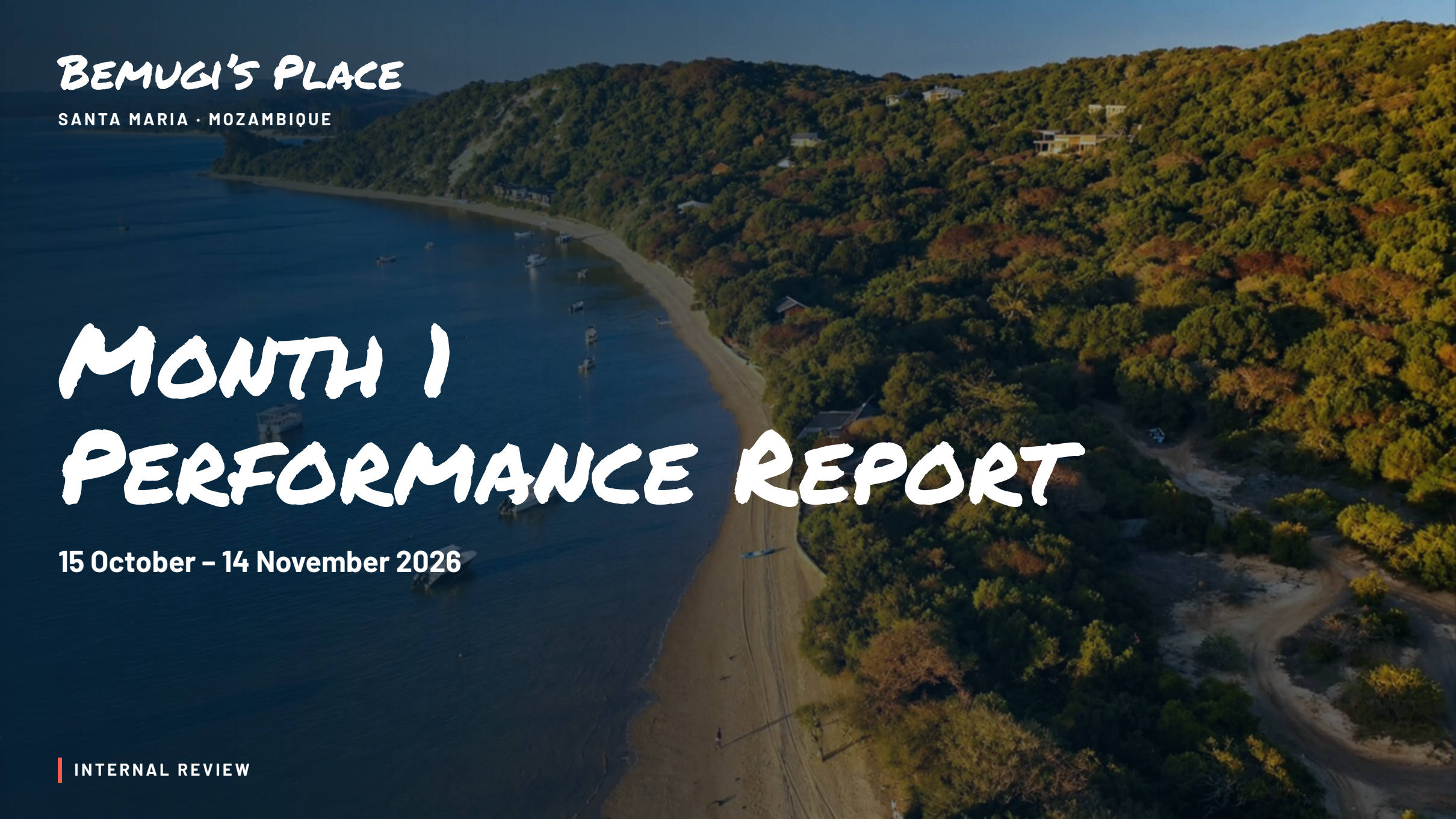


Bemugi's Place

SANTA MARIA · MOZAMBIQUE

Month 1 Performance Report

15 October – 14 November 2026

INTERNAL REVIEW

Executive overview

Baseline vs Month 1 · 15 October – 14 November 2026

FACEBOOK VIEWS +97,2%

Baseline	61,000
Month 1	120,300

FACEBOOK INTERACTIONS +218,2%

Baseline	1,100
Month 1	3,500

INSTAGRAM INTERACTIONS +47,4%

Baseline	814
Month 1	1,200

FACEBOOK FOLLOWERS +3%

Baseline	8,882
Month 1	9,147

INSTAGRAM FOLLOWERS +1,9%

Baseline	4,378
Month 1	4,463

WHAT CHANGED

Facebook visibility and interactions rose during Regatta coverage and accommodation promotion. Instagram interactions grew despite fewer tracked views. The first accommodation campaign set a paid traffic benchmark.

MONTH 1 FOCUS

Establish a consistent social presence, promote the Santa Maria Dhow Regatta, showcase accommodation and reconnect with the community.

Bemugi's has established strong Google.co.za visibility across branded searches, camping, accommodation and Santa Maria tourism-related keywords. Of the 38 keywords currently ranking within Google's Top 30, 32 appear on Page 1, with 26 ranking in the Top 3. The next SEO priority is expanding visibility for broader non-branded accommodation, tourism and activity-related searches.

Facebook + Instagram performance

Tracking comparisons, Meta distribution and the strongest Reels

TRACKING COMPARISONS

METRIC	BASELINE	MONTH 1	CHANGE
Facebook Page visits	**1 700**	**3 300**	**+94,1%**
Facebook link clicks	25	767	+2 968%
Instagram tracked views	71 400	59 400	-16,8%
Instagram profile visits	584	606	+3,8%
Instagram link clicks	10	54	+440%

META VIEWS BY DISTRIBUTION

PLATFORM	ORGANIC	FROM ADS	TOTAL
