

ROOFTOP RESULT

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Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.58%	1.75%	10.7%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	58.2%	70.5%
Bounce	41.8%	29.5%
Sessions per active user	0.63	0.81
Average duration	2m 27s	3m 14s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
26	33	47	64

Three practical next moves

HIGHEST IMPACT

Consolidate or remove unnecessary modals, ensuring that any promotional popups are triggered by user action rather than loading automatically and cluttering the mobile viewport.

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

WHAT TO CHECK

The homepage loads 51 modal/popup elements in the DOM, which can severely impact mobile performance and user experience by blocking content or causing layout shifts.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

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

The site uses multiple overlapping trade-in valuation tools (Edmunds and Kelley Blue Book) alongside other third-party scripts like CarNow for chat.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Inventory tags, assign owners, and test one reversible deferral or consolidation at a time against performance and leads.

LOWER 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.

DIFFICULTY: LOW

HOW TO MEASURE

Compare mobile engagement and bounce rate for two weeks before and after the hero change.