

WE BELIEVE IN ARNISTON

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 Arniston 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 Arniston Online Growth

We reached **12,195** people searching for information about Arniston online in the last three months. That's roughly **135** potential customers interested in your town every day. When looking at data from the previous year, we've experienced a **69%** growth in users.



2 Xplorio Arniston's Top Ranking Profiles

THINGS TO DO	ACCOMMODATION	BUSINESSES	PLACES TO EAT
★ SEA HAWKS RFC ★ LAWRENCE RAYMOND PAINTER	★ RIETFONTEIN COTTAGE ★ ETNA'S SELF-CATERING ★ BLUESKY GUEST HOUSE ★ STONE HOUSE AT ARNISTON	★ SEEFF ★ EARTH KEEPERS ★ RADIANT HEALTH ★ BEACH SHOP AT ARNISTON	★ ARNISTON SPA HOTEL ★ WANDA'S WAENHUIS RESTAURANT ★ WILLEEN'S KITCHEN RESTAURANT

3 Xplorio Arniston's Current Growth

ACCOMMODATIONS	THINGS TO DO
CUSTOMERS: 912 LEADS: 300	CUSTOMERS: 198 LEADS: 65
PLACES TO EAT	BUSINESSES
CUSTOMERS: 39 LEADS: 12	CUSTOMERS: 293 LEADS: 97

* 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.



* Numbers derived from stats.gov.za

4 How does Xplorio promote Arniston?

- Social Media:** We publish your town's content on our social media platforms, driving more traffic to Xplorio Arniston pages and profiles. (Facebook, Instagram, Twitter, YouTube icons)
- SEO:** We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Arniston. (Google, Bing, Yahoo! icons)
- Search Advertising:** We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Arniston. (AdWords icon)
- Traditional Marketing:** We ensure constant brand awareness in the real world too with Xplorio Arniston fliers, advertorials and more. (Xplorio logo and XPLORIO.COM/ARNISTON link)
- Online Reputation Management:** We encourage people who are talking about Arniston online to visit Xplorio Arniston pages and profiles by linking them to relevant information. (Facebook post example: "Is there anyone who can fix my car in Arniston?")

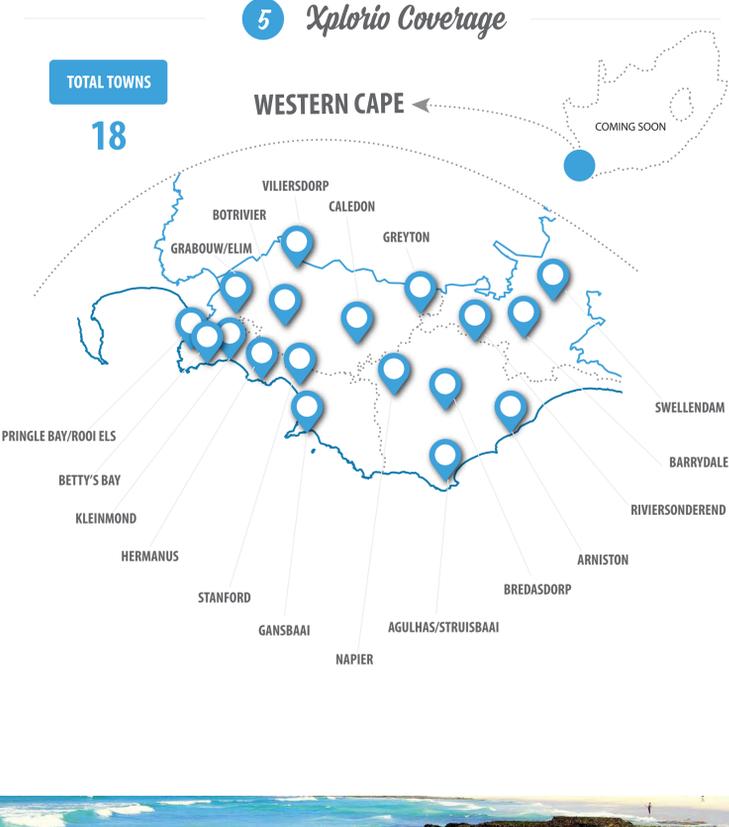
Over 52,000 Users - Total traffic to date

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 Arniston 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"

