



MAKA Motors Monthly Report

June 2025

2025



agenda

01 Performance Overview (MoM)

02 Landing page performance &
Ranking

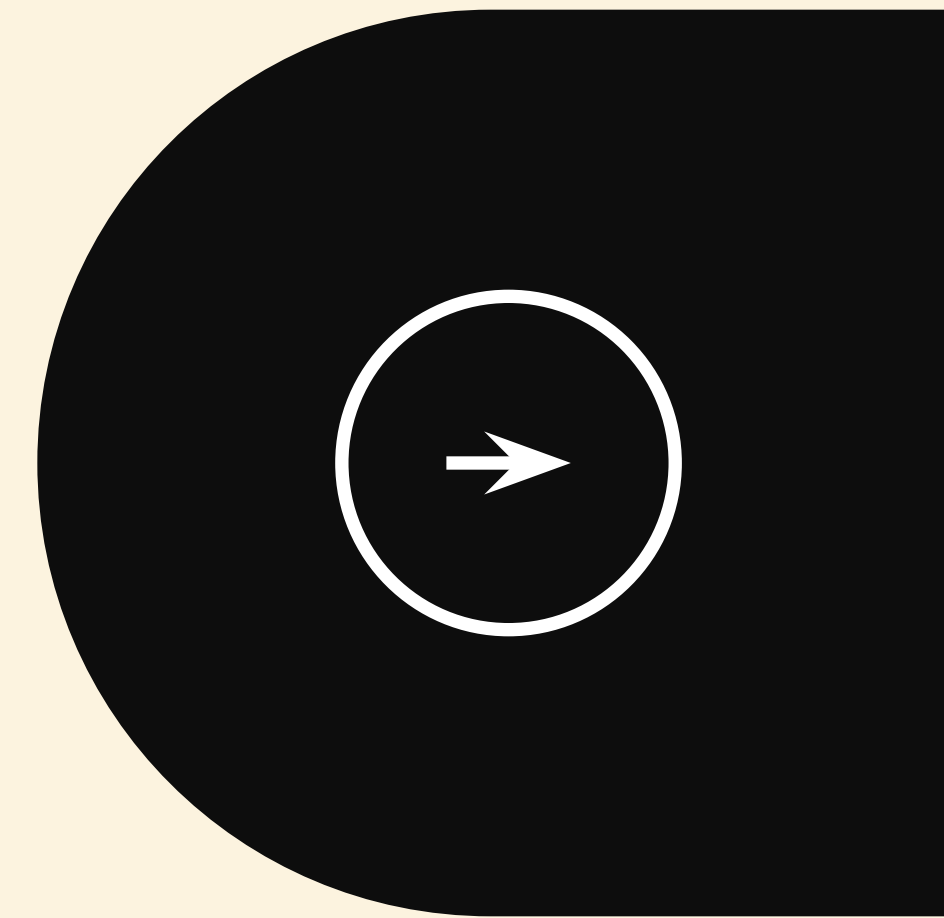
03 Blog performance

04 Technical Performance

05 Suggestions & Action Items

Performance Overview

June 2025



Overall Traffic Overview

MoM (June vs May 2025)

	First user default channel ...	Total users ▾	% Δ
1.	Paid Social	97,602	-56.8% ↓
2.	Cross-network	23,664	-38.1% ↓
3.	Paid Search	20,878	-22.8% ↓
4.	Paid Video	14,890	-55.9% ↓
5.	Organic Search	10,480	8.3% ↑
6.	Referral	2,571	11.7% ↑
7.	Organic Social	2,377	129.9% ↑
8.	Direct	1,991	-18.4% ↓
9.	Display	37	-99.1% ↓
10.	Organic Video	22	-40.5% ↓
11.	Unassigned	16	100.0% ↑

Total users
172,139
↓ -50.2%

Year to Date (January - June 2025)

	First user default channel group	Total users ▾
1.	Paid Social	899,721
2.	Paid Video	293,195
3.	Paid Search	135,995
4.	Cross-network	125,105
5.	Organic Search	50,860
6.	Direct	21,748
7.	Referral	16,201
8.	Organic Social	15,839
9.	Display	4,122
10.	Organic Video	254
11.	Unassigned	36
12.	Paid Other	1

Total users
1,559,800

Overall traffic bulan Juni mengalami **penurunan 50%** dari bulan Mei, yang **mayoritas berasal dari Paid channel**. Untuk channel **Organic Search masih mengalami peningkatan di 8%** dari bulan lalu

Organic Traffic Overview

MoM (June vs May 2025)

Url Clicks	Impressions	Average Position	Query
12,848	694,008	9.68	12,608
↑ 8.9%	↑ 30.3%	↑ 32.4%	↑ 80.4%

Year to Date (Januari – June 2025)