Facebook	**107,562**	**12,882**	**120,444**
Instagram	30,189	1,644	31,833

Meta screenshot totals and tracking figures have different scopes and are shown separately.

REELS IN THE SUPPLIED META RANKINGS

REEL	PLATFORM	VIEWS	INTERACTIONS	LIKES / REACTIONS	COMMENTS	REACH	FOLLOWS
Accommodation	**Facebook**	**28,137**	**430**	**342**	**46**	**–**	**–**
Accommodation	Instagram	15,681	229	174	9	14,755	28
Regatta excitement	Facebook	10,213	332	291	24	–	–
Regatta day	Facebook	9,454	285	262	12	–	–
Regatta countdown	Facebook	9,149	280	267	8	–	–
Your reel	Crossposted	–	342	310	24	–	–

Dashes indicate figures absent from the supplied rankings.

VISIBILITY AND RESPONSE

Facebook interactions grew faster than views, and ads contributed to visibility. Instagram interactions rose as tracked views fell. Test ways to reach more viewers while retaining the themes that prompted interaction.

WHAT STANDS OUT

Accommodation led both supplied rankings, and Regatta Reels featured prominently among the top Facebook posts. Keep using local events and accommodation content, and track whether they lead to enquiries.

Meta advertising performance

Bemugi's | Accommodation | Traffic | Oct 2026 · 27 October – 1 November 2026

AMOUNT SPENT

R399.51

Accommodation campaign

LANDING PAGE VIEWS

542

Primary traffic result

COST PER LANDING PAGE VIEW

R0.74

Average cost per result

DELIVERY METRIC	CAMPAIGN RESULT
Reach	**12,725**
Impressions	18,247
Link clicks	732
Cost per link click	R0.55
Link click-through rate	4.01%

CAMPAIGN LEARNING AND BUDGET

The cost per landing page view gives future campaigns a traffic benchmark. Enquiries and confirmed bookings have yet to be measured against the campaign, so direct commercial return remains unknown.

