

# WE BELIEVE IN CALEDON

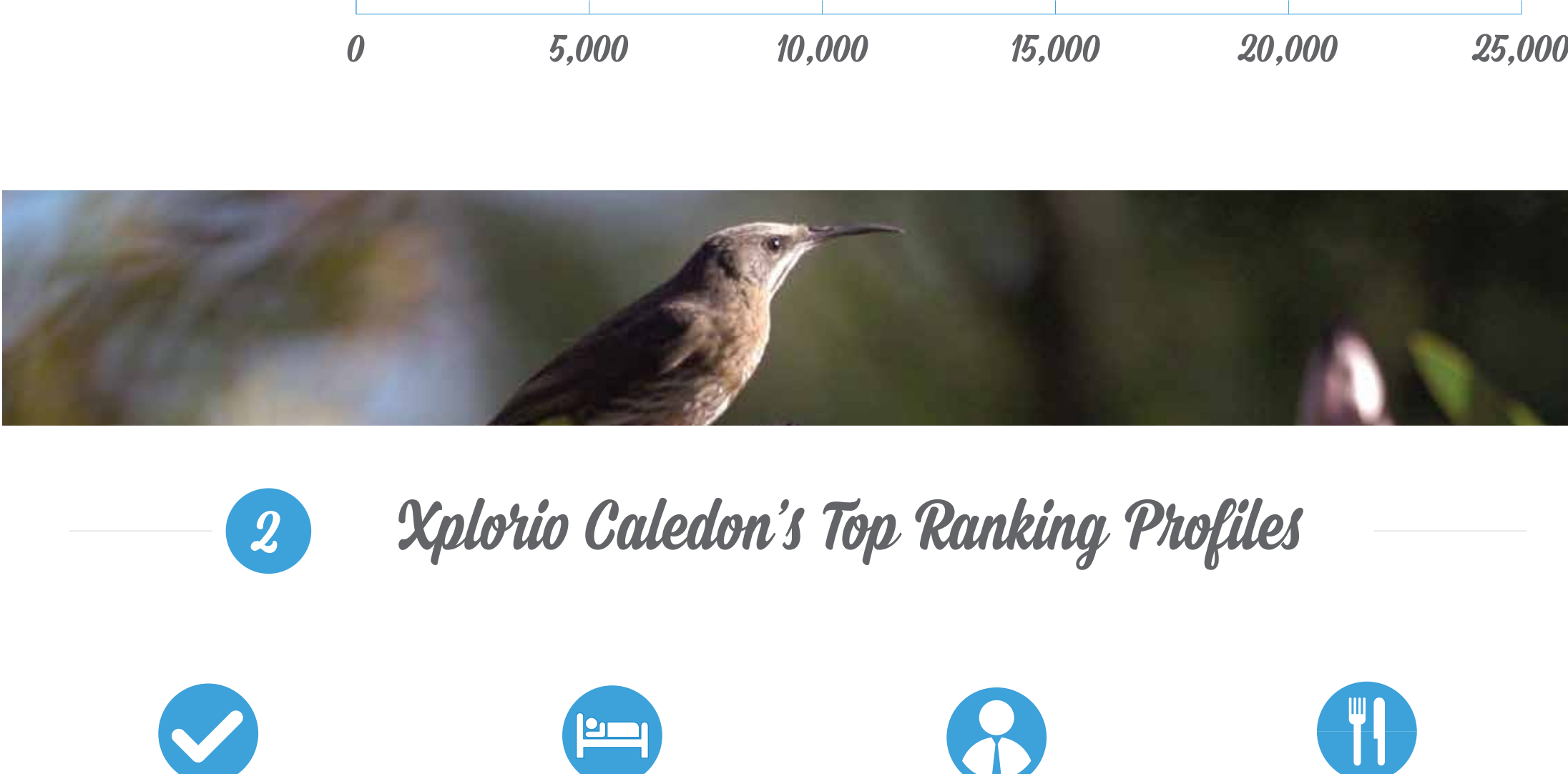
## QUARTERLY REPORT

### ★ 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 Caledon 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 Caledon Online Growth

