Chapter 1 : How to Choose Good Website Color Schemes (Nov)

In my experience, most blog visitors land on individual blog articles through organic search, instead of landing on your blog's "home" page. To get these users engaged, put CTAs on the sidebars, in the footer, and other places.

Live analytics for your web site observe your visitors in real time as they interact with your site Get to know your visitors Beautiful, user-friendly reports to understand your web site traffic Live Traffic Stats Live Visitors Maps Welcome to Web-Stat We record ALL your visitors: Most tools, such as Google Analytics, track traffic only from users who have enabled JavaScript in their browser. Web-Stat will track all your visitors, whether they use JavaScript or not. It will work on YOUR site: Web-Stat can be installed on any web site, blog or profile. You do not need to know or understand HTML. Create a free trial and install in 5 minutes or less. Easy to use, easy to understand: You can view it, print it, email it, or download it. Web-Stat will detect the geographical origin of your visitors and give you tools to customize your content accordingly. Web-Stat allows you to track the paths visitors follow inside your web site, including the tracking of events such as downloads, or clicks to outside locations. We can even help you install if necessary. Testimonials I really love this service. It makes more sense than anything else I have ever tried and it is really easy to use. I have tried other systems including Google Analytics, but yours is by far the best. Brian Vass Pure Math Online puremathonline. There are no words to tell you how delighted I am with your service. I had been using a free stats provider before. It was constantly not functioning and it was almost certainly not working properly. The small cost for your service is a bargain in all respects. I sincerely thank you for being there and doing a wonderful service for the public. Rabbi Moshe Yess www. We have found Web-Stat to be an absolute necessity in analyzing how successful additions and changes to our website really are. Also, your interface took less than 5 minutes to learn to use, talk about easy! Thank you so much for offering this incredibly affordable hit counting solution Ben Frye.

Chapter 2 : The 15 Second Rule: 3 Reasons Why Users Leave a Website

Just type the website URL, and you see the website's traffic, visitors, hits and much more. As you go down the list, you start to estimate how much traffic each keyword gets based on the position and search volume.

There are code examples to download to go along with this article â€" we will refer to these throughout the tutorial. So, a navigation block would look something like this: You can for example tell a user agent that the current document is part of a larger set that spans several documents, including a table of contents, and define the relationships between the documents. If the order of the pages is not important you can use an unordered list as in this unordered list menu example. If the order in which the visitors go through all the documents is important then you need to use an ordered list. If for example you have a multi-document online course where one tutorial builds on top of the last one, you could use an ordered list like in this ordered list example. Not only will this make finding it easier for screen reader users, as mentioned above, but it makes targeting it with CSS and JavaScript easier too. Lists can be nested, which means you can easily create several levels of navigation hierarchy. Even without any styling applied to the list, the browser rendering of the HTML makes sense and it is easy to grasp for a visitor that these links belong together and make up one logical unit. Notice that browsers display both examples in the same way. Browser display should never be an indicator for the quality of your code. An invalid HTML construct like the wrong example shown on the above example page will be hard to style, add behaviour to with JavaScript or convert to another format. The need for flexibility The menu of a site is unlikely to stay the same for very long â€" sites tend to grow organically as functionality is added and the user base grows, so you should create menus with scope for menu items to be added and removed as the site progresses, and for menus to be translated into different languages so links will change in length. Also, you may well find yourself working on sites where the HTML for menus is created dynamically using server-side languages rather than with static HTML. This does not however mean that knowing HTML will become obsolete; it will actually become more important as this knowledge will still be needed to create HTML templates for the server-side script to populate. Different types of menu There are several types of menus you will be called upon to create in HTML, as you work on different web sites. Most of these can be created with lists, although sometimes interface restrictions force you to use something different more on that later. The list-based menus you will be likely to create are as follows: For example a table of contents for a single page, with links pointing to the different sections on the page. A navigation bar for your whole web site or a subsection of it , with links pointing to different pages on the same site. Large lists of links that point to all the different pages of a web site, grouped into related sublists to make them easier to make sense of. Links pointing to other pages that make up further sections or parts of a whole, along with the current page, for example part 1, part 2, and part 3 of an article. In the example related to this in-page navigation section , we have used a list of links that point to anchors further down the page. Each menu link looks like so: So the anchor looks like this: Technically, this is all you need to make this kind of navigation work, however, there is an annoying bug in Internet Explorer that forces you do to a bit more. You can try this bug out yourself: Open the document in Internet Explorer 6 or 7 Do not use a mouse; instead use the keyboard to navigate the document. You can hit the tab key to jump from link to link and the enter key to activate a link â€" in this case to jump to the section it points to. Seemingly all is well when you do that â€" the browser scrolls down to where you wanted to go. If you hit the tab key again the right behaviour for a browser is to take you to give focus to the first link inside the section you chose. Internet Explorer, however, will take you back to the start of the menu at the top of the page! Note that keyboard navigation around links in Opera is slightly differentâ€"try looking at the above example in Opera, then hold down Shift and use the arrow keys to navigate around links it also works on form elements. This is called spatial navigation. It is the menu of the whole site or a subset of it , showing both the options visitors can choose from and the hierarchy of the site. This is important as it gives the visitors something to hold on to and tells them where they are on their journey