Meta account setup delays limited Month 1 to one paid campaign while the team focused on organic Regatta coverage. Any remaining advertising budget allocation is subject to confirmation. Proposed targeted and always-on advertising requires approval.

Website, SEO + FAQ

Google.co.za baseline rankings and pending website metrics

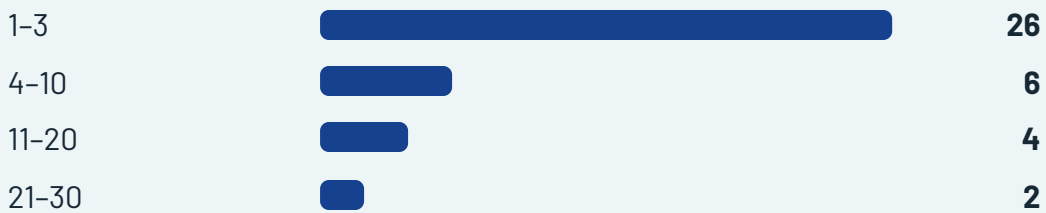
KEYWORDS IN TOP 3
26
68.4% of ranking keywords

KEYWORDS IN TOP 10
32
84.2% of ranking keywords

KEYWORDS IN TOP 30
38
Search visibility baseline

POSITIONS 11–30
6
Growth opportunities

GOOGLE.CO.ZA RANKING DISTRIBUTION



Current Google.co.za keyword ranking distribution based on the supplied SEO ranking report.

16 keywords rank #1. Strongest areas include branded terms, camping, accommodation and Santa Maria tourism.

Available: keyword rankings and visibility. This baseline does not measure growth over time.

View all 38 keywords and proposed targets

ADDITIONAL SEO & WEBSITE DATA PENDING

- GA4 website users and sessions
- Organic search traffic
- Organic engagement and conversions
- Google Search Console clicks and impressions
- Organic click-through rate
- Search Console average position
- Website booking enquiries
- Historical keyword ranking comparisons
- FAQ implementation and SEO performance measurement

Website, SEO and FAQ performance data will be incorporated into the final report once the reporting figures have been provided.

Month 2 focus + next actions

One plan for the next reporting period

01 **Fishing charters & accommodation**
Develop targeted content and campaign proposals for Bemugi's tourism offerings.

02 **Community & organic content**
Continue community engagement, accommodation content and rebuild updates. Apply lessons from the Regatta coverage.

03 **Advertising development**
Prepare targeted campaigns and an always-on approach, subject to budget approval.

04 **Performance measurement**
Improve tracking for website visits, enquiries and bookings. Use verified results to refine campaigns.

OVERALL CONCLUSION

Month 1 increased social visibility and audience interaction and established an initial benchmark for paid traffic. Next month will build on the strongest content themes while improving measurement of enquiries, bookings and marketing effectiveness.

SEO KEYWORD RANKINGS

Google.co.za baseline · 15 October – 14 November 2026 · Appendix 1 of 3

KEYWORD	GOOGLE.CO.ZA RANK	VISIBILITY	RANKING PAGE
Bemugi's Place	**1**	**100%**	**https://bemugis.com/**
Bemugis	1	100%	https://bemugis.com/
Bemugis boat transfers	1	100%	https://bemugis.com/
Bemugis camping	1	100%	https://bemugis.com/
Bemugis contact details	1	100%	https://bemugis.com/contact
Bemugis fishing	1	100%	https://bemugis.com/
Bemugis Mozambique	1	100%	https://bemugis.com/
Bemugis restaurant	1	100%	https://bemugis.com/
Bemugis Santa Maria	1	100%	https://bemugis.com/
Best time to visit Santa Maria	1	100%	https://bemugis.com/faq/planning-and-stay/best-time-of-year-to-visit
Family fishing charters Santa Maria	1	100%	https://bemugis.com/fishing-charters-santa-maria
Santa Maria 4x4 camping	1	100%	https://bemugis.com/accommodation-in-santa-maria/camping
Shaded campsites Mozambique	1	100%	https://bemugis.com/accommodation-in-santa-maria/camping
Three bedroom accommodation Santa Maria	1	100%	https://bemugis.com/accommodation-in-santa-maria/three-bedroom-house
Bemugis Sunset Deck	1(1)	100%	https://bemugis.com/restaurant
Camping Santa Maria Mozambique	1(2)	100%	http://www.bemugis.com/
Bemugis booking	2	97%	https://bemugis.com/
Bemugis reviews	2	97%	https://bemugis.com/
Campsites Santa Maria	2	97%	https://bemugis.com/accommodation-in-santa-maria/camping

