

# WE BELIEVE IN BREDASDORP

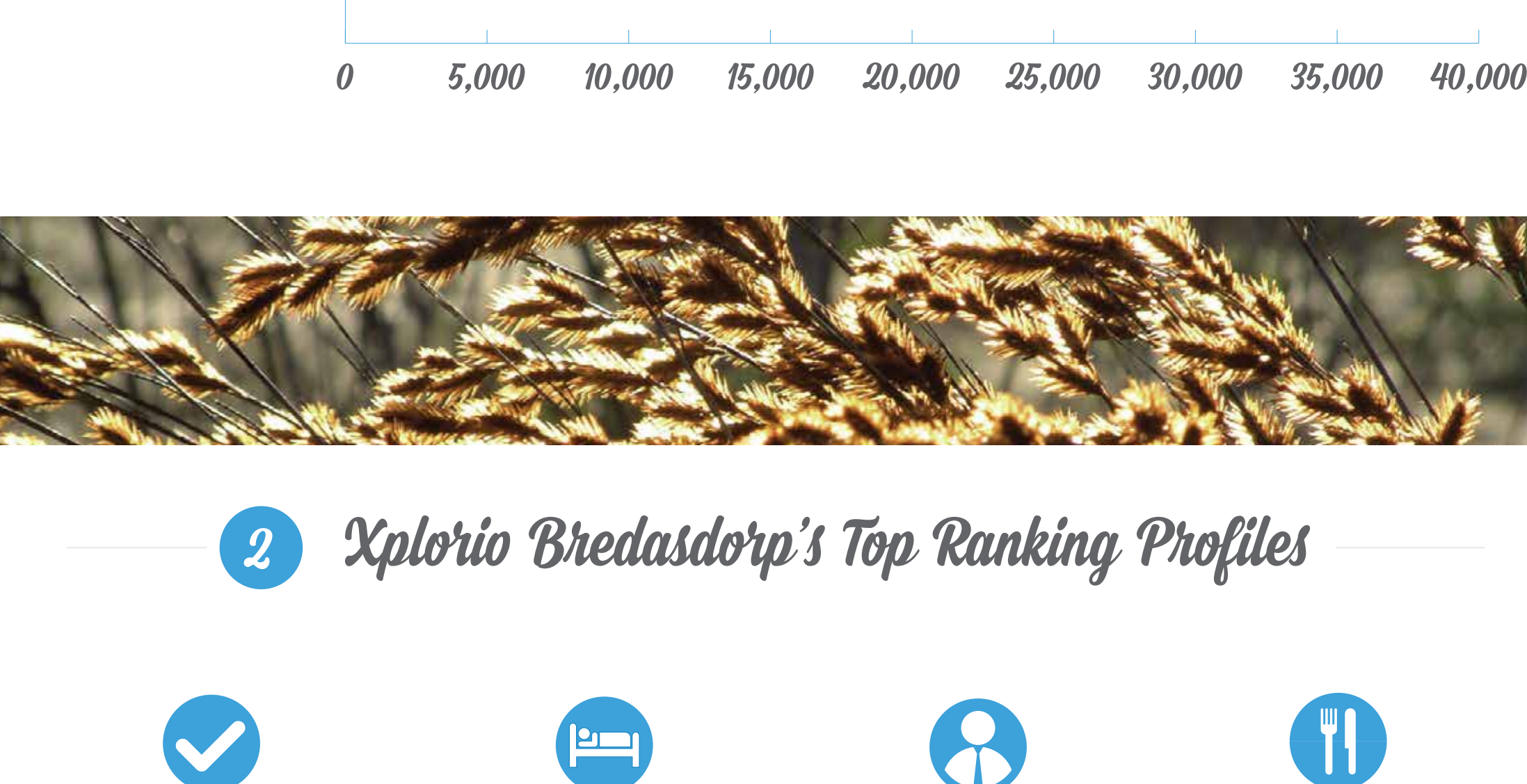
## QUARTERLY REPORT

### ★ 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 Bredasdorp 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 Bredasdorp Online Growth

We reached **13,655** people searching for information about Bredasdorp online in the last three months. That's roughly **148** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **68%** growth in users.



### 2 Xplorio Bredasdorp's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ BLACK OYSTERCATCHER WINES	★ DE HOOP COLLECTION	★ BREDASDORP SQUARE DECOR	★ BREDASDORP SQUARE COFFEE SHOP
★ AGRI MEGA WEEK	★ DE VOLKSHUIJS	★ BELLA ROSA BEAUTY SALON	★ FLAMES GRILL & PUB
★ NACHT WACHT GALLERY	★ BREDASDORP SQUARE	★ HOUSE OF CARPETS	★ BLACK OYSTERCATCHER RESTAURANT
★ FIDDLERS GREEN	★ BLACK OYSTERCATCHER COTTAGES	★ STH ENERGY SOLUTIONS	★ NACHT WACHT RESTAURANT

### 3 Xplorio Bredasdorp's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 265	CUSTOMERS: 212
LEADS: 87	LEADS: 69

PLACES TO EAT	BUSINESSES
CUSTOMERS: 86	CUSTOMERS: 1,513
LEADS: 28	LEADS: 499

\* 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.

