

ROOFTOP RESULT

McLarty Mazda

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.90%	1.36%	51.1%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	63.0%	74.3%
Bounce	37.0%	25.7%
Sessions per active user	0.68	0.89
Average duration	2m 14s	3m 48s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
22	31	57	69

Three practical next moves

HIGHEST IMPACT

have the dealership’s IT team relax or tune Cloudflare/WAF bot and reputation rules, test from multiple mobile networks and privacy configurations, and ensure legitimate visitors can always reach the homepage, inventory, and lead paths without a security interstitial.

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

WHAT TO CHECK

Repeated requests to the homepage and key paths returned a Cloudflare block page with HTTP 403 and the message "Sorry, you have been blocked," and even the browser session exposed the title but no usable interactive elements.

HOW TO MEASURE

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

DIFFICULTY: HIGH

MEDIUM IMPACT

shorten and compress the hero, and move inventory search plus one primary lead CTA above the fold so mobile shoppers can start shopping or contacting the store without scrolling past a nearly full-screen promo image.

Heavy media can delay the first useful action and consume unnecessary mobile data.

WHAT TO CHECK

The homepage head explicitly preloads a mobile hero asset named "Mazda-SSE-OfferBanner-C-8G-768x958-90-Days.png" with high fetch priority, plus a desktop 1920x760 version, indicating the top of the mobile experience is dominated by a tall incentive banner.

HOW TO MEASURE

Compare mobile LCP, transferred bytes, inventory-entry clicks, and lead rate before and after the change.

DIFFICULTY: MEDIUM

LOWER 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 page head establishes multiple third-party connections before content is available, including Google Tag Manager, AudioEye, Datadog browser agent, DealerInspire assets/reference domains, Auto Genius layer markup, and Cloudflare.

HOW TO MEASURE

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

DIFFICULTY: MEDIUM