



Zoho Corporation

Setup your Zoho PageSense account

Zoho PageSense provides you with the right set of tools to test personalized website experiences, track user's key metrics, and further analyze their behavior on your website in real time to boost visitor conversions. To sign up with PageSense, all you need is some basic information, such as your email address and your company name. Configuring your account is a **one-time process**; you can update this information whenever you need in the account settings section. Once you create your account, you can try out our *15 day trial period* to run powerful experiments for free, in order to help plan and align with your business needs. We also have [different subscription plans](#) that cater to organizations of various sizes and visitor counts.

To setup your Zoho PageSense account:

1. Visit <https://www.zoho.com/pagesense/> on your web browser, enter your email address, choose your region, and click **START MY FREE TRIAL**.

The screenshot shows the Zoho PageSense website. At the top, there's a navigation bar with the Zoho logo and links to various products. The main content area has a large heading 'The Conversion Optimization and Personalization Platform' followed by a descriptive paragraph and a 'START MY FREE TRIAL' button. To the right, there are three visualizations: a heatmap, an A/B testing comparison, and a session recording diagram.

You can also sign in using your *Google*, *Facebook*, or *LinkedIn* account to access Zoho PageSense.

- ❗ Click the verification link sent to your inbox to set a password for the account. The verification link will only be active for a period of seven days.

2. In the *Account Setup* page, fill in the required sign up details, such as your name, phone number, and organization name, then click **Next**.

❗ We suggest that you use your organization or team name as the name of the organization. As this will be the name of your *My Space* inside PageSense.

3. In the *Code Snippet* page, choose the type of snippet code you want to use from Synchronous or Asynchronous, copy-paste the snippet code into the `<head>` and `</head>` tags of the web page to run your experiments, then click **Next**.

📄 You can also use the **Integrate with Google Tag Manager** button to install and load the PageSense snippet code through the Google Tag Manager on your website pages.

Adding the PageSense code snippet to your website pages is the first thing to do in order to start tracking visitor data. Be sure to add the code snippet on all pages that you plan to view reports for.

Account Setup Code Snippet Privacy Business Goals Analyze All Set

Install Our Code Snippet

Install the code snippet on your website to start collecting visitor metrics.

Synchronous **Asynchronous** ?

```
<script src="https://cdn-in.pagesense.io/js/brvornw3/.js"></script>
```

[Send via email](#) [Copy](#)

❗ **Note:** Once the code is installed, PageSense will immediately start tracking visitors' action and behavior on your website. [Learn more](#)

Integrate with Google Tag Manager ☐


To install the code snippet:

Copy and paste the code snippet into the `<head>` tag of your website to track visitors and collect feedback. For more help, refer to our [online documentation](#) or write to us at support@zohopagesense.com.

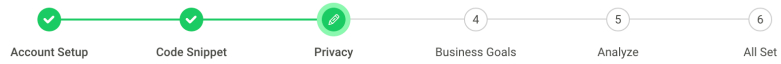
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📄 The snippet code that you add to your webpages enables your website to interact with PageSense servers, and implement any changes for testing and running experiments.

4. In the *Privacy* page, choose the type of **cookie/privacy banner** you'd like to display to your visitors. We strongly recommend to display the banner as a practice of goodwill.



PageSense is strictly committed to the transparency and choice of visitors being tracked by us. By allowing you to configure the Privacy settings, we keep your visitors aware of the information being tracked and collected on your site, along with the options to opt in or opt out from them.



Privacy

PageSense uses cookies to track your website visitors. We recommend setting up a privacy consent banner on your website to make visitors aware of the use of cookies.


Choose how you want to notify visitors about the cookie/privacy policy on your site?

- ☐ Do not notify visitors
- ☐ Notify visitors but don't allow to opt out
- ☒ Notify visitors and allow to opt out

Our website uses cookies to give you the best and most relevant experience. By clicking on accept, you give your consent to the use of cookies as per our privacy policy.

Accept

Deny

 Your visitors will see your banner content in the same language displayed above. To display the message in your customer's native language, click the edit icon at the top right.

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Be GDPR Ready with PageSense

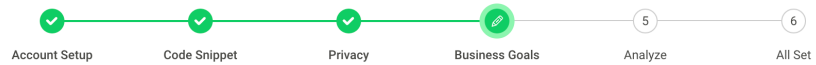
All activities inside PageSense that generate data are private under GDPR. All of this tracked data is stored with anonymized IP addresses, so you can safely capture, process, and use it without infringing on visitor's data privacy. [Click here to know more.](#)

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5. In the *Business Goals* page, create an appropriate goal for your business website, such as [element clicks](#), [links goal](#), [time spent](#), or [custom event](#), then click **Next**.



Track website interactions that directly contribute to your business goals. For example, if your business goal is to get more leads then choose a goal that tracks clicks on the *Contact Us* button.



Add Your Business Goals

Create a goal that aligns with your business' objective. You can edit goals and add new ones as you go along.



Element Clicks

Track the number of user clicks on any web page element.



Link Clicks

Track the number of user clicks on any web page link.



Time Spent on Page

Track the amount of time spent on a web page.



Custom Event

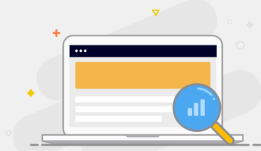
Track specific events or page views on a website.

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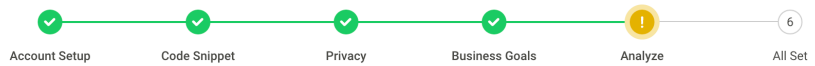
Next

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6. In the *Analyze* page, you can choose to enable Heatmap and Session Recording for your experiment pages to understand your visitor activity or behavior on your web pages, then click **Next**.



Analyzing visitor behavior on your website and understanding the motive behind each interaction can give you a clear idea of what encourages visitors to convert.



Understand Your Visitors

Enable Heatmap and Session Recording experiments to understand visitor behavior.

Enable Heatmap for all pages

Learn which parts of your website visitors click on, and which parts they don't.



Enable Session Recording for all pages

Play back recordings of visitors engaging with your website.



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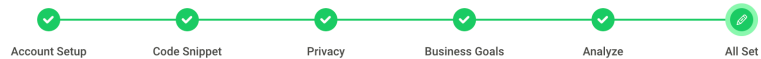
Next

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7. Click **Start** to implement and achieve your website goals.



All systems go! Get ready to track, analyze, and optimize your website conversions with PageSense.



Start Optimizing

You're ready to blast off into a space of optimized websites and increased conversions.

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Start

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We hope this documentation helps make the process easy for you. Please feel free to reach out to us anytime by dropping an email to support@zohopagesense.com if you need more explanation or have any questions.