

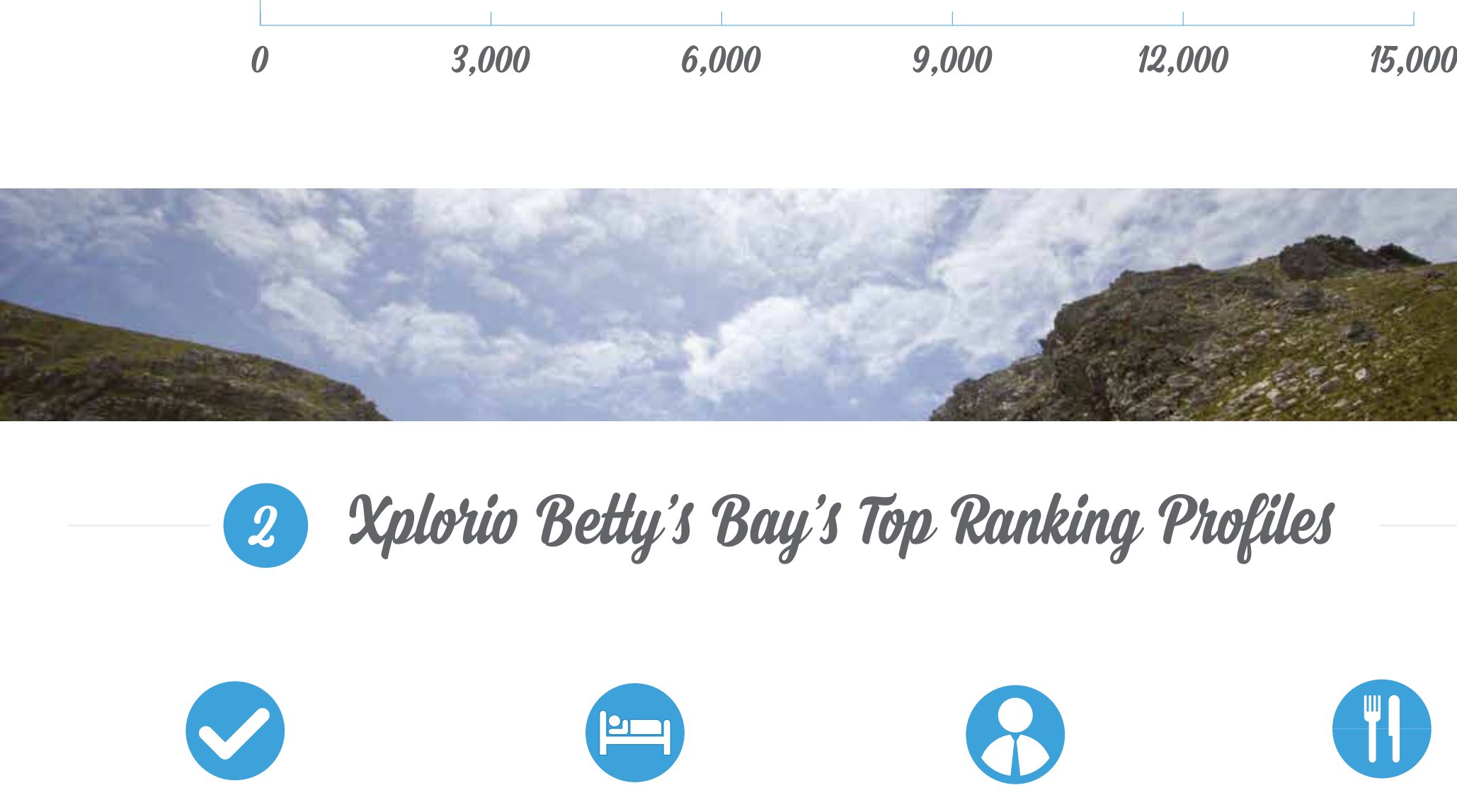
# WE BELIEVE IN BETTY'S BAY

## ★ 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 **2,209** people searching for information about Betty's Bay online this month. That's roughly **73** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **122%** 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	★ SMILE & WAVE CAFE
★ SANIKI WESSELS	★ ROCKY POOLS	★ PERCY TOURS	★ CAFÉ EL'ORA
★ MURIEL MARCO	★ PIK N WYNTJE	★ PINO MARI HOLIDAY HOMES	★ CAMELOT
★ BRINDLEY PRITCHARD	★ MOUNTAIN VIEW @ SEASIDE	★ WOAT SELF CATERING HOLIDAY HOMES	★ THE WHALING STATION

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

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 172 LEADS: 56	CUSTOMERS: 86 LEADS: 28
PLACES TO EAT	BUSINESSES
CUSTOMERS: 75 LEADS: 24	CUSTOMERS: 304 LEADS: 100

\* 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.

85 90

\* Numbers derived from statsza.gov.za

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

We publish your town's content on our social media platforms, driving more traffic to Xplorio Betty's Bay pages and profiles.

Social Media

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Betty's Bay.

SEO

We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Betty's Bay.

