

WE BELIEVE IN GANSBAAI

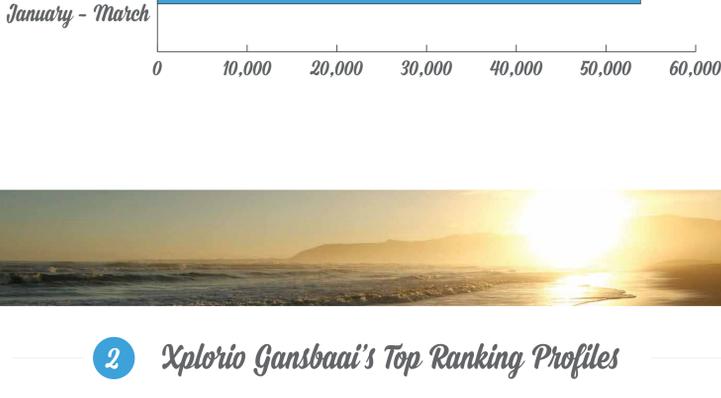
QUARTERLY REPORT

★ 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 Gansbaai 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 Gansbaai Online Growth

We reached **53,854** people searching for information about Gansbaai online in the last three months. That's roughly **598** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **90%** growth in users.



2 Xplorio Gansbaai's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
<ul style="list-style-type: none"> ★ BEACH HORSE TRAILS ★ MARINE DYNAMICS SHARK TOURS ★ SOUTHERN CAPE ASTRONOMY CLUB ★ SEAVIEW SPORTS BAR 	<ul style="list-style-type: none"> ★ STANFORD'S COVE VILLA ★ AIRE DEL MAR GUEST HOUSE ★ CLIFF LODGE ★ JY SE NIE VIR MY NIE COTTAGE 	<ul style="list-style-type: none"> ★ GANSBAAI COURANT ★ GANSBAAI PHARMACY ★ OK FOODS GANSBAAI ★ GANSBAAI BUILD IT 	<ul style="list-style-type: none"> ★ GREAT WHITE HOUSE RESTAURANT ★ BENGUELA RESTAURANT ★ COFFEE ON THE ROCKS ★ BLUE GOOSE

3 Xplorio Gansbaai's Current Growth

<p>ACCOMMODATIONS</p> <p>CUSTOMERS 1,819 LEADS 633</p>	<p>THINGS TO DO</p> <p>CUSTOMERS 2,784 LEADS 918</p>
<p>PLACES TO EAT</p> <p>CUSTOMERS 878 LEADS 289</p>	<p>BUSINESSES</p> <p>CUSTOMERS 3,067 LEADS 1,012</p>

* 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.

~94% of Gansbaai Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Gansbaai?

- Social Media:** We publish your town's content on our social media platforms, driving more traffic to Xplorio Gansbaai 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 Gansbaai. (Logos for Google, Bing, Yahoo!)
- Search Advertising:** We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Gansbaai. (Icon for search engine and bar chart)
- Traditional Marketing:** We ensure constant brand awareness in the real world too with Xplorio Gansbaai fliers, advertorials, billboards and more. (Xplorio logo and website URL)
- Online Reputation Management:** We encourage people who are talking about Gansbaai online to visit Xplorio Gansbaai pages and profiles by linking them to relevant information. (Facebook post example)

Over 543,668 Users - Total traffic to date

5 Community Leaders

To all of you who support Xplorio by contributing content or being on one of the participation packages - thank you! Gansbaai would not be able to thrive online without you.

A special thank you to the below Xplorio Community Leaders who have committed valuable time and money to take the online marketing of Gansbaai to the next level.



MORE ABOUT XPLORIO

Progress

6 Xplorio Coverage



7 Xplorio Performance

THE NUMBERS

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



8 Why Support Xplorio?

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

Watch the Xplorio Gansbaai 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"