Url Clicks	Impressions	Average Position	Query
63,814	2,199,774	7.58	17,849

Top 10 pages from organic traffic

	Landing Page	Url Clicks ▾	% Δ	Impressions	% Δ
1.	https://maka-motors.com/cavalry	2,257	8.9% ↑	58,756	18.4% ↑
2.	https://maka-motors.com/	2,084	-3.5% ↓	39,227	16.1% ↑
3.	https://maka-motors.com/article/simak-subsidi-motor-listrik-di-tahun-2025	1,276	-18.5% ↓	29,989	1.6% ↑
4.	https://maka-motors.com/article/daftar-motor-listrik-maka-cavalry-resmi-masuk-indones...	906	14.4% ↑	22,299	-5.1% ↓
5.	https://maka-motors.com/article/stnk-motor-listrik-kini-bisa-diurus-dalam-30-menit-di-sa...	530	25.3% ↑	16,127	28.7% ↑
6.	https://maka-motors.com/article/cara-cek-subsidi-motor-listrik-panduan-lengkap-untuk-...	502	81.9% ↑	29,630	34.1% ↑
7.	https://maka-motors.com/article/motor-listrik-terbaik-untuk-jarak-jauh-2025	407	-18.6% ↓	14,639	18.2% ↑
8.	https://maka-motors.com/article/motor-listrik-kena-pajak-simak-aturan-resmi-kemenhu...	304	16.0% ↑	16,716	11.6% ↑
9.	https://maka-motors.com/article/produsen-jepang-luncurkan-motor-listrik-jarak-tempuh-...	194	-10.2% ↓	4,733	6.0% ↑
10.	https://maka-motors.com/maka-showroom	185	5.7% ↑	19,488	26.4% ↑

Secara organic MoM, **MAKA Motors mengalami kenaikan traffic di 8,9%** dari bulan May. Secara YtoD, **MAKA Motors telah mendapat 63,8K organic traffic sejak Jan–June**. Mayoritas dari 10 top pages yang berkontribusi **paling banyak datang dari blog dan page /cavalry**

Overall Engagement Performance

	Page path	Total us... ▾	Engagement rate	Average session duration
1.	/cavalry	131,160	29.08%	00:00:39
2.	/leads	34,791	59.46%	00:00:57
3.	/	6,228	76.34%	00:01:53
4.	/after-sales	4,516	37.02%	00:00:42
5.	/maka-showroom	2,416	77.58%	00:01:23
6.	/test-ride	2,186	86.73%	00:01:07
7.	/thankyou	1,307	97.42%	00:00:38
8.	/article/simak-subsidi-motor-listrik-di-tahun-2025	1,277	74.51%	00:02:15
9.	/about-us	978	89.5%	00:01:58
10.	/article/daftar-motor-listrik-maka-cavalry-resmi-masuk-indonesia-harga-...	929	80.92%	00:02:05

Untuk engagement, disortir berdasarkan total users terbanyak, terlihat di halaman halaman produk [/cavalry](#) memiliki ER di 29% dan halaman [/leads](#) mendapatkan ER di 59%

Selain landing pages, terdapat **artikel dengan engagement rate tertinggi di 74%** dari total users 1,277 tentang [Subsidi Motor Listrik di Tahun 2025](#)

Landing page performance

June 2025



Organic Traffic Overview

MoM (June vs May 2025)

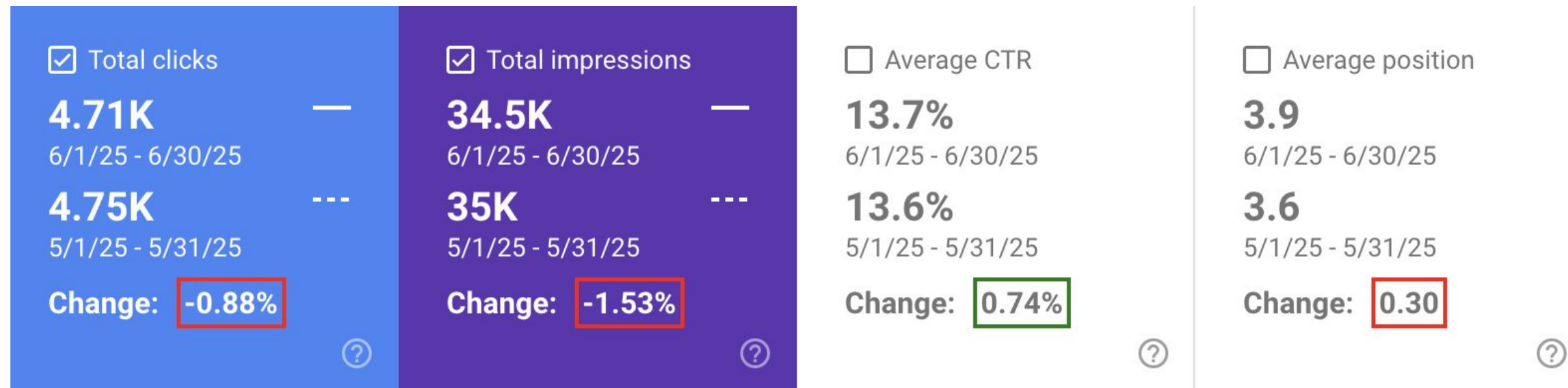
Url Clicks	Impressions	Average Position	Query
5,026	200,660	11.29	12,608
↓ -2.7%	↑ 4.7%	↑ 61.5%	↑ 80.4%

Top 10 landing pages by organic traffic

	Landing Page	Url Clicks ▾	% Δ	Impressions	% Δ
1.	https://maka-motors.com/cavalry	2,257	8.9% ↑	58,756	18.4% ↑
2.	https://maka-motors.com/	2,084	-3.5% ↓	39,227	16.1% ↑
3.	https://maka-motors.com/maka-showroom	185	5.7% ↑	19,488	26.4% ↑
4.	https://maka-motors.com/about-us	149	-25.5% ↓	23,830	-2.0% ↓
5.	https://maka-motors.com/en	91	-30.5% ↓	10,581	28.5% ↑
6.	https://maka-motors.com/career	81	-10.0% ↓	13,161	20.9% ↑
7.	https://maka-motors.com/en/cavalry	53	-5.4% ↓	2,230	-46.1% ↓
8.	https://maka-motors.com/MAKA-Cavalry-Brochure.pdf	40	-33.3% ↓	3,442	-16.9% ↓
9.	https://maka-motors.com/charger	24	71.4% ↑	124	69.9% ↑
10.	http://www.maka-motors.com/	18	-33.3% ↓	4,582	-9.3% ↓

