

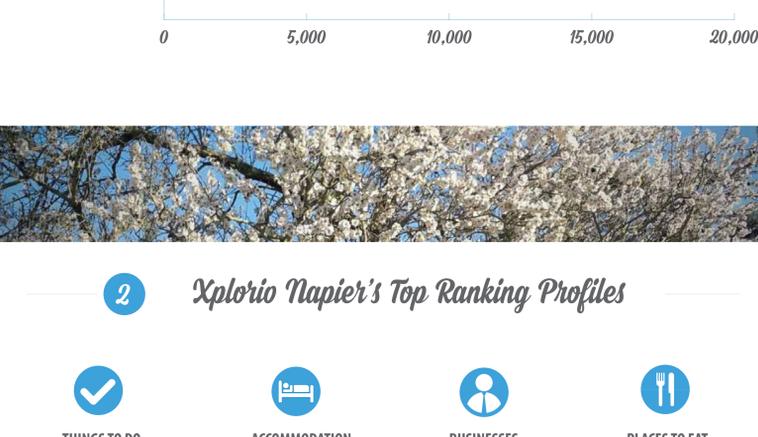
# WE BELIEVE IN NAPIER QUARTERLY REPORT

## ★ 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 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 **7,478** people searching for information about Napier online in the last three months. That's roughly **81** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **132%** growth in users.



### 2 Xplorio Napier's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ NAPIER PATATFEES NAPIER PATATFEES MTB RACE ★ NAPIER MOUNTAIN ACTIVITIES ★ PRIVATE GALLERY NAPIER	★ THE DRIFT FARM HOMESTEAD ★ DE FLINBOSCH HUYS ★ GUNNER'S LODGE ★ PASCAL'S OF NAPIER	★ SEEFF ★ EAGLES REST GUEST LODGE ★ LULA INNOVATIONS ★ RADIANT HEALTH	★ MOERSE FARMSTALL ★ NAPIER ALL SORTS SHOP ★ EL GALLO TAPAS ★ GUNNER'S MESS

### 3 Xplorio Napier's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 53 LEADS: 17	CUSTOMERS: 23 LEADS: 7
PLACES TO EAT	BUSINESSES
CUSTOMERS: 13 LEADS: 4	CUSTOMERS: 62 LEADS: 20

*\* 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.*

~85% of Napier Businesses are already on Xplorio.

89
104

*\* Numbers derived from statsza.gov.za*

### 4 How does Xplorio promote Napier?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display Ads

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

Traditional Marketing: Xplorio Fliers, XPLORIO.COM/NAPIER

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

Online Reputation Management: Facebook User comment: "Is there anyone who can fix my car in Napier?"

Over 28,000 Users - Total traffic to date

#### Highlights - Time Period

Xplorio Community Published by Roseana Orono Childs 191 October 12 @

From the scrumptious roast chicken and buttered pie that can be found at The Pied Vindicta 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:

## 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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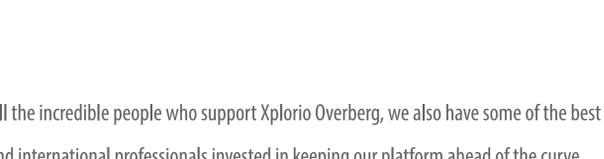
#### MENTIONED BY

traveller 24, Getaway, South Africa, NATIONAL GEOGRAPHIC, CAPE 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 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"

