



mouseflow

WEBSITE ANALYSIS REPORT

MOUSEFLOW

JUNE 20, 2016

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ABOUT MOUSEFLOW

Mouseflow is an analytics tool that tracks website visitor behavior and generates recordings, heatmaps, funnels, and form reports. This allows you to analyze conversion behavior, debug problems, and target your marketing efforts in an easy-to-use platform.

Our company was founded in 2009 in Copenhagen, Denmark and quickly rose to become a powerful player in analytics with offices in Denmark, Germany, and the United States.

Today, Mouseflow tracks over 80,000 websites including Microsoft, Philips, Samsung, Sears, Pepsi, AT&T, Virgin Mobile, and more.

KEY FEATURES



SESSION REPLAY

Mouseflow tracks clicks, mouse movement, scrolls, forms, and more. It shows a recording of the activity from each visitor on your site - just like CCTV. This eliminates guesswork so you can take action sooner.



HEATMAPS

Mouseflow has five different heatmaps that show which elements are attractive to visitors. We feature Click, Movement, Attention, Scroll and Geo Heatmaps. This makes it easy to track navigation, attention and interest to measure and improve each page on your site.



FUNNELS

Mouseflow tracks activity from page-to-page on your site. It helps you analyze key journeys and processes. This lets you build reports to see how visitors navigate your site and you can even watch sessions of those that drop out along the way.



FORM ANALYTICS

Mouseflow monitors how visitors interact with forms. It measures drop-offs, refills, blank submissions, errors, and more - for each relevant form field - and can be filtered in real time. This helps you uncover issues, improve usability, and increase conversions among different segments of visitors.

67,000+

CLIENTS AND COUNTING



79,541 WEBSITES TRACKED

8 BILLION DATA POINTS COLLECTED

47TB MONTHLY DATA

67+ YEARS OF EXPERIENCE

OVERVIEW

The purpose of this report is to give you feedback that will help you to optimize your website. Our team of experts have taken a very close look at your website and have also interpreted your Mouseflow data in order to create a report that is custom to you and your company.

Included in this report is an analysis of your websites' critical issues and suggested improvements. Also provided, are explanations and references for each notation, ensuring you have all the necessary tools required to make informed decisions.

CATEGORIZATION

Each section of our report falls into one of four categories: Usability, Marketing, Technical and Informational. Each category has been assigned to a color that will guide you through this report.

USABILITY

The usability category of this report details suggestions to improve user experience by analyzing your website based on a user-centered approach. The usability recommendations are measured by analyzing the accessibility, placement and time metrics of your visitor's interactions.

TECHNICAL

One of the most important aspects of a website is its functionality. In the technical category of this report, we detail any errors, missing or inoperative components, loading constraints, or code and development issues noticed while analyzing your data.

MARKETING

This section addresses issues and suggestions to improve the content, design, and placement of key elements with the goal of increasing website marketability, user engagement and conversion rate.

INFORMATIONAL

Additional findings that do not fit into the other three categories fall into the informational category. Here, we include notable information about additional improvements, errors and suggestions.

KEY FINDINGS

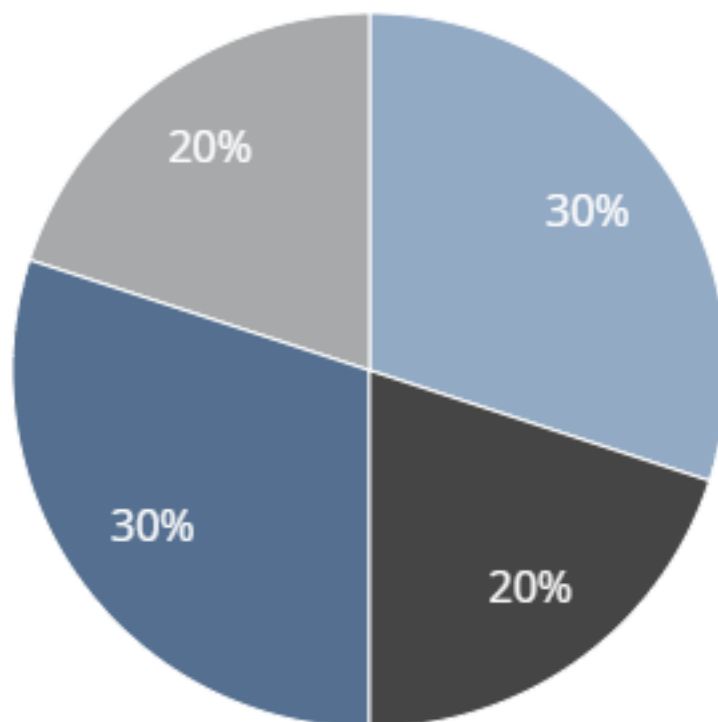
CRITICAL TECHNOLOGICAL ISSUE: There are multiple JavaScript errors in your website that are creating difficulties for your users and causing them to leave your site. Details on pages 25, 27, 29, & 31.

CRITICAL MARKETING ISSUE: Your main navigation is misleading. The current page does not highlight to let the user know what page they are on. Details on page 17.

CRITICAL USABILITY ISSUE: You have multiple areas where users are getting trapped on a page and are forced to exit the website or select the “back” button. More details on pages 14 & 15.

Here is a breakdown of your report findings by classification:

- Usability
- Marketing
- Technical
- Informational



USABILITY

MISSING LINKS

21,227

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: The section at the bottom of the pricing page lists questions a user may have and provides contact information. However, the common questions are not linked to the appropriate helpdesk or FAQ section. The heatmaps show that users are trying to click on this text to find more information.

Links to References:

- > <https://mouseflow.com/pricing/>
- > <https://mouseflow.com/contact/>

Recommendation: Add links where appropriate. If there is a corresponding article that you can link to in this section, you should add the link. You should also add a generic link to your support center. See the heatmap in Figure 2 for more details.

MISSING LINKS: FIGURE 1A

Frequently Asked Questions

Got a question? Tweet [@mouseflow](#) and we'll do our best to answer.

How do I install Mouseflow?

You just add a small snippet of JavaScript before the closing body tag on your website. We also have several plugins and integrations.

How does it work?

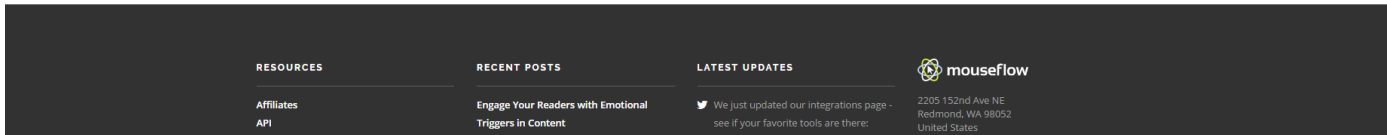
Mouseflow tracks clicks, mouse movement, scrolls, forms, and page content as visitors browse your site. Then, it sends this data to our platform. To learn more, see our [Tour](#) page.

What is your refund policy?

If you're not satisfied (within the first 30 days), we'll refund your purchase. No questions asked.

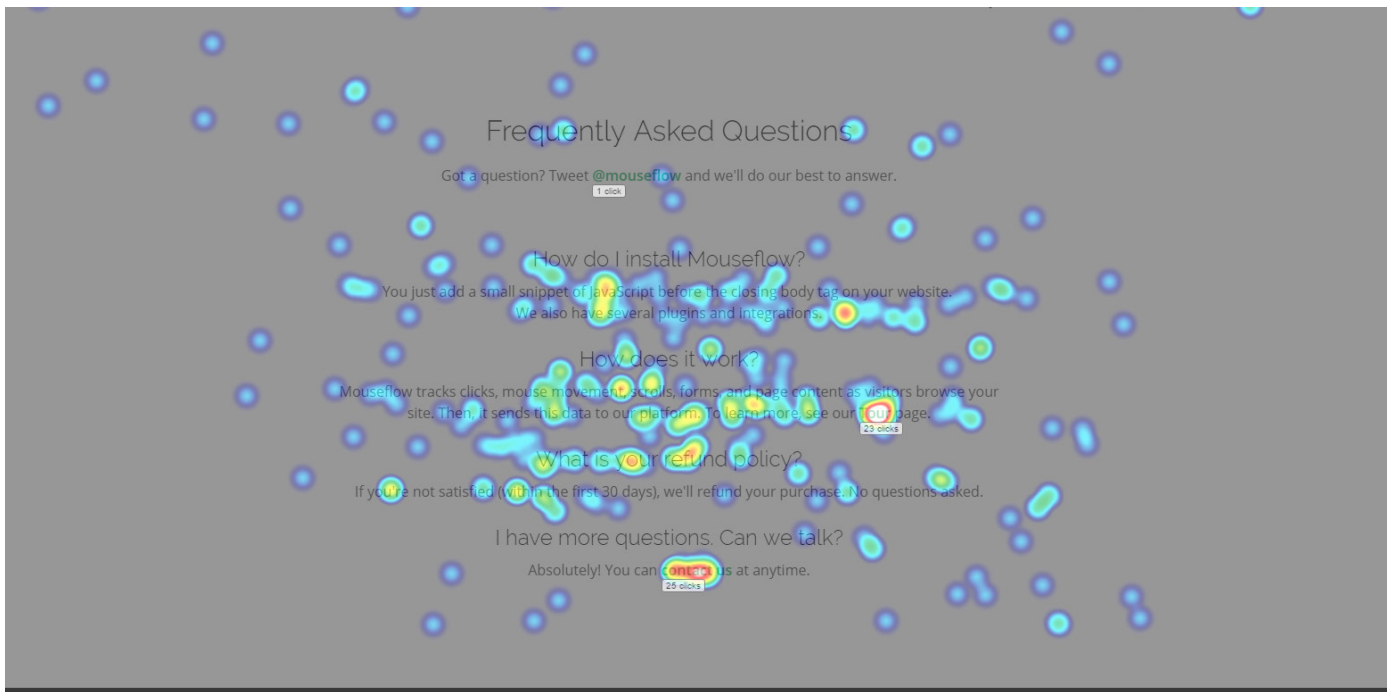
I have more questions. Can we talk?

Absolutely! You can [contact us](#) at anytime.



This is the section we are referencing. We recommend you add links to your helpdesk and specifically, appropriate helpdesk articles, where appropriate.

MISSING LINKS: FIGURE 1B



Your click heatmap is referencing that users are trying to click on these elements in order to get more information. Since they are not links, the user is not able to obtain the information they are looking for.