through your site. In HTML links - lets build a web , we stated that a link is an agreement and a liability: If you offer for example a link that points to the current document, activating it will reload the document. This results in users getting confused. This is the reason why the current page should never be linked to from the menu. How many options should you give users at one time? Another issue to consider is how many options you want to give visitors. A lot of menus you see on the web try to make sure that every page in the site can be accessed from one single menu. This is where scripting and CSS trickery comes in â€" you can make the menu more manageable by hiding certain parts until users select certain areas rollover menus, as they are sometimes called. This is clever from a technical point of view, but there are several issues with this approach: Not all visitors will be able to use the clever trick as intended; keyboard users for example will have to tab through all links on the page just to reach the one they are looking for. Think about how long it can take you to pick a meal from a lengthy restaurant menu. If there is not much content on a page but a lot of links, search engines will assume that there is not much valid information on this page and not give the page much attention, so it is harder to find when searching the Web. All in all, it is up to you how many items you put into a menu â€" different designs will call for different choices â€" but if in doubt, you should try cutting your menus down to only the links to the main sections of the site. You can always provide further submenus where appropriate. Contextual menus Contextual menus are links that build on the content of the current document and offer more information related to the current page you are on. An example of a contextual menu â€" a news article offering related news items at the bottom. Contextual menus on web sites are a great way to promote content on other parts of the site; in terms of HTML they are just another list of links. Sitemaps Sitemaps are what you might expect â€" maps of all the different pages or the main sections if you are talking about really huge sites of your site. Both sitemaps and site searches are a great way of offering visitors a fallback option when they are lost or to offer quick access for those who are in a hurry. From an HTML point of view they could either be one massive nested list full of links or â€" in the case of very large sites â€" section headings with nested links of section-specific hierarchies or even search forms for each of the sections. Pagination Pagination is necessary when you have to offer a way to navigate through large documents split into separate pages. Some examples of pagination are shown in Figure 2: Pagination menus allow visitors to go through large sets of data without losing track of where they are. The main difference to site navigation is that there is a lot of programming logic going on with pagination. Depending on where you are in the whole data set you need to show or hide the previous, next, first and last links. If you have really massive amounts of information to navigate through you will also want to offer links to landmarks like results, results, etc. This is why you are not very likely to hard-code menus like these in HTML but instead create them on the server-side. There are however some situations that may require different design techniques. Setting hotspots with image maps One technique is client side image maps. Image maps turn an image into a menu by turning sections of the images into interactive areas that you can link to different documents. The imagemap example associated with this section turns an image into a clickable menu. Try it out by following the link above and clicking the different sections of the triangle in the image shown in Figure 3. By defining a map with area elements you can turn parts of an image into interactive elements. You can turn any image into a menu by defining a map with different areas also called hotspots. The code in our example looks like this: Each area has several attributes: This can be rect for rectangles, circle for circles or poly for irregular shapes defined using polygons. For rectangular areas you only need to define the top left and the bottom right corner; for circles you need to define the center of the circle and the radius; for polygons you need to provide a comma-delimited list of all the corner points. Your visitors can choose an option then submit the form to jump to different pages. You can find a form menu example here: The most obvious benefit of using this type of menu is that you can offer a lot of options without using up a lot of space on the screen, as browsers render the menu as one line â€" see Figure 4. Select menus take up only one line on the screen. This will show a menu with non-selectable options these are the group names as shown in Figure 5: Select menus can get option groups that allow you to tell visitors which options belong together. This technique has the benefit of using up

