

# WE BELIEVE IN SWELLENDAM

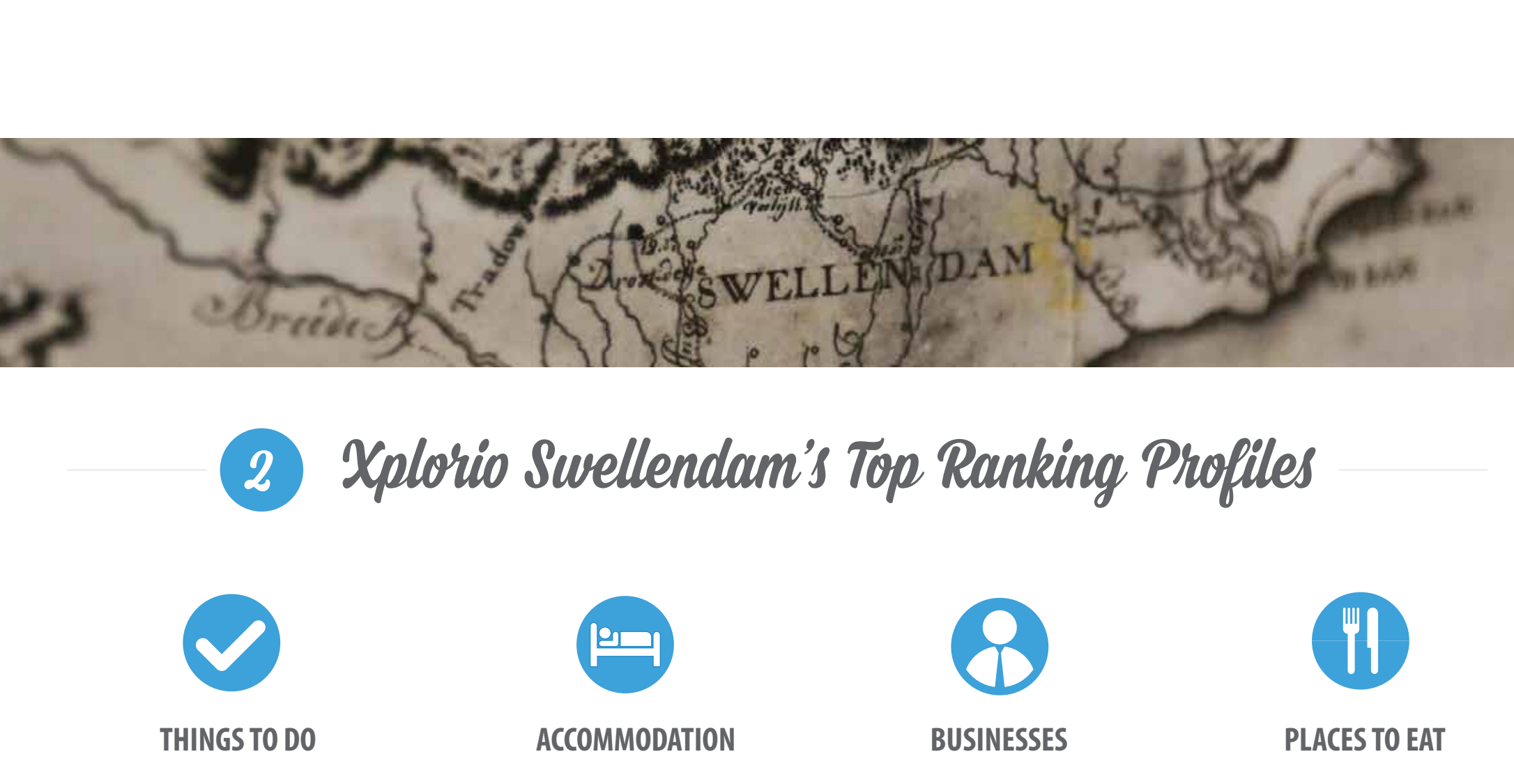
## QUARTERLY REPORT

### ★ 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 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 **9,948** people searching for information about Swellendam online in the last three months. That's roughly **108** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **151%** growth in users.



### 2 Xplorio Swellendam's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ UP THE CREEK 	★ DE OUDE PASTORIE 	★ SUPA QUICK 	★ OLD GAOL RESTAURANT 
★ KUNSTEHUUS ART GALLERY 	★ TIDES RIVER LODGE 	★ BODY SENSING 	★ COFFEE CULTURE 
★ GRADY Z 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: 58 LEADS: 19	CUSTOMERS: 194 LEADS: 64
PLACES TO EAT	BUSINESSES
CUSTOMERS: 59 LEADS: 19	CUSTOMERS: 755 LEADS: 249

\* 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.

~89% of Swellendam Businesses are already on Xplorio.