LINKS NEEDED: HOME PAGE

4,658

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: Visitors are interested in learning more about elements on your home page and are clicking on text with no corresponding link.

Here are the unlinked elements yours users are interested in:

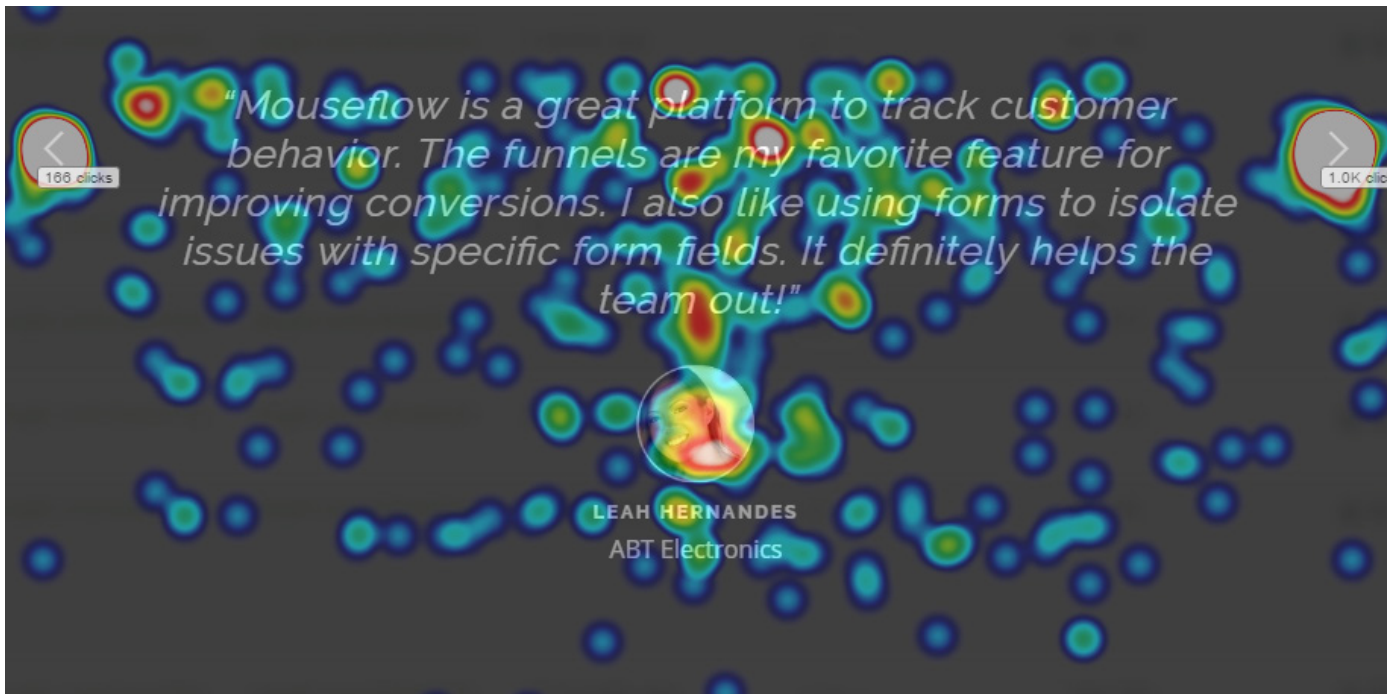
- > The icon of the human face in your recommendations section.
- > The bold headings in your footer.
- > © Mouseflow text at bottom of the page.

Links to References:

- > <https://mouseflow.com>

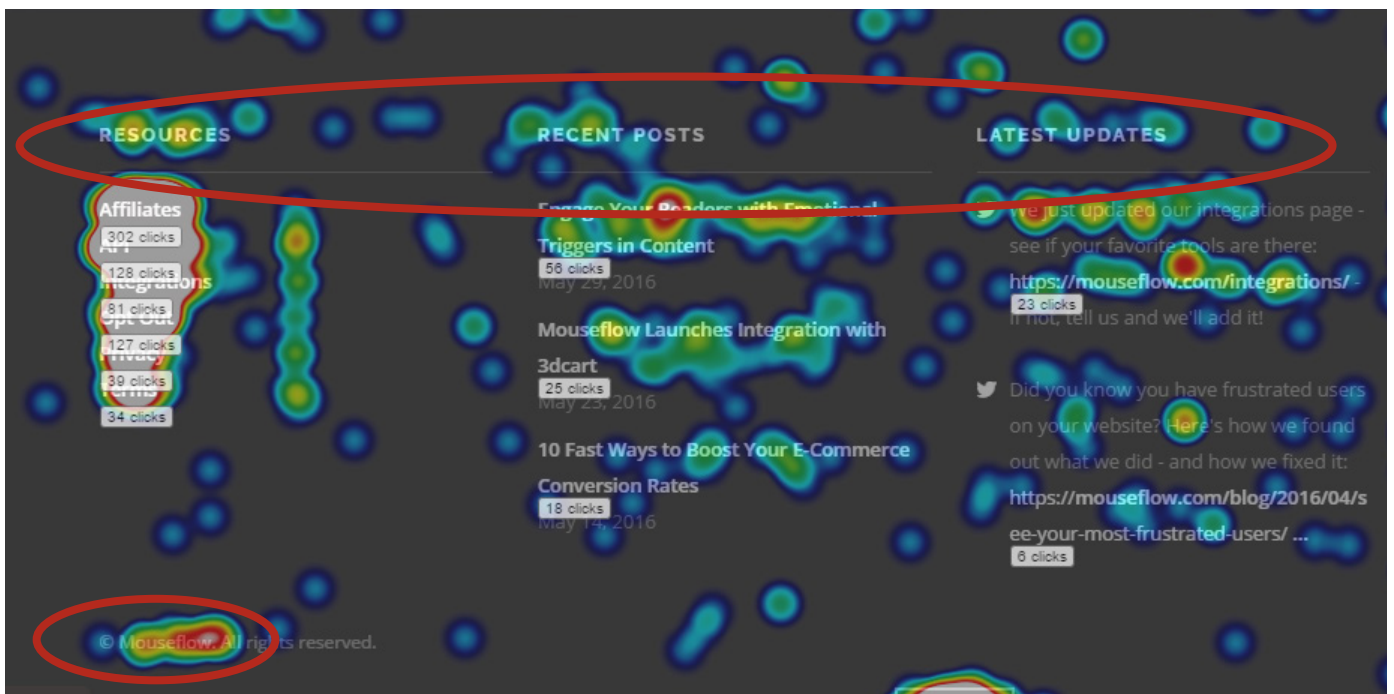
Recommendation: Review the above noted elements of your home page and assess whether or not adding a link would be a good option. Remember that you don't want to direct user's to navigate away from your website, but sometimes, linking to requested information (as you can see in your heatmaps) is a great idea because it will enhance your overall user experience.

LINKS NEEDED: HOME PAGE: FIGURE 1A



Visitors are interested in learning more about the professionals who are recommending your website. We do not recommend linking to an external site, however, if you can provide information or a small pop up, it could be helpful to your users who may be extremely interested in your products.

LINKS NEEDED: HOME PAGE: FIGURE 1BLA



The areas circled above show that users are attempting to click on these elements. Since these elements, if linked, would direct to helpful areas of your website, we recommend adding links. Since these links are part of the template for the entire site, make sure to update each page.

LINKS NEEDED: PRICING PAGE

3,595

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: Visitors are interested in learning more about the text, “Sign up today. Why wait?” on your pricing page and are clicking on the text to sign up for a plan. There is no link that directs them to sign up for a plan, so when they click it, they are not directed to an area in which they can sign up. These users are signaling that they are ready to make a purchase, yet no link is available.

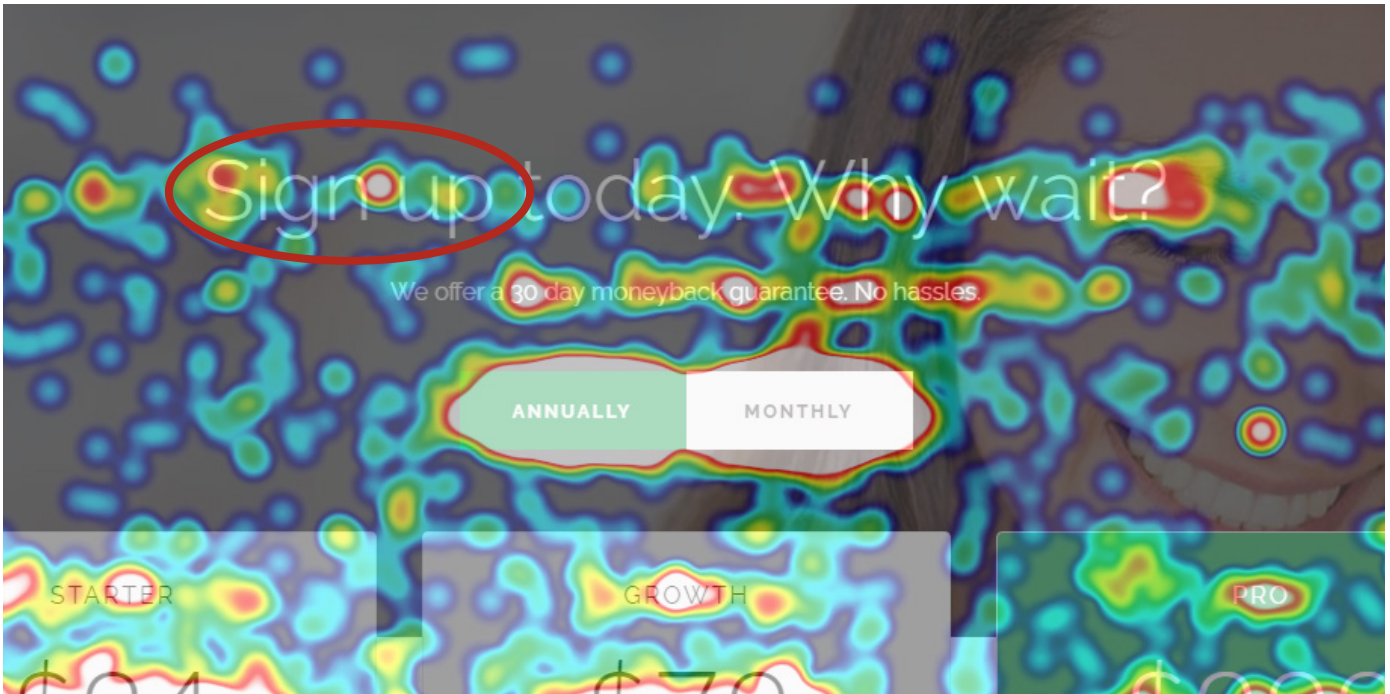
Visitors are also clicking in your competitor table to find out more about basic and advanced features. Creating pages that discuss your basic and advanced features, with a link on these elements would direct users to the appropriate information. These are interested users attempting to make an informed decision.

