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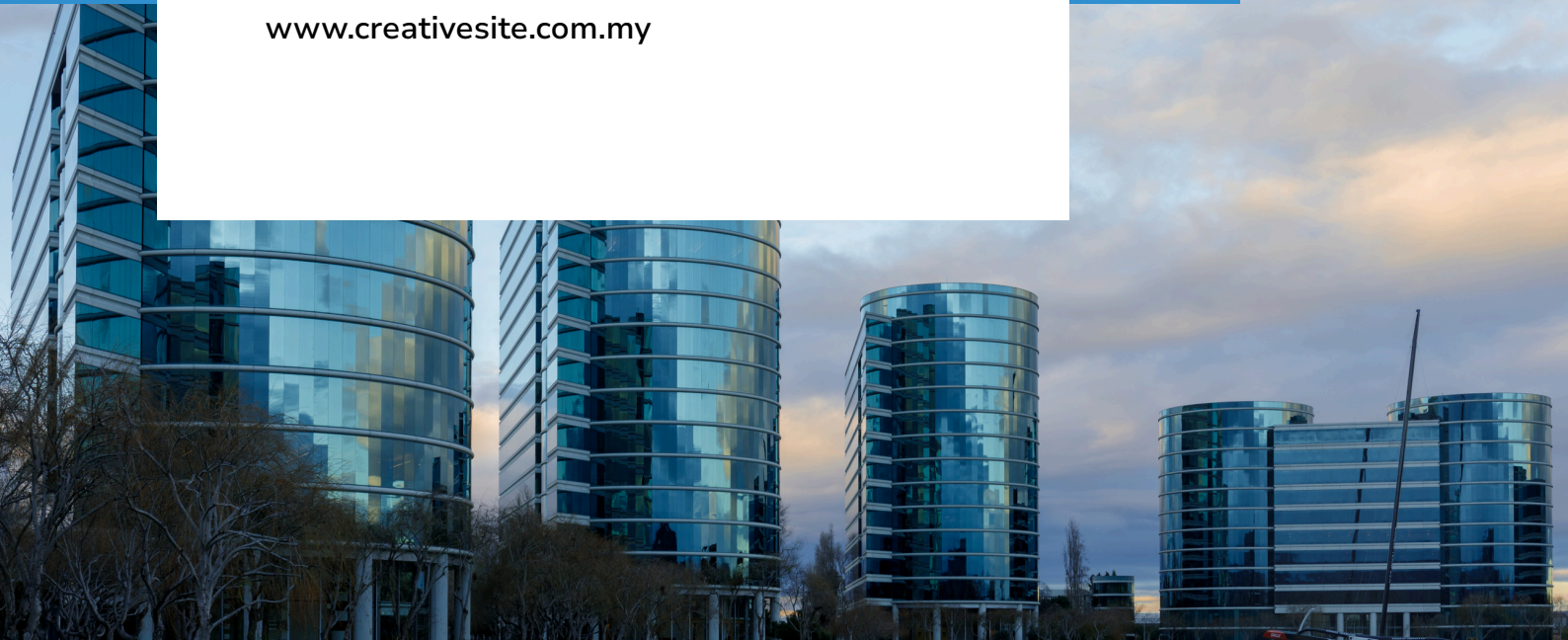
Insights

Google Search, SEO and AI visibility
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Search Insights September 2026: Automotive Search Behaviour and Model-Specific Content

Malaysians do not search for cars using one general keyword alone. They search for specific models, prices, variants, colours, financing options, service costs, promotions and comparisons with competing vehicles.

In this September 2026 edition of Search Insights, we analysed anonymised Google Search Console data from a Malaysian automotive website. The company name, website address, vehicle brand and identifying details have been removed.

The analysis covers search activity recorded between 1 July and 30 September 2026. It provides a useful view of how model-specific content can attract potential buyers at different stages of their research journey.

Search Performance Snapshot

During the three-month observation period, the website recorded:

- 6,920 organic clicks
- 285,000 search impressions
- 2.4% average click-through rate
- 9.2 average search position
- 54,900 impressions within Google's Generative AI features
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An average position of 9.2 indicates that the website was generally visible on the first page of Google across its tracked searches.

