

ROOFTOP RESULT

Hope Auto Chevrolet Buick GMC

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.52%	2.32%	52.3%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	66.7%	77.4%
Bounce	33.3%	22.6%
Sessions per active user	0.72	0.94
Average duration	2m 46s	3m 30s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
27	59	32	87

Three practical next moves

HIGHEST IMPACT

Reduce the mobile hero carousel to 3-5 high-priority slides to improve page load speed and ensure users can quickly access inventory search and key CTAs without excessive swiping.

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

WHAT TO CHECK

The homepage hero carousel contains 27 slides, with 13 visible on mobile devices, which is excessive and buries important content.

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

Ask your website provider which tracking tags and chat widgets are loading on every page. Remove any that are not generating leads or reporting you actively use.

Extra scripts slow down the page. Mobile shoppers feel the delay and leave before browsing inventory.

WHAT TO CHECK

There are 28 instances of modal/popup/overlay scripts on the homepage, which can create a frustrating and blocking experience for mobile users trying to navigate the site.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

LOWER IMPACT

Wrap all phone numbers in standard HTML 'tel:' links (e.g., [870-686- 3821](tel:870-686-3821)) to enable one-tap click-to-call functionality for mobile visitors.

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

WHAT TO CHECK

Several phone numbers in the footer and header are presented as plain text (e.g., 870-686-3821) rather than clickable 'tel:' links, making it difficult for mobile users to call the dealership directly.

DIFFICULTY: LOW

HOW TO MEASURE

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