

# WE BELIEVE IN BARRYDALE

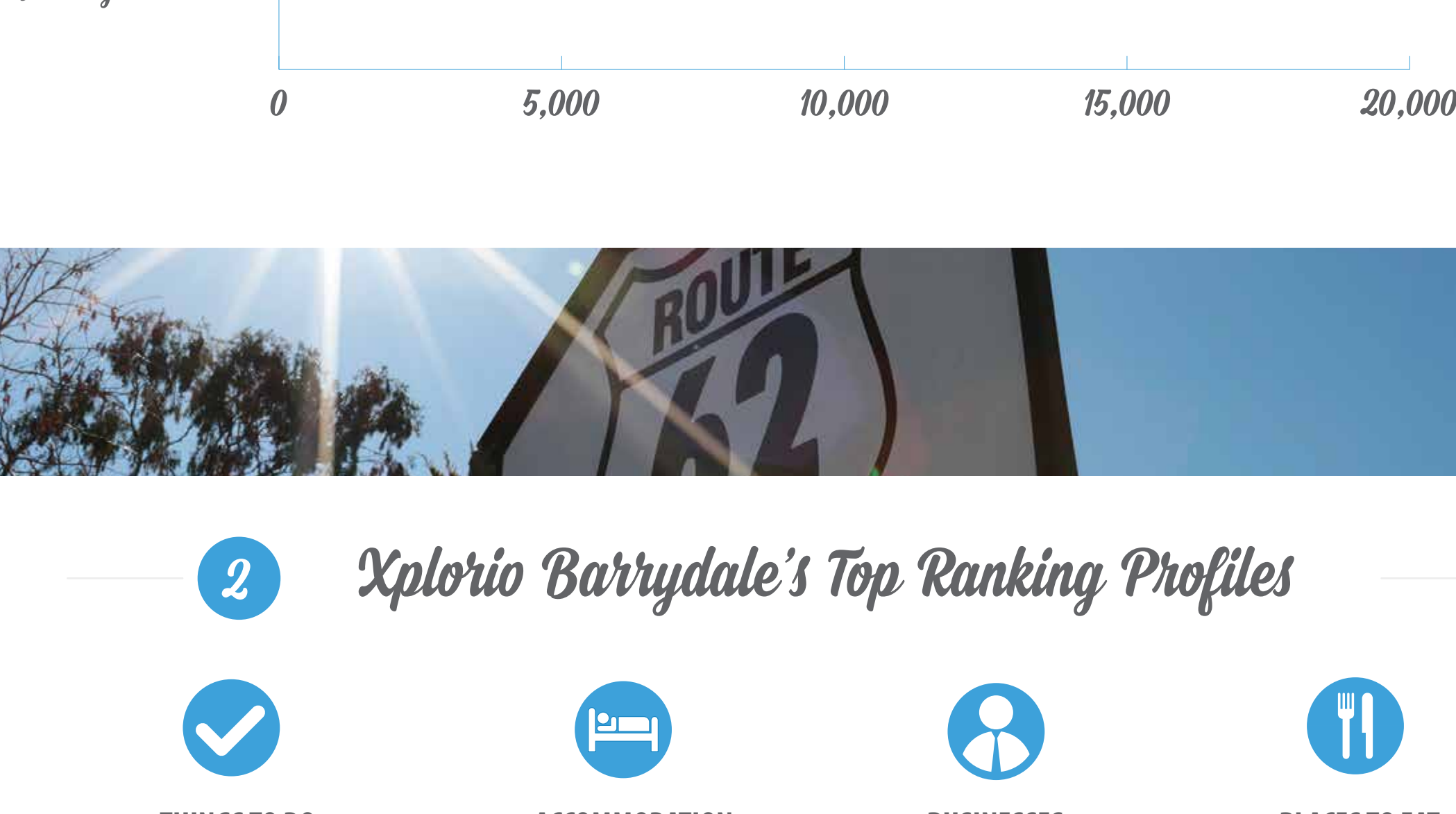
## QUARTERLY REPORT

### ★ 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 Barrydale 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 Barrydale Online Growth

We reached **7,689** people searching for information about Barrydale online in the last three months. That's roughly **83** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **188%** growth in users.



### 2 Xplorio Barrydale's Top Ranking Profiles

THINGS TO DO

- ★ OVERBERG AVIATION
- ★ SANBONA WILDLIFE RESERVE
- ★ BAND OF HATS
- ★ CYCLING ADVENTURES

ACCOMMODATION

- ★ BARRYDALE KAROO LODGE
- ★ TOUWSBERG PRIVATE GAME & NATURE RESERVE
- ★ MONIQUE'S GUESTHOUSE
- ★ RED ROOSTER COTTAGE

BUSINESSES

- ★ MAGPIE
- ★ THE ROUTE 62 STOP CC
- ★ HOUSE OF BOOKS
- ★ THE HUB ART SUPPLIES

PLACES TO EAT

- ★ MEZ KAROO KITCHEN
- ★ COUNTRY PUMPKIN RESTAURANT
- ★ THE JAM TARTS BARRYDALE
- ★ DIESEL & CREME

### 3 Xplorio Barrydale's Current Growth

ACCOMMODATIONS

CUSTOMERS **35** LEADS **11**

THINGS TO DO

CUSTOMERS **81** LEADS **26**

PLACES TO EAT

CUSTOMERS **8** LEADS **3**

BUSINESSES

CUSTOMERS **132** LEADS **43**

\* 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 Barrydale Businesses are already on Xplorio

102 / 126

\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Barrydale?

