



Understand your heatmap report

The top bar of the heatmap report shows you:

- The toggle on the left to switch between Heatmap and scrollmap display.
- Opacity adjuster of the dark overlay using the **Map Opacity** slider.
- The number of visitors from desktop, tablet, and mobile is displayed here.
- The time duration of the report is available on the right. By default, it is set to shows the report between the start of the experiment and the current day. You can choose from the preset time range in the dropdown or set a custom range.

The screenshot shows the top bar of a Zoho heatmap report. It includes two date input fields: the first is set to 'Oct 11, 2017' and the second to 'Oct 24, 2017'. Below these are two calendar views for September and October 2017. The September calendar shows dates 1 through 30. The October calendar shows dates 1 through 31, with the 11th and 24th highlighted in orange. To the right of the calendars are four buttons: 'Today', 'Last 7 Days', 'Last 30 Days', and 'Entire Duration' (which is highlighted in orange). Below these is a 'Custom Range' button.

The following can be found in the tab on the right:

- **Visitors:** The number of unique users coming to your web page.
- **Engaged Visitors:** The percentage value of the total number of visitors who have clicked on at least one element of the web page. This is calculated by dividing the number of visitors who have clicked on at least

one element on the webpage by the total number of visitors.

- **Visits:** The number of times a user (both unique and returning) visits your web page. A single visitor can have multiple visits.
- **Clicks:** Total number of clicks on all the elements of the webpage.
- **Clicks/Visit:** It is calculated by dividing the total number of clicks received by the web page by the total number of visits it has.
- **Top Engagements:** List of web page elements ranked by the number of clicks received and the corresponding contribution for the total clicks on the webpage.

Page Stats - Desktop

VISITORS	ENGAGED VISITORS ?	
4,732	68.62%	
VISITS	CLICKS	CLICKS/VISIT ?
8,831	8,698	1

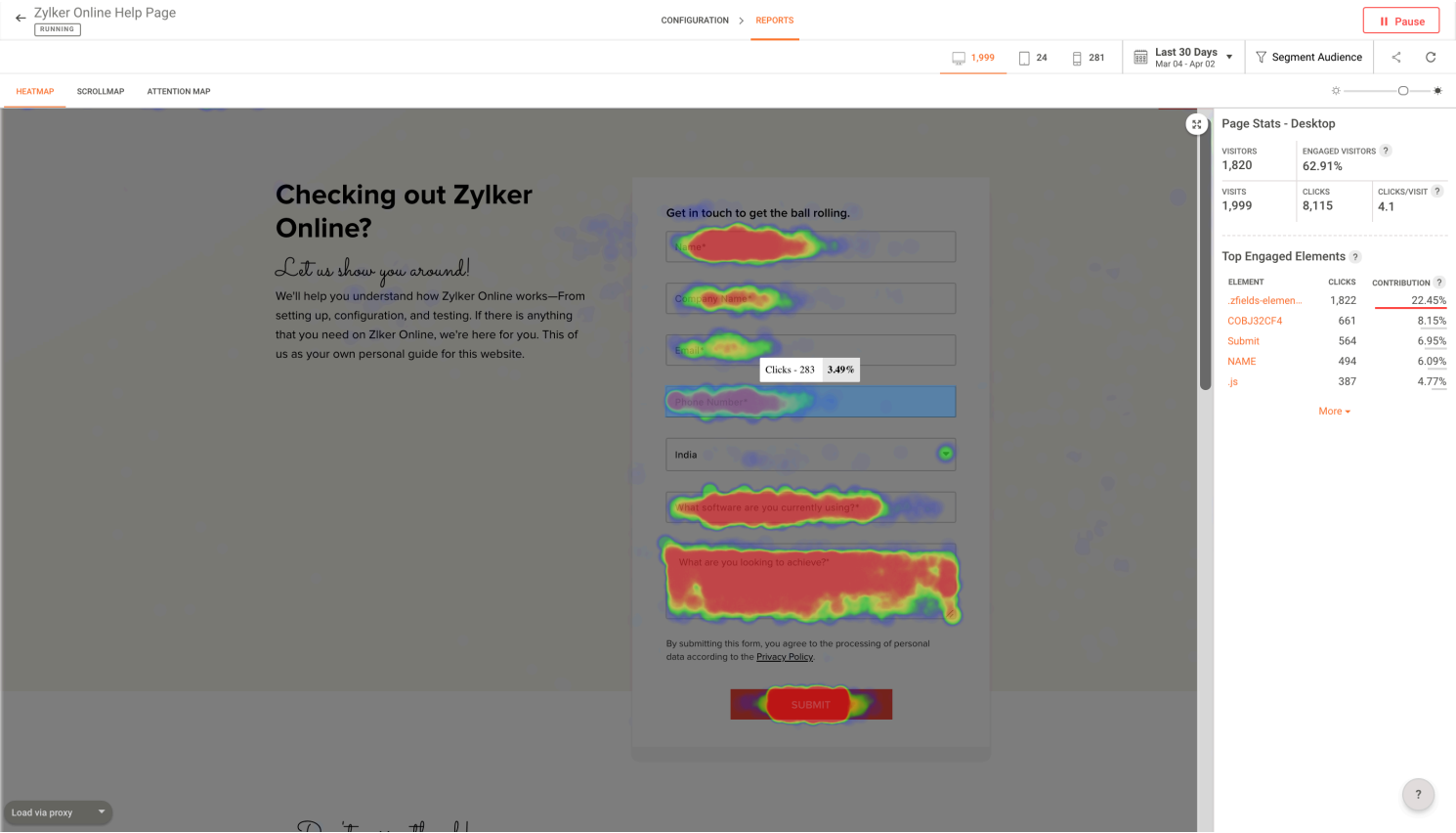
Top Engaged Elements ?

