

ROOFTOP RESULT

McLarty Auto Group

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.67%	1.92%	185.0%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	74.4%	88.8%
Bounce	25.6%	11.2%
Sessions per active user	0.84	1.24
Average duration	3m 17s	6m 29s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
57	75	59	87

Three practical next moves

HIGHEST IMPACT

Set up a proper 301 redirect from the old/alternate domain to the active production domain to prevent dead-ending visitors.

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

WHAT TO CHECK

The provided domain (www.mclartyautogroup.com) returns a 405 Not Allowed error, while the live site is hosted at www.mclartyauto.com.

DIFFICULTY: HIGH

HOW TO MEASURE

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

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

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.