

WE BELIEVE IN NAPIER

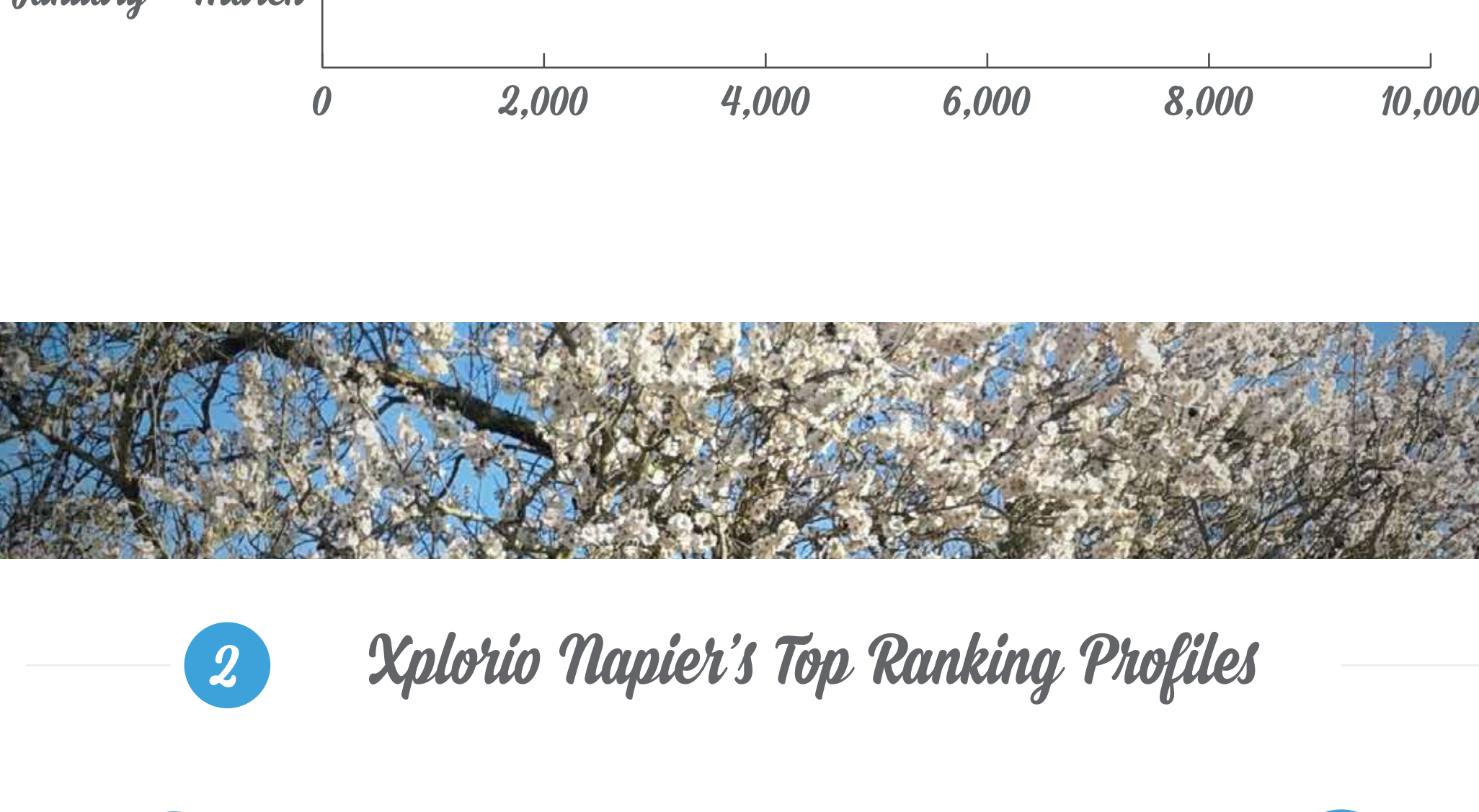
QUARTERLY REPORT

★ 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 Napier 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 Napier Online Growth

We reached **9,422** people searching for information about Napier online in the last three months. That's roughly **104** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **102%** growth in users.



2 Xplorio Napier's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ NAPIER PATATFEES 	★ THE DRIFT FARM HOMESTEAD 	★ SEEFF 	★ MOERSE FARMSTALL
★ NAPIER PATATFEES MTB RACE 	★ DE FUNBOSCH HUYS 	★ EAGLES REST GUEST LODGE 	★ NAPIER ALL SORTS SHOP
★ NAPIER MOUNTAIN ACTIVITIES 	★ GUNNER'S LODGE 	★ LULA INNOVATIONS 	★ EL GALLO TAPAS
★ PRIVATE GALLERY NAPIER 	★ PASCAL'S OF NAPIER 	★ RADIANT HEALTH 	★ GUNNER'S MESS

3 Xplorio Napier's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 43 LEADS: 14	CUSTOMERS: 37 LEADS: 12
PLACES TO EAT	BUSINESSES
CUSTOMERS: 21 LEADS: 7	CUSTOMERS: 89 LEADS: 29

* 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.

~**85%** of Napier Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Napier?

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

Social Media

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

SEO

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

Search Advertising

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

Traditional Marketing

We encourage people who are talking about Napier online to visit Xplorio Napier 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 Rowena Dome Childes (21 February 14) · 6

Are you planning a weekend trip away for Valentine's Day? ❤️ Have a look at these amazing country stays in Napier, for that perfect getaway with the one you love.
#xploreNapier

COUNTRY STAYS IN NAPIER
To experience the tranquillity and sweeping landscapes o...

4,025 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
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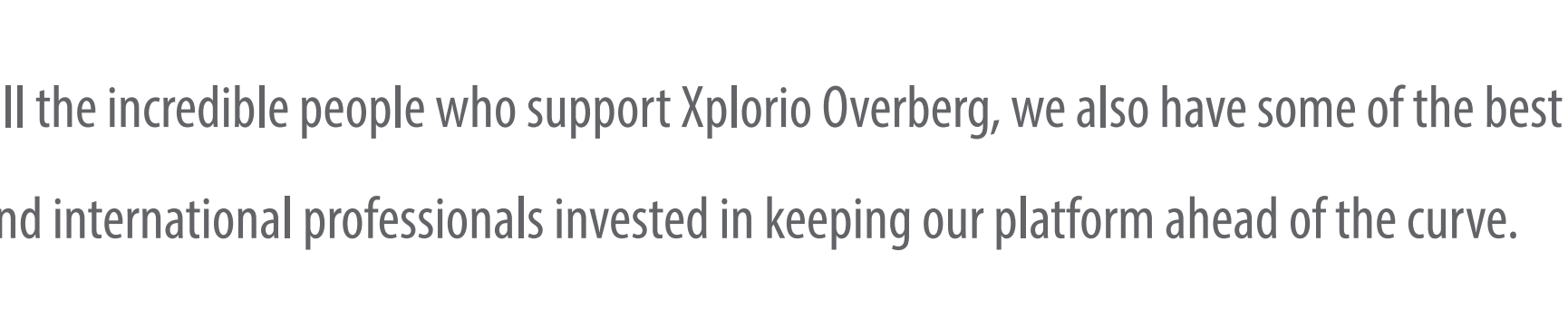
MENTIONED BY



7 Why Support Xplorio?

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

Watch the Xplorio Napier 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"