Links to References:

> <https://mouseflow.com/pricing>

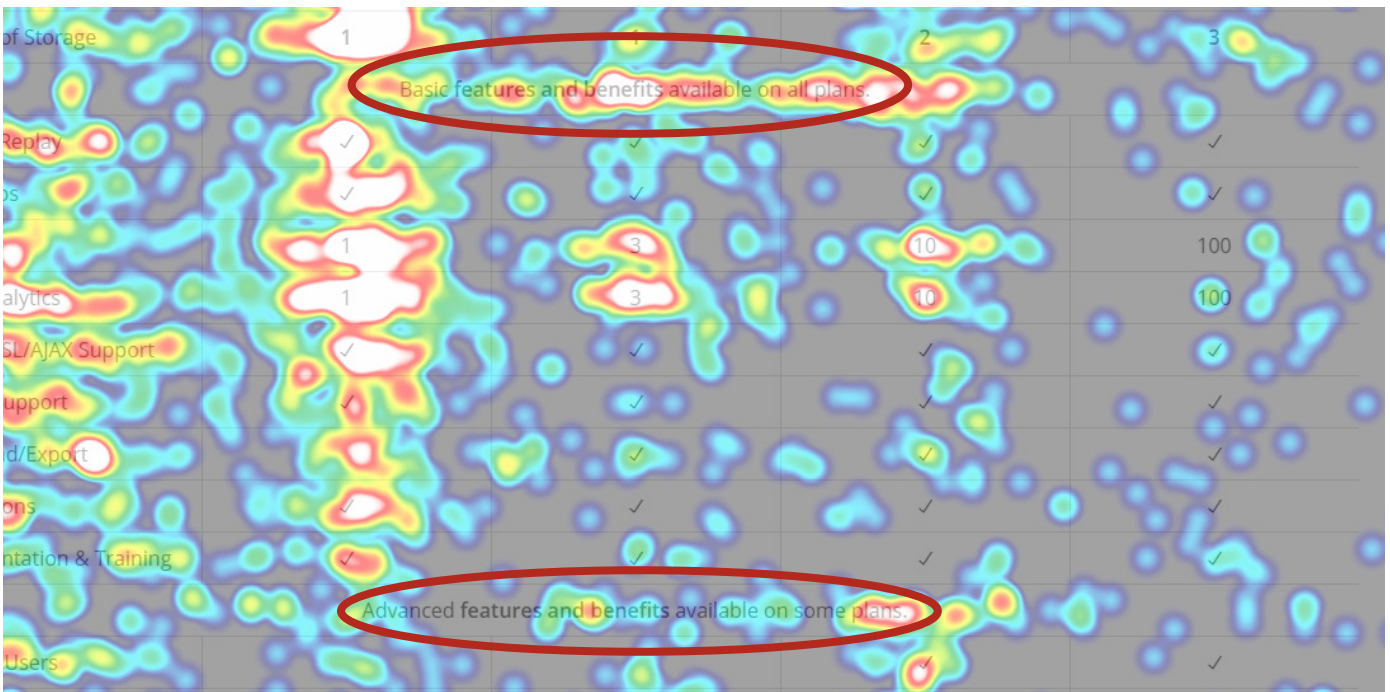
Recommendation: We recommend that you link your “Sign up” text to your “Sign Up page (<https://mouseflow.com/sign-up/>). We also recommend that you consider creating pages that discuss your basic and advanced features for users interested in learning more, then linking your plan comparison table to those pages, where appropriate.

LINKS NEEDED: PRICING PAGE: FIGURE 1A



Visitors are interested in signing up immediately after viewing the pricing page! This is a huge opportunity that can be captured if you link the "Sign up" text to your Sign-Up page.

LINKS NEEDED: PRICING PAGE: FIGURE 1B



Users are attempting to learn more in your plan comparison table. If you create pages and links to this information, it could greatly enhance your user experience and conversion rate.

NO EXIT OPTION ON PAGE



Description: On the main Sign-Up page for Mouseflow, there is no exit option for the user. This can cause the user frustration, incentivising them to exit the site or open a new tab. It also forces them to hit the “back” button, which is not as pleasant of an experience for them.

Recommendation: We recommend adding a back button that is simple and unilluminated to the top or bottom left hand corner of the form.

This character relates to other elements in the website and would be intuitive to users. Since it is not illuminated, it would not be seen first, but it would be visible if a user was searching for it.

We suggest using the backwards caret character (“<”) in the color, HEX: #454545

Links to References: > <https://mouseflow.com/sign-up/>

TWITTER STRING BROKEN



Description: At the bottom of the page, there is a “LATEST UPDATES” section that references our latest tweets. The strings are broken and take you to Mouseflow pages, rather than our twitter account.

Recommendation: Ask your developers to look at the coding for your Twitter feed and double-check that the text is hyperlinked correctly.

Links to References: > <https://mouseflow.com>

BROKEN LINK



Description: The following page is being visited by your users and does not exist. When visiting the URL, a 404 Error is listed.

Recommendation: Delete the page, disable any links to this page from any other page on your website, and create a redirect.

Links to References: > <https://mouseflow.com/tour/session-playback>

OLD LINKS CAUSING 404 ERROR



- Description:** Your mouseflow account shows that users are visiting pages that no longer exist and receiving a 404 error.
- Recommendation:** Update all old links to reflect or redirect to your current website. We recommend you use a broken link checker on your site.
- Links to References:**
- > <https://www.mouseflow.com/index.php>
 - > <https://www.mouseflow.com/demo/finished>
 - > <https://www.mouseflow.com/blog/category/promotions>

LOGIN PAGE TRAPS USERS



- Description:** The login page does not offer the users a way to exit back into the website if they choose not to sign in. This can create frustration, forcing the user to click the back arrow, open a new tab or exit the site. This creates a negative user experience.
- Recommendation:** We recommend adding a back button that is simple and unilluminated to the top or bottom left hand corner of the form.
- This character relates to other elements in the website and would be intuitive to users. Since it is not illuminated, it would not be seen first, but it would be visible if a user was searching for it.
- We suggest using the backwards caret character (" \leftarrow ") in the color, HEX: #454545
- Links to References:**
- > <https://app.mouseflow.com/sign-in>

MARKETING

MISLEADING NAVIGATION

120,060

AFFECTED USERS



IMPACT SCORE

OS



Browser



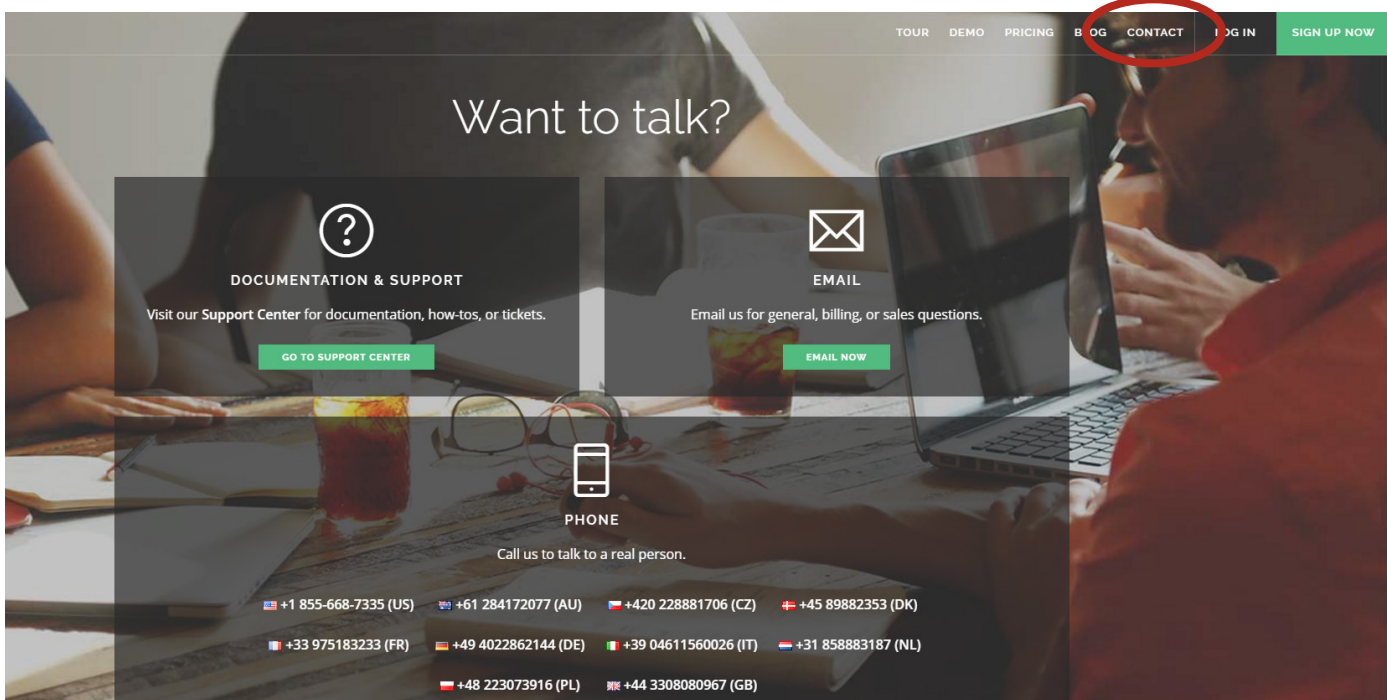
Description: The navigation doesn't highlight the link to notify the user of what page they are currently on. It's good that the "Sign Up Now" button is always highlighted, because you want to encourage users to sign up, but it is good practice to ensure visitors know what page they are on for navigational purposes.

Links to References:

> <https://www.mouseflow.com>

Recommendation: Leave the "Sign Up Now" button as-is and add a current page style to the text. We recommend you use the same green as the background of your "Sign Up Now" button: HEX: #47B475

MISLEADING NAVIGATION: FIGURE 1A



The page being currently viewed is the contact page, yet the contact link in the navigation looks the same as the rest of the links. This image is just an example (every other page visited displays the same). If the text, "CONTACT" were highlighted, users could more easily know where they are in the website.