Ada beberapa landing page yang mengalami penurunan clicks di bulan ini yang menyebabkan MoM clicks juga berkurang di 2.7%. Landing page yang paling mengalami penurunan adalah [MAKA-Cavalry-Brochure](https://maka-motors.com/MAKA-Cavalry-Brochure.pdf), [maka-motors/en](https://maka-motors.com/en), dan [/about-us](https://maka-motors.com/about-us)

Branded Keywords



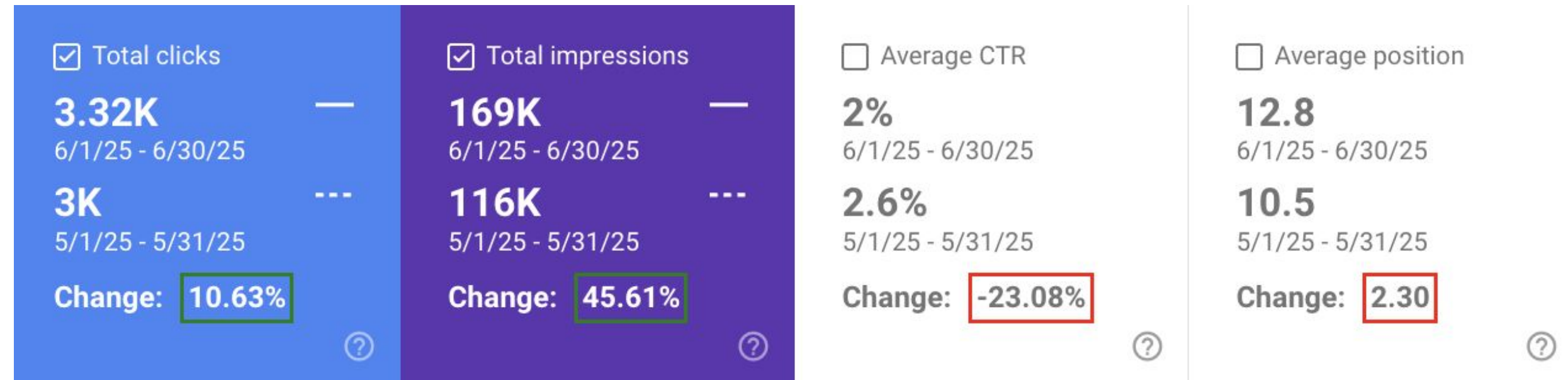
Query	Url Clicks	% Δ	Impressio...	% Δ
1. maka motors	977	-14.7% ↓	29,659	-0.1% ↓
2. maka cavalry	959	-2.4% ↓	18,891	-19.6% ↓
3. maka	487	-4.1% ↓	38,528	-20.4% ↓
4. maka cavalry harga	232	-14.7% ↓	2,676	1.5% ↑
5. maka motor listrik	211	12.2% ↑	4,687	-8.5% ↓
6. maka motor	208	-13.0% ↓	7,495	-9.0% ↓
7. harga maka cavalry	165	13.8% ↑	3,190	26.0% ↑
8. motor listrik maka	157	26.6% ↑	2,281	23.1% ↑
9. maka motors harga	123	30.9% ↑	5,147	14.6% ↑
10. motor listrik maka cavalry	100	-16.0% ↓	1,418	-1.6% ↓
11. harga motor maka cavalry	87	16.0% ↑	1,461	7.2% ↑
12. harga maka motor	86	32.3% ↑	2,407	-7.2% ↓
13. motor maka	85	84.8% ↑	2,011	32.4% ↑
14. harga motor listrik maka cavalry	81	8.0% ↑	800	13.5% ↑
15. harga motor maka	62	59.0% ↑	2,016	21.2% ↑
16. harga motor listrik maka	53	39.5% ↑	565	-34.9% ↓
17. harga maka motor listrik	35	75.0% ↑	417	-23.2% ↓
18. maka motors indonesia	31	24.0% ↑	856	-0.9% ↓

Berikut adalah 10 branded keywords yang paling banyak menghasilkan organic traffic

Terjadi sedikit penurunan secara overall traffic, **akibat dari penurunan pencarian dan clicks** dari branded keywords “MAKA Motors” (14%) dan “motor listrik MAKA Cavalry” (16%)

Salah satu modifier query dengan intent pencarian harga; “MAKA Cavalry Harga” – juga sedikit mengalami penurunan clicks (14%)

Generic Keywords



Top queries	Clicks 6/1/25 - 6/30/25	Clicks 5/1/25 - 5/31/25	Clicks Difference	Impressions 6/1/25 - 6/30/25	Impressions 5/1/25 - 5/31/25	Impressions Difference
sisapira 2025	27	4	23 (575.00%)	136	14	122 (871.43%)
baterai motor listrik	22	1	21 (2100.00%)	1,214	539	675 (125.23%)
harga motor listrik subsidi 2025	34	14	20 (142.86%)	124	90	34 (37.78%)
pajak motor listrik	63	44	19 (43.18%)	872	920	-48 (-5.22%)
subsidi motor listrik 2025 kapan dibuka	35	19	16 (84.21%)	514	189	325 (171.96%)
cavalry motor	81	66	15 (22.73%)	551	512	39 (7.62%)
motor listrik terlaris di indonesia	40	28	12 (42.86%)	308	406	-98 (-24.14%)
subsidi motor listrik indonesia	15	3	12 (400.00%)	93	70	23 (32.86%)
cara mendapatkan subsidi motor listrik	14	2	12 (600.00%)	97	82	15 (18.29%)
sisapira	13	1	12 (1200.00%)	724	42	682 (1623.81%)

