

ROOFTOP RESULT

McLarty Nissan of Little Rock

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
3.19%	5.82%	82.6%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	71.2%	79.5%
Bounce	28.8%	20.5%
Sessions per active user	0.80	1.00
Average duration	3m 29s	4m 33s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
29	53	60	70

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

Update the primary CTAs to be more benefit-driven (e.g., "Get My Price" or "Find My Nissan") and ensure key actions are immediately visible without requiring a menu click.

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

WHAT TO CHECK

The mobile navigation menu is hidden behind a hamburger icon, and the main CTAs ("View Inventory", "Schedule Now") are generic and not benefit-led.

HOW TO MEASURE

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

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