hardly any space but it also means that you need to have a server-side script to send the visitors to the pages they have chosen. You can also use JavaScript to make the links work, but you cannot rely on JavaScript being available â€" you need to make sure your users can still make use of the menu with JavaScript disabled. Where to put the menu, and offering options to skip it One last thing to mention about HTML menus is that the placement of the menu plays a large role. Consider visitors that have no scrolling mechanism or might not be able to see so rely on keyboard navigation to find their way around your site. Other options are to get a list of all the links or to jump from heading to heading. If the menu is at the top of document, it will be the first thing the user will meet. Having to skip through 15 or 20 links before they get to any content could get really annoying. There are two workarounds available. First, you could put the menu after the main content of the document you can still place it at the top the screen using CSS if you wish. Second, you could offer a skip link. Skip links are simply links placed before the main menu that link to the start of the content, allowing the visitor to skip over the menu and get to the content immediately if they wish. Check out the skiplinks example for more of an insight. Skip links are not only useful for these kind of disabilities but make life a lot easier when you navigate a site on a mobile device with a small screen. Summary In this tutorial we have covered the different types of menu you are likely to have to write in HTML. Exercise Questions Why is it a good idea to mark up menus as lists? When you design a navigation menu, what do you need to plan for in the future?

Chapter 3 : Free Invisible Web Tracker / Site Tracker / Visitor Tracker

So you want your website to make you look big. More power to you. But the business experts I talked to recently say small is cool with customers, too. Small businesses, they say, have a.

The idea behind a web tracker is very simple and has been around for many years. This often means a web tracker will have a significantly lower count than standard log file analysis. But it offers a more realistic figure of the visitors to your website and far more detail. A web tracker also records your visitors if they return to the same page twice or more. This does not happen with log files. Your page would be already cached in your browser. No request would be sent to the server. That user activity would go unreported. Thanks to web trackers and their use of a random javascript number - your counter is forced to load each time and your visitor is tracked. For information like this you need a good log analyser. This is not surprising as our system is designed to track browsers NOT server requests. This can result in a significantly lower count than standard log file analysis. But it offers a more realistic figure of the visitors to your website and far more detail and it is provided in real-time! So how do they differ? A big factor is the placement of the StatCounter tracking code. You can use StatCounter to only track the pages you want by simply placing it on the pages you want to track. Log file analysis will track all server requests by default. If you have very large, slow loading pages it is recommended to place the tracking code closer to the top of the page instead of the bottom. Or a visitor may exit your page before the page finishes loading and the tracking script will never have been loaded. Framed websites can cause a big problem for log file analysis resulting in an over-inflated count. When a visitor visits a singe page that could often be recorded as 3 visits - loading the main frame, a side frame and a footer. StatCounter does not have this problem. Cached pages are another huge problem for log file analysis this time resulting in a very poor undercount of visitors. Often your own local ISP will keep a cache of many websites you visit regularly. This speeds up your use of the web - unfortunately no server request is made to your website when this happens. And your visit will go uncounted. This does not happen with StatCounter with the use of javascript and a random variable each time. Web Proxies - many users, most noticeably AOL users access the web through a web proxy. Their ip address can change on each request to your website so log file analysis could not accurately count your unique visits. Robots - the requests made to your website by robots will be recorded in your log files but it will not be recorded by StatCounter. Try it for FREE and see how Statcounter can help you understand your visitors and grow your traffic the easy way. Try Statcounter free for 30 days No Credit Card required. Downgrade to the free plan anytime.

Chapter 4 : How do I turn on the Do Not Track feature? | Firefox Help

Whenever I opened a new Tab in IE8, 9 squares of the most-visited websites would come up. I was on the phone with a Norton help desk and the guy changed around some things, and in doing so, this feature is no longer there.

