# Create a heatmap using advanced url targeting options

Zoho PageSense provides a little more advanced way of creating Heatmap to understand your user behavior on the website with the URL Targeting option. The URL Targeting feature allows you to choose the appropriate URL pattern, such as a single page or several similar pages that you want to track Heatmap for within your experiment. You can also exclude a set of web pages on your site that you don't want to track. Moreover, the URL targeted Heatmap makes the task to view specific user behavior on your website very easy.

> 💡 For example, say you want to view user behavior on all the product categories of your eCommerce website. Then, you can choose the URL Contains option with the Category keyword to run the Heatmap experiment to all the customers visiting any of your product pages on the site.

To create a URL targeted heatmap:

1. Click **Heatmap** on the left pane, then the **New Heatmap** button.
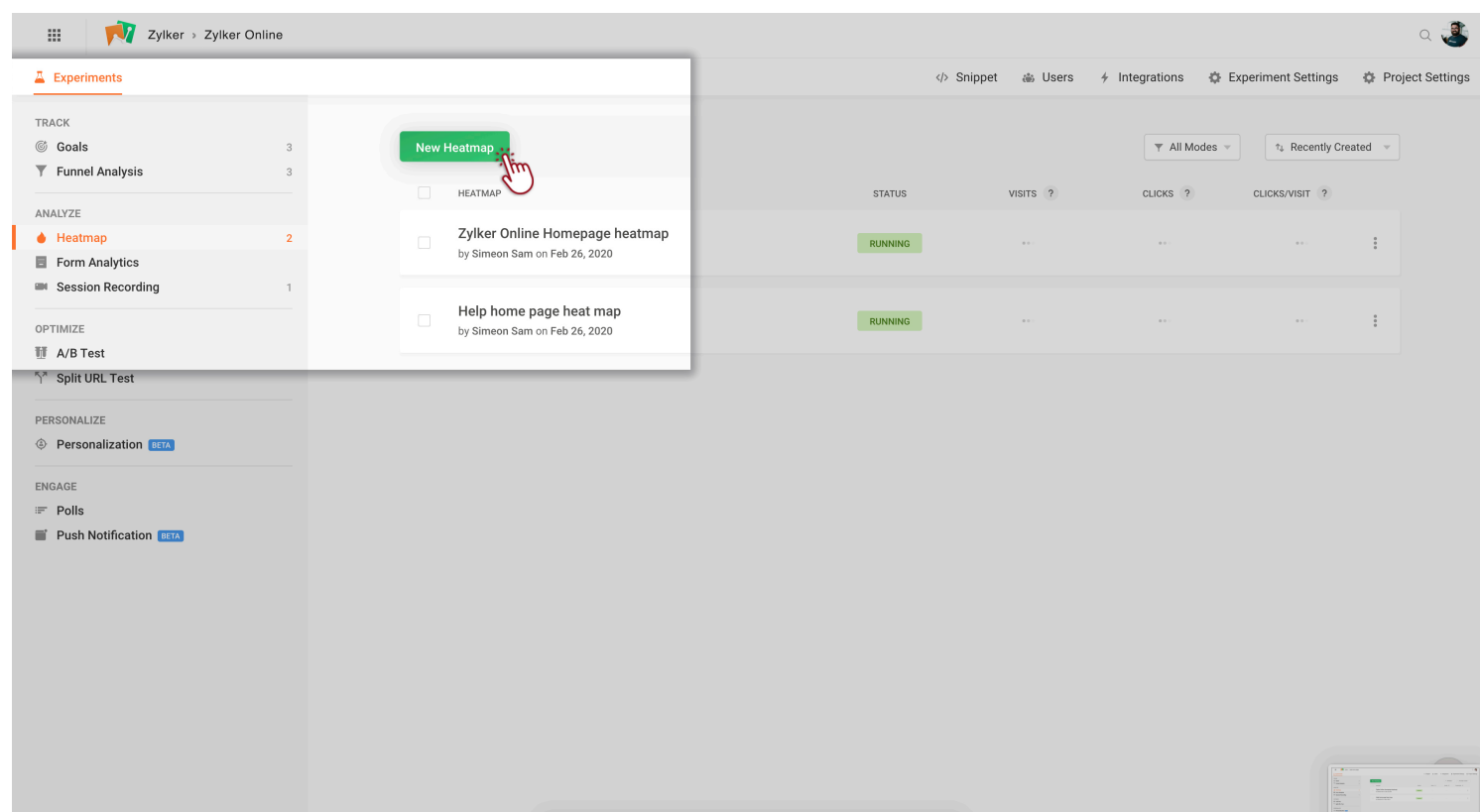
2. Enter a descriptive name for your Heatmap in the text box and enable the **Advanced** button.

← Create Heatmap

Name

All Categories except pet supplies

PAGES TO TRACK   Advanced ? ⬤

Type   Value

| URL contains ▾ | | visitor-type=new | | + |

PAGES TO **NOT** TRACK

Type   Value

| URL contains ▾ | | visitor-type=new | | + |

Preview URL ?

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

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3. Select your preferred URL match type from the dropdown, then enter the specified URL pattern in the URL field.

You can also include or exclude specific web pages to generate your Heatmap reports. Based on the example, we'll choose the URL pattern to be **contains** from the dropdown, and add the exclude URL for 'Pet Supplies' under **PAGES TO NOT TRACK**

as shown in the image below.

← Create Heatmap

Name

All Categories except pet supplies

PAGES TO TRACK   Advanced ? ⬤

Type   Value

Select type   https://zylkerstore.zohostore.com/categories   +
Simple URL Match
Exact URL Match
URL pattern matches with   Value
URL regex matches with
✓ URL contains   pet-supplies   +
URL starts with
URL ends with
URL within Page Group

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

4. Enter the Preview URL in the URL field and choose the visitor limit until which you want to run your Heatmap.

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

All Categories except pet supplies

PAGES TO TRACK   Advanced ? ⬤

Type   Value

URL contains   ▾   https://zylkerstore.zohostore.com/categories   ＋

PAGES TO **NOT** TRACK

Type   Value

URL contains   ▾   pet-supplies   ＋

Preview URL ?

https://zylkerstore.zohostore.com/categories

Choose the number of visitors to track

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

Activate

5. Click **Activate** to launch the heatmap on your web page.

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.