

ROOFTOP RESULT

Joe Machens Dealerships

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.28%	2.13%	66.1%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	66.1%	85.3%
Bounce	33.9%	14.7%
Sessions per active user	0.77	1.18
Average duration	5m 02s	6m 57s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
43	64	56	85

Three practical next moves

HIGHEST IMPACT

Remove the autoplaying video on mobile devices and replace it with a static, optimized image to reduce page load times and prevent data drain for mobile users.

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

Ensure all phone numbers displayed on the mobile site are formatted as clickable "tel:" links so users can initiate a call with a single tap.

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

WHAT TO CHECK

There are no click-to-call (tel:) links present on the homepage, making it difficult for mobile users to quickly contact the dealership.

DIFFICULTY: LOW

HOW TO MEASURE

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

LOWER IMPACT

Implement a sticky or highly visible search bar at the top of the mobile homepage to allow users to quickly search for vehicles.

Deep menus and hidden search controls slow the route to inventory and contact.

WHAT TO CHECK

The homepage lacks a prominent, easily accessible mobile search bar or search form, forcing users to navigate through menus to find specific inventory.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Compare time to first inventory interaction, menu exits, search use, and lead completion.