

ROOFTOP RESULT

Kia of Columbia

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.24%	4.57%	269.4%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	66.8%	79.6%
Bounce	33.2%	20.4%
Sessions per active user	0.73	1.07
Average duration	2m 17s	4m 47s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
11	44	11	52

Three practical next moves

HIGHEST 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 features an 'assistant' widget presenting 12 quick actions, creating a massive competing CTA menu near the top of the page.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

MEDIUM 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.

LOWER IMPACT

Consolidate the sign-in prompt to a single, unobtrusive link in the header to prioritize inventory discovery.

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

WHAT TO CHECK

The 'Sign-In for the Best Experience' prompt is repeated 3 times near the top of the page, pushing inventory content down.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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