

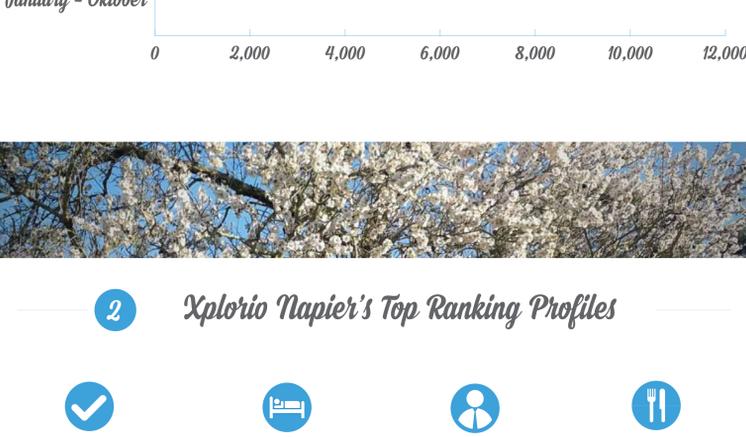
WE BELIEVE IN NAPIER

★ 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 **1,179** people searching for information about Napier online this month. That's roughly **38** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **162%** growth in users.



2 Xplorio Napier's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
<ul style="list-style-type: none"> ★ NAPIER VILLAGE MARKET ★ NAPIER PATATFEES MTB RACE ★ NAPIER MOUNTAIN ACTIVITIES ★ NAPIER SATURDAY MARKET 	<ul style="list-style-type: none"> ★ THE DRIFT FARM HOMESTEAD ★ DE FLINBOSCH HUYVS ★ GUNNER'S LODGE ★ PASCAL'S OF NAPIER 	<ul style="list-style-type: none"> ★ SEEFF ★ EAGLES REST GUEST LODGE ★ LULA INNOVATIONS ★ RADIANT HEALTH 	<ul style="list-style-type: none"> ★ MOERSE FARMSTALL ★ NAPIER ALL SORTS SHOP ★ EL GALLO TAPAS ★ GUNNER'S MESS

3 Xplorio Napier's Current Growth

ACCOMMODATIONS CUSTOMERS: 66 LEADS: 21	THINGS TO DO CUSTOMERS: 26 LEADS: 8
PLACES TO EAT CUSTOMERS: 12 LEADS: 3	BUSINESSES CUSTOMERS: 58 LEADS: 19

** 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 statsza.gov.za*

4 How does Xplorio promote Napier?

- Social Media**: We publish your town's content on our social media platforms, driving more traffic to Xplorio Napier pages and profiles. (Facebook, Instagram, Twitter, YouTube icons)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Napier. (Google, Bing, Yahoo! logos)
- Search Advertising**: We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Napier. (Ad icons)
- Traditional Marketing**: We ensure constant brand awareness in the real world too with Xplorio Napier fliers, advertorials, billboards and more. (Xplorio logo and website URL)
- Online Reputation Management**: We encourage people who are talking about Napier online to visit Xplorio Napier pages and profiles by linking them to relevant information. (Facebook comment screenshot)

Over 22,000 Users - Total traffic to date

Highlights - Time Period

Xplorio Community
 Published by Roseana Orono Childs 191 | October 12 | 6

From the scrumptious roast chicken and buttered pie that can be found at The Pied Vindimil to experiencing the great outdoors with Napier Mountain Activities, here is a look at the countryside village of Napier through the eyes of our locals:

mpiporehapper

Napier through the eyes of Locals
 Take a look at Napier Village through the eyes of its locals.

XPLORIO.COM | Learn More

1,664 people reached | View Promotions

Like Comment Share

Henette Bergh Latagan, Hanne van der Vyver and 35 others | Chronological

1 Share | View 1 more comment

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage



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 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"