MISLEADING NAVIGATION: FIGURE 1B



Engage Your Readers with Emotional Triggers in Content

© May 29, 2016 by Marry McAleavey

A content writer has to use emotional triggers to gain attention, stoke interest, and push for action. This starts with knowing who your reader is. Once you have established a reader persona, a hypothetical individual to target your writing toward (specific to your audience), it's time to put your trigger-fingers to work.

Here's how you can execute content planning in a way that appeals to the *emotions* of your readers by stimulating specific feelings that lead to actions and generate conversions.



CATEGORIES

- Announcements
- Case Studies
- Marketing
- Tips & Tricks

RECENT POSTS

- Engage Your Readers with Emotional Triggers in Content
May 29, 2016
- Mouseflow Launches Integration with 3dpart

This is a second example showing the blog page.

CHART MISSING DATA

21,229

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: The plan comparison chart needs a title and some more styling. It is sitting in space right now and would be more aesthetically pleasing if it were completed with necessary elements. As it is now, it appears to be incomplete.

Links to References:

> <https://www.mouseflow.com/pricing>

Recommendation: Add a header above the chart and highlight the plan you most wish to promote with sign up links on the bottom. This also might look really good as a white pop up in its own container over a dark background.

For marketability purposes, we also suggest adding a competitor comparison table to this section with the ability to toggle between charts. Reference your Monthly/ Annual plans above and see how the plan rates update depending on the selected plan... we recommend you emulate this style and provide the user with the option to toggle between your plan table and your competitor table. See the images on the next page for further detail.

CHART MISSING DATA: FIGURE 2A

	FREE	STARTER	GROWTH	PRO
Pageviews/Month	~500	~10,000	~50,000	~500,000
Websites	1	1	3	30
Months of Storage	1	1	2	3
Basic features and benefits available on all plans.				
Session Replay	✓	✓	✓	✓
Heatmaps	✓	✓	✓	✓
Funnels	1	3	10	100
Form Analytics	1	3	10	100
HTTPS/SSL/AJAX Support	✓	✓	✓	✓
Mobile Support	✓	✓	✓	✓
Download/Export		✓	✓	✓
Integrations	✓	✓	✓	✓
Documentation & Training	✓	✓	✓	✓
Advanced features and benefits available on some plans.				
Multiple Users			✓	✓
API			✓	✓
Phone Support			✓	✓
Custom Development				✓
	SIGN UP NOW	SIGN UP NOW	SIGN UP NOW	SIGN UP NOW

This is your current plan comparison chart. While informative, it lacks completed styling and content. If you highlight your most popular plan (row) in green HEX: (#47B475), and turn the "sign up now" link at the bottom of that particular row, it would look very nice.

CHART MISSING DATA: FIGURE 2B

We suggest that you add the functionality of toggling between the plan comparison table and an added competitor comparison table that is styled the same way. Figure 2B represents an example of the buttons we suggest you emulate that could toggle between charts.

OLD UI REFERENCED

5,358

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: The old user interface is referenced as an example on the tour page. This can be misleading, as it shows customers a view of a page that is not available. Also, because the new UI is such a major improvement, featuring an image containing the new UI would increase the aesthetic marketability of your website.

Links to References:

- > <https://mouseflow.com>
- > <https://mouseflow.com/tour/#sessionreplay>

Recommendation: Update the image in the desktop and mobile graphics to reflect your new user interface.

OLD UI REFERENCED: FIGURE 1

The image shows a desktop browser window displaying the Mouseflow website. On the left, there is a 'SESSION REPLAY' section with a video player showing a recording of a user's activity. Below the video, there is a 'SIGN UP NOW' button. On the right, there is a pricing table with four columns: 'Small', 'Medium', 'Large' (marked as 'POPULAR'), and 'Extra Large'. Each column lists the number of recorded sessions, the number of websites, storage duration, and monthly price. A smartphone is overlaid on the bottom left of the pricing table, displaying a mobile version of the same pricing information.

Small	Medium	Large POPULAR	Extra Large
10,000 recorded sessions	10,000 recorded sessions	25,000 recorded sessions	100,000 recorded sessions
3 websites	3 websites	10 websites	30 websites
2 months storage	2 months storage	2 months storage	3 months storage
€59/month	€59/month	€119/month	€299/month
Signup Now	Signup Now	Signup Now	Signup Now

This is the example from your home page and pricing page.

OVERFLOWING CONTENT



- Description:** Content on this page is overflowing partial sentences to the next line:
- > Click on the elements below. Then, click somewhere else on the page. Mouseflow is tracking all your clicks.
 - > Fill out the form. Mouseflow is recording all your activity (except on credit card/password fields).
- Recommendation:** Force a new line of text at the beginning of the last sentence. When you do this, make sure to avoid adding extra height space between the lines.
- Links to References:** > <https://mouseflow.com/demo/>

ALIGN CONTENT



- Description:** The link in the demo page “Try Me, As Well” is not centered with the other two links.
- Recommendation:** Align the link vertically by adding padding above it using CSS.
- Links to References:** > <https://mouseflow.com/demo/>

FORM DROPPING USERS



- Description:** Your sign up form is causing 3,300 users to drop off your site.
- > The “Company Name” field takes users an average of 24.4 seconds to fill out
 - > 33% of users who interact with your form are dropping from the CV/CVC field
 - > 211 visitors dropped in the “First Name” field
- Recommendation:** Make sure your forms are as intuitive as possible.
- > The “Company Name” field can have a suggestion inside of it that explains what the field is asking, such as “What is the name of the company you work for?”
 - > Add a small help icon next to your CC/CVC field to explain to users what this field means with a photo example.
 - > First names are not necessary to complete billing, so we recommend deleting this field.
- Links to References:** > <https://mouseflow.com/sign-up/>

PADDING NEEDED IN BLOG



- Description:** Add padding between the body content and the sidebar on the right. The content is too close together, not allowing for visual space and easy reading.
- Recommendation:** The width of the preset container size can be maintained by decreasing the width of the blog content and sidebar just a little. Then add a row of padding. This would create a little more space, but maintain the overall container width.
- Links to References:** > <https://mouseflow.com/blog/>

MISSING LINKS IN BLOG



- Description:** Each blog has areas where actionable items (click, buy, read, check out, etc) or other articles are referenced. Many of these items are not hyperlinked to the appropriate destination. By linking them to the appropriate destination, you will be providing the reader with the content they are looking for if they click on these elements, as well as adding valuable and relevant content, supportive of your SEO efforts.
- Recommendation:** Go through your articles and create links where necessary.
- Links to References:** > <https://mouseflow.com/blog/>

TECHNICAL

JS ERROR ON HOME PAGE

20,458

AFFECTED USERS



IMPACT SCORE

OS



Browser



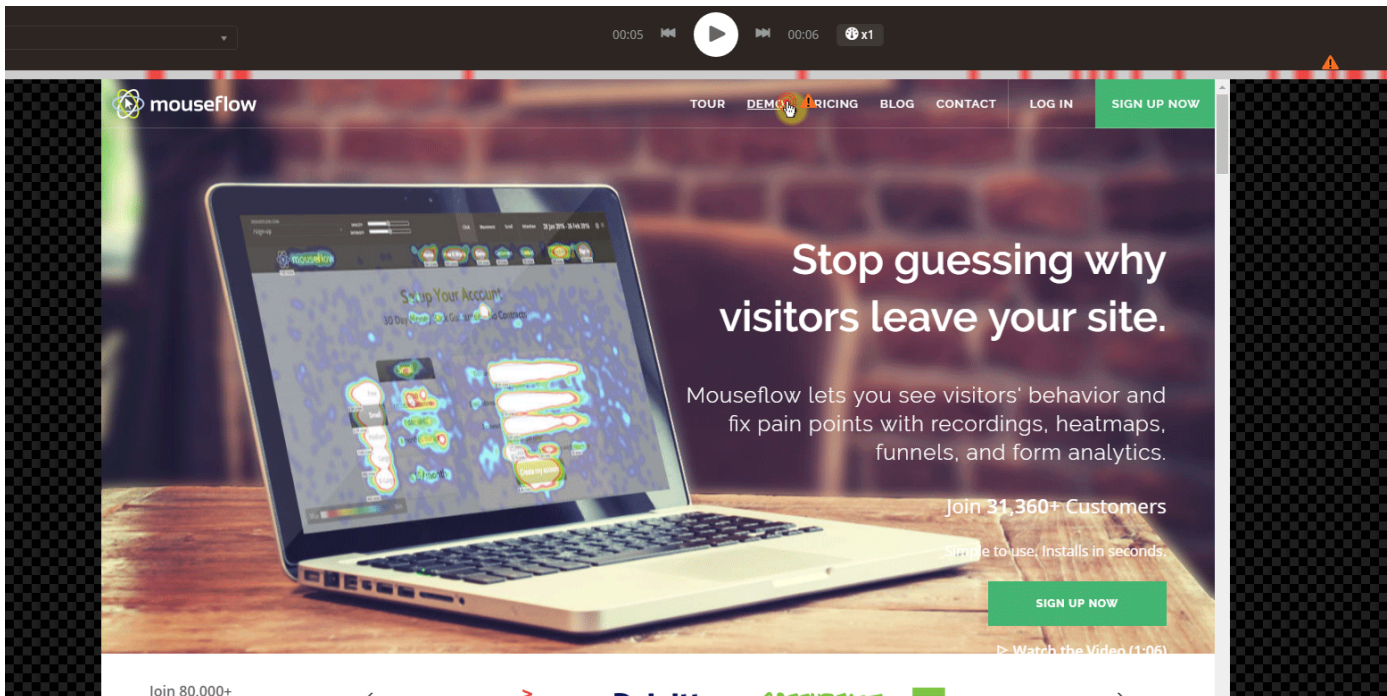
Description: A JavaScript error is occurring on your home page when users try to click the navigation to view the demo page.

