

ROOFTOP RESULT

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Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
2.76%	4.42%	60.4%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	74.7%	87.9%
Bounce	25.3%	12.1%
Sessions per active user	0.82	1.15
Average duration	3m 03s	5m 18s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
40	43	53	89

Three practical next moves

HIGHEST IMPACT

Move the detour alert below the primary hero section or convert it to a dismissible sticky header so it doesn't block the main conversion path.

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

WHAT TO CHECK

A construction detour alert banner sits at the very top of the homepage, pushing primary content down on mobile.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

MEDIUM IMPACT

Remove the redundant quick-links block to save valuable mobile screen real estate.

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

WHAT TO CHECK

The mobile navigation features duplicate quick-links blocks, rendering the same set of 6 CTAs ('New Vehicles', 'Pre-Owned Vehicles', etc.) twice consecutively.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

LOWER IMPACT

Reduce the number of visible model tiles or move a primary inventory search bar above the model selector to capture high-intent shoppers immediately.

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

WHAT TO CHECK

The hero area features model-line carousel tabs with 13 model tiles before any primary lead CTA is presented.

DIFFICULTY: LOW

HOW TO MEASURE

A/B test the reduced hero against the current hero using inventory-entry clicks, LCP, and lead rate.