

# 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 citations are maintained in [../core/SEO&MARKETING.MD](#) and the plan's references section.
- Industry sources used most heavily: SEMA Automotive Aftermarket Consumer Trends (2024), DashThis SEO Tracking (2025), Fast Company on privacy-first analytics (2019).

## 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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*This overview keeps the submission workflow simple while pointing directly to the deeper documentation for reviewers who need the full story.*