

WE BELIEVE IN SWELLENDAM

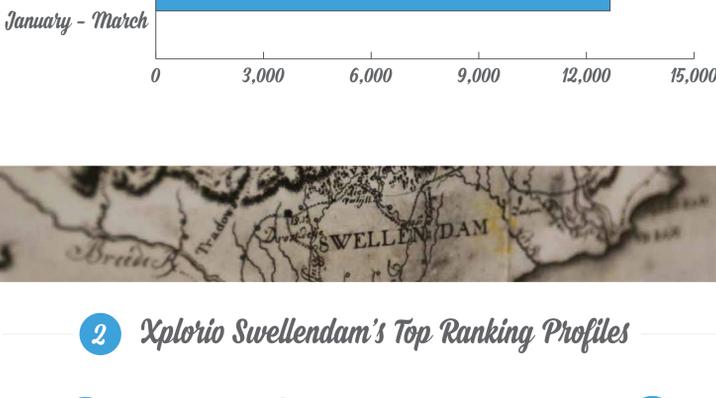
QUARTERLY REPORT

★ 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 Swellendam 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 Swellendam Online Growth

We reached **12,659** people searching for information about Swellendam online in the last three months. That's roughly **141** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **83%** growth in users.



2 Xplorio Swellendam's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ KUNSTEHUIS ART GALLERY	★ DE OUDE PASTORIE	★ STUDIO ELLE	★ BARREL & BLUES
★ GRADYZ ART	★ TIDES RIVER LODGE	★ SWELLENGRAM	★ OLD GAOL RESTAURANT
★ FELIX UNITE RIVER ADVENTURES	★ A HILLTOP COUNTRY RETREAT	★ LANGEBERG TEELS	★ BELLA DONA'S TEA GARDEN
★ KAM'BATI RIVER RESORT	★ CHRIS-ELLE SELF CATERING	★ BELLA DONA'S NURSERY	★ ELEMENTS RESTAURANT

3 Xplorio Swellendam's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 63	CUSTOMERS: 196
LEADS: 21	LEADS: 64

PLACES TO EAT	BUSINESSES
CUSTOMERS: 64	CUSTOMERS: 1,028
LEADS: 21	LEADS: 339

* 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.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Swellendam?

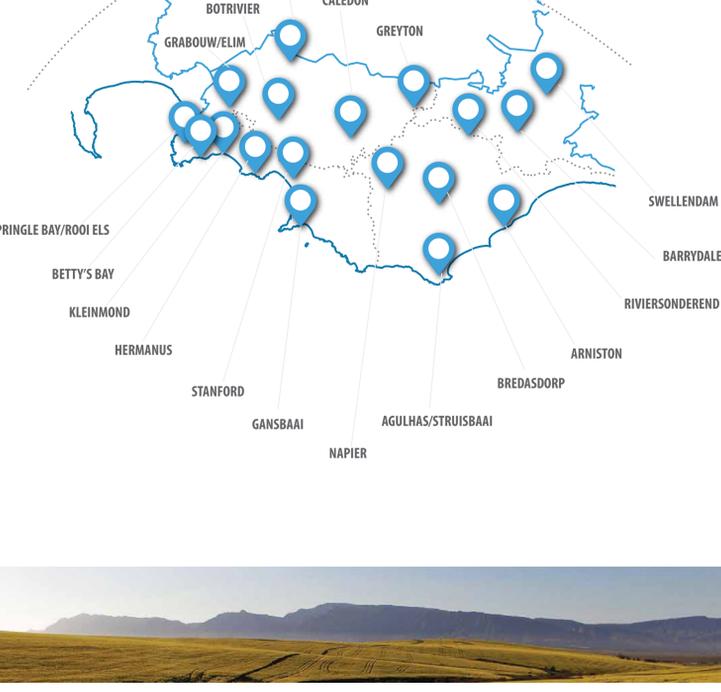
- Social Media:** We publish your town's content on our social media platforms, driving more traffic to Xplorio Swellendam pages and profiles.
- SEO:** We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Swellendam.
- Search Advertising:** We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Swellendam.
- Traditional Marketing:** We ensure constant brand awareness in the real world too with Xplorio Swellendam fliers, advertorials, and more.
- Online Reputation Management:** We encourage people who are talking about Swellendam online to visit Xplorio Swellendam pages and profiles by linking them to relevant information.

Over 52,000 Users - Total traffic to date

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 2NICE

7 Why Support Xplorio?

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

Watch the Xplorio Swellendam 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"

