

ROOFTOP RESULT

# Machens Ford

Rooftop result

Data state: healthy

## Lead conversion

| NON-ACTIVE | ACTIVE | RELATIVE LIFT | GROUP MEDIAN LIFT |
|------------|--------|---------------|-------------------|
| 1.22%      | 2.66%  | 118.3%        | 55.8%             |

## Experience signals

| METRIC                   | NON-ACTIVE | ACTIVE |
|--------------------------|------------|--------|
| Engagement               | 86.2%      | 86.7%  |
| Bounce                   | 13.8%      | 13.3%  |
| Sessions per active user | 0.95       | 1.11   |
| Average duration         | 3m 31s     | 5m 13s |

## PageSpeed on and off

| MOBILE OFF | MOBILE ON | DESKTOP OFF | DESKTOP ON |
|------------|-----------|-------------|------------|
| 18         | 68        | 31          | 64         |

## Three practical next moves

### HIGHEST IMPACT

Consolidate the model selector to remove duplicates and reduce the extremely long mobile scroll, making it easier for users to find the vehicle they want.

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

#### WHAT TO CHECK

The homepage model selector renders 21 duplicated 'View Details' model tiles (e.g., Mustang listed twice, all F-series variants ).

DIFFICULTY: MEDIUM

#### HOW TO MEASURE

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

### MEDIUM IMPACT

#### Wrap all phone numbers in standard HTML 'tel:' links to enable one-tap click-to-call functionality for mobile visitors.

Plain-text phone numbers add avoidable friction for high-intent mobile shoppers.

#### WHAT TO CHECK

The homepage phone number (Sales 573-445-4411) appears as plain text rather than a clickable link.

DIFFICULTY: LOW

#### HOW TO MEASURE

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

### LOWER IMPACT

#### Update the CTA text to be more action-oriented and benefit-led, such as 'Find Your New Ford' or 'View Pre-Owned Deals'.

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

#### WHAT TO CHECK

The primary CTAs use generic text like 'Shop New', 'Shop Pre- Owned', and 'Search'.

DIFFICULTY: LOW

#### HOW TO MEASURE

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