Links to References:

> <https://mouseflow.com>

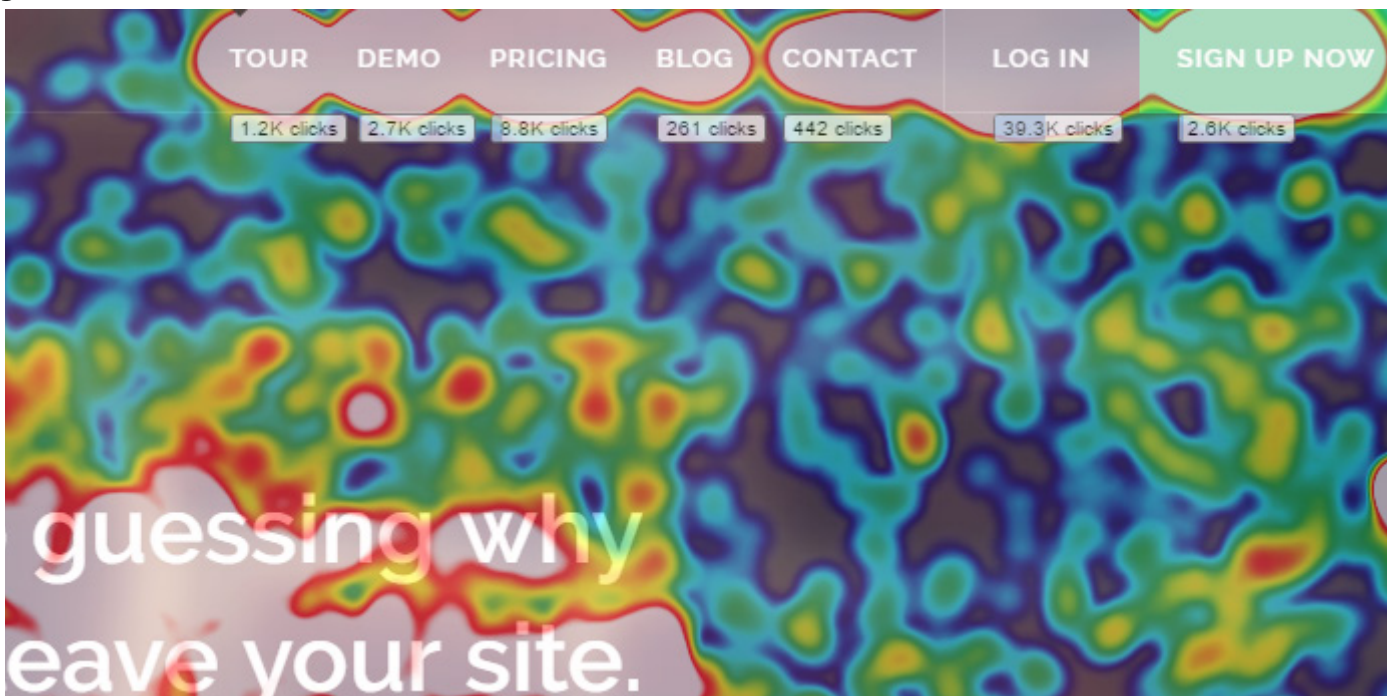
Recommendation: Ask your developers to debug your JavaScript issue for you and test it to make sure that it works. Create a test session in Mouseflow and monitor whether you see a click error based on your actions. This will aid in labeling your error and can help you correct it.

JS ERROR ON HOME PAGE: FIGURE 1A



This is a recording of a user experiencing a JavaScript error on your home page when they try to click on the navigation to be directed to the demo page. The orange caution sign is present to show you where on the page and in the timeline (at the top) the error occurred. Customers who are interested in seeing your demo could be converted into sales.

JS ERROR ON HOME PAGE: FIGURE 1B



The heatmap was filtered to a small sampling. You can tell by looking at it that the “Demo” button is the third most popular link. If users are experiencing a JavaScript error here, it could affect the number of users who try out your product and move through the funnel to purchase.

JS ERROR ON SIGN-UP PAGE

5,612

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: There have been 99 instances of a JavaScript error occurring on your Sign-Up page. These users are experiencing both a click-error and in many instances, click rage.

Click rage is when a user performs rapid-fire clicks, signaling frustration. It's very common to see click rage when there is a JavaScript error, as the functions the user is expecting are not properly conducted.

Furthermore, when this occurs, you experience a higher bounce rate and a lower conversion rate. This error is costing you customers.

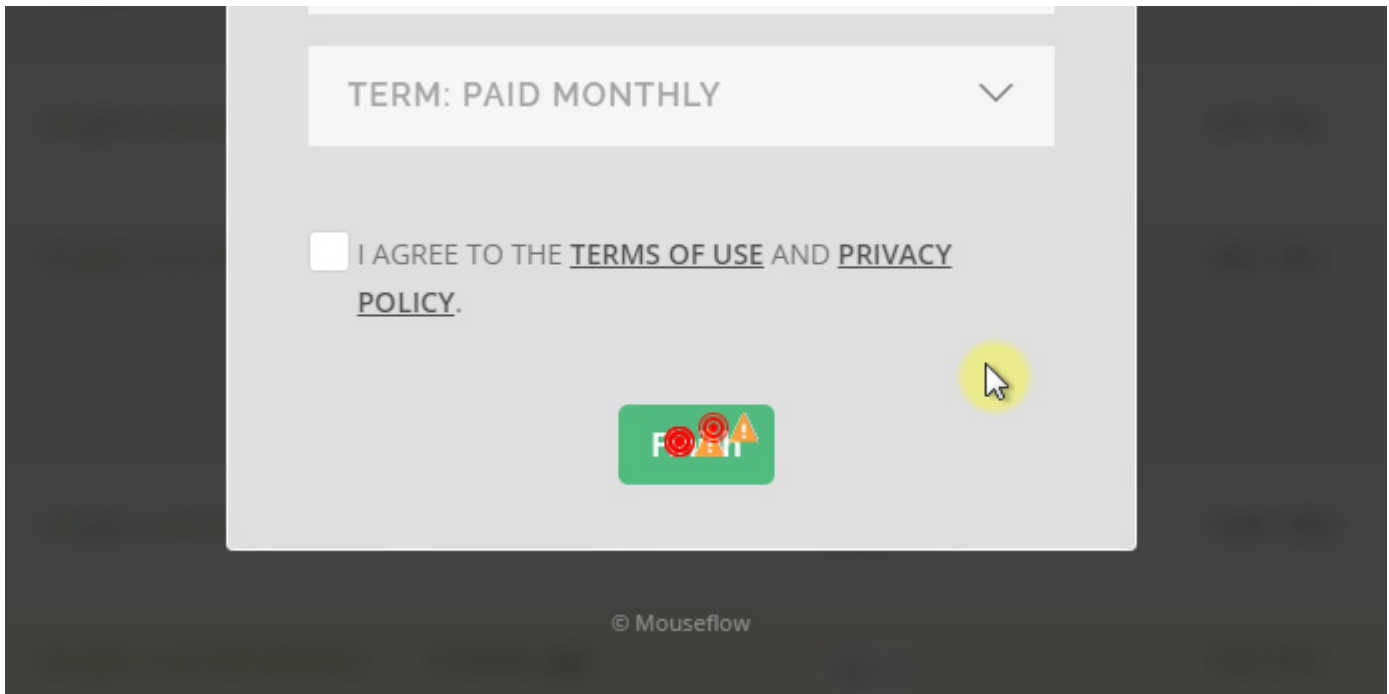
Instead of users signing up for your services, many are leaving your website out of frustration.

Links to References:

- > <https://mouseflow.com/sign-up/>
- > <https://mouseflow.com/blog/2016/04/see-your-most-frustrated-users/>
- > <https://eu.mouseflow.com/websites/77126e56-b718-42f7-92fa-b1b151102423/recordings/f614b197976184ec3254e52042298b75/pageviews/05190588b85b82ffdc61c5367a69d668043c5f47/play>

Recommendation: Ask your developers to debug your JavaScript issue for you and test it to make sure that it works. Create a test session in Mouseflow and monitor whether you see a click error based on your actions. This will aid in labeling your error and can help you correct it.

JS ERROR ON SIGN-UP PAGE: FIGURE 1A



This is a screenshot showing click rage as well as a Javascript error in your Mouseflow recording playback. The video filepath is referenced in the URLs above.

JS ERROR ON SIGN-UP PAGE: FIGURE 1B

LOCATION	REFERRER	ENTRY PAGE	LAST SEEN	PAGES	DURATION	DEVICE	TAGS/VARIABLES
perez.378@osu.edu	google.com	/	13 days ago	4	4m 20s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#3
tal@crossfitdtr.com	google.com	/	14 days ago	14	16m 13s	Windows	FORM-INTERACT CLICK-RAGE SUBMIT CLICK-ERROR
techsupport@online-access.com	(direct)	/	14 days ago	3	5m 59s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#3
tree@treepla.net	(direct)	/	15 days ago	4	22m 25s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
o.m.ibanezd.omid@gmail.com	mouseflow.com	/sign-up/	15 days ago	2	6m 38s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
mark@deltahomeprotect.com	google.com	/	15 days ago	3	4m 41s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
jvasey@tts-group.co.uk	google.co.uk	/	15 days ago	7	3m 41s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#3
leonkolaski@gmail.com	(direct)	/	16 days ago	5	4m 50s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
j.carroll47@outlook.com	(direct)	/?utm_source=359291&utm_campaign=clickpro...	17 days ago	3	5m 6s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR UTM_SOURCE=359291
warren@planetfunnel.com	(direct)	/	17 days ago	3	3m 37s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
hock@nexgan.com	google.com	/	17 days ago	26	48m 50s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#1
Kuala Terengganu, MY	(direct)	/sign-up/	17 days ago	9	4m 20s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR
terry@pinkiguaservices.com	mouseflow.com	/sign-up/?term=1&plan=3	18 days ago	3	3m 18s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#3
cjoel@layer3tv.com	google.com	/	18 days ago	6	11m 48s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
lewis@pinpointdesigns.co.uk	google.co.uk	/	18 days ago	8	13m 2s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR PLAN#2
Pune, IN	google.co.in	/pricing/	18 days ago	6	59m 45s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR
Buffalo, NY	(direct)	/	19 days ago	6	6m 17s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR
Doha, QA	(direct)	/?utm_source=358536&utm_campaign=clickpro...	19 days ago	2	1m 33s	Windows	FORM-INTERACT CLICK-ERROR UTM_SOURCE=358536 UTM_CAMPAIGN=CLICKPR...
London, GB	(direct)	/	19 days ago	5	2m 56s	Windows	FORM-INTERACT SUBMIT CLICK-ERROR
webgrader@fcrmedia.com	google.com	/	20 days ago	4	3m 7s	Windows	FORM-INTERACT CLICK-ERROR SUBMIT PLAN#1
Nürnberg, DE	(direct)	/	20 days ago	5	1m 10s	Windows	CLICK-ERROR

Here is a filtered list of users who are experiencing a click error on your sign-up page.