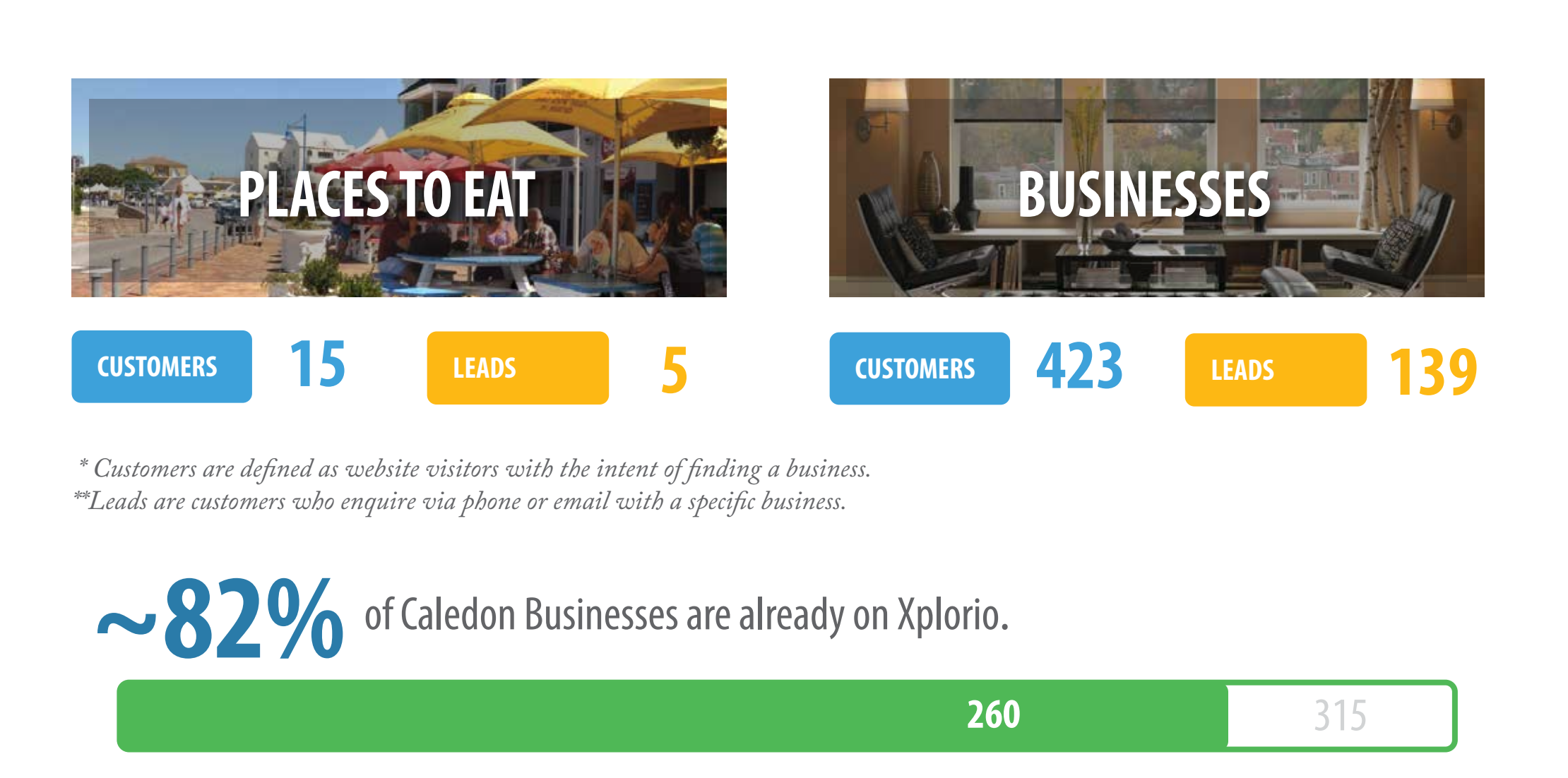
We reached **9,360** people searching for information about Caledon online in the last three months. That's roughly **102** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **196%** growth in users.



### 2 Xplorio Caledon's Top Ranking Profiles

| THINGS TO DO            | ACCOMMODATION                 | BUSINESSES           | PLACES TO EAT          |
|-------------------------|-------------------------------|----------------------|------------------------|
| ★ CAROL MANGIAGALLI ART | ★ TOWN AND COUNTRY GUESTHOUSE | ★ LABOUR DIRECT      | ★ FAT HENRY'S PIZZERIA |
| ★ CALEDON GOLF CLUB     | ★ VLOEDBOS                    | ★ DIVVIE DE VILLIERS | ★ MASTRO CLASSIC PIZZA |
| ★ DISPORE KAMMA         | ★ SWARTBERG GUEST HOUSE       | ★ PRIMAFILA          | ★ GABBIANO RESTAURANT  |
| ★ BEE JAYS SPORTBAR     | ★ CYRIL ROSE B&B              | ★ CALEDON SPA        | ★ ZOOP                 |

### 3 Xplorio Caledon's Current Growth



~82% of Caledon Businesses are already on Xplorio.

260 / 315

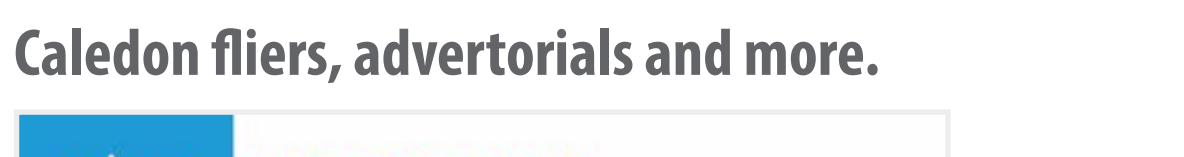
\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Caledon?

