

ROOFTOP RESULT

Volvo Cars Jackson

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
0.61%	1.56%	153.7%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	94.0%	95.4%
Bounce	6.0%	4.6%
Sessions per active user	0.97	1.10
Average duration	1m 33s	3m 00s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
42	73	56	98

Three practical next moves

HIGHEST IMPACT

Consolidate the model browser to show each model only once, streamlining the path to specific vehicle inventory.

Stale, duplicated, or unclear content can reduce confidence in the dealership experience.

WHAT TO CHECK

The new-model browser renders approximately 25 model tiles with heavy duplication (e.g., EX90 listed 4x, EX30 4x), creating a bloated mobile scroll.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Measure offer engagement, error reports, inventory entry, and lead rate after content governance changes.

MEDIUM IMPACT

Wrap the phone number in a standard HTML 'tel:' link to enable one-tap click-to-call functionality.

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

WHAT TO CHECK

The sales phone number (601-751-4713) appears as plain text in contact blocks rather than a clickable link.

DIFFICULTY: LOW

HOW TO MEASURE

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

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 contains leftover raw platform artifacts, including an empty link to a staging domain (volvocarsjacksonvcna.website.apps.dealer.com) and a service link pointing to an unbranded Cox domain.

DIFFICULTY: MEDIUM

HOW TO MEASURE

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