

ROOFTOP RESULT

McLarty Volkswagen

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.46%	2.05%	41.1%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	74.1%	82.2%
Bounce	25.9%	17.8%
Sessions per active user	0.79	0.95
Average duration	1m 47s	2m 42s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
36	69	50	82

Three practical next moves

HIGHEST IMPACT

Implement responsive image sizing with mobile- specific assets and remove duplicate hero slides to drastically improve mobile load times.

Too many slides can push inventory paths below the fold and fragment attention.

WHAT TO CHECK

The homepage hero and secondary tiles use desktop-sized assets (e.g., 1920x450 Tiguán banners, 'value-trade-desktop-t1.jpg'), and the hero banner is repeated 3 times.

DIFFICULTY: LOW

HOW TO MEASURE

A/B test the reduced hero against the current hero using inventory-entry clicks, LCP, and lead rate.

MEDIUM IMPACT

Ensure all primary conversion paths, including finance applications, are hosted on the primary domain.

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

WHAT TO CHECK

The finance content links to a different domain (mclartyvw.com), splitting the user journey and potentially breaking analytics tracking.

DIFFICULTY: HIGH

HOW TO MEASURE

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

LOWER IMPACT

Add a prominent, clickable 'tel:' link in the sticky header or primary content area so mobile users can easily contact the dealership.

Plain-text phone numbers add avoidable friction for high-intent mobile shoppers.

WHAT TO CHECK

There are no visible phone numbers or click-to-call links in the main content of the homepage.

DIFFICULTY: LOW

HOW TO MEASURE

Validate tel links, then compare click-to-call leads and accidental taps before and after release.