JS ERROR ON PRICING PAGE

9,548

AFFECTED USERS



IMPACT SCORE

OS



Browser



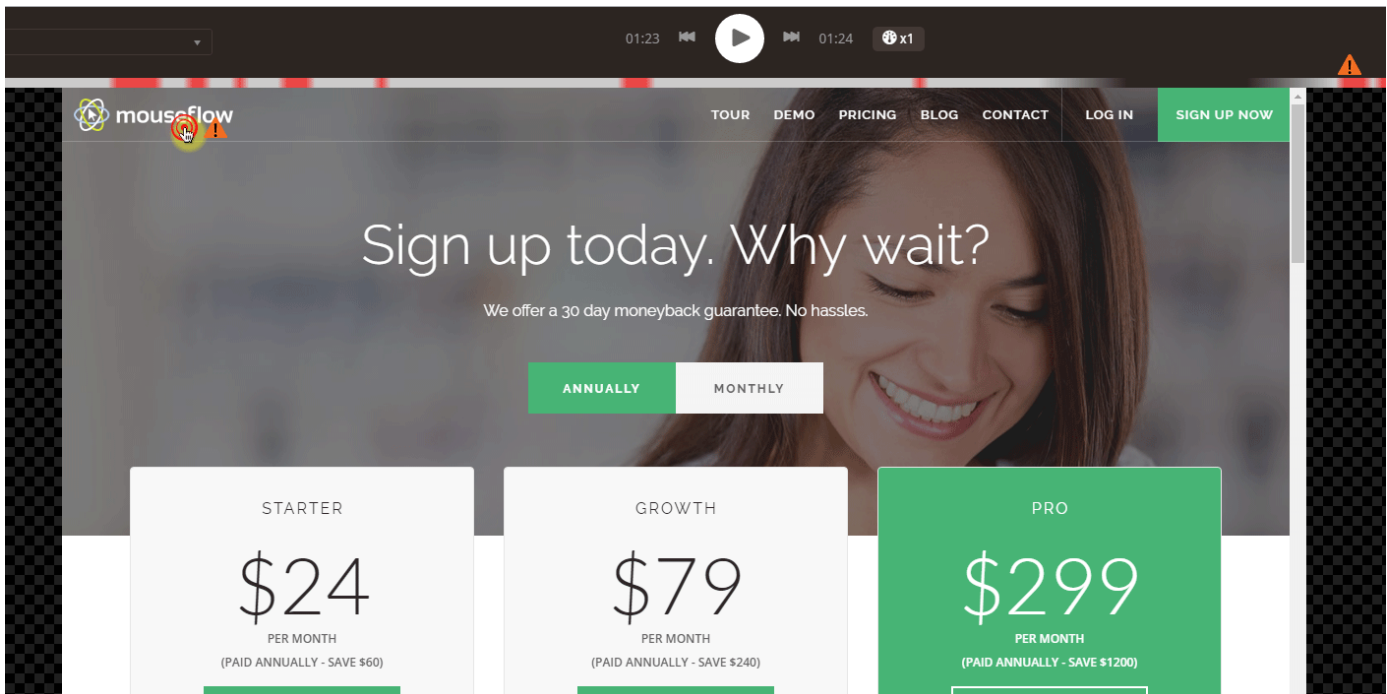
Description: A JavaScript error is occurring on your pricing page when users try to click the logo on the top left corner to return to the home page.

Links to References:

> <https://mouseflow.com/pricing/>

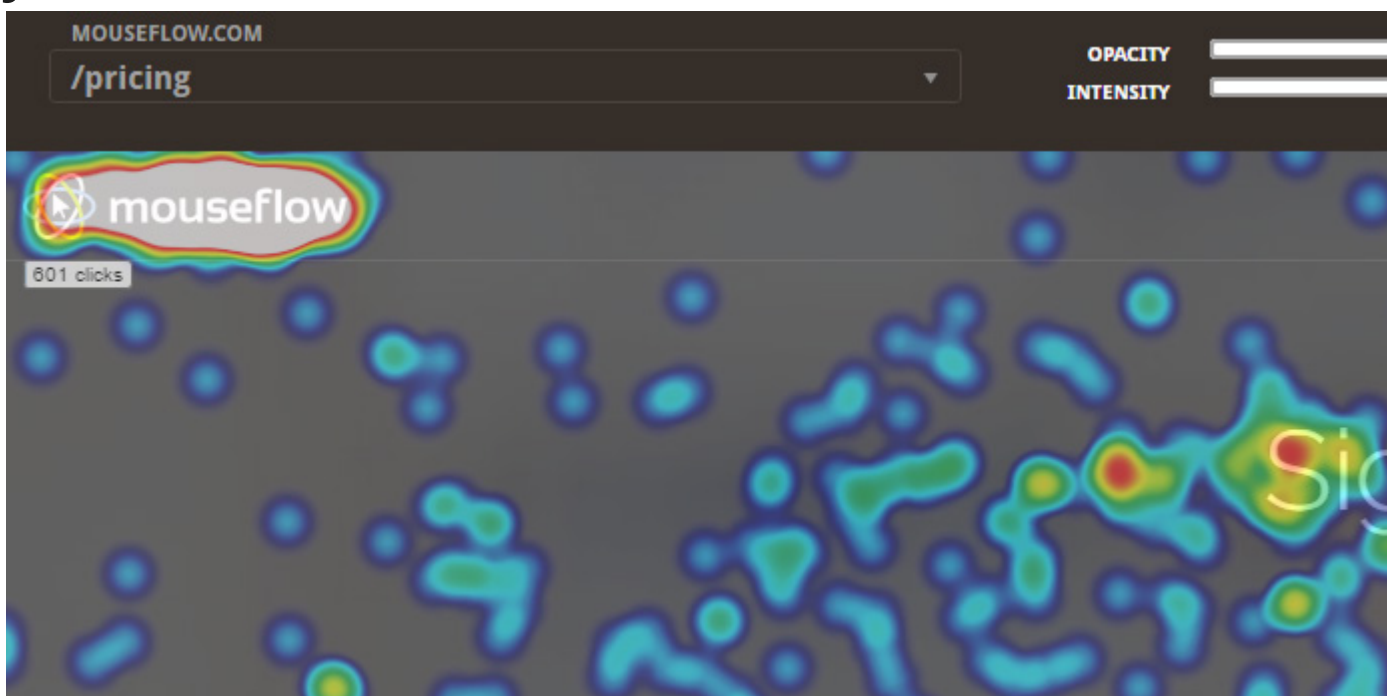
Recommendation: Ask your developers to debug your JavaScript issue for you and test it to make sure that it works. Create a test session in Mouseflow and monitor whether you see a click error based on your actions. This will aid in labeling your error and can help you correct it.

JS ERROR ON PRICING PAGE: FIGURE 1A



This is a recording of a user experiencing a JavaScript error on your pricing page when they try to click on the logo to go to the home page. The orange caution sign is present to show you where on the page and in the timeline (at the top) the error occurred.

JS ERROR ON PRICING PAGE: FIGURE 1B



By looking at this small sample of heatmap data for the pricing page, we can see that many users actually attempt to use this logo link to be redirected back to the home page. If users are experiencing errors, your user experience could benefit greatly by fixing this.

WINDOWS USER JS ERRORS

9,548

AFFECTED USERS



IMPACT SCORE

OS



Browser



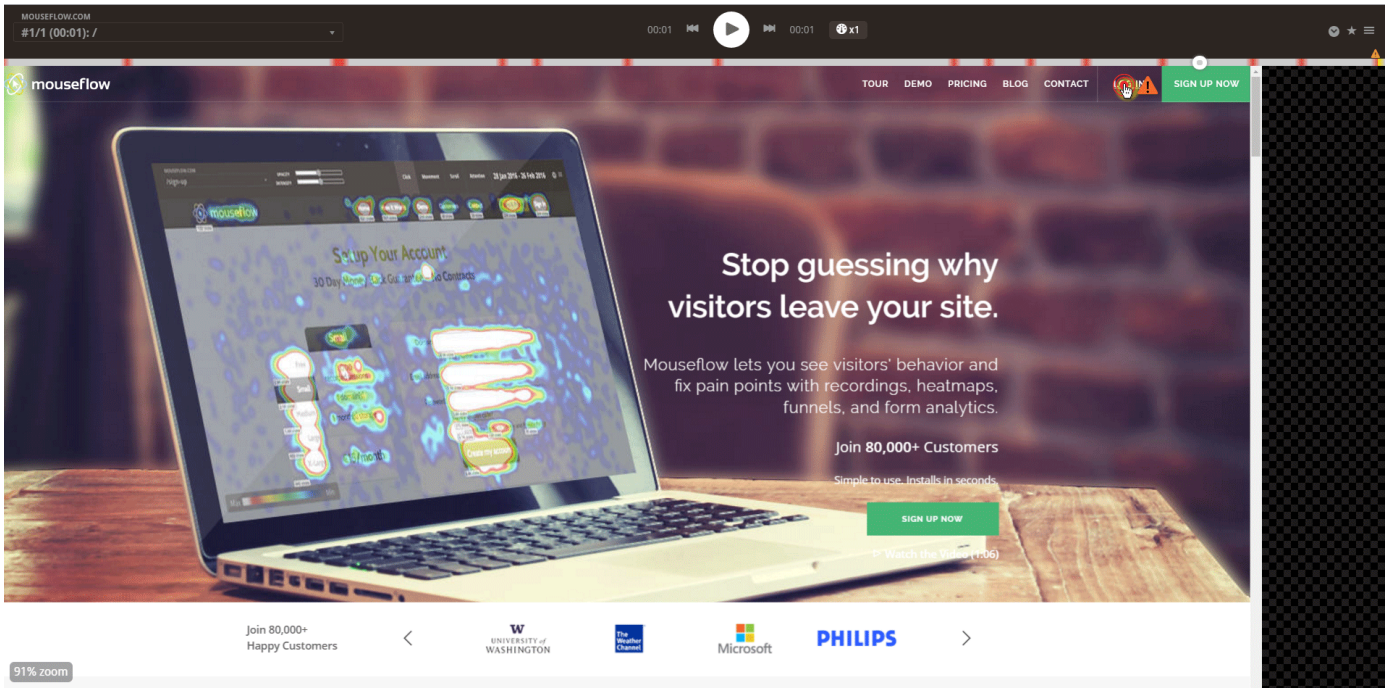
Description: Your windows users are experiencing more JavaScript errors than visitors from any other operating system.