Berikut adalah 10 generic keywords (non-branded) yang paling meningkat dari sisi clicks

Query seputar **“Sisapira 2025”**, **“baterai motor listrik”**, dan **“harga motor listrik subsidi 2025”** adalah query yang berkontribusi paling banyak di 10% peningkatan clicks

Dari sisi impression, query seperti **“subsidi motor listrik”**, **“spklu terdekat”**, dan **“stnk motor”** adalah query yang paling banyak dicari di bulan ini

Bounce rate - Homepage

Bounce Rate Checker

Page path: Equals /

Jun 1, 2025 - Jun 30, 2025

Bounce rate: **23.66%** ↑ 1.6%

	First user default channel gr...	Total users ▾	% Δ	Average session durati...	% Δ	Bounce rate	% Δ
1.	Organic Search	2,258	-9.8% ↓	00:02:07	5.8% ↑	22.4%	-12.5% ↓
2.	Referral	1,118	12.0% ↑	00:01:13	-5.8% ↓	13.65%	-13.5% ↓
3.	Cross-network	836	7.9% ↑	00:01:58	-16.5% ↓	13.26%	2.3% ↑
4.	Direct	696	-17.8% ↓	00:02:22	-30.5% ↓	50.05%	9.8% ↑
5.	Paid Search	575	3.0% ↑	00:02:00	-19.2% ↓	15.06%	22.6% ↑
6.	Organic Social	457	116.6% ↑	00:01:12	-13.9% ↓	13.17%	-52.2% ↓
7.	Paid Social	242	-44.9% ↓	00:01:51	-1.1% ↓	3.98%	-5.9% ↓
8.	Paid Video	47	-70.1% ↓	00:01:11	-33.5% ↓	32.81%	74.4% ↑
9.	Organic Video	13	-50.0% ↓	00:01:15	109.1% ↑	41.18%	44.1% ↑
10.	Unassigned	1	0.0%	00:00:43	-83.8% ↓	0%	-

- Data bounce rate di Homepage MAKA Motors di bulan Juni 2025 secara rata-rata **23.66%**, ada kenaikan 1,6% dibanding bulan Mei. Traffic source dengan bounce rate cukup tinggi bersumber dari Direct.
- Kenaikan bounce rate tertinggi dari source traffic Paid Video di 74,4%
- Penurunan angka bounce rate dari source traffic Organic Social, Referral, dan Organic Search

Bounce rate - Cavalry Page

Bounce Rate Checker

Page path
Equals

Jun 1, 2025 - Jun 30, 2025

Bounce rate
70.92%
-6.2%

	First user default channel gr...	Total users	% Δ	Average session durati...	% Δ	Bounce rate	% Δ
1.	Paid Social	97,512	-56.8% ↓	00:00:24	12.5% ↑	81.82%	-0.5% ↓
2.	Paid Search	18,598	-20.6% ↓	00:01:17	14.1% ↑	35.53%	-21.2% ↓
3.	Paid Video	8,150	-61.0% ↓	00:00:37	-29.4% ↓	72.63%	8.5% ↑
4.	Organic Search	3,510	5.0% ↑	00:02:19	9.0% ↑	27.58%	-0.5% ↓
5.	Cross-network	2,454	-5.3% ↓	00:02:07	21.2% ↑	13.31%	-41.6% ↓
6.	Referral	695	5.1% ↑	00:01:11	11.4% ↑	4.66%	-43.9% ↓
7.	Direct	481	-42.0% ↓	00:01:52	58.5% ↑	47.79%	-27.4% ↓
8.	Organic Social	391	-4.4% ↓	00:01:26	60.3% ↑	13.94%	-62.9% ↓
9.	Display	19	-99.5% ↓	00:00:03	-91.1% ↓	91.43%	15.0% ↑
10.	Organic Video	9	-47.1% ↓	00:00:42	-73.6% ↓	30%	-18.6% ↓
11.	Unassigned	1	0.0%	00:00:13	-97.2% ↓	0%	-

- Data bounce rate di halaman produk cavalry di bulan Juni 2025 cukup tinggi dengan **rata-rata 70.92%**, tetapi ada penurunan 6,2% dibandingkan dengan bulan Mei.
- Mayoritas setiap traffic source angka bounce ratenya menurun

