

WE BELIEVE IN CALEDON

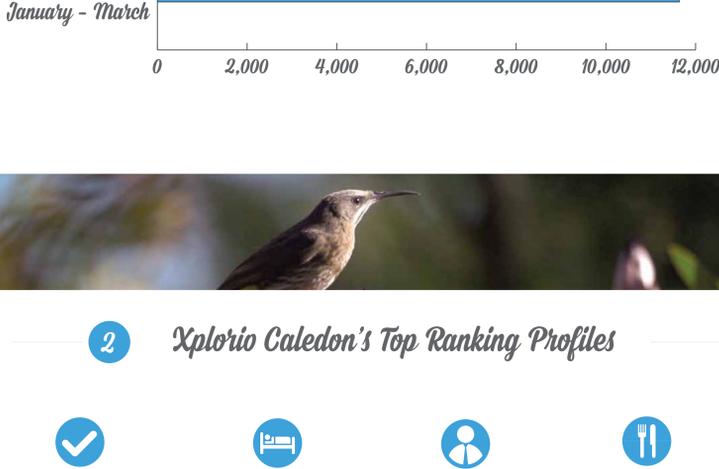
QUARTERLY REPORT

★ 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 Caledon 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 Caledon Online Growth

We reached **11,635** people searching for information about Caledon online in the last three months. That's roughly **129** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **103%** growth in users.



2 Xplorio Caledon's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ CAROL MANGIAGALLI ART	★ TOWN AND COUNTRY GUESTHOUSE	★ LABOUR DIRECT	★ GABBIANO RESTAURANT
★ CALEDON GOLF CLUB	★ VLOEDBOS	★ DIVVIE DE VILLIERS	★ FAT HENRY'S PIZZERIA
★ DISPORE KAMMA	★ SWARTBERG GUESTHOUSE	★ PRIMAFLA	★ MASTRO CLASSIC PIZZA
★ BEE JAYS SPORTBAR	★ CYRIL ROSE B&B	★ CALEDON SPA	★ ZOOOP

3 Xplorio Caledon's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 78	CUSTOMERS: 96
LEADS: 15	LEADS: 32

PLACES TO EAT	BUSINESSES
CUSTOMERS: 19	CUSTOMERS: 546
LEADS: 5	LEADS: 139

* 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.

~82% of Caledon Businesses are already on Xplorio.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Caledon?

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

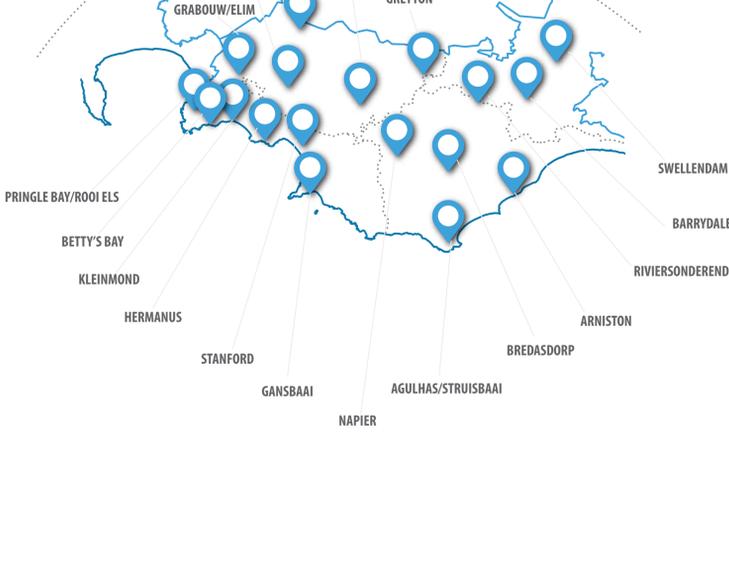
Over 46,000 Users - Total traffic to date

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
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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 Caledon 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"

