

# WE BELIEVE IN GRABOUW & ELGIN

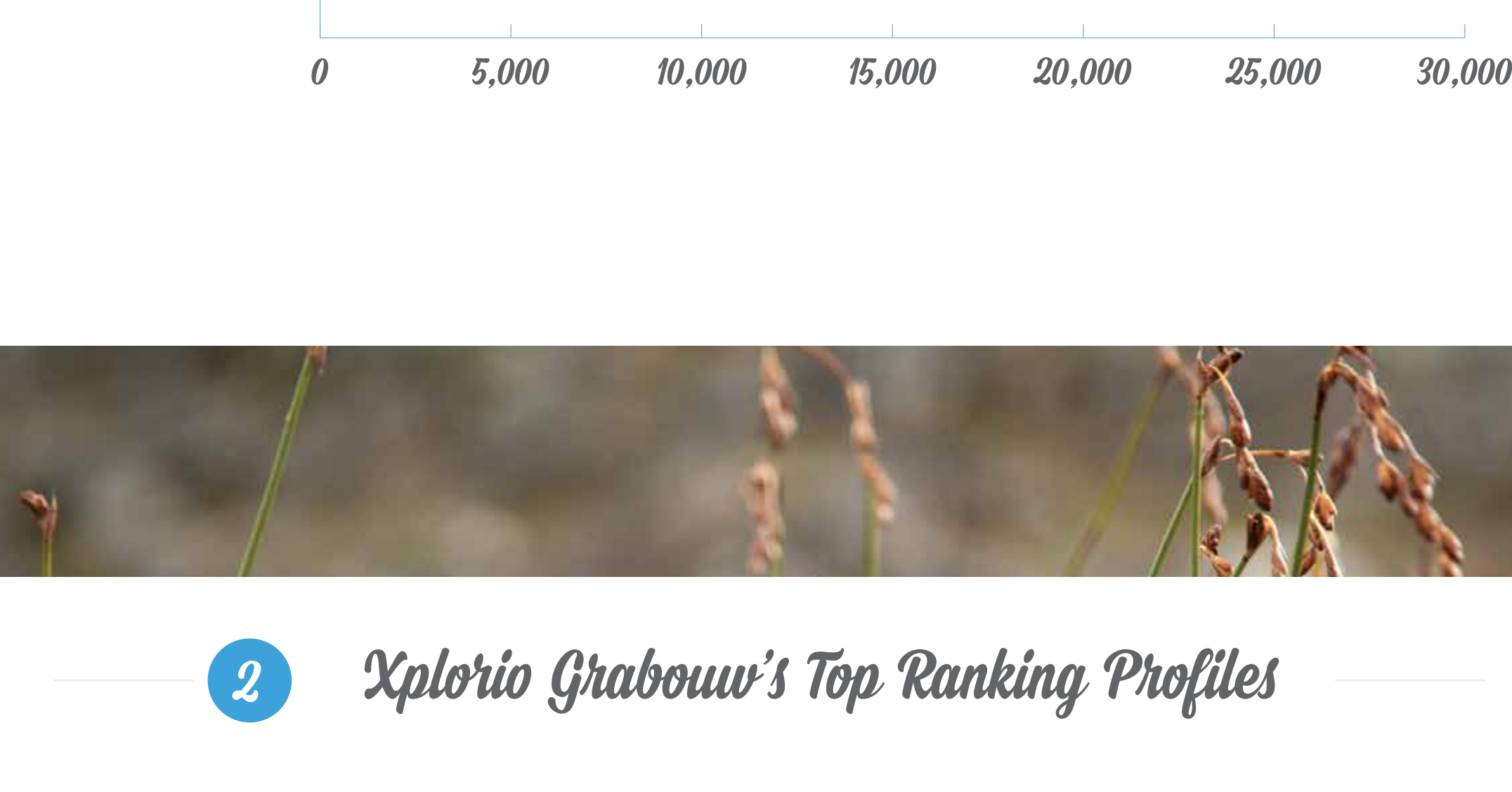
## QUARTERLY REPORT

### ★ 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 Grabouw 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 Grabouw Online Growth

We reached **9,709** people searching for information about Grabouw online in the last three months. That's roughly **105** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **207%** growth in users.