Ranking Progress

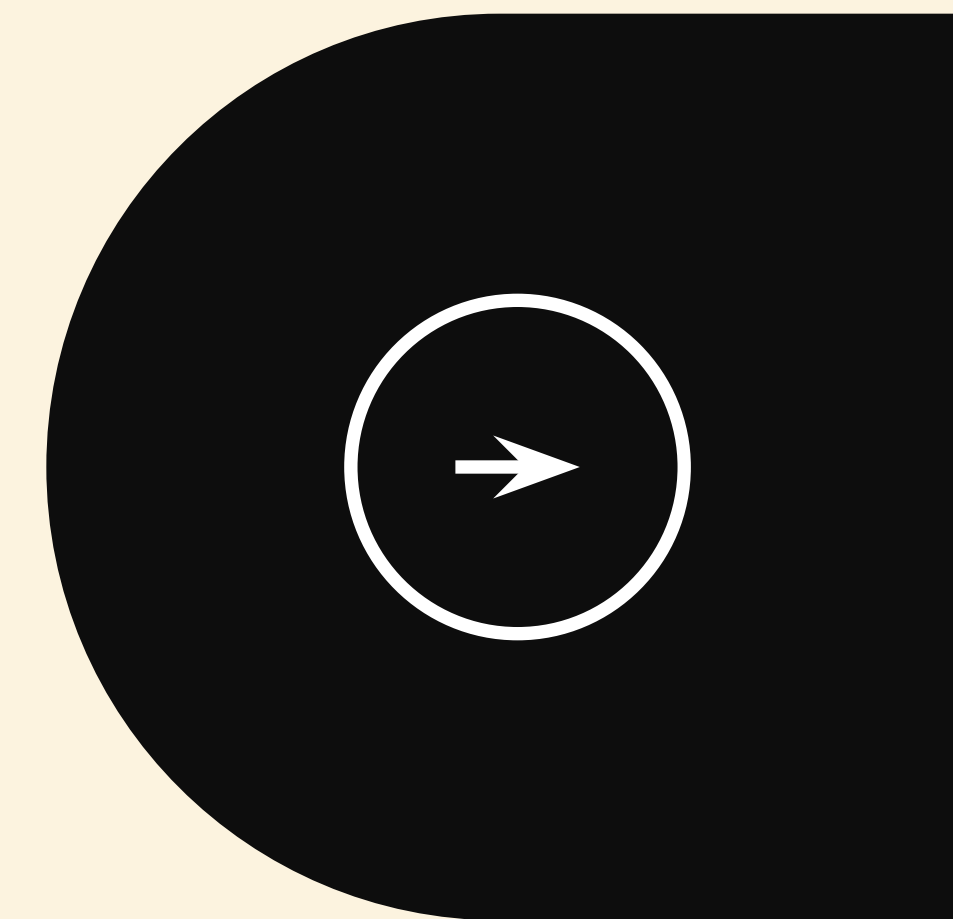
<input type="checkbox"/> Keyword	Intent	SF	Pos. Jun 1	Pos. Jun 30	Diff	Visibility	Diff	Est. Traffic	Diff	Vol.
<input type="checkbox"/> kredit motor listrik	I	5	1	1	0	10%	0	23.05	0	1,900
<input type="checkbox"/> motor listrik subsidi	I	5	1	1	0	10%	0	146.81	0	12,100
<input type="checkbox"/> motor listrik terbaik	I	6	3	1	↑2	10%	+7.39	43.68	+32.28	3,600
<input type="checkbox"/> motor listrik terbaru	I	5	14	1	↑13	10%	+9.643	19.41	+18.72	1,600
<input type="checkbox"/> motor paling enak	I	4	16	15	↑1	0.343%	+0.014	0	0	10
<input type="checkbox"/> motor listrik	I	4	28	19	↑9	0.302%	+0.066	60.50	+13.20	165,000

Progress ranking di bulan Juni 2025 berdasarkan keyword yang ditargetkan, mayoritas keyword rankingnya sudah naik.

- keyword **kredit motor listrik** dan **motor listrik subsidi** tetap stabil di **posisi 1 (AI Overview)**
- keyword **motor listrik terbaik** naik dari posisi 3 ke **posisi 1**
- keyword **motor listrik terbaru** naik signifikan dari posisi 14 ke **posisi 1**
- keyword **motor listrik** juga ada kenaikan yang lumayan, dari posisi 28 ke posisi 19

