



BUSINESS RECOMMENDATIONS (PDF CONTENT)

PropertyPulse - Data-Driven Recommendations Report

1. Improve Mobile User Experience

Mobile accounts for ~50% of traffic but converts **40% lower** than desktop.

Recommended actions:

- Compress images
- Improve page speed
- Reduce intrusive pop-ups
- Implement mobile-first layouts

Expected Impact:

+18–22% uplift in overall conversions.

2. Fix High-Bounce Pages

The **Blog_Rental_Tips** page shows a **71% bounce rate**, signaling poor content relevance.

Actions:

- Rewrite content with SEO + user intent
- Add internal linking to property listings
- Improve page structure and CTA clarity

Expected Result:

Bounce rate reduction to 40–45%.

3. Prioritize High-Intent SEO Keywords

Terms like “**buy apartment**” and “**rent apartment**” generate the highest conversions.

Suggested actions:

- Create dedicated landing pages targeting these phrases
- Build long-form guides around high-demand property types

Expected Impact:

+20% organic conversions in 6–8 weeks.

4. Boost Listings That Perform Strongly

Pages **Home** and **Listing_B** drive the majority of conversions.

Recommendations:

- Use their layout as a template
- Add more properties with similar design

- Promote high-performing listings within blog content

Expected Result:

Higher engagement and increased lead submissions.

5. Scale Efforts in High-Interest Cities

Top cities by engagement:

1. Mumbai
2. Delhi
3. Bangalore

Actions:

- Create city-specific pages (“Buy Apartment in Mumbai”)
- Push targeted ads
- Feature local property offers

Expected Result:

+15% growth in targeted conversion traffic.

6. Enhance Data Tracking

Add additional metrics:

- Scroll depth
- CTA click mapping
- Time on specific property listings
- Heatmap analysis

Expected Result:

More accurate UX optimization decisions.

7. Build an Automated Reporting Workflow

Using ChatGPT + Sheets + Power BI:

- Auto-refresh KPIs
- Auto-generate weekly summaries
- Store insights to GitHub

This saves **10–12 hours per week** in manual reporting.