

Bradley Matera's Car Match Marketing, SEO & Analytics Overview

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Executive Summary

Car Match connects car enthusiasts through a modern community experience that combines build showcases, event discovery, and meaningful conversations. Our topline launch OKRs target **1,000 weekly sessions**, **15% visit-to-signup conversion**, **≥40% DAU/MAU**, and **five co-marketing partnerships** within the first 10 weeks. The full narrative, metrics rationale, and research sit in [../core/SEO&MARKETING.MD](#) and the long-form plan [CarMatch Marketing SEO Analytics Plan.md](#).

Marketing Plan

- Audience personas (Builders, Event Seekers, Connectors) and messaging pillars are summarized in the [Channel Playbook](#).
- The phased rollout (Foundation → Soft Launch → Public Launch → Growth → Sustain) with owners and KPIs is detailed in the [Go-To-Market Roadmap](#).
- Creative system, content cadence, and offline activations appear in the comprehensive plan [CarMatch Marketing SEO Analytics Plan.md](#).

SEO Plan

- Priority keywords map cleanly to core pages via the [SEO Keyword Map](#), covering metadata, content enhancements, and long-tail expansion ideas.
- Technical tasks (sitemaps, structured data, Core Web Vitals) and internal linking guidance live in [../core/SEO&MARKETING.MD](#) and Section 6 of the full plan.
- Content production workflow and governance are centralized in the same keyword map for easy sprint planning.

Analytics Plan

- Measurement framework, GA4/ Plausible implementation, reporting cadence, and alert thresholds are captured in the [Analytics Implementation guide](#) and the new [Growth Playbook](#).
- The plan calls for weekly Looker Studio dashboards with experiment logging—see the analytics section of [CarMatch Marketing SEO Analytics Plan.md](#) for full detail.

Status Update

Latest snapshot drawn from the weekly status template:

- **Completed:** Structured the marketing workspace, published keyword plan, and codified analytics instrumentation.
- **In Progress:** Figma layout for launch materials, GA4 dashboard automation, Mailchimp segmentation.
- **Next:** Publish flagship blog article, launch referral badge program, and lock club partnerships.

For the full format (metrics table, SWOT, RISE reflection), use

[../playbooks/CarMatch Status Report Template.md](#) or the detailed write-up in [CarMatch Marketing SEO Analytics Plan.md](#).

References

- GitHub repo: <https://github.com/BradleyMatera/car-match> (branch `feature/marketing-playbooks`).
- Research bundle: [../core/SEO&MARKETING.MD](#) and the appendices listed below.
- Key external sources consulted this week:
 - DataReportal — Digital 2024 Global Overview: <https://datareportal.com/reports/digital-2024-global-overview-report>
 - SEMA — Market Research Hub: <https://sites.sema.org/market-research/>
 - Sprout Social — Social Media Trends for 2024: <https://sproutsocial.com/insights/social-media-trends/>
 - HubSpot — State of Marketing Report: <https://www.hubspot.com/state-of-marketing>
 - Search Engine Journal — Google CTR Study: <https://www.searchenginejournal.com/google-ctr-study-ai-overviews-rise-as-click-rates-decline/541465/>
 - Google Search Central — SEO Starter Guide: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
 - Google Analytics Help — Set up Analytics for a website and/or app: <https://support.google.com/analytics/answer/9304153>
 - Statcounter GlobalStats — Worldwide Search Engine Market Share: <https://gs.statcounter.com/search-engine-market-share>
 - Plausible — Google Analytics Alternatives: <https://plausible.io/blog/google-analytics-alternatives>

Appendices

- Appendix A — [../core/SEO&MARKETING.MD](#)
 - Appendix B — [../playbooks/CarMatch GoToMarket Roadmap.md](#)
 - Appendix C — [../playbooks/CarMatch Channel Playbook.md](#)
 - Appendix D — [../playbooks/CarMatch SEO Keyword Map.md](#)
 - Appendix E — [../playbooks/CarMatch Analytics Implementation.md](#)
 - Appendix F — [../playbooks/CarMatch Status Report Template.md](#)
 - Appendix G — [../playbooks/Growth Playbook.md](#)
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