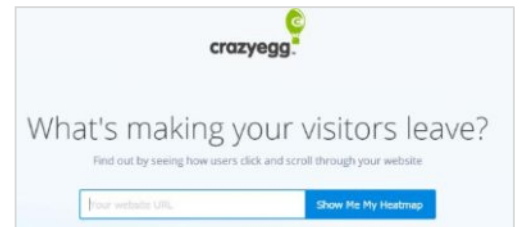


Heat Mapping Your Website to Monitor Online Behavior

How it Works

Heat Mapping is a fantastic tracking tool.

Through Crazy Egg's heat map and scroll map reports you can get an understanding of how your visitors engage with your website.



Heat map Colors

This is Mountain Harvest Foods' heat map.

First of all, you can see where they log on. With these different colors you can see where they're clicking on. The brighter the color is, the higher the number of clicks are.

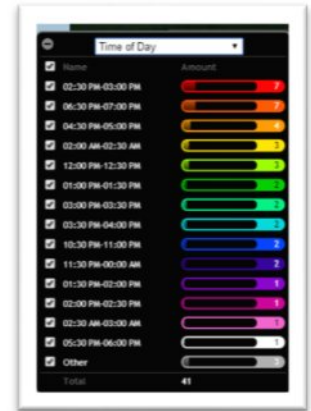


Date and Time

You can find out the day of the week



And the time of the day, where they're coming from. The list is endless on what you can do.



Background Color

Then the colored one on the background shows you how far down the page they scroll. So you can see exactly where your readers have been on your site.



Measure and Monitor

This is a great tool measure and monitor the behavior of your online visitors