

ROOFTOP RESULT

Hope Auto Company Ford

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.97%	1.58%	62.4%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	64.8%	75.9%
Bounce	35.2%	24.1%
Sessions per active user	0.71	0.89
Average duration	2m 26s	4m 01s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
25	50	52	65

Three practical next moves

HIGHEST IMPACT

Remove the autoplaying video on mobile devices and replace it with a static, optimized hero image to improve page load speed and user experience.

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

Wrap all phone numbers in clickable tel: links (e.g., [870-407-7367](tel:870-407-7367)) to enable seamless click-to-call functionality for mobile visitors.

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

WHAT TO CHECK

The homepage contains 5 plain-text phone numbers (e.g., 870-407-7367) that are not wrapped in tel: links, making it difficult for mobile users to click-to-call the dealership.

HOW TO MEASURE

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

DIFFICULTY: LOW