

6 tricks to mastering click maps

Try these tips for igniting user engagement when you need a hot website.

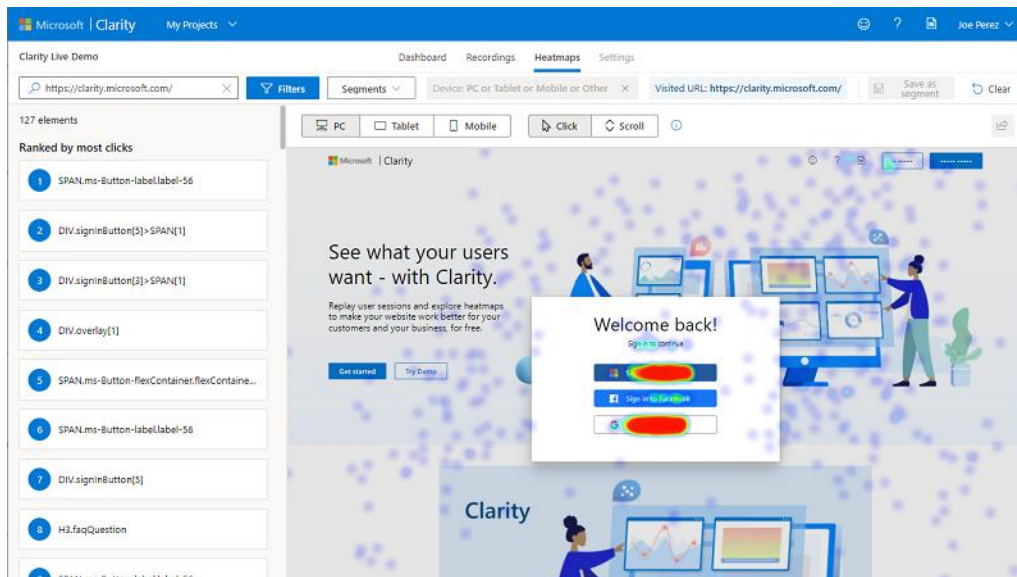
Creating a website that consistently gets clicks can be tough to do, but it's necessary for staying at the top of your game. Perhaps you've heard of a website analysis tool called a **click map** that can do away with guesswork and give you new perspectives on user behavior?

Either way, we're going to tell you the basics about click maps and share tricks you can use to become a more successful digital marketer.

What is a click map?

Click maps are one type of **heat map**—an analysis tool that represents data about user behavior graphically. It overlays colorful visuals on a representation of your website with hot colors for your visitors' mouse clicks or taps on a screen.

See the red on text, buttons, and links on this heatmap—that's where many site users clicked or tapped. Users are free to click wherever they like—and they do—and not just on active links.



How does a click map work?

Click tracking tools allow you to see what your visitors are clicking on and what they're not clicking on. A **click map software provider** gathers data behind-the-scenes in JavaScript code and gives you access to the click map.

For example, you can get an always-free click map for your website with **Microsoft Clarity**. It's easy to [\[get started\]\(http://clarity.microsoft.com\)](http://clarity.microsoft.com), and then you'll begin to receive telemetry in a matter of minutes.

Why should I use a click map?

Perhaps every website manager should begin using click maps—for their business, for their client sites, and any other site they may have. Here are just some of the reasons why:

- Optimize your website by giving users more of what they want to see and less of what they don't.
- Boost conversions by tracking engagement with the elements of your sales funnel.
- Find and fix bugs which will make for less frustrating user experiences.
- Show engagement data graphically and share dramatic visual presentations with your team.
- Quantify user actions on your site so you can make smart, data-driven decisions.

If you're already on-board with using click maps for your website or even a bit curious, we've got some tips so you can master click maps.

1. Start with an ample sample size

If you want to give an **impressive presentation** to executives on the effectiveness of your website (or just convince yourself), consider conducting a study of your user engagement with a **sample size** right for generating statistically strong data about your site.

For example, you could use [\[Calculator.net\]\(https://www.calculator.net/sample-size-calculator.html\)](https://www.calculator.net/sample-size-calculator.html) to input "25,000" for your total number of individual website visitors in the Population Size field, enter a Confidence Level of "95%", a Margin of Error of "5%", and a Population Proportion of "50%". Hit calculate to learn that you will need a sample size of 379 users for a study that analyzes their behavior in-depth.

Result

Sample size: **379**

This means 379 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.

Confidence Level:
Margin of Error:
Population Proportion: Use 50% if not sure
Population Size: Leave blank if unlimited population size.

If your site's traffic is too small to generate statistically significant results, don't worry. No site is too small for Clarity. You can still use Clarity to look at your aggregate data, whatever its size, and learn useful information about it.

Want to increase the sample size? Just temporarily boost your site's traffic with an advertising campaign until you have gathered all the data you need with Clarity.

