

ROOFTOP RESULT

Gray-Daniels Automotive Group

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
2.47%	2.28%	-7.8%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	85.5%	90.9%
Bounce	14.5%	9.1%
Sessions per active user	0.97	1.23
Average duration	4m 29s	5m 56s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
56	62	91	75

Three practical next moves

HIGHEST IMPACT

Remove the 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 visitors.

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

Reduce the hero carousel to 1-2 static, high- priority messages or eliminate it entirely in favor of a single strong CTA and immediate access to inventory search.

Too many slides can push inventory paths below the fold and fragment attention.

WHAT TO CHECK

The hero section contains a carousel with 8 slides (class="item banner-slide"), which can be overwhelming and push important inventory search features below the fold.

HOW TO MEASURE

A/B test the reduced hero against the current hero using inventory-entry clicks, LCP, and lead rate.

DIFFICULTY: LOW

LOWER IMPACT

Minimize the use of intrusive popups and overlays on mobile, ensuring that any necessary modals are easily dismissible and do not block core navigation or CTAs.

Early overlays can obscure inventory and interrupt shoppers before intent is understood.

WHAT TO CHECK

The site has 35 instances of modals, popups, or overlays (modallpopupoverlayinterstitial), which can be highly disruptive on small mobile screens.

HOW TO MEASURE

Test delayed or intent-triggered presentation using close rate, inventory interaction, lead rate, and bounce.

DIFFICULTY: MEDIUM