

ROOFTOP RESULT

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Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
2.14%	4.64%	116.7%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	72.6%	90.2%
Bounce	27.4%	9.8%
Sessions per active user	0.81	1.18
Average duration	2m 33s	5m 20s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
29	50	54	85

Three practical next moves

HIGHEST IMPACT

Consolidate the CTAs to 2-3 primary, high-value actions per vehicle card to reduce decision paralysis on mobile screens.

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

WHAT TO CHECK

The interior vehicle results page features vehicle cards with up to eight stacked CTAs (e.g., 'CALCULATE PAYMENT', 'CONFIRM AVAILABILITY', 'CUSTOM ORDER', 'VALUE TRADE', 'PRE-QUALIFY', 'Click To Call', 'Check Availability').

DIFFICULTY: LOW

HOW TO MEASURE

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

MEDIUM IMPACT

Audit and update all promotional banners to ensure offers are current, removing expired promotions that erode trust.

Stale, duplicated, or unclear content can reduce confidence in the dealership experience.

WHAT TO CHECK

The homepage features an interactive OEM incentive banner (e.g., 2025 Ram) with stale copy stating 'Must take delivery by 06/30/2025' still displayed in July 2026.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Measure offer engagement, error reports, inventory entry, and lead rate after content governance changes.

LOWER IMPACT

Review Cloudflare firewall rules to ensure legitimate mobile users are not inadvertently blocked.

Stale, duplicated, or unclear content can reduce confidence in the dealership experience.

WHAT TO CHECK

The site is protected by a strict Cloudflare security challenge that blocks automated access and some legitimate traffic (like privacy browsers).

DIFFICULTY: MEDIUM

HOW TO MEASURE

Measure offer engagement, error reports, inventory entry, and lead rate after content governance changes.