

ROOFTOP RESULT

McLarty Honda

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.75%	2.01%	14.9%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	65.0%	77.3%
Bounce	35.0%	22.7%
Sessions per active user	0.75	1.01
Average duration	4m 26s	4m 59s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
28	52	53	78

Three practical next moves

HIGHEST 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

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.

HOW TO MEASURE

Compare mobile engagement and bounce rate for two weeks before and after the hero change.

DIFFICULTY: LOW

LOWER IMPACT

Consolidate the number of CTAs and use specific, benefit-driven copy (e.g., "Get My Price" or "Value My Trade") to guide users toward high-value conversion actions.

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

WHAT TO CHECK

The homepage contains 11 competing CTAs with generic copy such as "Learn More" and "View Offers", which can cause decision paralysis for mobile users.

HOW TO MEASURE

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

DIFFICULTY: LOW