Social Media

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

SEO

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

Search Advertising

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

Traditional Marketing

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

Online Reputation Management

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

Over 26,000 Users - Total traffic to date

**Highlights- Time Period**

**Xplorio Community**  
Established by Barry 1st November 2017 at 11:52am - 61

The friendly folk, preserved heritage and the impressive list of things to do in Barrydale give the town its unique and enduring character. Make sure to include Barrydale on your list of places to experience on your journey along the Cape's famous Route 62. #xploreBarrydale

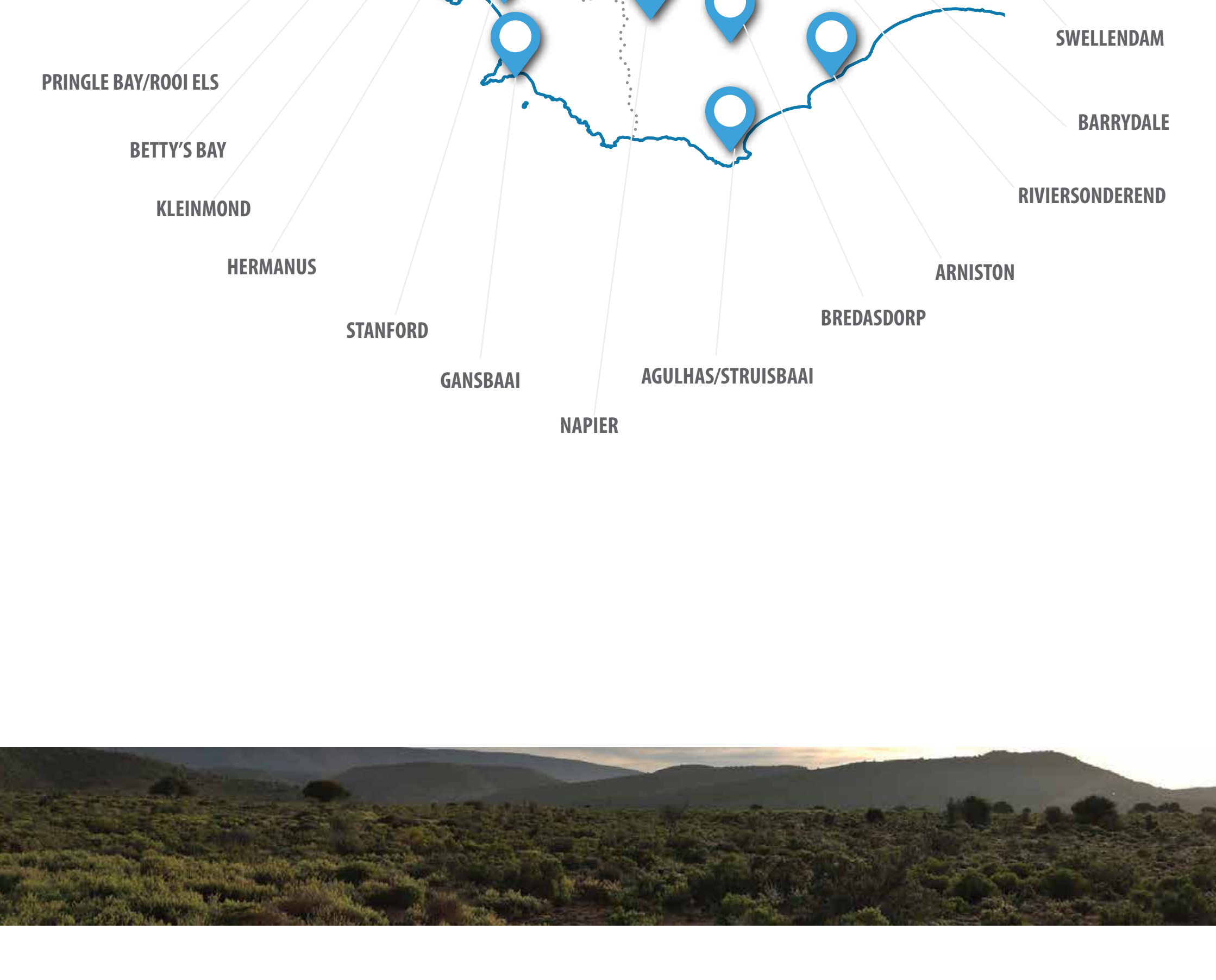
**The Quirky Characters of Barrydale**  
This fascinating Klein-Karoo dog is home to an even more fascinating population of long-time rural settlers, city escapees, artists and other creative types, topped off by ...

5753 people reached

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

#### THE NUMBERS



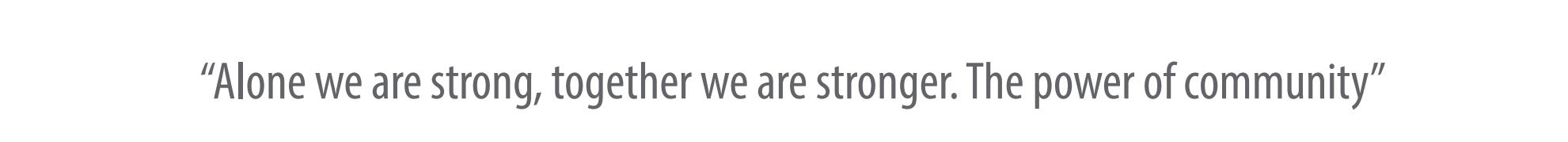
#### MENTIONED BY



### 7 Why Support Xplorio?

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

Watch the Xplorio Barrydale 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"

