

ROOFTOP RESULT

McLarty Nissan of North Little Rock

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
3.15%	3.75%	19.1%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	83.1%	88.1%
Bounce	16.9%	11.9%
Sessions per active user	0.94	1.18
Average duration	3m 54s	5m 42s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
36	49	59	70

Three practical next moves

HIGHEST IMPACT

Register the long-form domain and set up a 301 redirect to the active site to capture any traffic using the full dealership name.

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

WHAT TO CHECK

The provided domain (www.mclartynissanofnorthlittlerock.com) does not resolve in DNS, while the live site is at www.mclartynissannlr.com.

DIFFICULTY: HIGH

HOW TO MEASURE

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

MEDIUM 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 live homepage hero links are empty-image anchors with no descriptive text, and the CTAs are generic ('View Inventory').

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

LOWER IMPACT

Reduce the number of visible reviews to 2-3 and place the rest behind a 'Read More Reviews' button to prioritize inventory search.

Deep menus and hidden search controls slow the route to inventory and contact.

WHAT TO CHECK

The homepage loads 15 DealerRater review entries, creating a very long scroll before users reach the dealership contact info or search bar.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Compare time to first inventory interaction, menu exits, search use, and lead completion.