

ROOFTOP RESULT

Capital City CDJR

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.60%	2.97%	86.0%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	78.5%	90.9%
Bounce	21.5%	9.1%
Sessions per active user	0.84	1.13
Average duration	1m 57s	3m 56s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
28	38	52	80

Three practical next moves

HIGHEST IMPACT

Request a mobile-optimized hero image from your website provider. Prioritize the single strongest vehicle photo above the fold. Confirm the inventory search bar is immediately visible without scrolling.

Mobile shoppers leave before they see vehicles or find the search bar. Reducing the hero gives them the inventory faster.

WHAT TO CHECK

The homepage loads large images before shoppers can take action.
Mobile visitors wait before seeing inventory or contact options.

HOW TO MEASURE

Compare mobile engagement and bounce rate for two weeks before and after the hero change.

DIFFICULTY: LOW

MEDIUM IMPACT

Request a mobile-optimized hero image from your website provider. Prioritize the single strongest vehicle photo above the fold. Confirm the inventory search bar is immediately visible without scrolling.

Mobile shoppers leave before they see vehicles or find the search bar. Reducing the hero gives them the inventory faster.

WHAT TO CHECK

The homepage loads large images before shoppers can take action.
Mobile visitors wait before seeing inventory or contact options.

HOW TO MEASURE

Compare mobile engagement and bounce rate for two weeks before and after the hero change.

DIFFICULTY: LOW

LOWER IMPACT

Update the CTA buttons to use benefit-led, action- oriented copy such as "Shop New Inventory", "Find Your Used Car", or "Get My Price" to increase click-through rates.

Competing or generic actions can create decision friction on small screens.

WHAT TO CHECK

The homepage features generic CTA copy such as "New Vehicles", "Used Vehicles", "Learn More", and "Read More" which do not communicate clear value to the user.

HOW TO MEASURE

Track action-level click-through, form starts, completed leads, and downstream quality by variant.

DIFFICULTY: LOW