The performance graph also showed stronger daily visibility during September. Clicks and impressions reached higher levels more frequently compared with the earlier part of the observation period.

This suggests that Google was displaying the website across a broader range of relevant automotive searches.

1. . Product Specific Searches Drive the Most Visibility

The strongest-performing content focused on individual vehicle models rather than broad automotive topics.

One main model page generated:

- 64,646 impressions
- 744 organic clicks

This confirms that dedicated model pages can become major organic entry points when they answer the questions buyers usually ask, including:

- What is the latest price?
- What are the available variants?
- What features are included?
- What colours are available?
- Are there any current promotions?
- How much is the estimated monthly instalment?

However, the page's high impressions compared with its clicks also show room to improve its search snippet, ranking position and alignment with buyer intent.

The SEO opportunity is not limited to publishing the model name. The page must clearly communicate why users should visit it instead of another search result.

2. Variant Comparison Content Shows Strong Buyer Intent

A comparison page explaining the differences between two variants generated:

- 13,032 impressions
- 559 clicks
- An estimated click-through rate of 4.3%

The related comparison query also achieved more than 2,000 impressions and 231 clicks.

This is a strong indication of commercial research intent.

Someone comparing two variants is usually further along the buying journey than someone searching for general information about a vehicle. They may already know which model they want but need help choosing the most suitable version.

Effective comparison content should clearly explain:

- Price differences
- Safety features
- Interior equipment
- Technology
- Performance
- Comfort
- Ownership value
- Which variant suits different types of buyers

The best comparison pages do not simply repeat specifications. They help users make a decision.

3. Buyers Search for Visual Details Before Enquiring

Colour-related searches also generated significant visibility.

One colour guide recorded:

- 22,147 impressions
- 397 organic clicks

This shows that visual details form an important part of automotive search behaviour.

Users may already understand the model and pricing but want to see how each colour looks before visiting a showroom or submitting an enquiry.

A useful automotive colour page can include:

- All available colours
- Clear images from multiple angles
- Interior colour combinations
- Variant-specific availability
- Short descriptions of each option
- Links to the main model and enquiry pages

Although colour content may appear simple, it can attract highly relevant visitors who are actively considering a purchase.

4. Financing and Promotions Attract Action-Oriented Users

Financing, incentive and promotional pages delivered some of the strongest click-through rates in the dataset.

A vehicle incentive article generated 5,624 impressions and 407 clicks, while a graduate promotion page received 2,458 impressions and 230 clicks.

Queries related to step-up financing also achieved click-through rates of approximately 10%.

These searches often indicate that the user is no longer asking only, "Which car should I buy?"

They are now asking:

- Can I afford this vehicle?
- What is the estimated monthly payment?
- Is there a special financing programme?
- Are graduates eligible for any promotion?
- Can an old vehicle be exchanged or disposed of?
- Which bank or loan structure may be suitable?

Automotive websites should therefore treat financing and promotional content as an important part of SEO rather than relying only on model pages.

These pages connect product interest with affordability and purchasing action.

5. Ownership–Cost Content Supports Purchase Decisions

A guide covering the estimated servicing cost of a specific model received:

- 7,262 impressions
- 359 clicks
- An estimated click-through rate of 4.9%

This demonstrates that users consider the long-term cost of ownership before purchasing a vehicle.

Potential buyers want to understand more than the selling price. They may also research:

- Regular service costs
- Fuel consumption
- Warranty coverage
- Insurance estimates
- Replacement parts
- Maintenance intervals
- Resale value

For automotive SEO, ownership-related content can support users who are comparing the total value of different vehicles.

It can also strengthen topical authority by connecting model pages with practical post-purchase information.

6. Comparison Searches Extend Beyond Variants

The dataset also showed visibility for pages comparing one vehicle against competing models.

One model-versus-competitor article generated 3,756 impressions and 145 clicks.

This type of content captures users who have shortlisted several vehicles but have not yet made a final decision.

Useful vehicle comparison content should remain balanced and specific. It may compare:

- Price
- Engine and performance
- Fuel efficiency
- Safety
- Interior space
- Technology
- Warranty
- Maintenance
- Suitability for different lifestyles

When written properly, comparison content can attract qualified traffic while helping readers evaluate their options more confidently.

