

# WE BELIEVE IN BARRYDALE

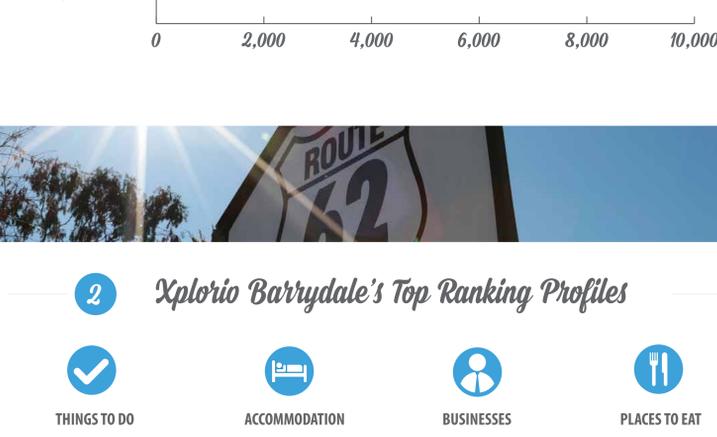
## QUARTERLY REPORT

### ★ 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 Barrydale 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 Barrydale Online Growth

We reached **9,436** people searching for information about Barrydale online in the last three months. That's roughly **105** potential customers interested in your town every day. When looking at data from the previous years, we've experienced a **96%** growth in users.



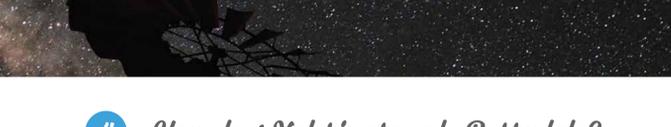
### 2 Xplorio Barrydale's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ OVERBERG AVIATION	★ BARRYDALE KAROO LODGE	★ MAGPIE	★ MEZ KAROO KITCHEN
★ SANBONA WILDLIFE RESERVE	★ TOUWSBERG PRIVATE GAME & NATURE RESERVE	★ THE ROUTE 62 STOP CC	★ COUNTRY PUMPKIN RESTAURANT
★ BAND OF HATS	★ MONIQUE'S GUESTHOUSE	★ HOUSE OF BOOKS	★ THE JAM TARTS BARRYDALE
★ CYCLING ADVENTURES	★ RED ROOSTER COTTAGE	★ THE HUB ART SUPPLIES	★ DIESEL & CREME

### 3 Xplorio Barrydale's Current Growth

<p><b>ACCOMMODATIONS</b></p> <p>CUSTOMERS: 40 LEADS: 13</p>	<p><b>THINGS TO DO</b></p> <p>CUSTOMERS: 78 LEADS: 26</p>
<p><b>PLACES TO EAT</b></p> <p>CUSTOMERS: 15 LEADS: 5</p>	<p><b>BUSINESSES</b></p> <p>CUSTOMERS: 168 LEADS: 55</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.



### 4 How does Xplorio promote Barrydale?

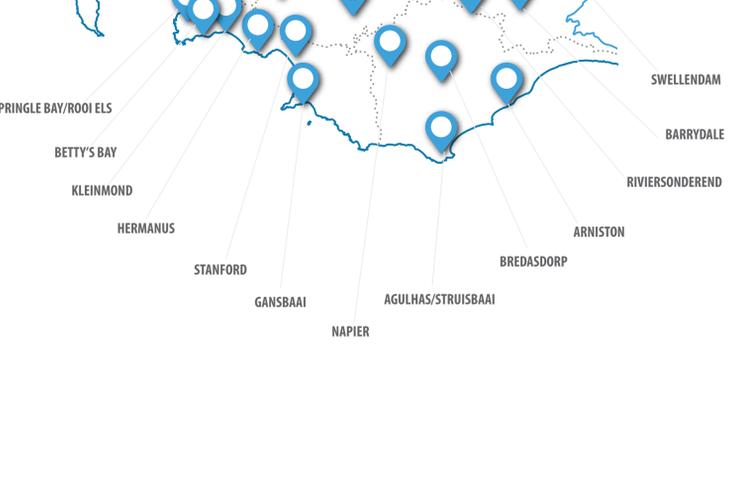
- Social Media**: We publish your town's content on our social media platforms, driving more traffic to Xplorio Barrydale pages and profiles. (Icons for Facebook, Instagram, Twitter, YouTube)
- SEO**: We work on achieving first page results on search engines for all business categories that are relevant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

Over 36,000 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**

### 7 Why Support Xplorio?

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

Watch the Xplorio Barrydale 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"

