

# WE BELIEVE IN AGULHAS & STRUISBAAI

## 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 Agulhas 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 Agulhas Online Growth

We reached **16,625** people searching for information about Agulhas & Struisbaai online in the last three months. That's roughly **185** potential customers interested in your town every day.

When looking at data from the previous years, we've experienced a **71%** growth in users.



### 2 Xplorio Agulhas's Top Ranking Profiles

#### THINGS TO DO

★ MICHAELSWANPEOEL.COM



★ STRANDVELD VINEYARDS



★ THE SHED



★ FRASERS FOLLY CRAFT BEER



#### ACCOMMODATION

★ ACCOMMODATION AGULHAS



★ A LA MER



★ POTPOURRI STAY



★ THE SUN CATCHER



#### BUSINESSES

★ HOUSE OF CARPETS



★ JIKEL



★ INTERDENOMINATIONAL CHURCH



★ STRUISBAAI SEA SHACK



#### PLACES TO EAT

★ AVIATORS RESTAURANT



★ L'AGULHAS SEAFOODS



★ PELICANS HARBOUR CAFÉ



★ TOLBOS KONTREIWNKEL



### 3 Xplorio Agulhas's Current Growth

#### ACCOMMODATIONS

CUSTOMERS: 620 LEADS: 204

#### THINGS TO DO

CUSTOMERS: 762 LEADS: 251

#### PLACES TO EAT

CUSTOMERS: 139 LEADS: 45

#### BUSINESSES

CUSTOMERS: 1,260 LEADS: 415

\* 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.

~86% of Agulhas Businesses are already on Xplorio



\* Numbers derived from stats.gov.za

### 4 How does Xplorio promote Agulhas?

We publish your town's content on our social media platforms, driving more traffic to Xplorio Agulhas pages and profiles.



Social Media



We work on achieving first page results on search engines for all business categories that are relevant to Xplorio Agulhas.



SEO



We pay for online keyword campaigns that are targeted to drive additional, relevant traffic to Xplorio Agulhas.



Search Advertising



We ensure constant brand awareness in the real world too with Xplorio Agulhas fliers, advertorials, billboards and more.



Traditional Marketing



We encourage people who are talking about Agulhas online to visit Xplorio Agulhas pages and profiles by linking them to relevant information.



Online Reputation Management



Over 98,000 Users - Total traffic to date



#### Highlights-Time Period

Xplorio Community Published by Rowena O'Brien Chiles (1) February 1 @

Tucked away at the foot of Africa, the small village of Arniston is surrounded by untouched fields of fynbos and the vast Indian Ocean stretching out as far as the eye can see.

And what better place to experience this natural beauty than in the De Mond Nature Reserve?

Explore/Reserve

Experience the great outdoors with De Mond Nature Reserve

Arniston has established itself in the history books as being the only official town in South Africa with two names, but it has since also creased into the hearts of many.

XPLORIO.COM

4,616 people reached

## MORE ABOUT XPLORIO

### Progress

### 5 Xplorio Coverage

TOTAL TOWNS  
18

#### WESTERN CAPE

COMING SOON



### 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 Agulhas 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"

