

# WE BELIEVE IN HERMANUS

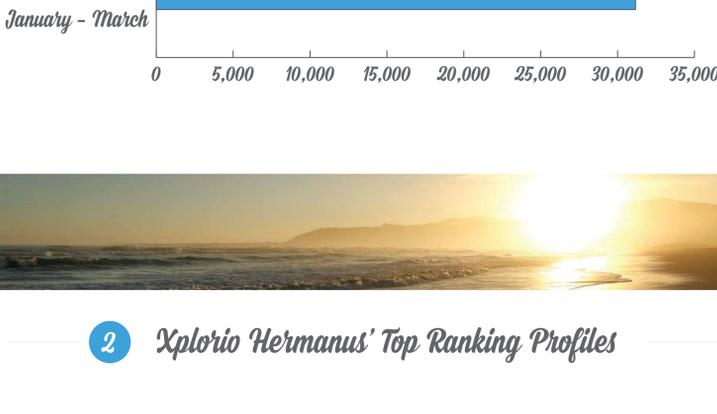
## QUARTERLY REPORT

### ★ 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 Hermanus 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 Hermanus Online Growth

We reached **31,166** people searching for information about Hermanus online in the last three months. That's roughly **346** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **31%** growth in users.



### 2 Xplorio Hermanus' Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ HERMANUS WHALE WATCHERS	★ NORFOLK GUEST HOUSE	★ E-TEC	★ HARBOUR ROCK SEAGRILL
★ HEAVEN & EARTH	★ SCHULPHOEK HOUSE	★ NASHCA FUNERALS HERMANUS	★ GECKO BAR
★ PRIME CIRCLE	★ SHORE'S EDGE	★ FINESSE BODY AND BEAUTY	★ THE MILKWOOD RESTAURANT
★ ARTIST CHRISTOPHER REID	★ DOVECOTE COTTAGE	★ HERMANUS TOURISM	★ ROSSI'S ITALIAN RESTAURANT

### 3 Xplorio Hermanus' Current Growth

<b>ACCOMMODATIONS</b> CUSTOMERS <b>665</b> LEADS <b>219</b>	<b>THINGS TO DO</b> CUSTOMERS <b>2,157</b> LEADS <b>711</b>
<b>PLACES TO EAT</b> CUSTOMERS <b>203</b> LEADS <b>67</b>	<b>BUSINESSES</b> CUSTOMERS <b>3,454</b> LEADS <b>1,140</b>

\* 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.

~69% of Hermanus Businesses are already on Xplorio.



\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Hermanus?

- Social Media**: We publish your town's content on our social media platforms, driving more traffic to Xplorio Hermanus pages and profiles. (Icons for Facebook, Instagram, Twitter, YouTube)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Hermanus. (Logos for Google, Bing, Yahoo!)
- Search Advertising**: We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Hermanus. (Icon of a megaphone and a bar chart)
- Traditional Marketing**: We ensure constant brand awareness in the real world too with Xplorio Hermanus fliers, advertorials and more. (Xplorio logo and website URL)
- Online Reputation Management**: We encourage people who are talking about Hermanus online to visit Xplorio Hermanus pages and profiles by linking them to relevant information. (Screenshot of a Facebook post)

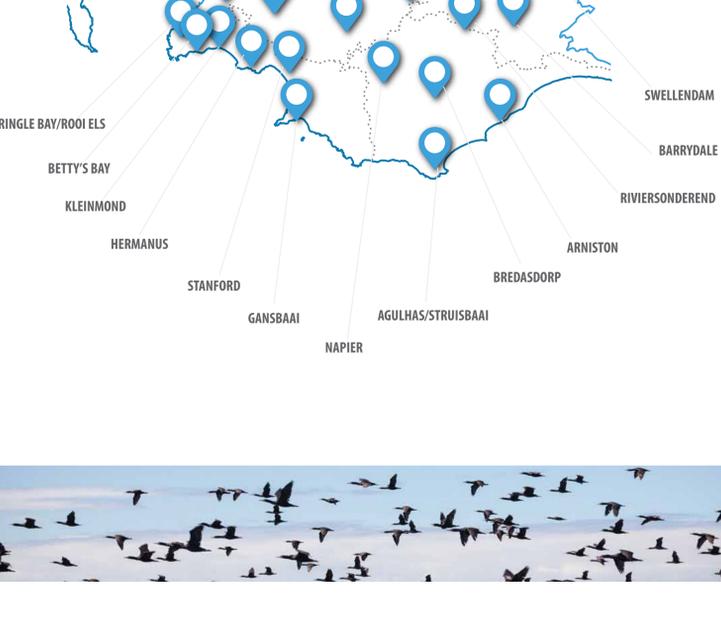
Over 177,000 Users - Total traffic to date

#### Highlights - Time Period

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage



### 6 Xplorio Performance

#### THE NUMBERS

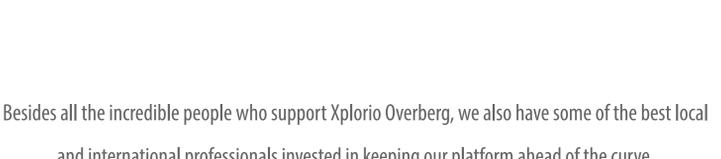
- 5,000 Businesses
- 40,000 Monthly Visitors
- 9,000 Enquiries p/m

#### MENTIONED BY

### 7 Why Support Xplorio?

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

Watch the Xplorio Hermanus 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"

