

ROOFTOP RESULT

Mark McLarty Toyota

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
3.09%	3.18%	2.8%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	82.7%	89.5%
Bounce	17.3%	10.5%
Sessions per active user	0.93	1.11
Average duration	3m 20s	4m 52s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
35	62	35	83

Three practical next moves

HIGHEST IMPACT

Make every visible phone number a tel: link and keep one persistent mobile call CTA in the sticky header so visitors can call the correct department with one tap.

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

WHAT TO CHECK

The homepage header shows multiple department phone numbers - Sales 888-593-1874, Service 888-593-1873, Parts 877-215-7516, and Local 501-753-0400 - but the page exposes only 1 tel: link while the page text contains 5 phone-number strings. On mobile, that means most visible numbers are not tap-to-call, creating friction for high-intent shoppers who want to contact the store immediately.

DIFFICULTY: LOW

HOW TO MEASURE

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

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 homepage uses a 4-slide hero carousel (.carousel-inner .item count = 4) and also includes an autoplaying muted looping video (

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

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