2. Use both the hot spots and the cool spots

Lots of people know about using the **hot spots** of click maps to get useful insights on user behavior. Red and orange areas tell you what parts of a page are popular, what parts could be distractions, and what parts could be confusing.

But maybe you hadn't considered that you can learn a lot by looking at the **cool spots**, too.

Cold click spots—the parts of your website without clicks—may mean many things. For example, they may tell you what text or images aren't engaging, what hot links are not obviously clickable, or what content could benefit by adding clickable elements.

What's more, consistent patterns of cool spots may reveal important aspects of visitor experience. **Eye-tracking research** has shown that people mostly scan webpages rather than reading them entirely, and that specific eye-tracking patterns (like the [F-pattern](https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/)) and the [layer-cake pattern](https://www.nngroup.com/articles/layer-cake-pattern-scanning/)) show up again and again.

While click maps don't show you eye-tracking patterns, they do tell you **patterns of attention** from which you could gain insights. Users only engage with things they've

seen, so click maps show the spots on your pages that were visible to the users, even when the users were just scanning it.

Pay attention to the cool spots on your page. They may be pointing you to text, buttons, or images that visitors didn't see because of their scanning patterns.

3. Don't delay fine-tuning your CTAs

You rightfully fuss over your **calls-to-action (CTAs)**—that is, the button or text that exhorts your visitors to do something that you want them to do. You need them to be as effective as possible. But before click maps came out, your tools were limited for refining their performance.

With Clarity's click maps and an A/B testing method of your choice, it's easy to compare many sorts of CTA designs. Which is more effective: a "Buy now!" button or a "Click to learn more..." button? Or what about a large red, round button compared to a medium-sized, blue, arrow-shaped button?

CTAs can make a huge difference in how your website performs, so we encourage you to use click maps right away to assess their effectiveness. Get insights from click maps to drive improvements to your CTAs and watch your conversions climb.

4. Nail your responsive web design

You probably already use **responsive web design** so that your site will look its best on the screens of all your users, whether they are coming on a phone, tablet, computer, or other device. These days, it's *de rigueur* to create webpages that alter their layout and appearance to suit different users.

But did you know that Clarity lets you customize click maps so that they only show you clicks for specific devices, screen widths, or screen resolutions? It does, and as a result, you can stop guessing how your mobile visitors behave and start understanding.

The same web developers who built your responsive website will love using click maps to **troubleshoot issues** by filtering click maps by device. They can research a wide range of problems that tend to show up only in some devices but not in others. If you've got a popular newsletter with lots of sign-ups by computer and tablet, but none by phone, click maps can help you to trace the steps of users on phones.

Got bugs on specific browsers or OSs? You can use Clarity's filters to give you even more tailored information on where users are getting hung up.

5. Combine click maps with session recordings and scroll maps to solve the tricky cases

Sooner or later every click map users sees a puzzling pattern on a click map. Maybe users are clicking on something they shouldn't be. Maybe there are no clicks on an entire section or page where there should be. Maybe clicks suddenly drop off at an odd point in your sales funnel.

What the heck is up with that?

Click maps alone don't always provide you with enough information to solve the tricky cases. Fold the information from other Clarity tools into your analysis.

For example, if you suspect that visitors aren't clicking somewhere because they're not seeing a part of your webpage, try to confirm your hypothesis with a **scroll map** (a tool that shows you the visitors' scroll depth). If you've got unclicked links so far down a page that they're not being seen, a scroll map will tell you.

It's also vital to use **session recordings** to research issues. User sessions show you in a visual recording how anonymous individual users behaved on your website: how far they scrolled, what they clicked on, and perhaps even their journey through multiple pages of your website. If you don't know if site has a general problem or one that only affects a handful of users, user sessions will help you find the answer.

6. Measure your click rate baseline

Clarity's click maps show you all the clicked spots on your webpages ranked in order of popularity. And you can hover your mouse over any part of your webpage to see the raw number of clicks and its percentage of all the clicks on the webpage.

Take note of this information from when you first start using click maps and track how it changes over time. If you make continual **improvements to your website** by applying behavioral analysis insights, you want to see these numbers go up.

Your first day's numbers gives you the click rate baseline, and from there you can start making adjustments for moving the bottom line.

To sum up, here are some of the ways you can accomplish your goals with Clarity's **digital marketing technology**:

- Analyze user engagement data visually
- Target your audience better

- Optimize your CTAs for conversions
- Fix bugs and trouble spots for users
- Understand user behavior in-depth
- Improve website content engagement

Click on Clarity

Clarity gives you the power to add click maps to your website so you can take advantage of all their features. There are many other features, too: scroll maps, session recordings, filters, ML insights, and more.

We think you'll appreciate how easy it is to add Clarity's heat maps to your website. Just install Clarity's code snippet to your site's header and you're ready to go—there are no extra steps or configurations. It's just automatic.

[\[TRY CLARITY. IT'S ALWAYS FREE.\]\(http://clarity.microsoft.com\)](http://clarity.microsoft.com)