

ROOFTOP RESULT

Machens Lincoln Columbia

Rooftop result

Data state: missing-baseline

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.00%	2.74%	Not available	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	89.9%	78.6%
Bounce	10.1%	21.4%
Sessions per active user	0.92	0.89
Average duration	2m 04s	2m 47s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
38	82	56	96

Three practical next moves

HIGHEST IMPACT

Secure the .com domain and redirect it to the .net domain to ensure users guessing the URL reach the site.

Broken domains, strict challenges, or incomplete analytics can hide or prevent real shopper journeys.

WHAT TO CHECK

The provided domain (machenslincoln.com) is dead (connection closed), while the live site is at machenslincoln.net.

DIFFICULTY: HIGH

HOW TO MEASURE

Test redirects, WAF rules, GA4 events, and lead paths across mobile networks, privacy settings, and browsers.

MEDIUM IMPACT

Convert all phone numbers to clickable 'tel:' links to allow mobile users to easily call the dealership.

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

WHAT TO CHECK

The live site's phone numbers (Sales, Service, Parts) are displayed as plain text.

DIFFICULTY: LOW

HOW TO MEASURE

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

LOWER IMPACT

Integrate the trade-in tool within an iframe or a dedicated landing page on the dealership's domain to retain the user and preserve lead attribution.

Broken domains, strict challenges, or incomplete analytics can hide or prevent real shopper journeys.

WHAT TO CHECK

The KBB Instant Cash Offer trade-in link takes the user entirely offsite to kbb.com.

DIFFICULTY: HIGH

HOW TO MEASURE

Test redirects, WAF rules, GA4 events, and lead paths across mobile networks, privacy settings, and browsers.