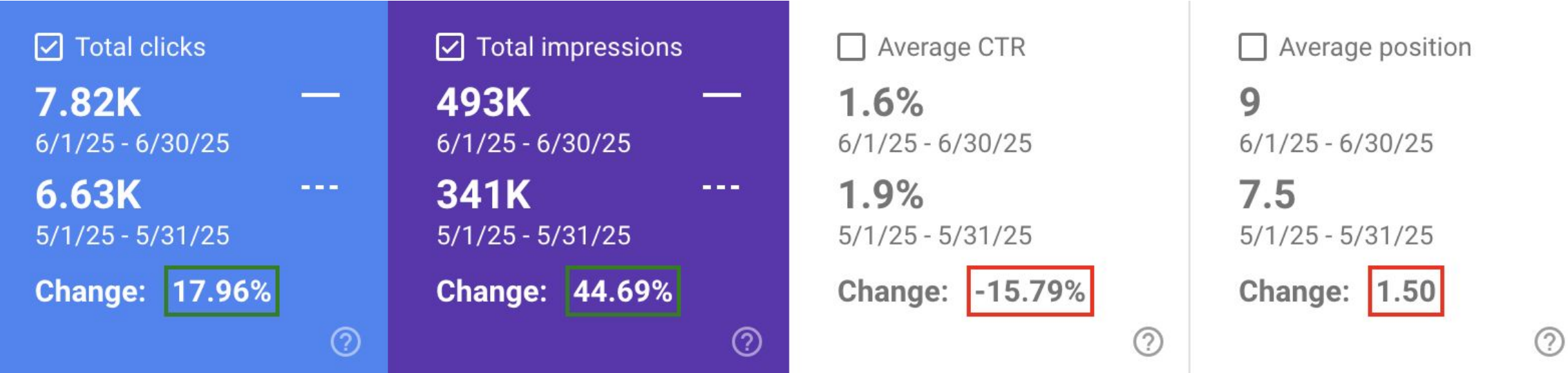
Article performance

June 2025

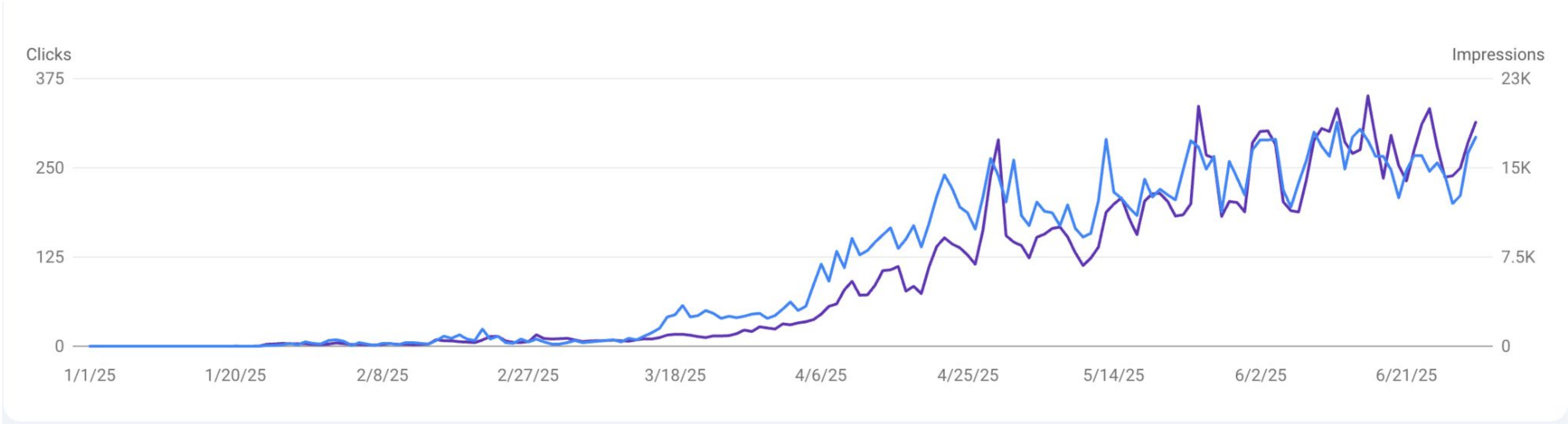
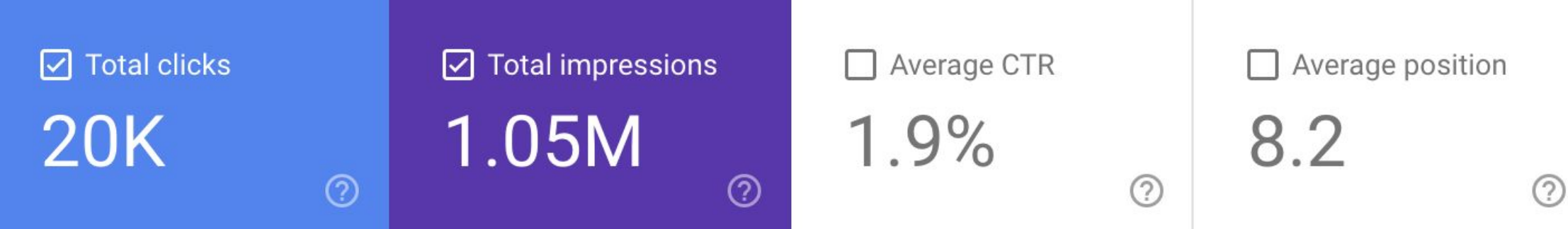


Overall Blog Performance

MoM (June vs May 2025)



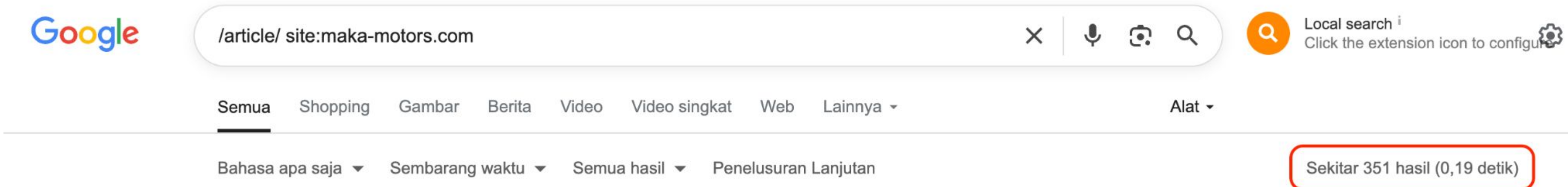
Year to Date (January - June 2025)



Artikel MAKA Motors mengalami **peningkatan organic traffic sebesar 17,9% MoM** dan terus meningkat sejak bulan Januari 2025.

