The Time-Saver Template

web page analysis made quick and easy

➡ *Insert Logo of Company*

Company Name: ➡
Project Name: ➡
Date: ➡

How to Use This Template

This project template is meant for analytics beginners and buffs alike to help you achieve three goals:

✓ **Maximize your website's effectiveness**
✓ **Cut down hours off of your analysis processes**
✓ **Become a team leader amongst your colleagues**

Page by page you are guided through the before, after and during of your website analysis process. All questions are already asked and next steps are already outlined.

Whether you need help from square one or just some organizational support before your department meeting, this is the time-saver template for all your web analysis needs.

How to Format Your Template

Use the arrowed sections (   ) and gray text to edit and type in your own data and stats as you go.

*For additional slide explanations, see notes section.
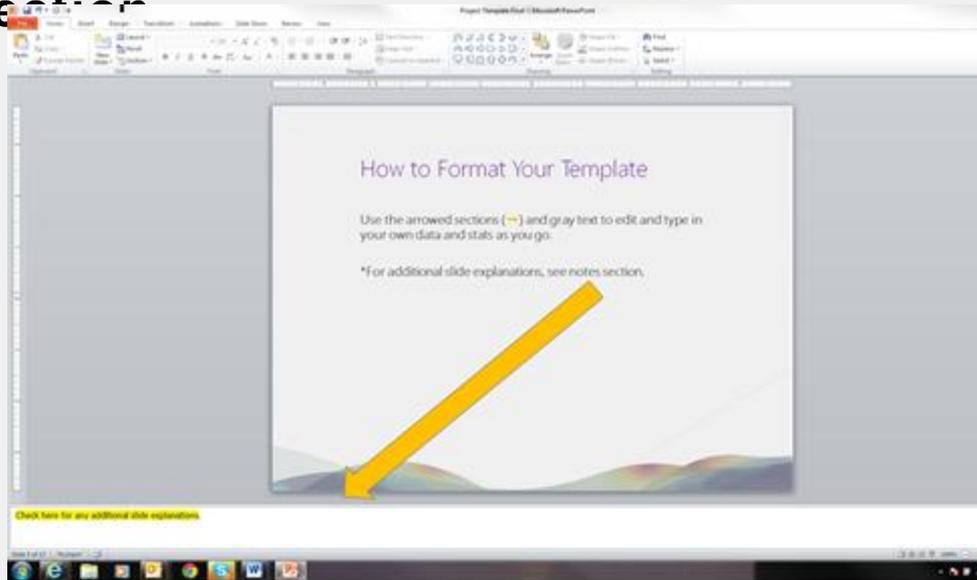
Optimization of [➡Web Page]

Time Frame [➡Insert Month/Year]

Pre-Analysis: Current Stats

Conversion rate - ➡ 99%

Bounce Rate - ➡ 99%

Goals of [➡ Web Page**]**

- Increase conversions
- Increase PPC traffic to the page
- Reduce bounce rate
- Move visitors to downstream pages

What are main elements on the page?

- "Buy now" call to action
- Product images
- Product Information tabs
- More…

Pre-Analysis:
Visitor Traffic Data

Traffic to the page = ➡ 9999 visitors/month
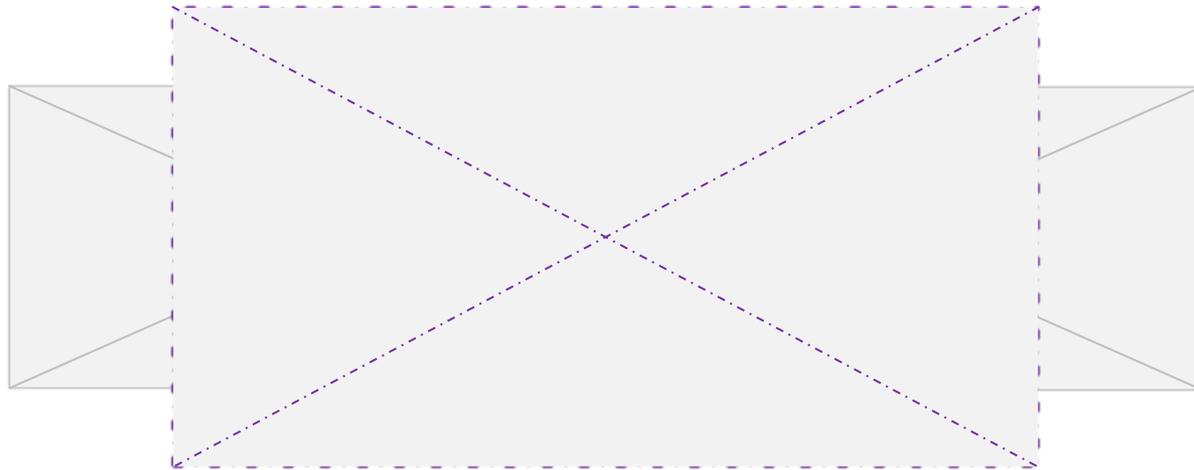
Traffic Sources/Original Referrers:

- Homepage = ➡ 99%

- Organic = ➡ 99%

- PPC = ➡ 99%

- Other = ➡ 99%

Visitor Navigation Path [➡ What are the steps (pages/forms) in the optimization process?]

Homepage	Product Page	Pricing Page

Page(s) for Analysis

➠ Insert screen shot of target page(s), including page element details (as described in previous slide).

Goals of Analysis

What are the steps (pages/forms) involved in this analysis process?

- ➡ Homepage, product page, pricing page

What are the goals of this analysis?

- ➡ Understand why a large percentage of visitors are bouncing
- ➡ Find out if all page elements are being seen by visitors
- ➡ Find out which web elements need to be optimized

What needs to be tracked

- ➡ Different visitor segments
- ➡ Average scroll-reach
- ➡ Other

Pre-Analysis of Form Optimization

Type of form:

- ➡ Checkout page

Necessary data to ask on this form:

- ➡ Name of customer, billing info, address, telephone number

Data currently asked of customer:

- ➡ Same data
- Preceding and succeeding pages of the form ➡ do/do not encourage moving forward with the conversion process.

Customers ➡ are/are not left satisfied with their submission/purchase

Pre-Analysis of
[➡ Web Page] Content

Audience of page: ➡ Types of visitors

Goal(s) of content: ➡ Get visitors to buy, push visitors to next funnel step, other