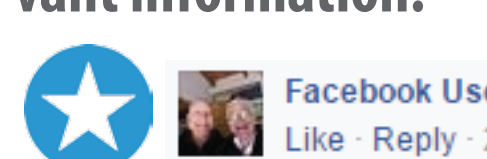
We publish your town's content on our social media platforms, driving more traffic to Xplorio Caledon pages and profiles.



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



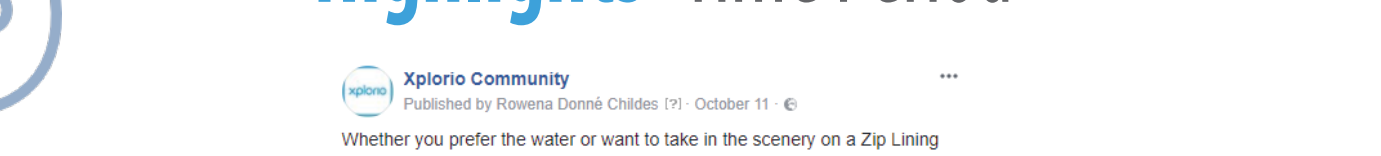
We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Caledon.



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



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



Over 34,000 Users - Total traffic to date



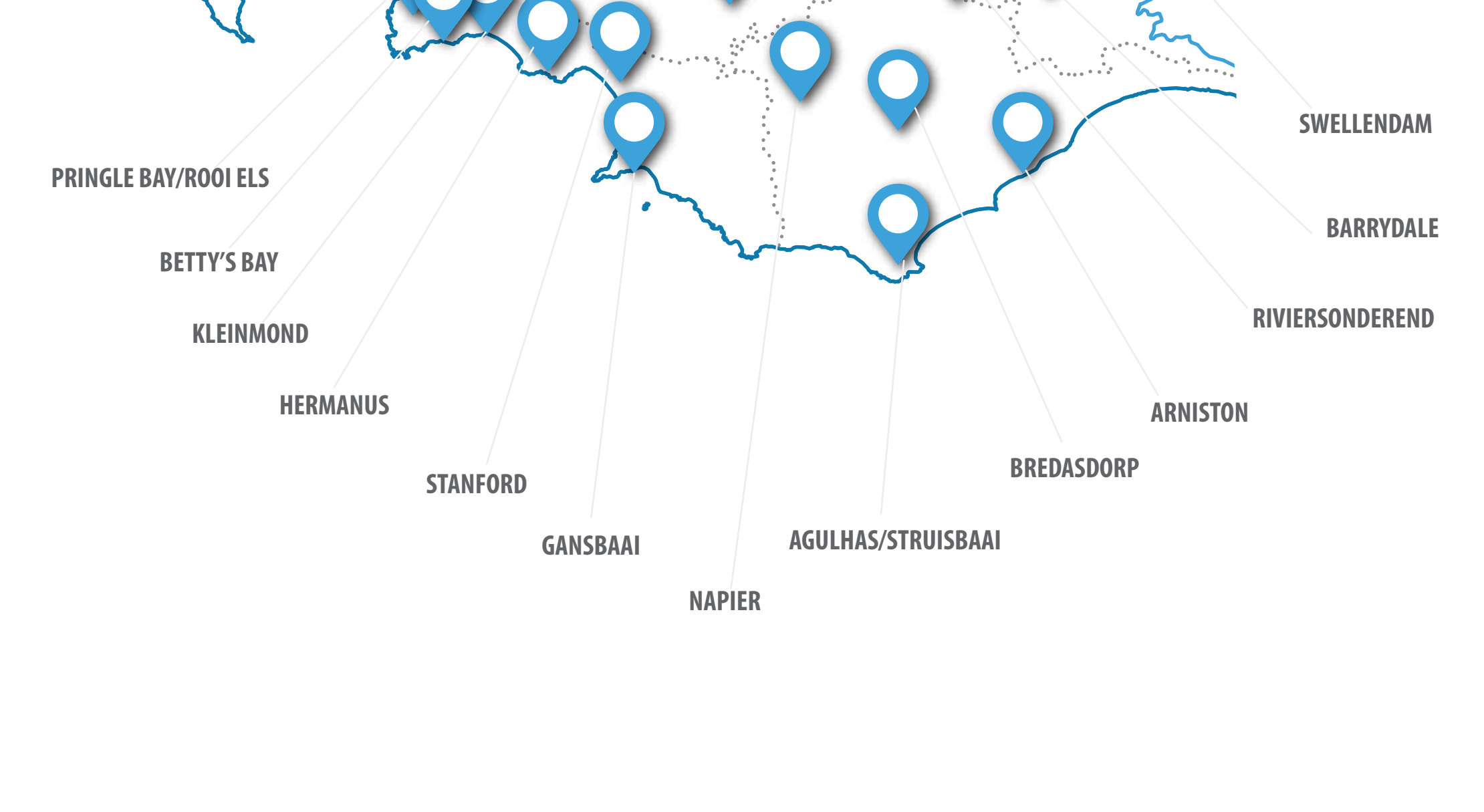
### Highlights-Time Period



## 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



### 7 Why Support Xplorio?

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

Watch the Xplorio Caledon 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"