Your advanced visitors statistics and your email address are never shared with anyone unless you enable stats sharing. Not even with advertisers. Get status on " What is my IP " address and how it changed over time. Support for HTML only content management systems that do not allow usage of the javascript. Sign up and check out many other available features! As the number of personal and business website visitors grows, the servers are added to the website visitor tracking system to maintain the speed and quality of statistics acquisition. Although the information gathered through HTML code tracking is somewhat limited, you will still be able to see the essential website visitors statistics. Can I get website visitors stats from several websites and display the results in one place? Furthermore, the most valuable feature that TraceMyIP. All while displaying the information in an easy to understand format. The proprietary algorithms developed by the TraceMyIP. Website clicks are recorded and divided into the three major groups: Yes, you can access the easy to understand charts for hour traffic stats. The last hour website traffic stats report displays all website visitors activity in the form of an easy to understand chart that tells you about the actual visitor traffic flow. This is useful if you run real-time website promotion campaigns or TV advertisement campaigns. This provides the information that allows to maximize the total success of your product marketing campaigns. The website visitor locator services are a part of the web visitor tracking system built-in within the website statistics service. Do I need to have any special training to use website statistics and analysis software? Among a wide variety of users at TraceMyIP. The easy to understand user interface design makes it a great tool to use. If the visitor tracking code is installed properly, your website functions will not be affected. Less than a minute. How long will it last? The system is designed to handle professional commercial web commerce applications and websites that utilize an SSL protocol. To avoid "this page contains both secure and non-secure times" message displaying on your website, simply login to your TraceMyIP. This will resolve any problems associates with an error message "this page contains both secure and non-secure items " Q: Is there a way to track the success of my email campaigns? This is another feature of the system. Simply create a project and place a specially generated code into the webpage of your email campaign message and watch the success and statistics of your web promotion email campaigns in real-time. Can I track separate web pages on my website to find out where my products receive their website traffic from? You can track individual web store products and review the web pages popularity statistics individually. Use this code to place on an individual product webpage to collect the popularity of individual pages. Such legal investigation practices are possible with help of TraceMyIP.

Chapter 5 : 20 Must-Know Tips & Tricks To Master Google Analytics Data - Hongkiat

1. Alexa - Enter the website's domain and Alexa will reveal the ranking of that website based on a combined measure of unique visitors and page views. The rank isn't based on a site's traffic alone but is relative to the traffic of all other sites that are monitored by Alexa.

Which one was more interesting to look at? Which page captured more of your attention? The first image was my creation for this post , second one actual screenshot of Giftrocket. No doubt about it, right? The latter version had much more novelty, and hence kept our attention much better. Text-heavy pages If you have text-heavy content you want users to read â€" like a long form sales copy â€" you have to use novelty to keep their attention and get as many people as possible to read it. Once a visitor arrives on the page and starts reading, the novelty factor disappears within seconds. What can we do to improve the novelty factor here? How could we spice it up to improve the attention it will gain? Check out a simple makeover: Small changes in background color, text positioning and added images make the whole thing more interesting to go through, resulting in increase in sustained attention. Different trumps the same Our brain pays close attention to patterns, and quickly learns to ignore anything that is routine, repetitive, predictable, or just plain boring. Finding changes in the patterns used to be about life and death noticing enemies or animals in the distance, changes on the horizon. Now the same trait ensures people will ignore sameness and pay attention to different. Demonstrate contrast The brain pays more attention to things that are in contrast to other things in the environment or to things that are in contrast to what came before. This is another evolutionary trait in humans. The old brain â€" the part of the brain that decides â€" seeks clear contrast in order to make instant decisions and avoid confusion that results in delayed decisions You can use it to get people to pay attention to your product by demonstrating its benefits in a before-and-after format: From the book Neuromarketing: Try to come up with a way you could use contrast to prove your product promise. If you do, attention follows. When you get people to feel something anything , they not only pay attention to your message or visual , but also remember it. Think back to your last 12 months. Which things do you remember the most? My money is on the events where you felt the most emotion. Emotion drives attention which drives learning. Robert Sylwester, A Celebration of Neurons You can reinforce most messages with an emotional image, and an emotional copy to go with it. This ad here definitely evoked some emotions in me: Pack some emotion in your visuals and copy, and people will pay more attention to your stuff. Present information in a logical, sequential pattern John Medina, the author of Brain Rules , says this: The sequential flow makes it much easier for your audience to follow and keep their attention. When the text is unclear, too complex or disjointed your audience has to work hard to make sense of it. This is when they start to switch off. All in all people are unable to focus on something for more than 10 minutes at a time. You need to close the sale before that or do something emotionally relevant at each minute mark to regain attention. There is only the quality of what you are viewing. People have an infinite attention span if you are entertaining them. If the content or the way you present it suck, no attention span trick will help you. People are generally capable of a longer attention span when they are doing something that they find enjoyable or intrinsically motivating â€" says Wikipedia. This just confirms what Seinfeld said. Everything else is secondary. Eyetracking visualizations show that users often read website content in an F-shaped pattern: How to design for F-patterns? It rivets attention in expectation of visual relevance, something the brain appreciates very much. Without concrete experience, the information may have little meaning no matter how much someone explains it to you. Imagery is a superb way to demonstrate something and to provide answers to the questions your brain is asking. The old brain prefers visual stimuli which are processed faster than words and concepts. This is why you should provide visual examples to what you explain in words. Interested to learn more? Website speed matters Make your site fast. Users can sense a delay, but they still feel in control of the overall experience. A second delay will often make users leave a site immediately. Show red lips to grab their attention, says this research. Manchester University

