

ROOFTOP RESULT

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Rooftop result

Data state: missing-baseline

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.00%	0.00%	Not available	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	13.5%	42.6%
Bounce	86.5%	57.4%
Sessions per active user	0.14	0.48
Average duration	1m 05s	3m 32s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
28	54	53	74

Three practical next moves

HIGHEST IMPACT

Reduce the number of intrusive pop-ups and overlays on mobile to prevent blocking the main content and frustrating users before they can engage with the site.

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

WHAT TO CHECK

The homepage HTML contains 34 instances of modal, popup, or overlay elements, including a video overlay.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

MEDIUM IMPACT

Remove autoplaying videos on mobile devices to improve page load speed, reduce data usage, and prevent distracting movement that draws attention away from primary CTAs.

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

LOWER IMPACT

Convert all plain-text phone numbers into clickable tel: links to enable seamless click-to-call functionality for mobile users.

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

WHAT TO CHECK

There are 13 plain-text phone numbers on the homepage but only 1 clickable tel: link.

DIFFICULTY: LOW

HOW TO MEASURE

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