### 2 Xplorio Grabouw's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ PAUL WALLACE WINES 	★ ELGIN VALLEY INN 	★ GECO 	★ THE BARN 
★ FEDHEALTH XTERRA 	★ PAUL WALLACE COTTAGES 	★ PEREGRINE FARM STALL 	★ SALT AT PAUL CLIVER 
★ STILLWATER SPORTS 	★ VILLA EXNER 	★ ENERGY MANAGEMENT SOLUTIONS SA 	★ RUSTIC CAR-FE COFFEE SHOP 
★ ONEIRIC 	★ HOUW HOEK INN 	★ GANTOUW TOURS 	★ THE HICKORY SHACK 
★ CAPE CANOPY TOURS 			

### 3 Xplorio Grabouw's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: <b>233</b> LEADS: <b>76</b>	CUSTOMERS: <b>318</b> LEADS: <b>104</b>
PLACES TO EAT	BUSINESSES
CUSTOMERS: <b>137</b> LEADS: <b>45</b>	CUSTOMERS: <b>476</b> LEADS: <b>157</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.

**~81%** of Grabouw Businesses are already on Xplorio.

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Grabouw?

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

**Social Media**

We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Grabouw.

**SEO**

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

**Search Advertising**

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

**Traditional Marketing**

**XPLORIO.COM/GRABOUW**

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

**Online Reputation Management**

Over 37,000 Users -Total traffic to date

**Highlights- Time Period**

**Xplorio Community**  
Published by Florence Daniels Chabot (11 November 9:46)  
From the Elgin Train Station to the Harris Bros. Building to the Apple Museum, the town of Grabouw is well-known for its historical buildings, some of which have been restored and converted into small businesses.  
Read more below:  
[xploreGrabouw](#)

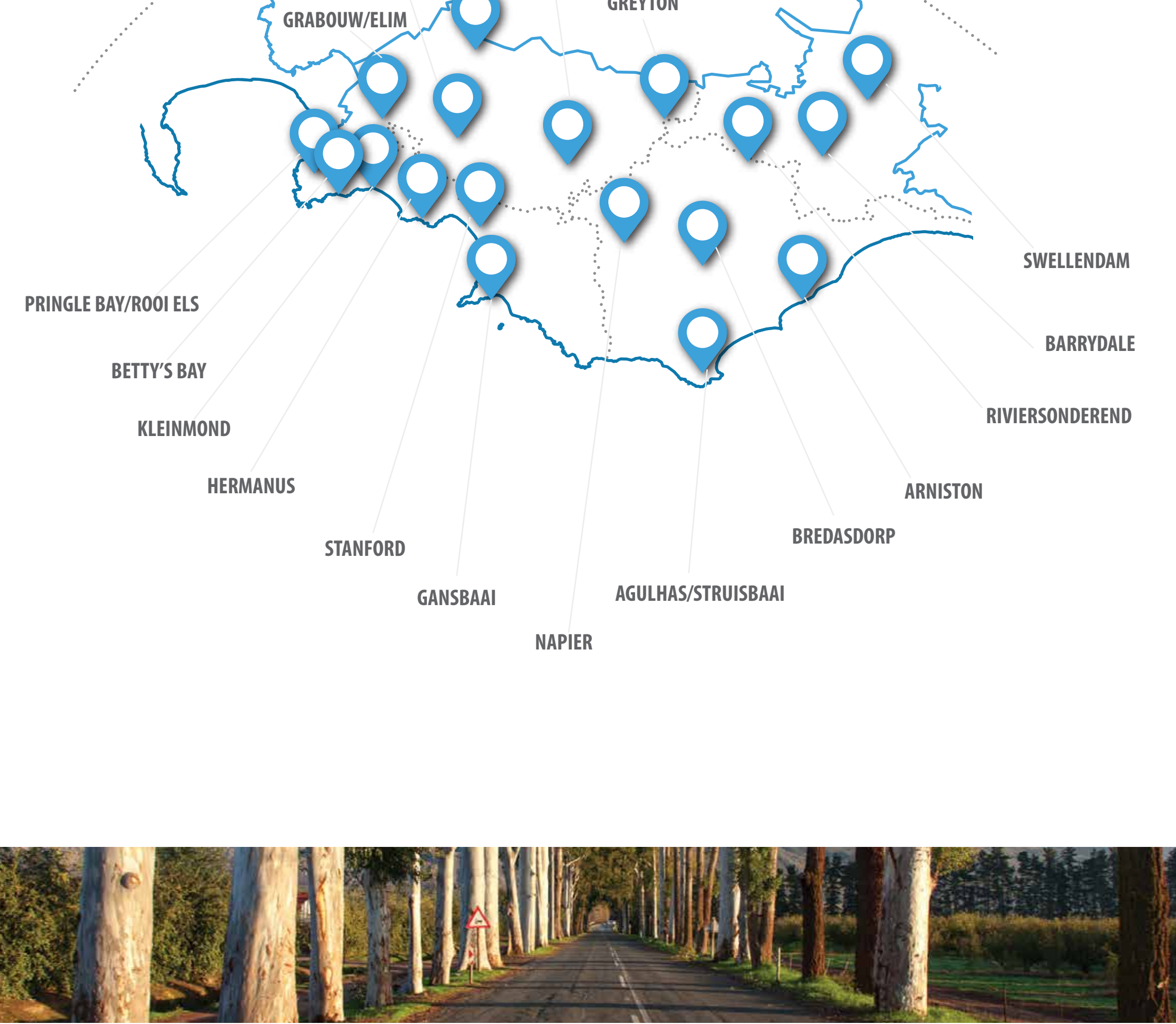
**Historical Buildings and Monuments in Grabouw**  
The town of Grabouw is home to many historical buildings, some of which have been restored and converted into small businesses.  
[Learn More](#)