carried out the research by tracking the eye moments of 50 men as they were presented with images of different women. The research concluded that if women wore lipstick, the men gazed at their lips for an average of seven seconds. Research further showed, he would spend just 0. Final questions Think about your attention. Did you really read the whole thing in one go? How much did you skip? What else did you do while reading this article?

Chapter 6 : How To Track Visitors To Your Website With Google Analytics

By far, the most accurate way to figure out how much traffic a website gets is to go to their Advertising page. If a blog is trying to sell advertising space, they need to tell you exactly how many unique views and impressions your ad is going to get every month.

To switch between these different statistics, click any of the links labeled "Primary Dimension" above the datatable. You may study your data and find that a majority of IE users abandon the website within the first few seconds. This could be caused by a bug in the layout, or some other effect of slow loading times. Studying the browser statistics and version number will help you track down which bugs need to be fixed and which browsers you want to support. Content with Popular Keywords Your website may have a very small number of visitors, but chances are that most of them come from search engines. Have you ever wondered what keywords they typed that led them to your website? Or what are amongst the most popular keywords that lead most visitors to your website? Yet I believe Google Analytics can provide a much more comprehensive set of data. For starters, you can check out this information in Google Analytics under: You can study which pages they visit, how many pages they visit, and how long they stayed on each page. You can practically track every user action within Google Analytics and study the data to discover larger trends among visitors. After understanding and analyzing which keywords visitors used and which pages they have visited, your golden question is probably: What can I do about it? One idea is to learn how people search the Web, and then provide specific niche content not yet available using laser-targeted keywords. The 2nd set of keywords is more complex and will return fewer results, but overall provides more helpful and targeted website rankings. If a page on your website includes something very similar to these long-tail keywords then you will likely rank on the first page of results. Even better if the keywords are in your page title so they will appear bold in Google rankings. Visitor Flow Charts This feature is something not often seen mentioned in relation to Analytics. Not everybody will care exactly how their visitors perform but the information is much easier to digest. You can find this information under: The starting point is how each user entered your website and the first block is their landing page. The blue lines connecting blocks together represent users who landed on the first page and follow their chain for visiting other pages. You can study the flow of these lines to map out which pages a typical user will follow when visiting your website. Initially you may feel a bit overwhelmed but the charts are supposed to be a little messy. You will notice thicker lines between page blocks if more users are following the same route. This may be visitors landing on a popular blog posts which leads them back to your home page, and then checking out your most recently published article. The patterns are worth studying to see if you can duplicate any effects with similar content. Study Engaged Traffic Visitor engagement is measuring how many visitors are staying on your site for extended periods of time. Engaged visitors will likely stay for more than 60 seconds and often visit more than one page. Each visitor is measured for their time on the site and will be grouped together based on duration. This information is available at: The table records unique visitors and their total number of pageviews based on the amount of time spent on your website. You may consider studying the bar graphs found at the very bottom of the table. The last two rows measure visitors who are on your site for minutes, or longer than 30 minutes. This data is important because these are the most engaged visitors out of all your traffic. Check out the number of pageviews in comparison with the total visitor count. It is often true that although you will not find as many dedicated people on your site for extended periods of time, the people who do stick around visit a lot of pages. Backlinks via Referrals I look at referrals with a specific mindset of determining how my links got onto other websites, and if it is possible to continue building traffic from these domains. Your referral stats both short-term and long-term will help you figure out which websites are sending you the most visitors. Now you will want to check the engagement of this traffic to see how long they are sticking around, and possibly how many pages they visit. But in some cases the referral traffic is published on a website where you have some leeway. The social