Blog Production (Juni 2025)

- Published articles (January-June): 286
- Indexed by Google (ID article): 351
(ada artikel bulan Juli yang sudah terpublish press release dari tim internal MAKA selain dari DLabs)
- Optimized article:
 - Internal link (May-June): 65 articles
- On progress publishing in June: 0



Jika kita cek secara manual di SERP, sudah ada **351 halaman /article/ yang terindex di Google** (ID & EN article)

Top 10 Article Juni 2025

By organic traffic

	Landing Page	Url Clicks ▾	% Δ	Impressions	% Δ
1.	https://maka-motors.com/article/simak-subsidi-motor-listrik-di-tahun-2025	1,276	-18.5% ↓	29,989	1.6% ↑
2.	https://maka-motors.com/article/daftar-motor-listrik-maka-cavalry-resmi-masuk-indonesia-harga-m...	906	14.4% ↑	22,299	-5.1% ↓
3.	https://maka-motors.com/article/stnk-motor-listrik-kini-bisa-diurus-dalam-30-menit-di-samsat	530	25.3% ↑	16,127	28.7% ↑
4.	https://maka-motors.com/article/cara-cek-subsidi-motor-listrik-panduan-lengkap-untuk-pemohon-b...	502	81.9% ↑	29,630	34.1% ↑
5.	https://maka-motors.com/article/motor-listrik-terbaik-untuk-jarak-jauh-2025	407	-18.6% ↓	14,639	18.2% ↑
6.	https://maka-motors.com/article/motor-listrik-kena-pajak-simak-aturan-resmi-kemenhub-terbaru	304	16.0% ↑	16,716	11.6% ↑
7.	https://maka-motors.com/article/produsen-jepang-luncurkan-motor-listrik-jarak-tempuh-terjauh-di-i...	194	-10.2% ↓	4,733	6.0% ↑
8.	https://maka-motors.com/article/kabar-gembira-harga-motor-listrik-subsidi-makin-terjangkau-2025	182	1,416.7% ↑	5,291	687.4% ↑
9.	https://maka-motors.com/article/cara-menggunakan-stasiun-pengisian-motor-listrik-spkl	164	192.9% ↑	10,763	262.6% ↑
10.	https://maka-motors.com/article/kredit-motor-listrik-maka-cavalry-motor-listrik-rp35-juta-yang-hem...	149	23.1% ↑	4,076	-1.1% ↓

By Engagement & Total User

	Page path	Total users ▾	Engagement rate	Average session duration	Bounce rate
1.	/article/simak-subsidi-motor-listrik-di-tahun-2025	1,611	74.23%	00:02:23	25.77%
2.	/article/daftar-motor-listrik-maka-cavalry-resmi-masuk-indonesia-harga...	853	77.28%	00:01:57	22.72%
3.	/article/motor-listrik-terbaik-untuk-jarak-jauh-2025	493	82.26%	00:02:38	17.74%
4.	/article/stnk-motor-listrik-kini-bisa-diurus-dalam-30-menit-di-samsat	414	69.1%	00:02:21	30.9%
5.	/article/cara-cek-subsidi-motor-listrik-panduan-lengkap-untuk-pemoho...	297	74.62%	00:03:23	25.38%
6.	/article/motor-listrik-kena-pajak-simak-aturan-resmi-kemenhub-terbaru	273	62.19%	00:02:14	37.81%
7.	/article/produsen-jepang-luncurkan-motor-listrik-jarak-tempuh-terjauh-...	206	78.57%	00:02:10	21.43%
8.	/article/kredit-motor-listrik-maka-cavalry-motor-listrik-rp35-juta-yang-h...	143	78.82%	00:02:39	21.18%
9.	/article/kabar-gembira-harga-motor-listrik-subsidi-makin-terjangkau-2024	130	69.93%	00:02:24	30.07%
10.	/article/macam-macam-motor-listrik-terlaris-di-pasar-indonesia-saat-ini	118	73.85%	00:01:57	26.15%

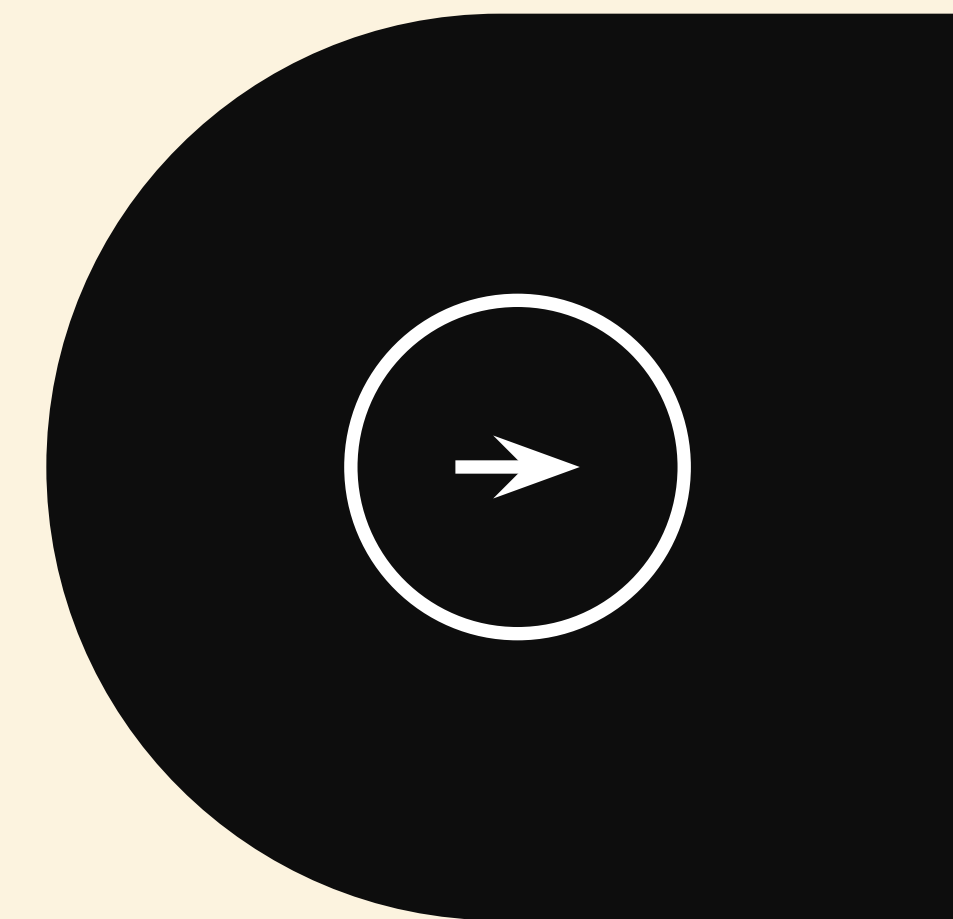
Berikut adalah 10 artikel teratas yang paling banyak menghasilkan organic traffic di bulan Juni

