

Mouse Tracking

- Click Tracking - This shows exactly where users have clicked and often includes secondary data such as their referral source (referral source - where they came from when landing on your website)
- Scroll Tracking - This shows the users scroll behaviour on your website, so you can see if the most important parts of your pages are being seen and scrolled to by your visitors.
- Heat Maps - These show you the sections of each page that get the most interest from your visitors and where their cursors spend the most time.

Which pages should I capture data on?

Ecommerce

- Homepage / Landing pages
- Category page
- Single product page
- Cart pages
- Conversion pages (newsletter sign up or any page you capture email addresses)

Which pages should I capture data on?

Saas

- Homepage / Landing pages
- Features page
- Pricing page
- Cart pages
- Conversion pages (newsletter sign up or any page you capture email addresses)

Which pages should I capture data on?

Blog

- Homepage / Landing pages
- Category or archive page
- Single blog post page
- Contact page
- About page
- Conversion pages (newsletter sign up or any page you capture email addresses)

Which pages should I capture data on?

Marketing website

- Homepage / Landing pages
- Service category page
- Single service page
- Work / Portfolio category pages
- Single work / portfolio pages
- Contact / Quote page
- Conversion pages (newsletter sign up or any page you capture email addresses)