333 / 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: Google AdWords, Bing Ads, Yahoo! Search Marketing

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? (1 Like, 2 hrs)

Over 39,000 Users - Total traffic to date

**Highlights- Time Period**

Xplorio Community  
Published by Rosemarie Dorris Childs 171 · October 16 at 11:05am · ©  
If you ever find yourself in Swellendam, be sure to pay The Dorrisy Museum a visit for fascinating and comprehensive insight into the early days of this once colonial run town.  
XplorioSwellendam

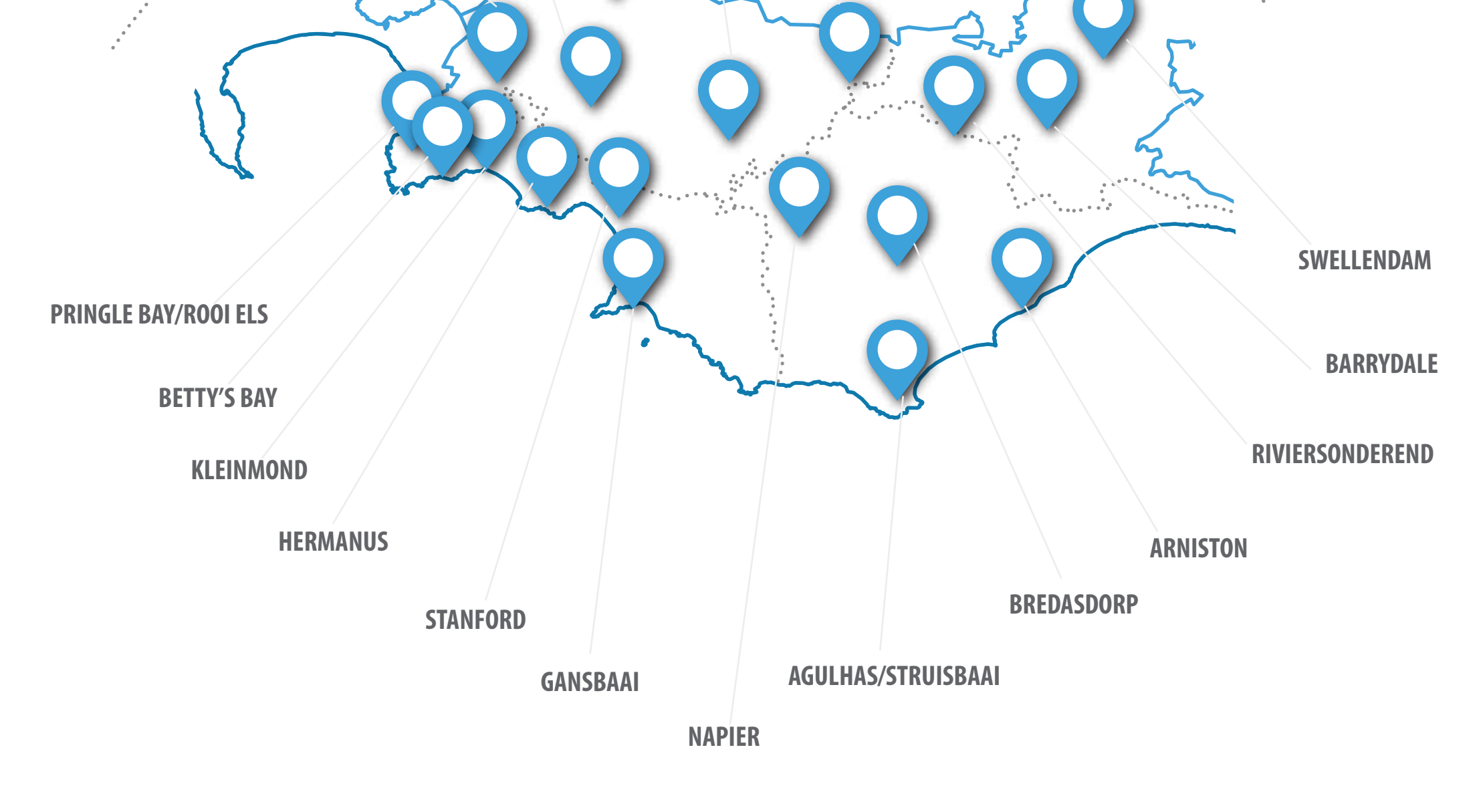
**Dorrisy Museum in Swellendam**  
Swellendam began as a colonial settlement in 1742, when the Dutch East India Company, who wanted to consolidate their power in the area, founded the town a village.  
XPLORIO.COM

2295 people reached  
Like Comment Share  
Renette Bergh-Lategan, Margriet Jansen van Vuuren and 4 others  
1 Share

## 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**

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE TOWN TOURISM, 2 OCEANS

### 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"

