

ROOFTOP RESULT

Columbia Honda

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
2.44%	3.29%	34.7%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	70.2%	77.8%
Bounce	29.8%	22.2%
Sessions per active user	0.77	0.96
Average duration	3m 09s	4m 34s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
47	74	47	88

Three practical next moves

HIGHEST IMPACT

Disable autoplaying video on mobile devices and replace it with a static, optimized image to improve page load speed and prevent unnecessary data usage for mobile users.

Heavy media can delay the first useful action and consume unnecessary mobile data.

WHAT TO CHECK

The homepage features an autoplaying background video (

HOW TO MEASURE

Compare mobile LCP, transferred bytes, inventory-entry clicks, and lead rate before and after the change.

DIFFICULTY: MEDIUM

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

Simplify the mobile navigation by exposing the inventory search bar directly in the header and reducing the depth of the mobile menu to prioritize quick access to inventory and lead forms.

Deep menus and hidden search controls slow the route to inventory and contact.

WHAT TO CHECK

The mobile navigation relies on a complex dropdown menu structure with many nested links (e.g., `hondaresearchdropdown` , `financedropdown`) and a search bar that is hidden behind a toggle.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Compare time to first inventory interaction, menu exits, search use, and lead completion.