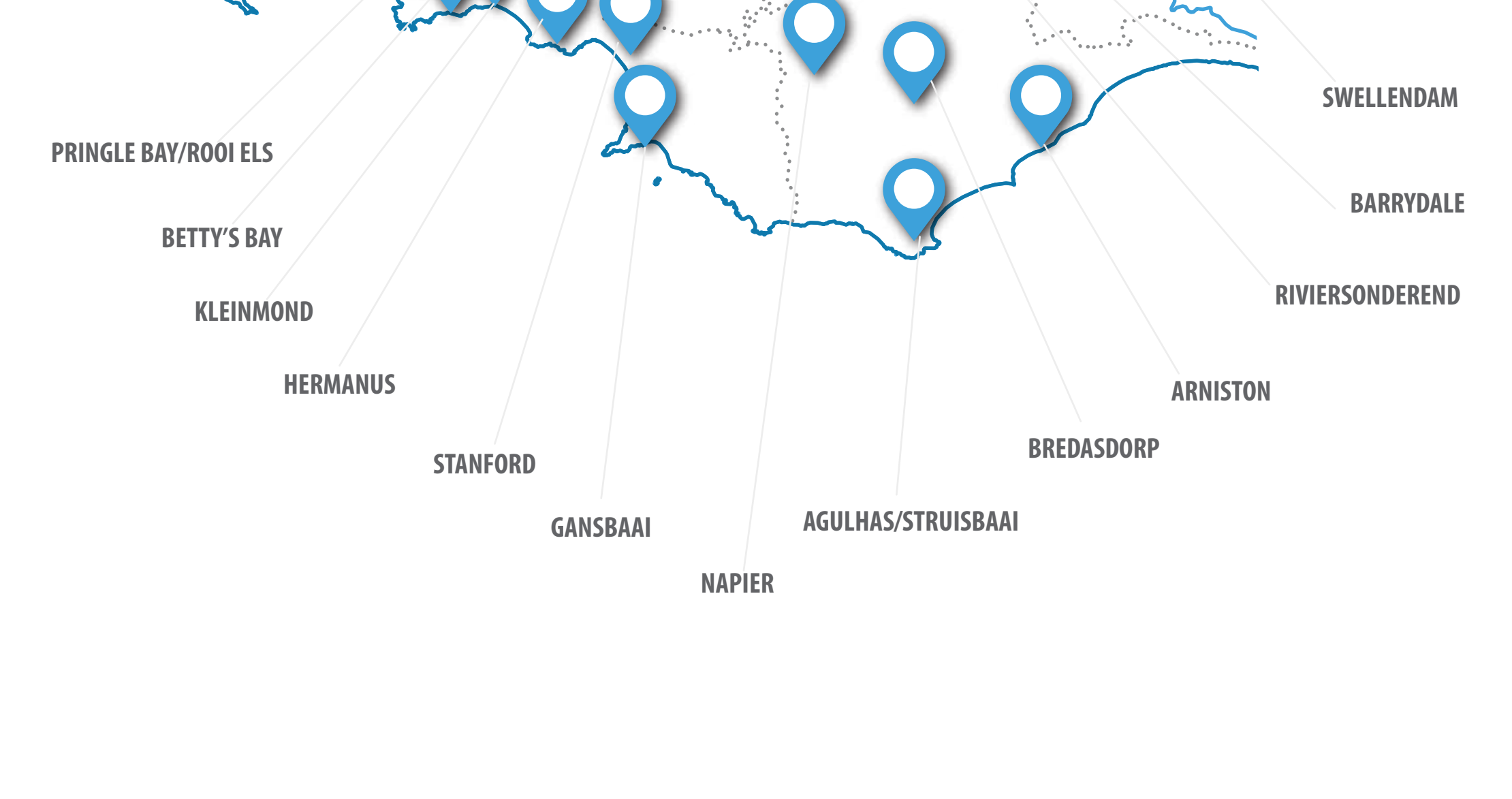
Thys En Martina Augustijn, Lorna Plouch and 36 others

3 shares

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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MENTIONED BY

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, 2 OCEANS 2 VIBE

7 Why Support Xplorio?

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

Watch the Xplorio Swellendam 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"