

ROOFTOP RESULT

# Joe Machens Toyota

Rooftop result

Data state: healthy

## Lead conversion

| NON-ACTIVE | ACTIVE | RELATIVE LIFT | GROUP MEDIAN LIFT |
|------------|--------|---------------|-------------------|
| 2.11%      | 2.18%  | 3.5%          | 55.8%             |

## Experience signals

| METRIC                   | NON-ACTIVE | ACTIVE |
|--------------------------|------------|--------|
| Engagement               | 80.6%      | 87.7%  |
| Bounce                   | 19.4%      | 12.3%  |
| Sessions per active user | 0.99       | 1.22   |
| Average duration         | 4m 52s     | 5m 33s |

## PageSpeed on and off

| MOBILE OFF | MOBILE ON | DESKTOP OFF | DESKTOP ON |
|------------|-----------|-------------|------------|
| 34         | 61        | 85          | 60         |

## Three practical next moves

### HIGHEST 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

### 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 mobile homepage contains multiple overlapping third- party scripts, including CarNow, Edmunds, Clarivoy, AudioEye, and AutoGenius, which can slow down page load times and create a cluttered experience.

#### HOW TO MEASURE

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

DIFFICULTY: MEDIUM

### LOWER IMPACT

**Update the CTA text to be more action-oriented and benefit-led, such as "Find Your New Toyota" or "View Pre-Owned Deals," to better encourage mobile users to click through to inventory.**

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

#### WHAT TO CHECK

The primary CTAs on the homepage use generic text like "Shop New" and "Shop Pre-Owned" rather than benefit-led copy.

#### HOW TO MEASURE

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

DIFFICULTY: LOW