

ROOFTOP RESULT

Joe Machens Volkswagen

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.80%	2.12%	17.6%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	67.7%	77.7%
Bounce	32.3%	22.3%
Sessions per active user	0.74	0.94
Average duration	3m 13s	3m 35s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
28	36	55	67

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

Update the CTA copy to be more action-oriented and benefit-led, such as "View Current Offers" or "Explore Our Inventory" to better guide mobile users.

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

WHAT TO CHECK

The homepage features a generic "Learn More" CTA button which lacks specific value or benefit for the user.

HOW TO MEASURE

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

DIFFICULTY: LOW

LOWER 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 lacks click-to-call functionality (tel: links) for phone numbers, making it difficult for mobile users to quickly contact the dealership.

HOW TO MEASURE

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

DIFFICULTY: MEDIUM