

## ROOFTOP RESULT

# McLarty Nissan of Benton

Rooftop result

Data state: healthy

## Lead conversion

| NON-ACTIVE | ACTIVE | RELATIVE LIFT | GROUP MEDIAN LIFT |
|------------|--------|---------------|-------------------|
| 1.97%      | 3.14%  | 59.4%         | 55.8%             |

## Experience signals

| METRIC                   | NON-ACTIVE | ACTIVE |
|--------------------------|------------|--------|
| Engagement               | 73.9%      | 85.4%  |
| Bounce                   | 26.1%      | 14.6%  |
| Sessions per active user | 0.83       | 1.08   |
| Average duration         | 2m 58s     | 4m 36s |

## PageSpeed on and off

| MOBILE OFF | MOBILE ON | DESKTOP OFF | DESKTOP ON |
|------------|-----------|-------------|------------|
| 29         | 55        | 53          | 55         |

## Three practical next moves

### HIGHEST IMPACT

Configure the cookie consent banner to be less intrusive on mobile devices, such as a smaller sticky footer that doesn't block the main viewport or hero content.

Early overlays can obscure inventory and interrupt shoppers before intent is understood.

#### WHAT TO CHECK

The mobile homepage has a prominent "Your Privacy & Cookies" pop-up banner powered by ComplyAuto that blocks content and requires interaction.

DIFFICULTY: MEDIUM

#### HOW TO MEASURE

Test delayed or intent-triggered presentation using close rate, inventory interaction, lead rate, and bounce.

### 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

**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 site loads multiple overlapping third-party tracking and analytics scripts, including Facebook, Google Tag Manager (36 instances), Clarivoy, and Foureyes, which can significantly slow down mobile page load times.

DIFFICULTY: MEDIUM

#### HOW TO MEASURE

Inventory tags, assign owners, and test one reversible deferral or consolidation at a time against performance and leads.