Search Advertising

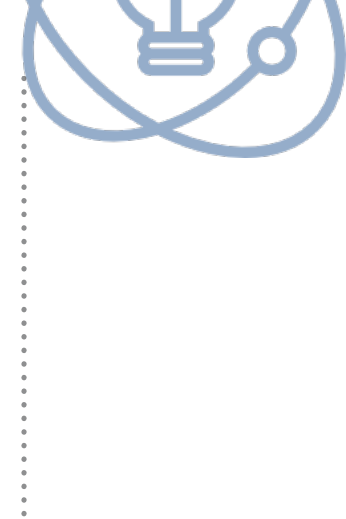
We ensure constant brand awareness in the real world too with Xplorio Betty's Bay fliers, advertorials and more.

Traditional Marketing

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.

Online Reputation Management

Over 24,000 Users -Total traffic to date



#### Highlights- Time Period

Xplorio Community

Published by Butler 191 - November 30 at 11:23am · 61

Did you know? Story Point in Betty's Bay is home to one of the only two shore-based African Penguin colonies in South Africa. Here are the rest of our 10 quick facts we bet you didn't know about Betty's Bay.

#xploreBetty'sBay

10 Facts We Bet You Didn't Know about Betty's Bay

Here are 10 quick facts we bet you didn't know about Betty's Bay...

XPLORIO.COM

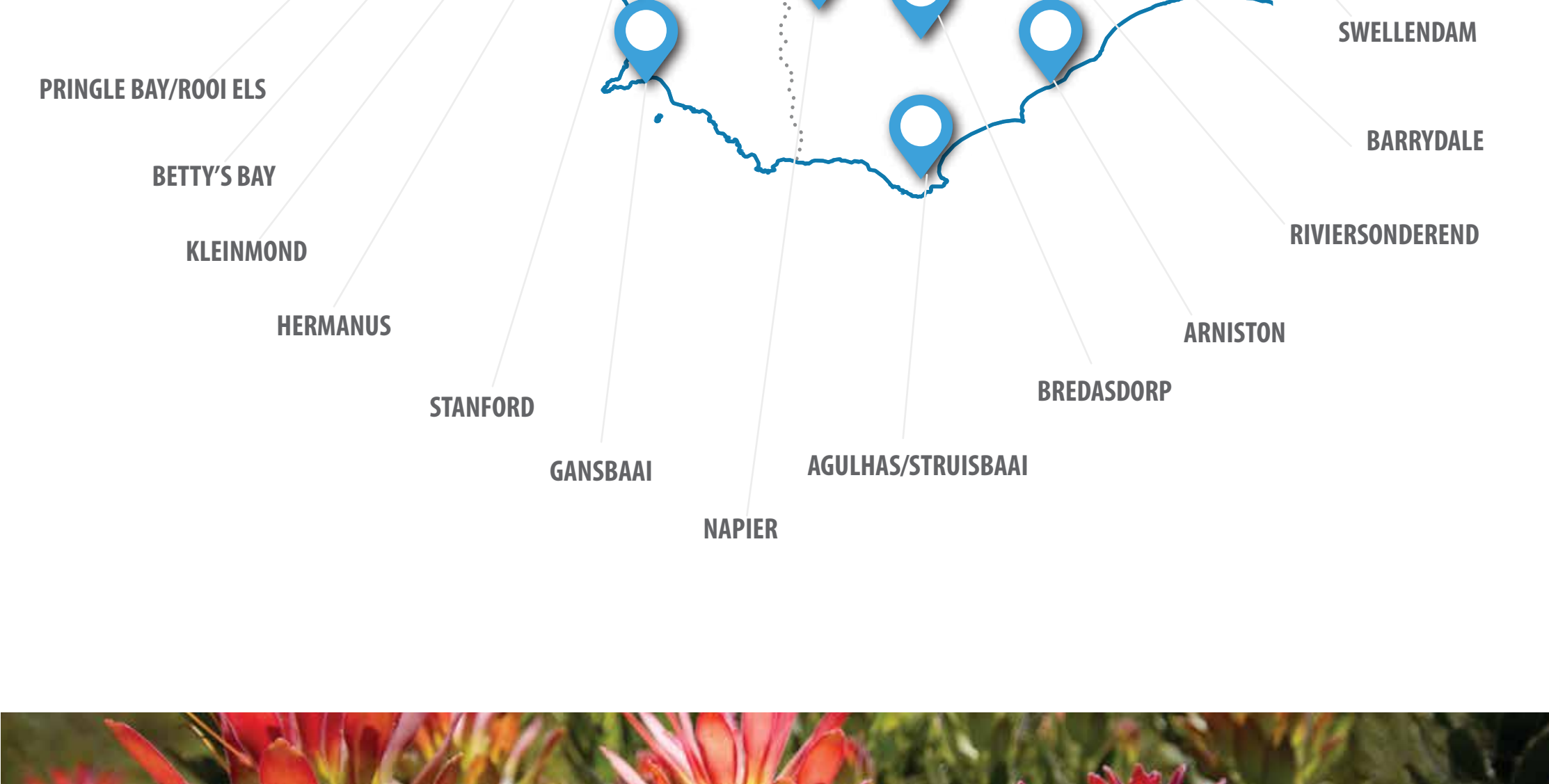
7263 people reached

Boost Post

## 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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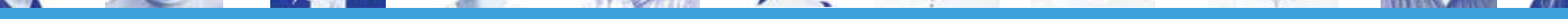
#### MENTIONED BY



### 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"