Links to References:

- > <https://mouseflow.com/>
- > <https://mouseflow.com/opt-out>
- > <https://mouseflow.com/sign-up> (form)
- > <https://mouseflow.com/demo> (form)

Recommendation: Ask your developers to assess why Windows users may be experiencing more problems than visitors using another operating system. Debug your JavaScript issues and test your pages to make your solutions work. We recommend that you create a test session in Mouseflow and monitor whether you see a click error based on your actions; this will aid in labeling your errors and can help you correct them.

WINDOWS USER JS ERRORS: FIGURE 1A

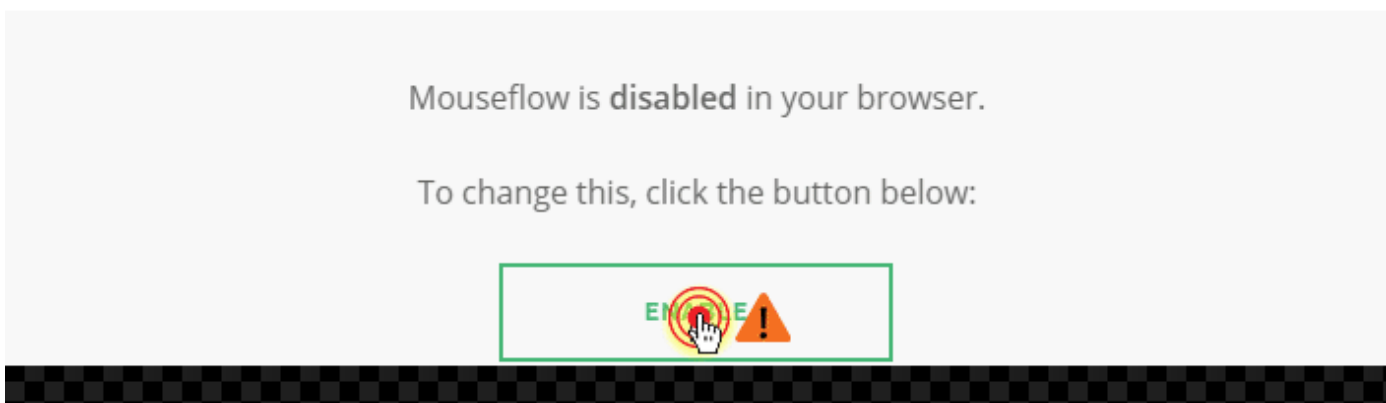


This is a recording of a windows user experiencing a JavaScript error on your home page. This user tried to login to their account, but was unable to. If users experience frustration like this, it is possible that they will be less happy with your service over time. The caution symbol points out where the error is located on the page and where the error occurs in the time line.

WINDOWS USER JS ERRORS: FIGURE 1B

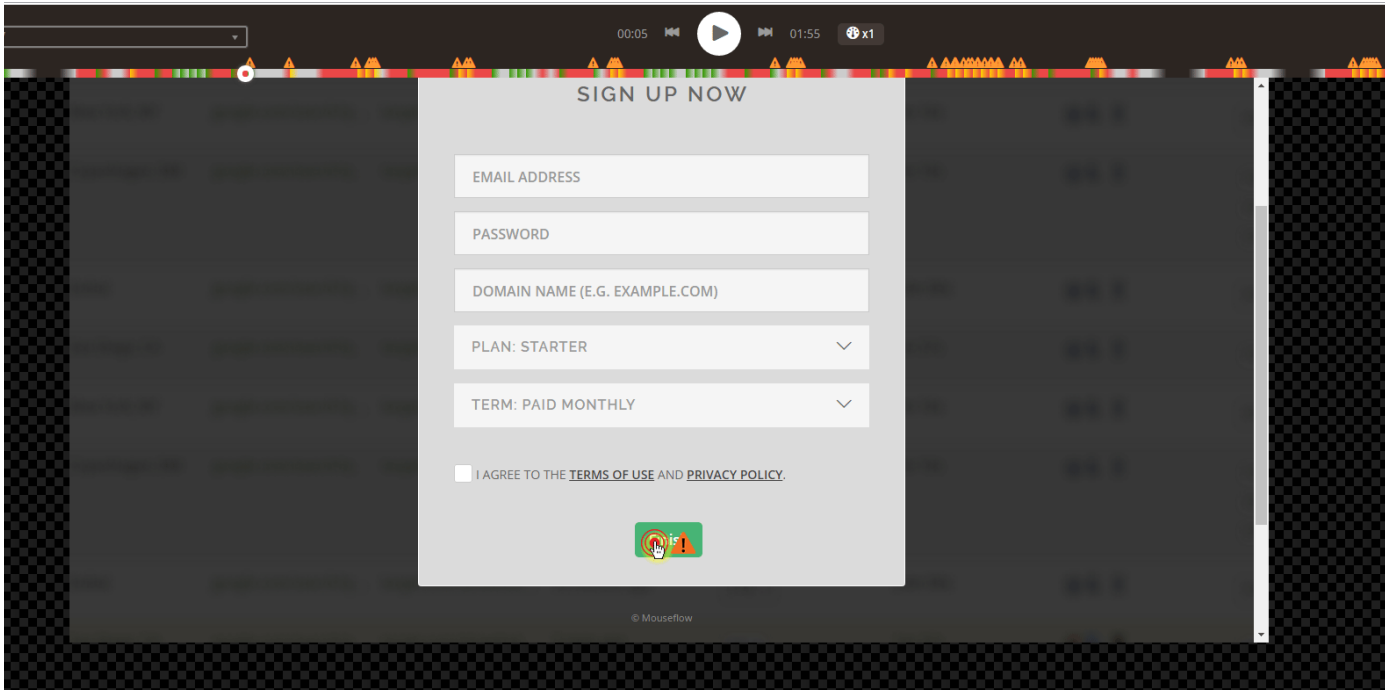
Mouseflow is an analytics tool that tracks clicks/touches, mouse movement, scroll, keystroke, and other navigation events.

You can learn more about [how it works](#) or [contact us](#) at any time.



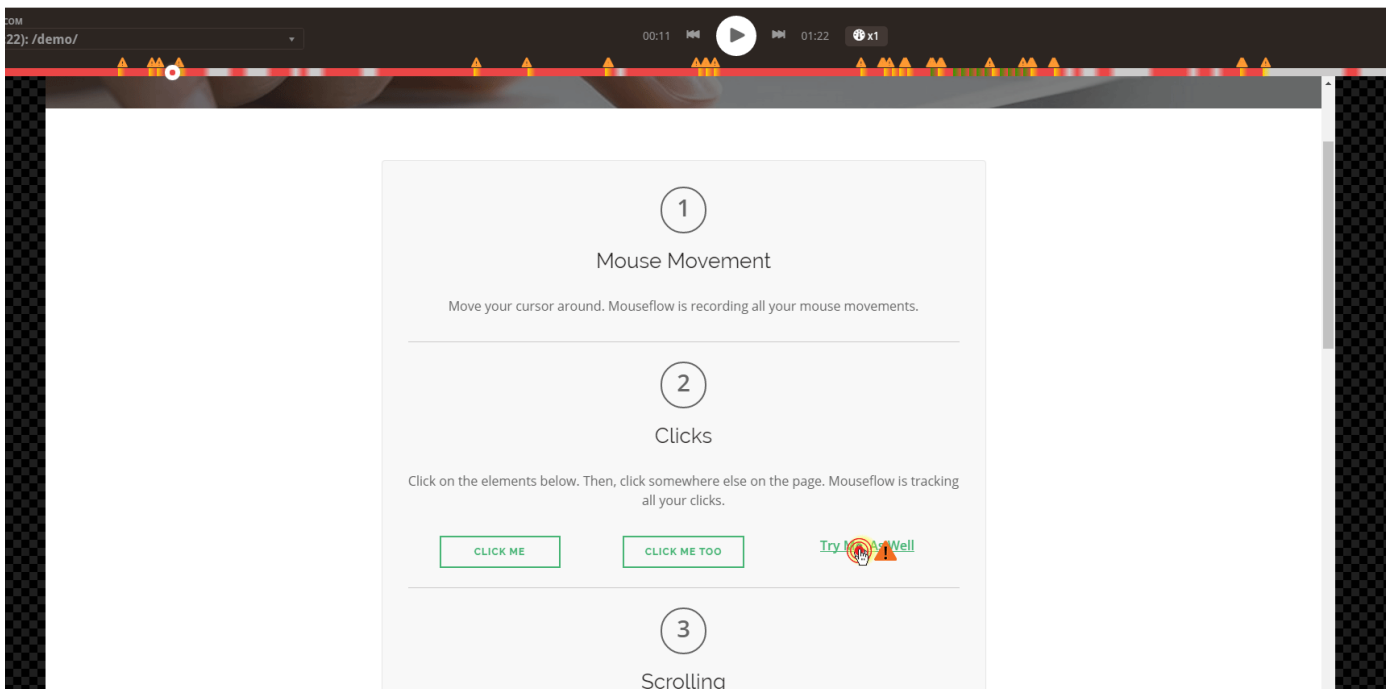
There are multiple recordings that show there are users who are trying to enable your software to run on their computers, but are not able to run this command. They are clicking "enable" and the JavaScript error is preventing the function to run.