networking websites like Reddit and Hacker News are both large sources of traffic to web designers and developers. This is because the networks have communities based around design, programming, and general Internet trends related to startup culture. However there are other situations where you are building traffic from a website that you did not publish or submit into. Think of things like affiliate links, blog posts, design galleries, and other situations where somebody else may have added your link onto their page. This means if your web server is unable to handle traffic influx then visitors will eventually get fed up and leave. Check out Page timings at: You have to consider the information in a broader sense to figure out where the problems pop up. There are scenarios when this technique saves time but it can also hurt your speeds if they go unchecked. Driving Social Media Social Referrals talk about websites which are generally built via user input. These may be tweets or Facebook posts, or also comment discussions on news articles or social media sharing websites. This data will provide some insight towards how much your fans are sharing links online, and how many people are clicking them. Visitors are not required to share your links; they do so by their own choice of free will. If you notice that a single page is garnering lots of attention from social media traffic then it may be safe to assume there is some natural attraction. Be sure to look back over months and possibly years to pick up on larger trends in the process. By looking into network referrals it is much easier to see where this traffic is coming from. You can find this information at: Also the social traffic data has its own flowchart page where you can see the original referring websites and their flow upon landing on your page: I believe that social media links are just as important as natural search engine traffic. We still live in a fairly infantile stage of social media where we are all attempting to connect via different networks and websites. And we have come a long way in the past 10 years from MySpace, Facebook, Twitter, and many others. As time passes this will follow the snowball effect and may potentially scale very large. Goal Conversions In the past we have written on goal conversions in Google Analytics. Not all websites will need to use these metrics but it is an important concept to understand. When you have content which pushes visitors into engaging a specific action it is worth studying its success rate. You may need to fix up the landing page for a bigger impact. Learn more about setting Goals here: The goal may not be to sell anything, merely just to get users to register for your new forum or social networking webapp. Goals are useful when you have a pre-defined course of successful actions you want your visitors to follow. The statistics captured by Google Analytics will only aid further in perfecting the art of creating helpful and enticing user interfaces. Locate your Bounce Pages People are mostly interested in the highest visited pages. But what about the pages which drive away the most traffic? Find data on bounce pages here: Admittedly this is not so uncommon when you publish articles or pages on fairly offbeat topics. You never know where your audience will come from and it is difficult to please everyone all the time. It is still valuable content and people can still enjoy the posts without sticking around for more. Reading AdSense Metrics I have never personally connected my Analytics into an AdSense account but from the Google support guide the process seems fairly straightforward. Analytics will help you determine which users are converting and processing clickthrough rates on which pages. This data can help you determine good spots for ad units in the layout of your website. The AdSense dashboard can provide some of these statistics but it is not perfect. The Analytics software is designed to check against traffic and you may be surprised at the quality of information. But if you are an existing advertiser the perks are worth the setup time. Analyzing In-Page Content Aside from the flow charts this feature has to be my other potential favorite. I never knew about the page analytics data up until a few months ago. Google will actually fetch your entire homepage layout and display tooltips for the percentage of clicks from users. This is another visual graphic which may provide more value than the mathematical graph plots. Analytics will offer solid tracking numbers above the page preview which extends to your overall ratings. This feature is a bit of a novelty once you have played with it often enough. It certainly has a type and it does put the traffic flow into better perspective. Also check out the options in the top right corner where you can apply background colors and determine average browser window sizes. Custom Website Searches Believe it or not Google Analytics will allow you to implement traffic data for your own custom website search. WordPress immediately comes to mind as one of the most

popular CMS engines released pre-packaged with a search feature. Note that you will need to setup the search functionality to connect to Google Analytics; I found this handy Google support article which may be helpful in the process. You can take check it out at: When I first noticed this feature my assumption was that very few users were accessing the search on my website. But I was dead wrong, and ironically a lot of pageviews on our older blog posts were driven through the website search. But if you are offering this feature it may be worth tracking which keywords are most popular on your site and how many visitors are finding search results helpful. Visitor Frequency The type of content published on your site will greatly affect how many people are coming back to use it. If there is nothing for user interaction then most visitors will only stick around for the content they care about.

