

ROOFTOP RESULT

Gray Daniels Chevrolet

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.81%	2.56%	41.3%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	87.5%	93.8%
Bounce	12.5%	6.2%
Sessions per active user	1.04	1.09
Average duration	3m 35s	3m 25s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
27	59	54	84

Three practical next moves

HIGHEST IMPACT

Reduce the number of slides to 1-3 high-priority offers to improve load time and keep the inventory search visible without scrolling.

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

WHAT TO CHECK

The homepage features an excessive hero carousel with 18 slides, which pushes important content like the inventory search below the fold on mobile devices.

DIFFICULTY: LOW

HOW TO MEASURE

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

MEDIUM IMPACT

Use more benefit-led, action-oriented CTAs like "Find My Chevy" or "Get My Price" to increase click-through rates.

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

WHAT TO CHECK

The primary CTAs on the homepage are generic, such as "View Inventory" and "Schedule Now".

DIFFICULTY: LOW

HOW TO MEASURE

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

LOWER IMPACT

Convert all phone numbers to clickable "tel:" links to allow mobile users to easily call the dealership with a single tap.

Plain-text phone numbers add avoidable friction for high-intent mobile shoppers.

WHAT TO CHECK

Several phone numbers on the homepage (e.g., Sales, Service, Fleet) are displayed as plain text rather than clickable "tel:" links.

DIFFICULTY: LOW

HOW TO MEASURE

Validate tel links, then compare click-to-call leads and accidental taps before and after release.