

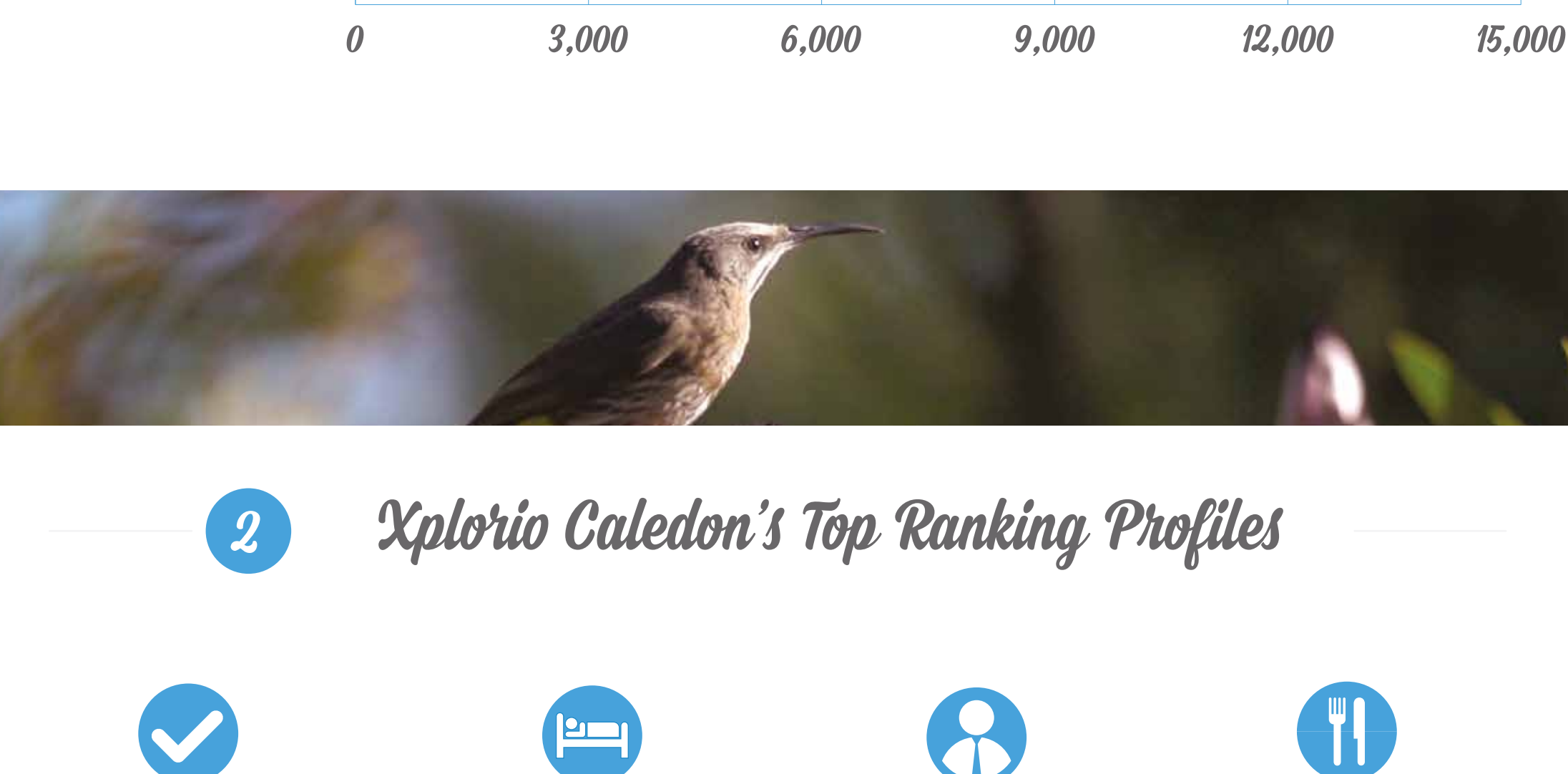
WE BELIEVE IN CALEDON

★ 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 **1,378** people searching for information about Caledon online this month. That's roughly **45** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **164%** growth in users.



2 Xplorio Caledon's Top Ranking Profiles

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

3 Xplorio Caledon's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 48 LEADS: 15	CUSTOMERS: 92 LEADS: 30

PLACES TO EAT	BUSINESSES
CUSTOMERS: 25 LEADS: 8	CUSTOMERS: 386 LEADS: 127

* 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

* Numbers derived from stats.gov.za

4 How does Xplorio promote Caledon?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio fliers, XPLORIO.COM/CALEDON

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

Online Reputation Management: Facebook User interaction example

Over 25,000 Users -Total traffic to date

Highlights-Time Period

Xplorio Community Post Example:

Even though happier is considered to be a great place, the small town, in fact, holds the doorway to the best of both worlds. Cape Agulhas and the Overberg.

Find out how you can explore the area of Dordrecht, Caledon, Stanford and beyond when you plan a trip to this quaint town.

Agulhas! Xplorio's Step...

In the last few years, Agulhas has become well-known as the perfect weekend getaway for those wanting to escape the city and relax.

