

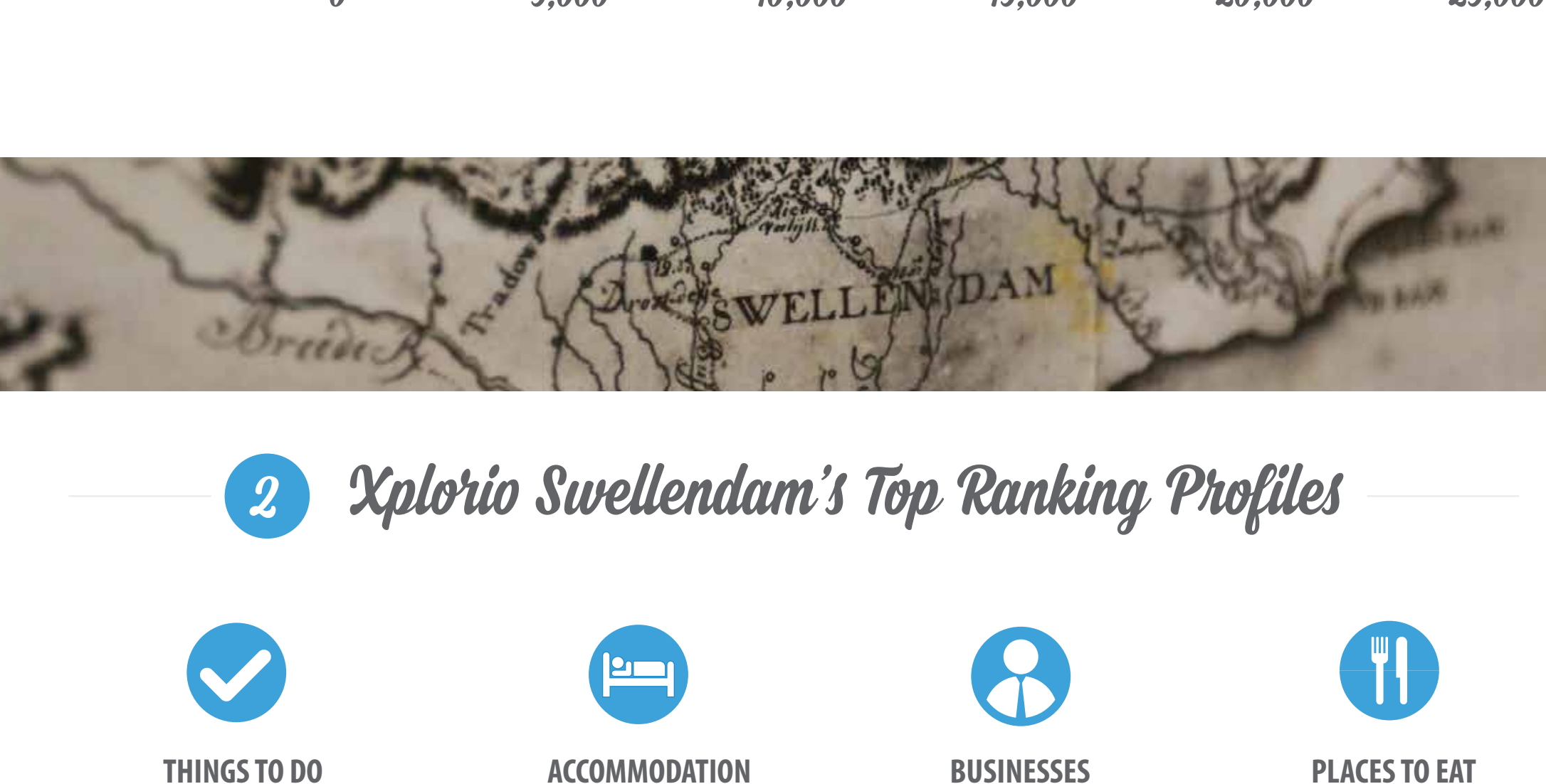
# WE BELIEVE IN SWELLENDAM

## ★ 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 **2,804** people searching for information about Swellendam online this month. That's roughly **93** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **169%** 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 	★ SUPA QUICK 	★ COFFEE CULTURE 
★ GRADYZ ART 	★ A HILLTOP COUNTRY RETREAT 	★ SWELLENGRAM 	★ MOONSHADOW COFFEE SHOP 
★ MOONSHADOW BEAD WORKSHOP 	★ CHRIS-ELLE SELF CATERING 	★ MOONSHADOW 	★ BELLA DONA'S TEA GARDEN 

### 3 Xplorio Swellendam's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: <b>67</b> LEADS: <b>19</b>	CUSTOMERS: <b>164</b> LEADS: <b>47</b>
PLACES TO EAT	BUSINESSES
CUSTOMERS: <b>57</b> LEADS: <b>22</b>	CUSTOMERS: <b>704</b> LEADS: <b>227</b>

\* 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 fliers, 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? (Example post)

Over 34,000 Users - Total traffic to date

### Highlights- Time Period

**Drostdy Museum in Swellendam**

Swellendam began as a colonial settlement in 1745, when the Dutch East India Company, who wanted to consolidate their power in the area, designated the town a 'mag'.

**2,804 people reached**

Like Comment Share

Reneette Bergh-Lategan, Margriet Jansen van Vuuren and 4 others

## MORE ABOUT XPLORIO

Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

THE NUMBERS

<b>5,000</b> Businesses	<b>40,000</b> Monthly Visitors	<b>9,000</b> Enquiries p/m
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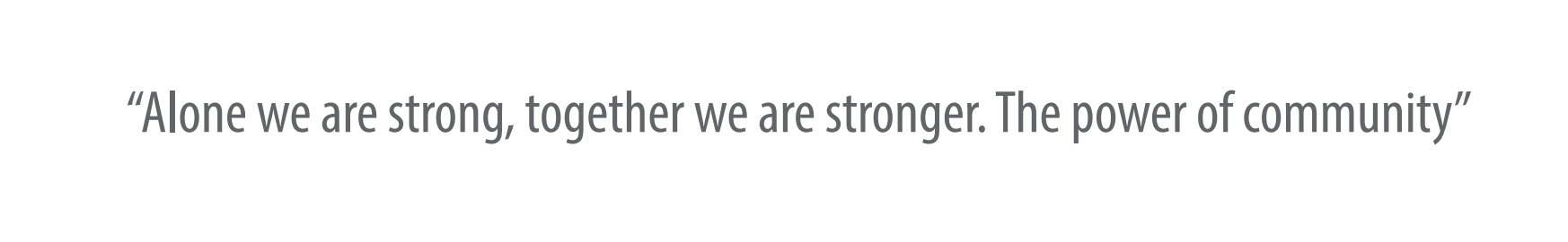
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traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, OCEANS 2XIDE

### 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"

