



Click Analysis Consultancy

For customers who haven't got the time to run the Click Analyser software themselves we offer a consultancy package in which we will:

- Install the software on 3 main pages of your choice
- Analyse an unlimited number of clicks over a one month period
- Provide a full report at the end of the month (see below for more information)
- Based on the report findings or recommendations - One hours free web design or SEO work to help make improvements.

What will the report cover? *

Identification of:

- ✓ The popular and un-popular areas of the website in relation to the traffic involved
- ✓ Misused areas of the site, for example text or images that are mistaken for hyperlinks by the users.
- ✓ Close misses: Areas that are linked but perhaps not to the extent that the user would expect which results in them having to click again more precisely than necessary.

Creation of Maps:

- ✓ Heat Map: This will show an overview of where visitors are (and aren't) clicking, with the most popular regions in "hotter" colours.
- ✓ Click Map: This map is more precise in that it shows exactly where the users are clicking with each individual click represented by a marker.
- ✓ Hover Map: This map breaks down all the active links into a grid. A valuable tool for in depth analysis.

Other areas covered:

- ✓ Browser analysis: Results will be filtered based on which browser the users browsed the website with. This is an area often overlooked as what may appear to be a miss click may actually have been down to an alternative browser rendering the page differently and positioning the link elsewhere.
- ✓ Only my text size: Stats will be filtered by text size used when browsing. This is a useful for identifying true miss clicks. For example if a short sighted user ups the text size for his/her browser for accessibility purposes then the web page will appear very different to the regular view consequently repositioning links.
- ✓ Follow targets: We will filter out all miss clicks entirely to focus solely on how active links are performing.
- ✓ Click Time: We will filter out the clicks made within a specified amount of time after the page loaded. Useful in identifying poorly designed navigation that takes the user time to figure out.
- ✓ Came from: Analysis of which routes within the site are most effective to get to the point of conversion.
- ✓ Went from: Conversion analysis. For example on a product page of a shop we can filter out the clicks to buy the product against those just browsing the shop.

* Note the report will be tailored to your requirement and may not cover all the areas above.