F) Insight → Action Report

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November 5, 2025

Next Week Plan (Top 5 Actions)

- Clean and fix any mistakes in the car Make and Model names.

- Create clear price and mileage ranges for better filters.

- Build and upload the first 20 important SEO pages (Make + Location + Body Type).

- Add canonical tags to stop duplicate pages from showing in Google.

- Connect Google Search Console and Google Analytics to track the pages.

Impact and Effort

Action	Impact	Effort
Fix car names and data	High	Medium
Add canonical tags	High	High
Set price and mileage filters	Medium	Low
Publish 20 SEO pages	High	High
Set up tracking tools	Medium	Low

Table 1: Each action's impact and effort level.

Risks and Assumptions

- Some pages may have very few listings (thin content).

- Without proper canonicals, Google may index duplicate pages.

- Data in Search Console will take a few weeks to update.

- Car names and price formats are assumed to stay the same.

How I Will Measure (KPIs)

- **Indexed Pages:** Count of pages shown in Google.

- **Impressions and CTR:** How often people see and click pages.

- **Average Rank:** The search position of top pages.

- **Leads or Clicks:** How many people contact or visit listings.

- **Engagement:** Time on page and bounce rate for user interest.

Summary

These actions focus on cleaning the data, building the first SEO pages, and making sure Google tracks everything properly. Once this setup is done, it will help in improving visibility, clicks, and user traffic for all car pages.