

WE BELIEVE IN VILLIERSDORP

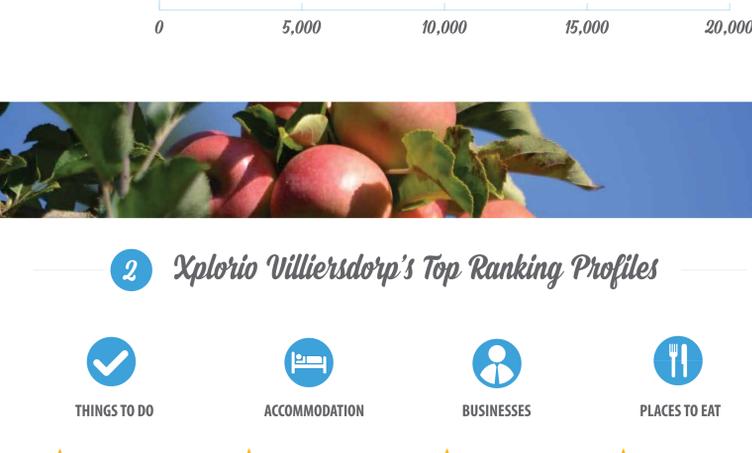
QUARTERLY REPORT

★ 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 Villiersdorp 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 Villiersdorp Online Growth

We reached **8,407** people searching for information about Villiersdorp online in the last three months. That's roughly **91** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **134%** growth in users.



2 Xplorio Villiersdorp's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ MIWAY CAPE ULTRA TRIATHLON	★ MISTY MOUNTAIN	★ JAWITZ PROPERTIES	★ DE SIEK
★ MOUNTAIN BREWING CO	★ RIETSPRUIT COUNTRY COTTAGES	★ THEEWATER SPORTS CLUB	★ COUNTRY CLASSICS COFFEE SHOP
★ COUNTRY CLASSICS ART GALLERY	★ DE VILLIERS COUNTRY LODGE	★ VILLIERSDORP TOURISM	★ CHANAN COFFEE SHOP
★ SAMURAI KARATE VYEBOOM	★ WOLFKLOOF FARM	★ FOTOSMART	★ CHICCHI DI CAFFE

3 Xplorio Villiersdorp's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 41	CUSTOMERS: 118
LEADS: 14	LEADS: 38

PLACES TO EAT	BUSINESSES
CUSTOMERS: 61	CUSTOMERS: 323
LEADS: 20	LEADS: 106

* 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.

~81% of Villiersdorp Businesses are already on Xplorio.

127 / 156

* Numbers derived from stats.gov.za

4 How does Xplorio promote Villiersdorp?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio Villiersdorp fliers, XPLORIO.COM/VILLIERSDORP

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

Online Reputation Management: Facebook post example: "Facebook User is there anyone who can fix my car in Villiersdorp?"

Over 28,000 Users - Total traffic to date

Highlights - Time Period

Xplorio Community Post: "From having nine different churches in town to being home to the Oude Raaijn - a 19th century historical building found on Church Street, Villiersdorp has a charming and well-preserved heritage on nearly every street corner. There are nine churches in town." (2,262 people reached)

MORE ABOUT XPLORIO

Progress

5 Xplorio Coverage

TOTAL TOWNS: 18

WESTERN CAPE: 18 towns (Villiersdorp, Botrivier, Caledon, Greyton, Grabouw, Pringle Bay, Betty's Bay, Kleinmond, Hermanus, Stanford, Gansbaai, Napier, Struisbaai, Bredasdorp, Arniston, Swellendam, Barrydale, Riviersonderend)

COMING SOON: 1 town

6 Xplorio Performance

THE NUMBERS

- 5,000 Businesses
- 40,000 Monthly Visitors
- 9,000 Enquiries p/m

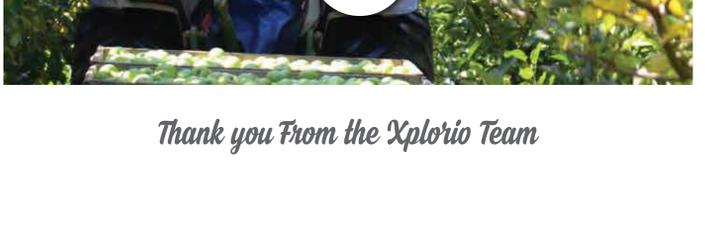
MENTIONED BY

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAR 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 Villiersdorp 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"