Chapter 7 : Install a free WEB-STAT account in minutes & watch your visitors live!

Recently visited pages in new tab has disappeared. When I open a new tab, a recent page of visited sites used to come on. It does not any more and I liked this feature.

Understanding your customers and visitors using analytics Last updated: In the first part of the series , we explain why these techniques are the most reliable way to grow hugely any business. The first part also contains an infographic that summarizes the whole series. None of the links on our website are affiliate links. Using web analytics to track where your visitors came from, and which links they clicked on Web analytics software is essential for conversionâ€"but it only provides a small fraction of the picture. Web analytics software gives you details about the visitors to your websiteâ€"where they came from, and which links they clicked on once they arrived. Or what to do about it. It will also inform the pages on which you should implement the tools described in the rest of this series of articles. If a page gets no visitors, then changing it will have no effect. Web analytics software will help you to identify the arteries of the websiteâ€"the high-traffic flows that lead to successful conversions. Along with other tools, it can also help you to spot the aspects of those flows that are currently underperforming. Tools for web analytics Despite being free, Google Analytics is a sophisticated and powerful web analytics suite. Kissmetrics and Mixpanel provide additional functionality that can be useful to conversion marketers. Cohort reports, for example, show how groups of visitors behave over a long period. Amplitude helps marketers to understand how users behave within a website or app. Click-mapping offers several advantages: It will reveal things that are getting clicked but are not clickable. For example, if you discover visitors are clicking on a product photo, you may choose to allow the picture to be magnified, or you may decide readers want to read more information about it. Similarly, they may wrongly believe that a particular graphic is navigation. It will also reveal, at a glance, which parts of the page are getting the most attention. If several of the links on your page lead to the same URLâ€"for example, if there are three links to a particular product pageâ€"click-mapping will show you which of the links your visitors clicked on. This is technically possible with analytics, but requires some set-up. Have you ever wondered how far visitors scroll down your pages? Many click-mapping tools can give you the answer, in the form of easy-to-interpret scroll-maps. If some of your pages are long, scroll-maps can reveal which parts of the page get the most attention based on the average viewing time. This can be great for identifying which parts of your page are most important to your visitors. We recommend you study click-mapping reports of your most important pages in terms of revenue and traffic and of any pages you feel may have usability issues. Ignore the predictable heat and look for the anomalies. Web analytics software is concerned mostly with the movement of visitors between pages. Session-recording tools can be useful in the following ways: You may choose to watch videos of visitors who appear to be strugglingâ€"for example, those who visit the same page several times. Get a feel for how people use websites. Session-recording tools are not a substitute for carrying out user-tests, which are described farther down this page. However, watching a few videos will give you a better idea of how people interact with websites. The software can display a report of errors that users have encountered. Get to see where your visitors are dropping off. ClickTale, in particular, makes it easy to study funnels for opportunities. Scroll maps reveal how far down your page visitors scrolled. Tools we often use for this ClickTale mobile-friendly pioneered session-recording software. Also, some of our clients already have a tool installed when we begin the project. Some companiesâ€"such as those in financial servicesâ€"are regulated as to how their data must be stored. ClickTale offers an enterprise version for such cases. IBM TeaLeaf is another popular alternative for enterprises. Decibel Insight offers on-premises deployment, so you can store data in your own environment and have complete control. Using form-analytics software to identify which of your form fields are causing trouble If you have forms, you need form-analytics software. Form-analytics software allows you to study how people are interacting with your forms. By finding out why they bail, you can unlock great profits. The software can report on many issues, including the following: The

overall success of the form: The percentage of visitors who dropped out at each form field. Knowing this information allows you to fix—or remove—the form fields that are causing visitors to lose their patience and abandon your website. The amount of time that visitors spend on each field. Which fields tend to get left blank. A blank response often indicates that a field is confusing or intimidating. Which fields result in error messages, which the visitors then need to edit before they can resubmit the form. Which browsers and devices are performing poorly. Maybe your form is hard to use on small mobile devices. Such visitors might prefer live chat for some of the following reasons: They feel that a live chat session is less of a commitment than a phone call. Live chat can reveal the following: Which pages are giving people problems. Which products people are asking questions about. Which of your answers, reassurances, and counter-objections persuade visitors to take further action. Live chat can have two additional benefits: If your customer service team is providing your live chat, you may choose to read through the transcripts of the chats regularly to find insights you can apply to your website. If the customer service team uses canned responses, then study them. Using live chat may increase your conversion rate, by personally helping the visitors to take action. Some of them, like Intercom, allow you to track, help, and convert visitors across multiple browsing sessions. Using cobrowsing so your visitors can share their screens with you Cobrowsing software allows your visitors to share their screens with a customer support person. Cobrowsing tends to be particularly useful when you struggle to work out what your visitors are seeing—for example, if the visitor is looking at a dynamically generated page, like a page of search results or an interface in a web app. Cobrowsing allows you to help your customers—as illustrated metaphorically in this creepy image from Surfly. This article is one of a series that began with an infographic here. The next part is here. What you should do now 1. On this free phone consultation, one of our experts will discuss your conversion goals and suggest strategies to double your sales.

