

ROOFTOP RESULT

McLarty Volvo Cars of Little Rock

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.35%	1.29%	268.8%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	46.8%	66.7%
Bounce	53.2%	33.3%
Sessions per active user	0.49	0.79
Average duration	1m 23s	3m 32s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
33	71	43	81

Three practical next moves

HIGHEST 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 homepage has 5 plain-text phone numbers (e.g., 501- 907-0200) but zero tel: links, meaning mobile users cannot click to call the dealership directly.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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

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 site loads multiple overlapping third-party tags, including Matador (chat), CallRevu (call tracking), Fullpath/AutoLeadStar, and KBB Instant Cash Offer, which can cause script bloat and slow down mobile rendering.

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

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.