Terlihat dari **engagement rate >69%** dan **average session duration yang lebih dari 2-3 menit**, dapat disimpulkan pembaca cukup engage dengan informasi yang kita bagikan

Delta organic traffic dan impression selama MoM juga mengalami peningkatan yang signifikan dari bulan lalu.

Technical performance

June 2025

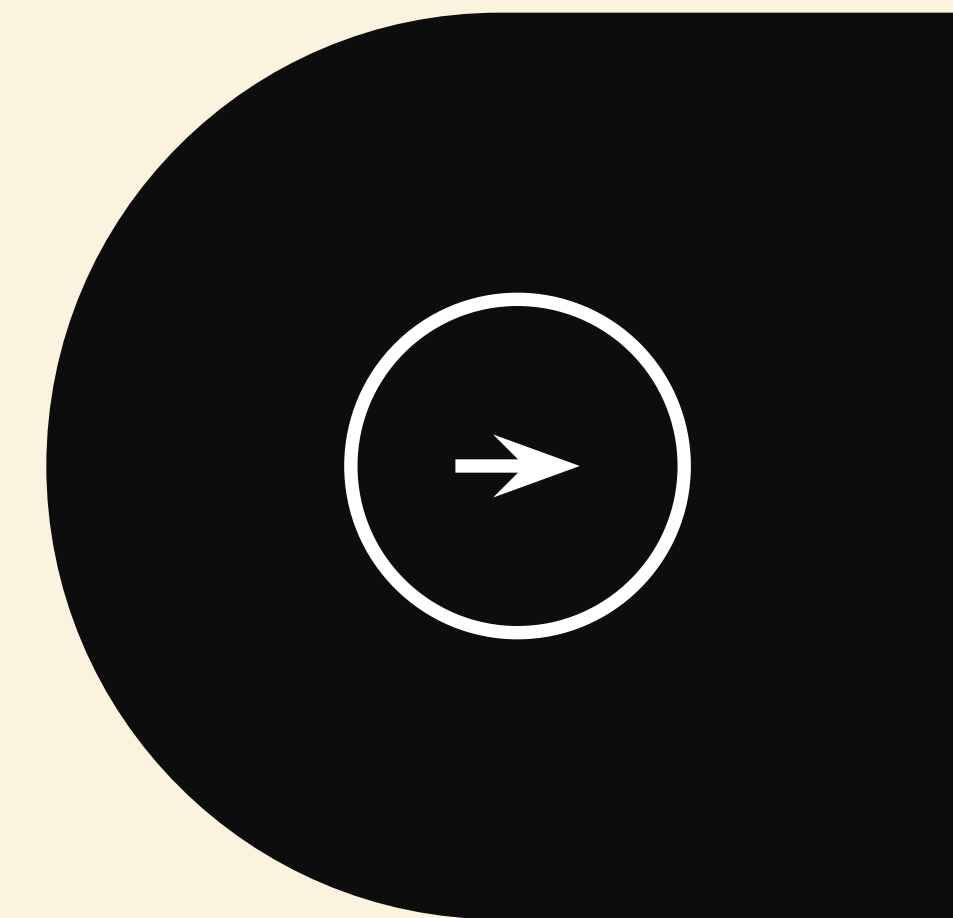


Task	Date	Status
remove sitemap.xml article EN https://maka-motors.com/en-sitemap-article.xml (agar versi en tidak dicrawl lagi)	June/3	Completed
ALL URL Landing page versi EN perlu dimasukkan di sitemaps versi EN	June/3	Completed
remove sitemap article en dari GSC (agar versi en tidak dicrawl lagi)	June/3	Completed
Disavow toxic backlink (33 Domain)	June/10	Completed
2 pages have duplicate content issues	June/10	Completed
2 pages have duplicate meta descriptions	June/10	Completed
2 incorrect pages found in sitemap.xml (karena canonical versi en belum benar)	June/10	Completed
11 pages have too much text within the title tags	June/17	Completed
5 images don't have alt attributes	June/17	Completed

- 9 Technical issues yang berhasil solved di bulan Juni 2025

Suggestion & Action Item

June 2025



Suggestions

1. Develop content categorization based on tagging (content mapping by tagging) Why:
 - To increase crawling & indexing process by giving more signal through category pages link
 - To create better navigation for user, to find relevant article based on topic

Action Items

- Continue to optimize internal link existing article
- Monitoring technical issues, both in GSC and semrush