Chapter 8 : Understanding your customers and visitors: 14 tools that reveal why people abandon your web

Whereas web analytics software tells you what links your visitors click on, click-mapping software shows you which parts of your pages your visitors click on. There's a subtle difference: click-mapping software shows you clicks even if they weren't on a link.

Well, wanting an ice cold bottle of Coca-Cola might be one of them. Then, an image of the iconic red coke logo may come to your mind. The color red is as much a part of Coca-Cola as its famous soda. Did you know the decision of Coca-Cola to use red as their brand color was not accidental? Brand recognition directly links to consumer confidence. So, in the next section, we will show you 3 easy steps you can follow to start using color to your advantage on your website. This is the color that you want your audience to remember when they think of you. Click to Enlarge Source: Kissmetrics You can also use various colors to your advantage so you can attract the type of customer you want. See if you can find the color that best represents what you stand for! Now that you have a good idea of what certain colors mean, which one best matches your business, or how you want your website visitors to feel when they see your brand? Are you trying to attract younger, more energetic customers? Or sophisticated individuals with more disposable income? Are they more suitable for a certain age group? For example, if you are selling yoga mats, using purple wealth, royalty or black power, luxury might not be the best choices. Go ahead and take a few minutes to jot down some ideas. Which gender does your business or website target? Click to enlarge image Source: By using color combinations that are favored by either male, female, or both, you can alter their perceptions of your brand â€" subconsciously. Both genders also dislike orange and brown. This is helpful intelligence to have! Do you get my point? If you want to attract those who want to be seen as youthful or optimistic, try yellow. If your target audience wants to be seen as powerful or luxurious, try black. Take a few minutes and think about your ideal audience, and what they aspire to be identified with. What do they want and how do they want to be seen? How to use your dominant color on your website Now that you have a dominant color, you want to use color in the right places on your website. To make your design more interesting and professional , you need accent colors to highlight attention-worthy parts of your website like quotes, buttons or subtitles. Adobe Color CC looks complicated, but it is actually a pretty simple tool to use. Click below to open tutorial 1 Using your pre-selected dominant color to build your color scheme Use your dominant color to create a color scheme Step1: The color code is located directly above the color square box. Once you have the color code from ColorPicker. Make sure you insert the code into the HEX box in the middle column:

Chapter 9 : Website Visitor Tracker | Visitor Tracker HTML Code

Your are able to see how many visitors are on your website in that moment, where they are on your website, from where they come (keywords and referrals) and where they live. Additionally, you have access to another 3 reports with more insights about their location, how they arrived on your website and what pages they visit.

Pages is a powerful word processor that lets you create stunning documents. A canvas for creativity. From the start, Pages places you in the perfect creative environment. Track changes, add highlights, and have threaded conversations with your team. Your edits are saved automatically. Record and edit audio clips. Now public speaking is nothing to be afraid of. With Presenter Mode, Pages turns your document into a ready-to-read speech with just a tap. Pages and Sketch, illustrate, and create documents to express your ideas with Apple Pencil on your iPad. Beta Edits that stick. With Smart Annotation, your edits stay with the marked-up text, making it easy for you and your team to incorporate changes. Work together in the same document, from across town or across the world. Work on any document. The same goes for Pages. So the documents your team creates using a Mac or iPad look the same on an iPhone or web browser â€" and vice versa. Teaming up with someone who uses Microsoft Word? Pages makes it simple. You can save Pages documents as Word files. Or import and edit Word documents right in Pages. Most popular Word features are supported, too. Even if you use different apps.