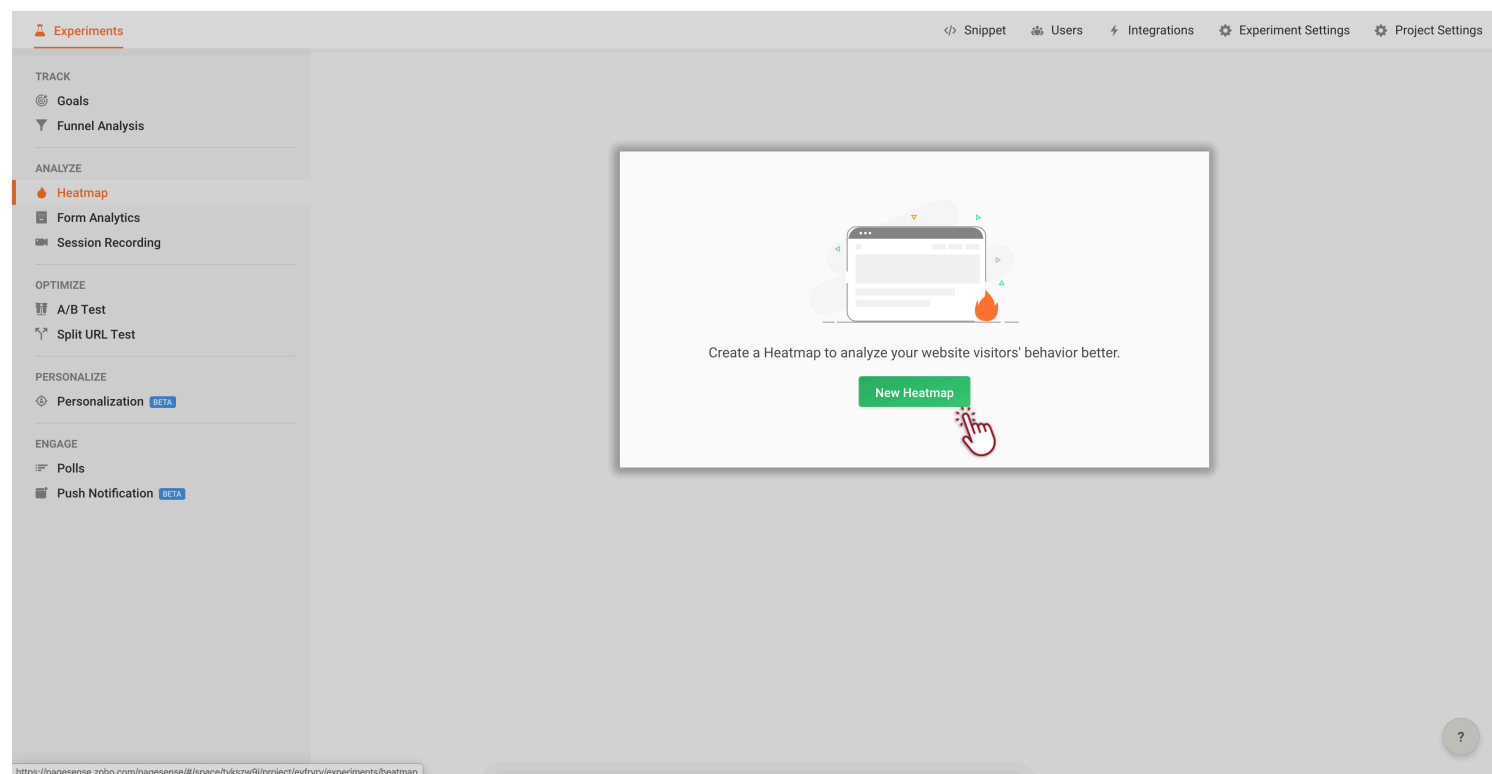# Create your first Heatmap

Heatmaps track the number of clicks of all visitors coming to your website, and automatically generates a visual representation of the areas your visitors have seen or interacted with. By creating a Heatmap in PageSense, you can view the most frequently and infrequently clicked elements of your web page, and the top performing and under performing web pages using the Heatmap, scroll map, and attention map reports within an experiment.

> 💡 For example, setting up a heatmap for your home and landing pages that act as the entry points into your website helps you identify user engagement at different sections of your page. You can also see if they continue to browse or quite the website. These metrics can be effectively used to optimize your pages if it's necessary to increase interactions. Learn more about different types of heatmap reports.

To create a new heatmap:

1. Click **Heatmap** on the left pane, then click the **New Heatmap** button.

2. Enter a descriptive name for your Heatmap and enter the URL of the webpage for which you want to see the Heatmap.

💡 For example, let us say you want to see visitor interactions on different areas in your home page. So, we will name it 'Zylker Fashions Home page'.

← Create Heatmap

Name

Zylker Fashion Home page

Experiment Page URL   Advanced ? ⊙

https://www.example.com

Choose the number of visitors to track

2,000 VISITORS	5,000 VISITORS	10,000 VISITORS	25,000 VISITORS	All VISITORS

Activate

ⓘ You can also run Heatmaps across a group of web pages by enabling the **Advanced** button. This option also allows you to use different URL match types, and further include or exclude web pages from being tracked in a single experiment.

3. Choose the visitor limit to be set as an end condition for running your Heatmap and click **Activate** to launch the Heatmap on your web page.

By default, the **Visitors** option is set to 2000; however, you can choose the number of visitors to be tracked for the experiment.

← Create Heatmap

Name

Zylker Fashion Home page

Experiment Page URL   Advanced ? ⬤

https://zylkerfashionstore.zohostore.com/

Choose the number of visitors to track

2,000 VISITORS	5,000 VISITORS	10,000 VISITORS	25,000 VISITORS	All VISITORS

Activate

Zoho PageSense will now begin to track the visitors interaction on the specified web page and will show the relevant metrics under the **REPORTS** tab. However, if you wish to make changes to your Heatmap, click the **Pause** button at the top - right corner, then click **Relaunch** to run the experiment again.

ⓘ If you plan to make changes to the design or layout of your web pages that already contains an active Heatmap, you must do the following:

- PAUSE the Heatmap and take a screenshot of its corresponding reports.

- Create and launch a new Heatmap for your revamped web page.

- Note that continuing to run the same Heatmap on your revamped web pages will interfere with the previously launched Heatmap, and will skew your reports.

⚠ Ensure that the [Zoho PageSense code snippet is installed](#) to all the URLs of your heatmap.