1,552 people reached

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

**THE NUMBERS**

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

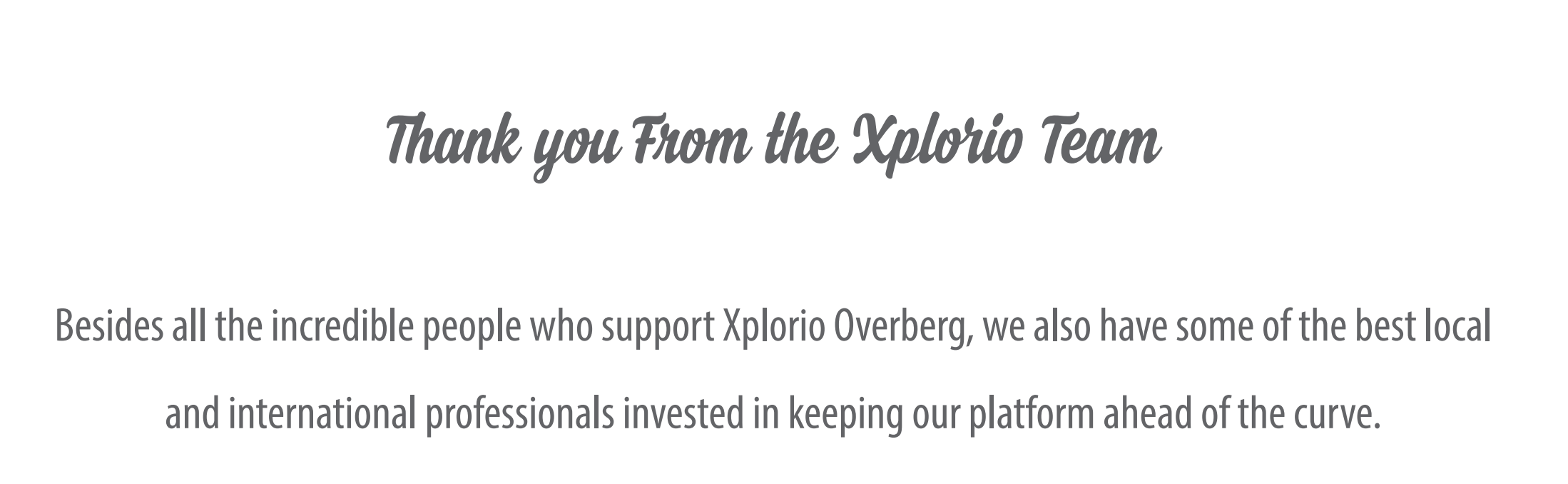
**MENTIONED BY**

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

### 7 Why Support Xplorio?

It's simple. Because you'll be supporting **YOUR** local community, town and businesses.

Watch the Xplorio Grabouw 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"