7. Specific Content Is Also Appearing in Google's AI Features

The website recorded 54,900 impressions within Google's Generative AI features during the observation period.

The pages receiving the most AI visibility included content about:

- A specific vehicle model
- Available vehicle colours
- Variant comparisons
- Another newly introduced model
- Vehicle incentives
- Service costs
- Car financing
- Fuel-efficiency comparisons

The leading model page alone generated more than 11,000 Generative AI impressions.

This suggests that detailed, well-structured product content can support visibility beyond traditional blue-link search results.

For stronger AI search visibility, automotive content should provide:

- Clear answers near the beginning
- Accurate specifications and pricing
- Descriptive headings
- Easy-to-understand comparisons
- Frequently asked questions
- Consistent vehicle and variant information
- Relevant internal links
- Visible publication and update dates

AI visibility does not replace conventional SEO. It increases the importance of producing content that search engines can understand, verify and summarise accurately.

What Was Improved During September

Several strategic SEO improvements were completed during the month.

- **Homepage Revamp**

The homepage was revamped to improve its structure, messaging and ability to guide visitors towards important vehicle and information pages.

A stronger homepage can also help search engines understand the website's main subject areas and the relationship between its content.

- **Product-Focused Article Strategy**

The content strategy was adjusted to focus more closely on keywords connected to individual products and models.

Instead of relying only on broad automotive articles, new content was planned around specific buyer questions involving variants, colours, financing, promotions, servicing and comparisons.

Competitor and Content Gap Research

Competing automotive websites were studied to understand:

- Which topics were already attracting search visibility
- Which buyer questions were not being answered properly
- What types of pages appeared prominently in Google
- Where new content opportunities were available

This helped ensure that new pages were based on genuine search demand rather than general assumptions.

- **New Pages and Expanded Search Coverage**

Several new pages were created to target additional buyer needs and strengthen the website's coverage of important automotive topics.

Each new page provided another potential entry point from Google while supporting the broader relationship between products, financing, comparisons and ownership information.

What Automotive Businesses Can Learn From This Data

The data highlights several practical lessons.

First, automotive searches are highly specific. Buyers want details about particular models, variants, colours, prices and payment options.

Second, comparison content attracts users who are closer to making a decision. These visitors need clarity, not generic promotional messages.

Third, affordability-related content matters. Financing, graduate programmes and incentives can connect search visibility with genuine sales enquiries.

Fourth, ownership information influences buying decisions. Service cost and fuel-efficiency content can reduce uncertainty before a customer contacts a salesperson.

Finally, structured product content can support visibility in both traditional Google results and Generative AI features.

Recommended SEO Priorities

Based on the observed search behaviour, the next priorities should include:

- 1.Improve titles and meta descriptions for high-impression model pages.
- 2.Expand variant and competitor comparison content.
- 3.Strengthen financing, promotion and ownership-cost topic clusters.
- 4.Connect articles to relevant model and enquiry pages through internal links.
- 5.Keep prices, specifications and promotions updated.
- 6.Add useful FAQs based on real buyer questions.
- 7.Improve image optimisation for vehicle and colour pages.
- 8.Strengthen structured data for products, articles, breadcrumbs and organisations.
- 9.Review pages with high impressions but lower click-through rates.
- 10.Continue monitoring visibility in Google's Generative AI features.

Final Insight

The strongest lesson from this dataset is that automotive SEO works best when it follows the buyer's decision-making journey.

Users begin with model discovery. They then explore variants, colours, promotions, financing, service costs and comparisons before deciding whether to make an enquiry.

A website that supports each stage can attract more than general traffic. It can become a useful research platform for potential buyers.

The September results also show that a focused combination of homepage improvements, product-led content, competitor research and new page creation can expand search visibility across both Google Search and emerging AI-driven experiences.

For automotive businesses, the opportunity is clear: answer the specific questions buyers ask before they reach the showroom.

This Search Insights analysis is based on anonymised Google Search Console data from one Malaysian automotive website between 1 July and 30 September 2026.

The findings represent observed behaviour within this dataset and should not be interpreted as a complete measurement of Malaysia's automotive market.



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