WINDOWS USER JS ERRORS: FIGURE 1A



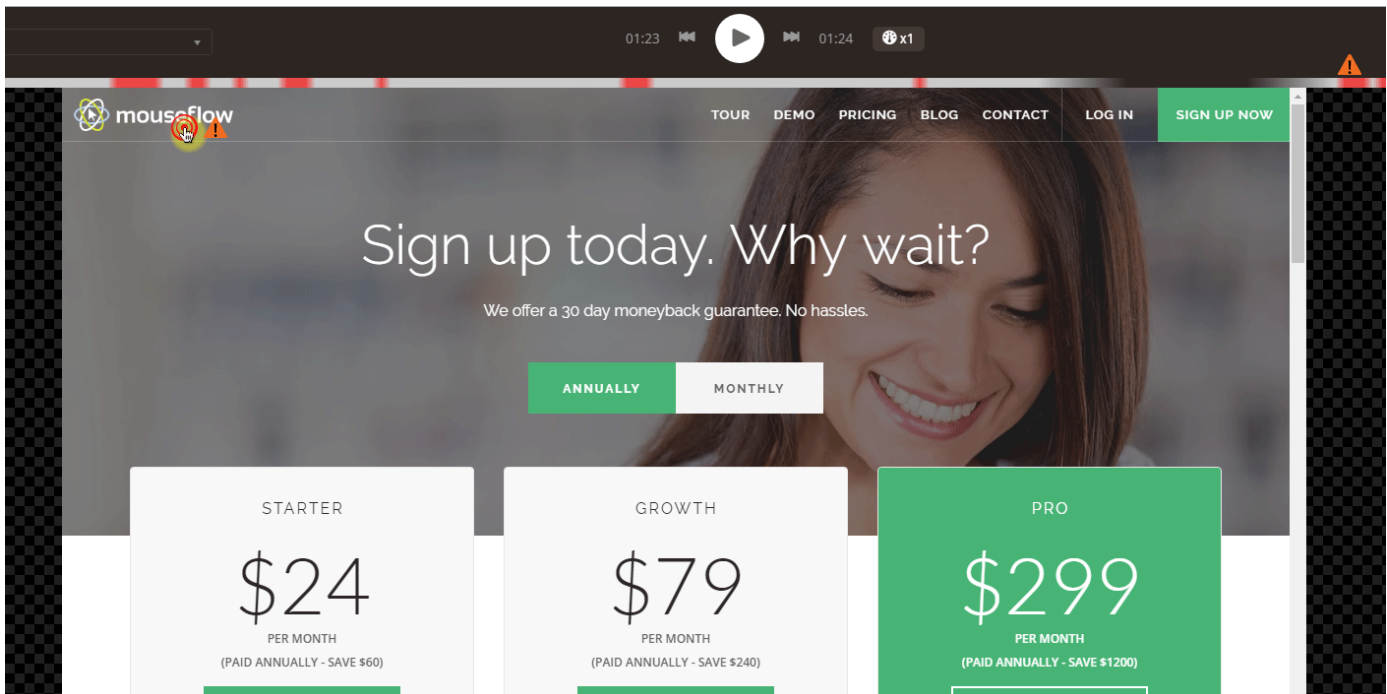
This is a recording of a user experiencing a JavaScript error on your sign-up page when they try to sign up for an account. This is preventing users from signing up for an account, which definitely increases your bounce rate, while decreasing your conversion rate. Fixing this would increase your conversion rate, because it would restore functionality to the sign-up function.

WINDOWS USER JS ERRORS: FIGURE 1B



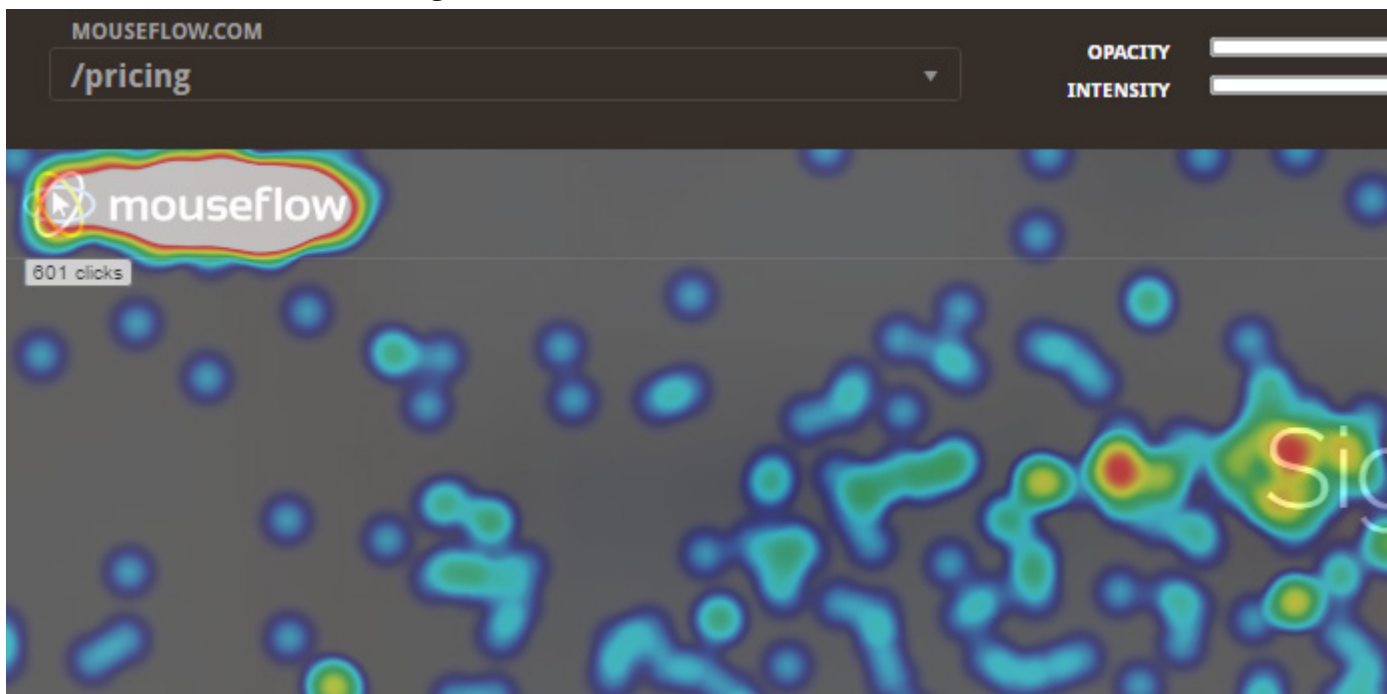
Users on Windows OS using the Chrome browser are having difficulties trying out your demo. These could be very interested users who are trying to see how your product works. In this particular example, the user clicked buttons that should have updated, but they did not.

WINDOWS USER JS ERRORS: FIGURE 1A



This is a recording of a user experiencing a JavaScript error on your pricing page when they try to click on the logo to go to the home page. The orange caution sign is present to show you where on the page and in the timeline (at the top) the error occurred.

WINDOWS USER JS ERRORS: FIGURE 1B



By looking at the heatmap for the pricing page, we can see that a substantial amount of users actually attempt to use this logo link to be redirected back to the home page. If roughly 10% of users are experiencing errors, your user experience could benefit greatly by fixing this.

LOADING TIME 15+ SECONDS



Description: The loading times on the pages denoted in the links below are taking over 15 seconds to load each. When this happens, your conversion rate can decrease dramatically. The longer a user has to wait for a page to load, the less likely it is that they will stay on your site or make a purchase.

Recommendation: Go through these pages and view the timeline in the Network Inspector. You can tell which elements are taking the longest to load. If you have large, high-resolution images, consider condensing them or saving them in another format (such as JPEG or PNG). If you have scripts that are loading before your web page is loading, consider moving your script references to the bottom of your HTML page so the page will load first.

Links to References:

- > <https://www.mouseflow.com/blog/2015/12/mouseflow-optimizely-webinar>
- > <https://www.mouseflow.com/blog/2015/03/heatmaps-101-click-heatmaps>
- > <https://www.mouseflow.com/blog/2015/06/7-dont-miss-questions-to-ask-about-click-and-movement-heatmaps>
- > <https://www.mouseflow.com/blog/2015/06/8-simple-questions-to-ask-when-analyzing-heatmaps>

INFORMATIONAL

HOME PAGE LINK INVISIBLE

256,784

AFFECTED USERS



IMPACT SCORE

OS



Browser



Description: The link to the video referenced on the home page is nearly invisible and is being missed by many users.

Links to References:

> <https://www.mouseflow.com>

Recommendation: We recommend that you place the link to this video in another visible part of your page, possibly under the navigation to the right or underneath your header element (right justified).

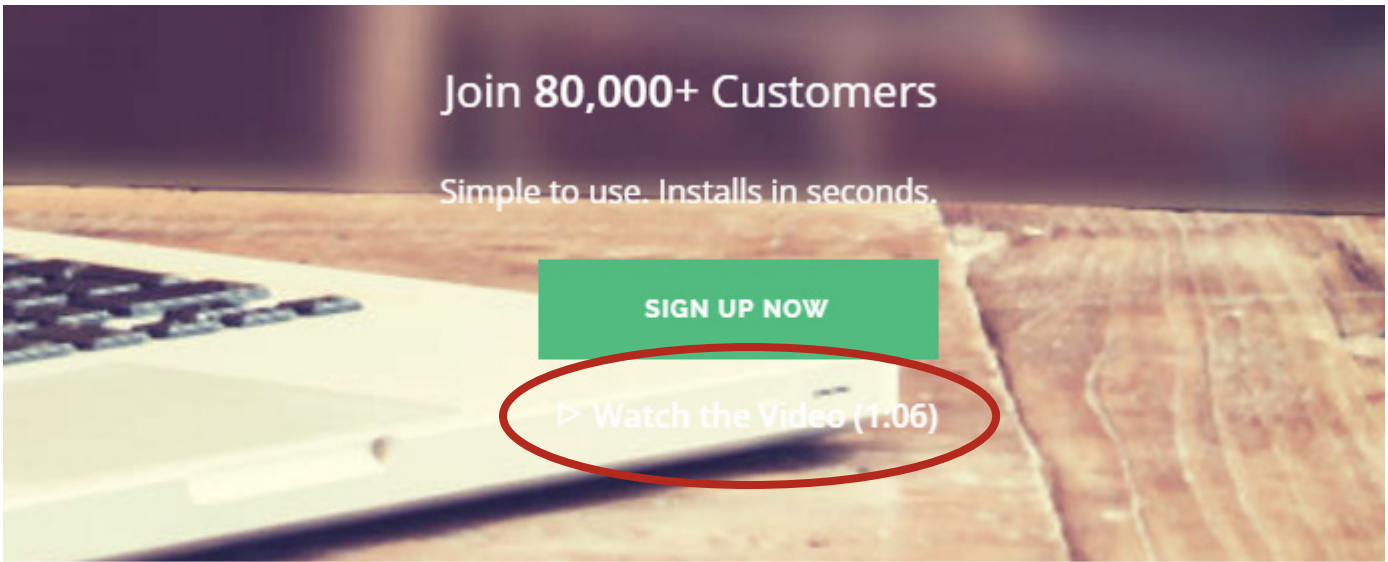
OR

We recommend that you add a button, identical to the "SIGN UP NOW" button with reversed coloring. Place this button where the "SIGN UP NOW" button is, and scoot the "SIGN UP NOW" button to the left, so that it will still be the first button people see.

OR

A third solution could be to simply move the content higher on the page. Float it above where the tabletop starts in the photo for a dark background with crisp contrast.

HOME PAGE LINK INVISIBLE: FIGURE 1A



This is where we write the recommended action with an explanation as to why we are recommending this approach. This will also include how the recommended action/s will affect the website/users/etc.