Length of key content: ➡ 2/3 of the page

Content is seen by ➡ 99% of visitors to the page

Length ➡ prevents/does not prevent customers from achieving their goals

Navigational cues: ➡ helpful/ not helpful

Calls to action ➡ are/ are not accessible and clear

CTAs ➡ contain/do not contain the right messaging
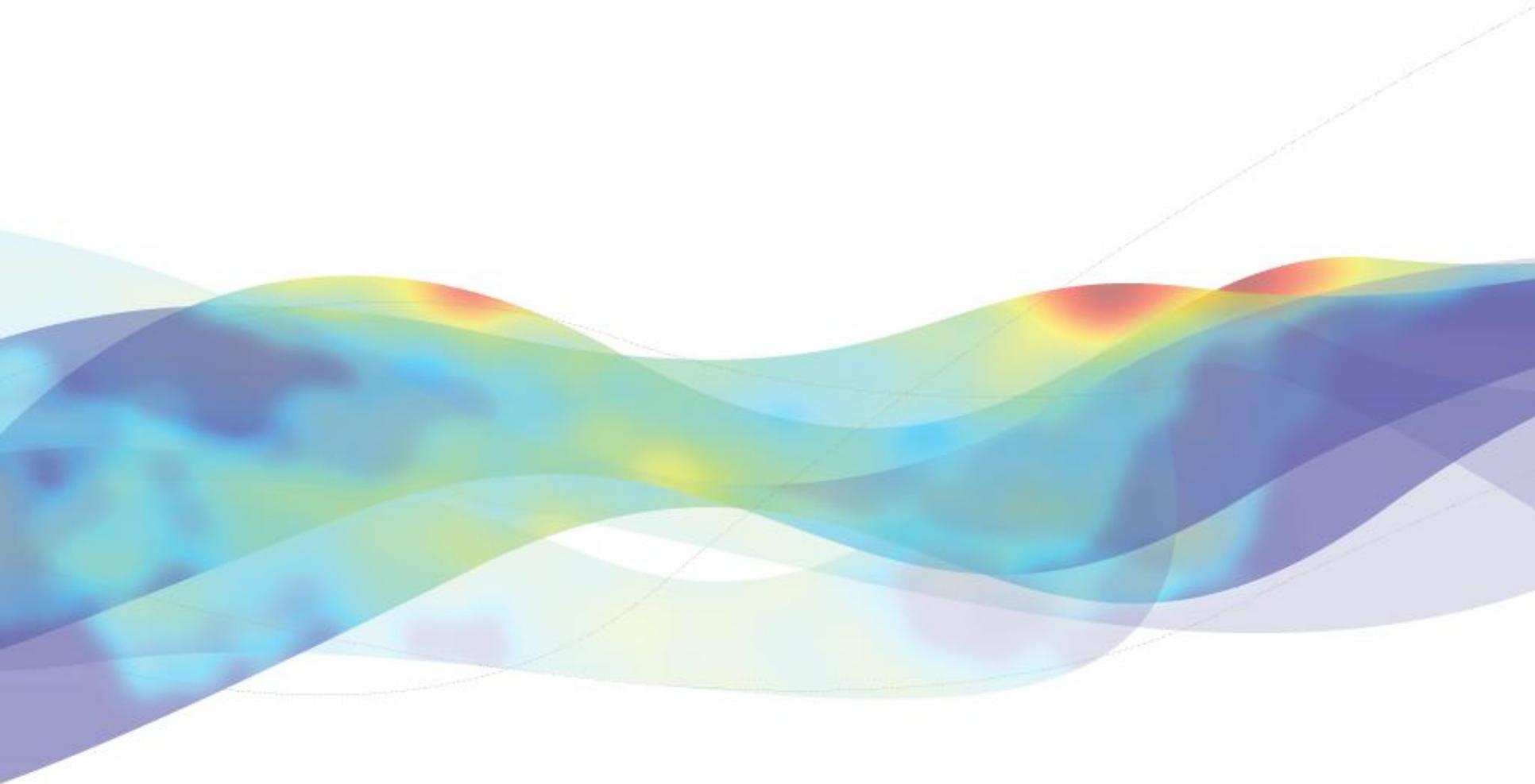
Pre-Analysis of Campaign(s)

Goal of campaign: ➡ sales/lead gen

Visitors are interacting with (➡ ad/email/landing page) by ➡ clicking, reading, hovering, converting

Steps to conversion = ➡ 99

All steps ➡ are/are not necessary

Analysis of [➡ Web Page]

Goal #1
➡️Get visitors to fill out a form

% of visitors that interact with form: ➡️ 99%

Visitors not interacting with page are looking at (➡️ use heatmap for answers)

Visitors hesitate most ➡️ before/during/after filling out the form

Visitors that don't fill out the form ➡️ go/do not go to other pages on website.

Goal #2

➡️Get visitors to click CTA(s)

Percentage of visitors that click: ➡️ 99%

Non-clicking visitors are looking at (➡️ heatmap)

Visitors ➡️ are/are not scrolling far enough down the page to see CTA

Visitors ➡️ are/are not hesitating before clicking

Visitors ➡️ are/are not clicking on a different CTA/link instead

Non-clicking visitors ➡️ are/are not going to other pages on website because (➡️ reasons)

Goal #3
➡Lower bounce rate

Current bounce rate = ➡ 99%

Hard bouncers = ➡ 99%

Soft and medium bouncers = ➡ 99%

Visitors are bouncing because:

- ➡ They cannot find what they are looking for (check for scrolling and mouse movement on page)

- ➡ Site is not what was expected (check referrers)

Post Analysis & Conclusion

➡ Your conclusion of observed data

Next Steps

- A/B testing for redesign/optimization process
  - Online interactions of visitors (➡ give examples) need to be compared
- Concentrate on next steps for maintaining website success and staying in-tune with new methods of optimization (➡ give examples if you have ideas)

About ClickTale

ClickTale is the leader in Customer Experience Analytics, the next advance in web analytics, optimizing usability and maximizing conversion rates of any website. Its patented Customer Experience Visualization™ technology allows ebusinesses to see their customers' true-to-life online experience at all levels of detail, from aggregated views to playable videos of users' browsing sessions. Unlike traditional analytics platforms that assess page-to-page navigation, ClickTale reveals the customer experience inside the page. ClickTale, an enterprise-class SaaS solution, is fast to deploy and provides immediate ROI. Serving over 2,000 customers worldwide including Fortune 500 ebusinesses, ClickTale is the fastest growing company in its space.

www.clicktale.com