~82% of Bredasdorp Businesses are already on Xplorio.

288 / 347

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Bredasdorp?

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

SEO: Google, Bing, Yahoo!

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

Search Advertising: AdWords, Display, Video

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

Traditional Marketing: Xplorio, XPLORIO.COM/BREDASDORP

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

Online Reputation Management: Facebook post example

Over 78,000 Users -Total traffic to date

**Highlights- Time Period**

Xplorio Community

Published by Rowena Donna Childes (19 November 9:46)

Find out more about the Heuningberg Nature Reserve - a must for anyone visiting Bredasdorp as the mesmerising beauty of the fynbos is sure to capture the hearts and imagination of outdoor lovers.

#xploreBredasdorp

The Heuningberg Nature Reserve

The 800 hectares Heuningberg Nature Reserve is a wildflower garden that includes the Heuningberg Mountain.

XPLORIO.COM

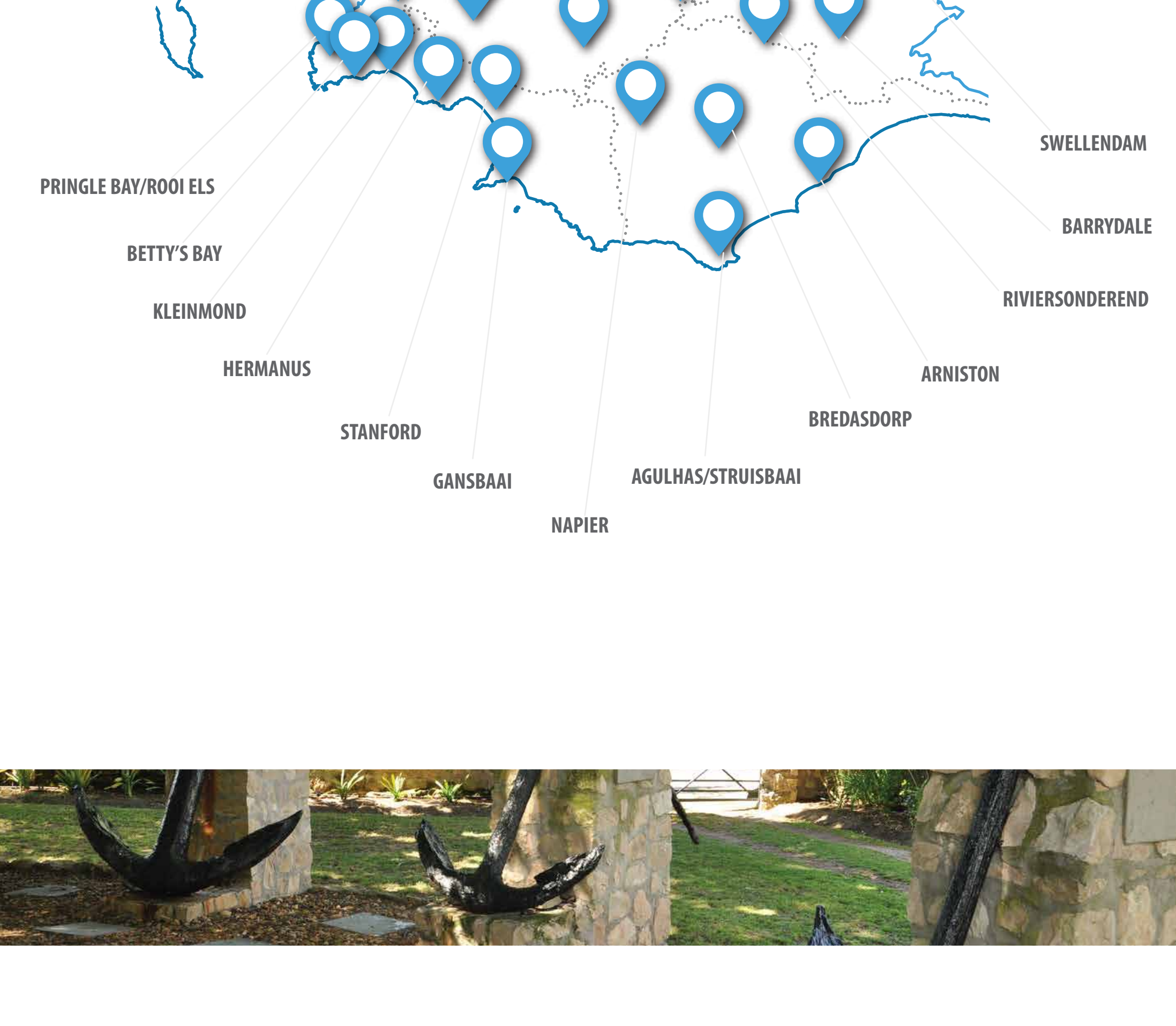
5651 people reached

Boost Post

## 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 2NITE

### 7 Why Support Xplorio?

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

Watch the Xplorio Bredasdorp 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"