ELEMENT	CLICKS	CONTRIBUTION ?
LOGIN	1,817	<u>20.89%</u>
.uheader .goto-li...	1,081	<u>12.43%</u>
Sign Up for Free	1,028	<u>11.82%</u>
.js	456	<u>5.24%</u>
Pricing	446	<u>5.13%</u>

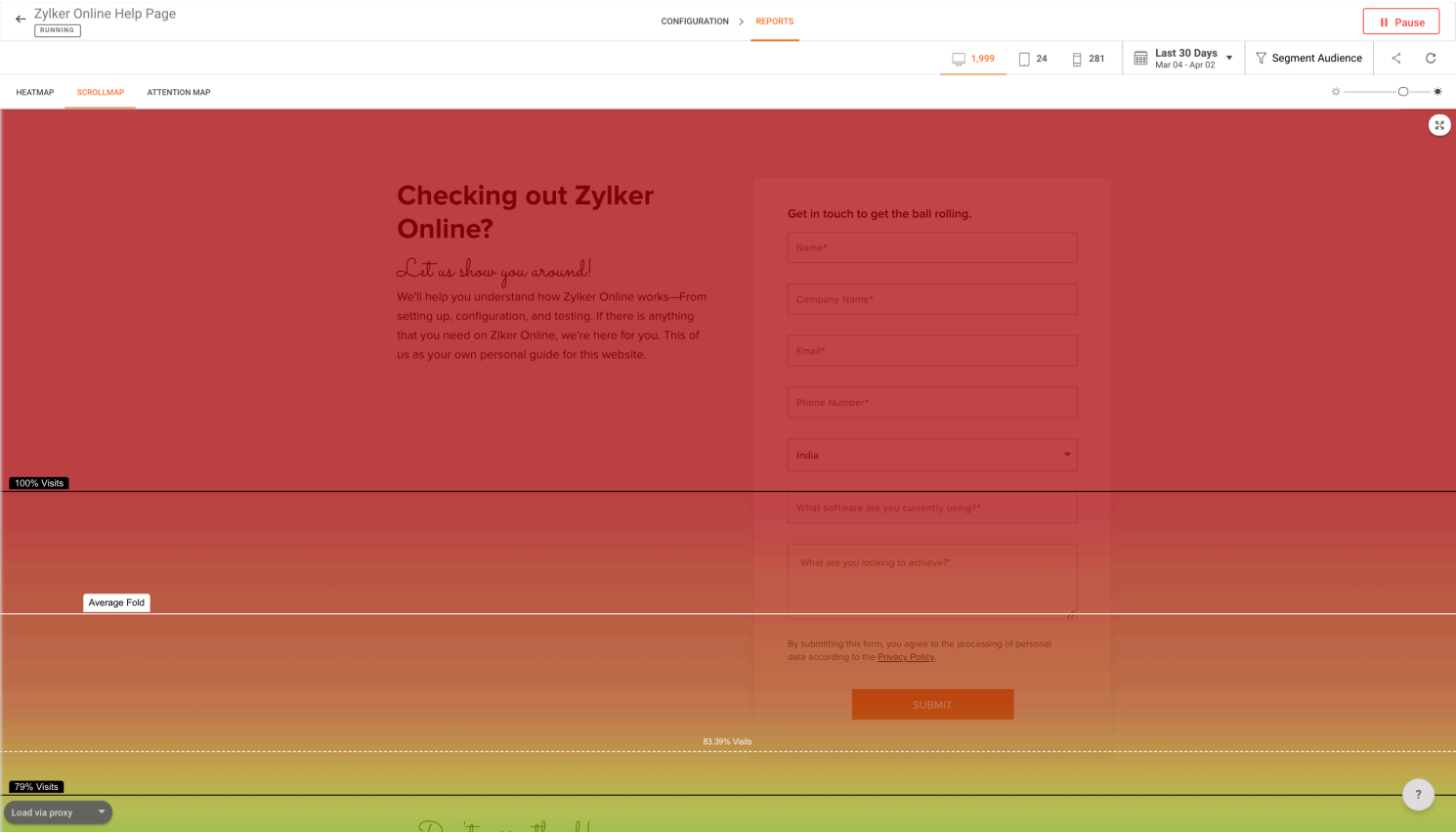
More ▼

Clicking on the element name in the list will show you its location on the page. Some elements though displayed in the list, won't be visible on the page. This can be because they are hidden.