1,047 people reached

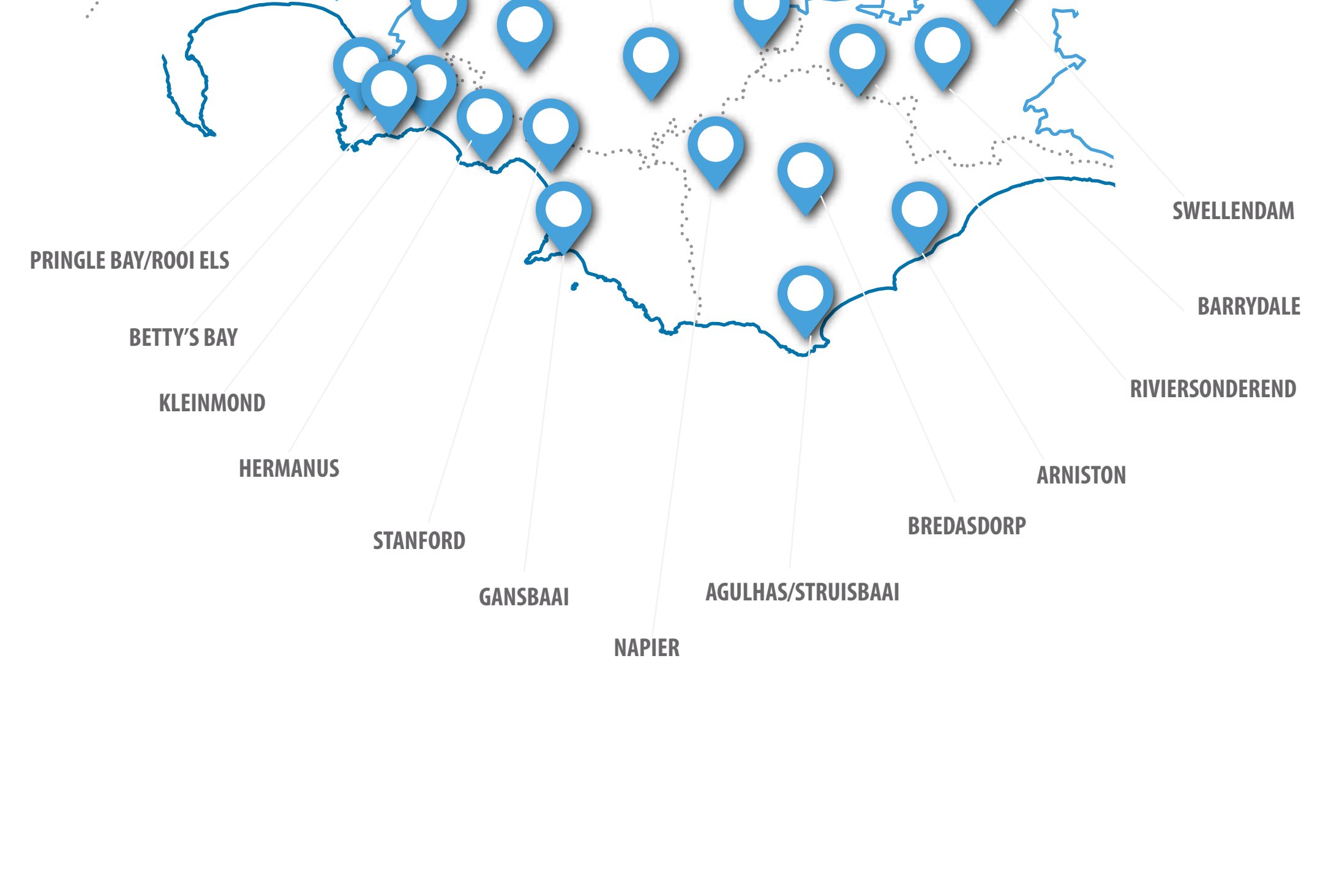
Like Comment Share

21 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

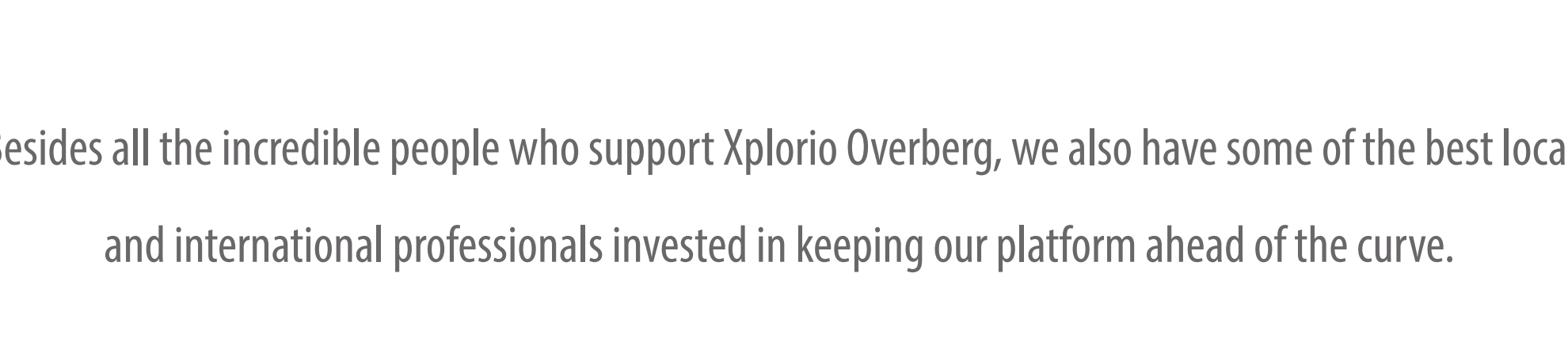
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traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2016

7 Why Support Xplorio?

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

Watch the Xplorio 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"