SEO KEYWORD RANKINGS

Google.co.za baseline · 15 October – 14 November 2026 · Appendix 2 of 3

KEYWORD	GOOGLE.CO.ZA RANK	VISIBILITY	RANKING PAGE
Game fishing Maputo Bay	**2**	**97%**	**https://bemugis.com/fishing-charters-santa-maria**
Mozambique camping with private ablutions	2	97%	https://bemugis.com/accommodation-in-santa-maria/camping
One bedroom accommodation Santa Maria	2	97%	https://bemugis.com/accommodation-in-santa-maria/one-bedroom-house
Two bedroom holiday house Santa Maria	2	97%	https://bemugis.com/accommodation-in-santa-maria/two-bedroom-house
Restaurants Santa Maria Mozambique	3	93%	https://bemugis.com/restaurant
Santa Maria sunset cruise	3	93%	https://bemugis.com/things-to-do
Things to do Santa Maria Mozambique	3(1)	93%	http://www.bemugis.com/
Family holidays Santa Maria Mozambique	5	87%	https://bemugis.com/faq/activities-and-attractions/is-santa-maria-family-friendly
Santa Maria Mozambique attractions	5	87%	https://bemugis.com/faq/activities-and-attractions/top-things-to-do-in-santa-maria
Inhaca Island nearby accommodation	7	80%	https://bemugis.com/faq/inhaca-island/inhaca-island-accommodation-options
Bemugis directions	9	73%	https://bemugis.com/accommodation-in-santa-maria/camping
Snorkelling Santa Maria Mozambique	9	73%	https://bemugis.com/things-to-do
Bemugis prices	9(6)	73%	https://bemugis.com/restaurant
Santa Maria camping accommodation	13	60%	https://bemugis.com/accommodation-in-santa-maria/camping
Santa Maria Mozambique travel guide	13	60%	https://bemugis.com/faq
Santa Maria self catering houses	15	53%	https://bemugis.com/
Inhaca Island snorkelling	17(2)	47%	https://bemugis.com/explore/inhaca-and-portuguese-island
Restaurant near Inhaca Island	22	30%	https://bemugis.com/faq/inhaca-island/inhaca-island-accommodation-options
Maputo Bay sunset bar	24	23%	https://bemugis.com/

SEO Growth Opportunities

Google.co.za baseline · 15 October – 14 November 2026 · Appendix 3 of 3

SEO Growth Opportunities

KEYWORD	CURRENT RANK	PROPOSED TARGET
Santa Maria camping accommodation	**13**	**Top 5**
Santa Maria Mozambique travel guide	13	Top 5
Santa Maria self catering houses	15	Top 5
Inhaca Island snorkelling	17	Top 5
Restaurant near Inhaca Island	22	Top 10
Maputo Bay sunset bar	24	Top 10

Targets are recommendations.

1. Strengthen accommodation landing pages with targeted content.
2. Link camping, accommodation and activities pages to each other.
3. Expand Santa Maria destination guides and FAQs.
4. Improve restaurant and sunset-deck keyword targeting.
5. Review titles, meta descriptions, headings and structured data.