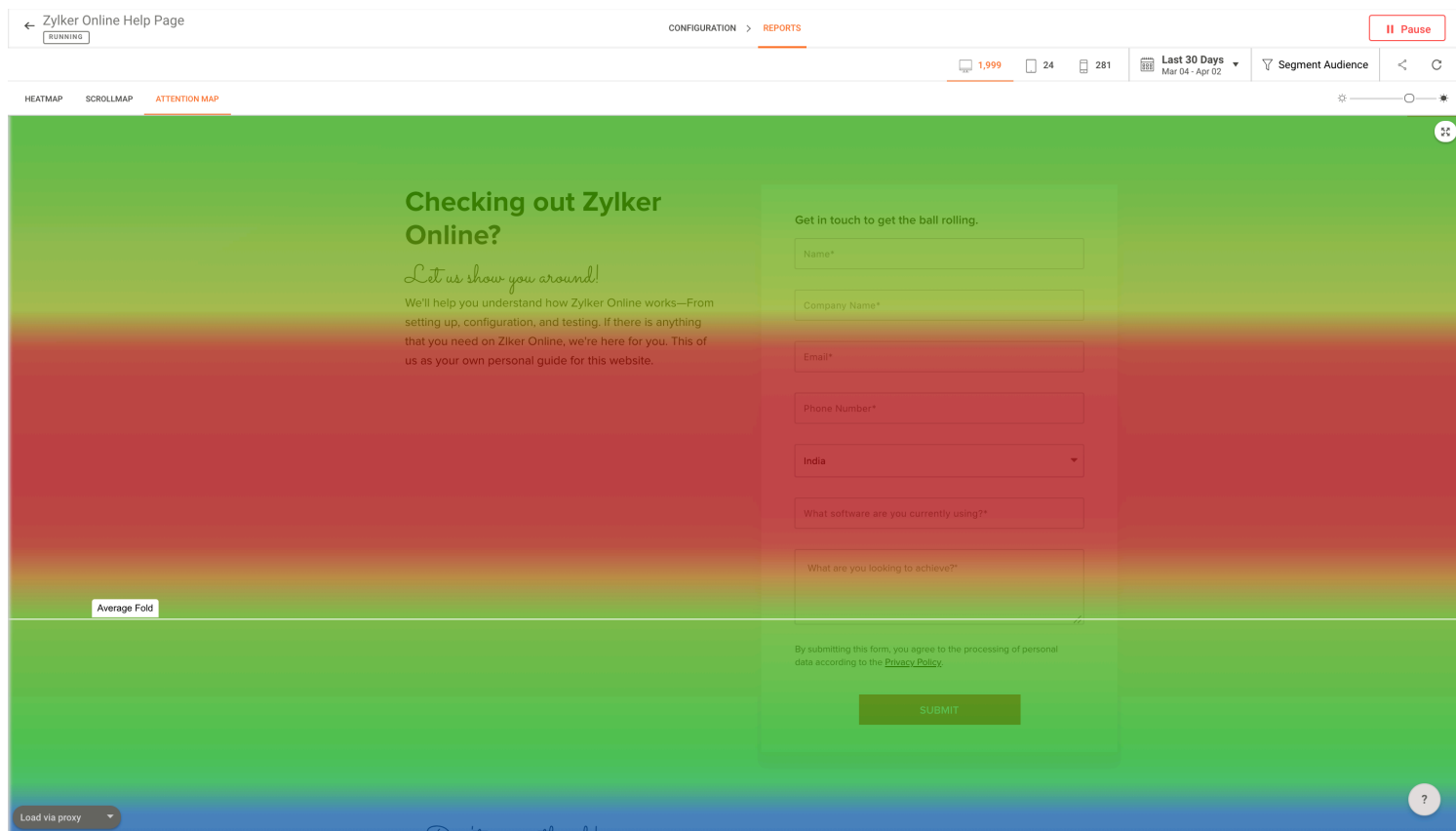
Here's what the **Heatmap report** will look like:



Here's what the **Scrollmap** report will look like:



Here's what the **Attention Map** report will look like:



AWe 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.