

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 8 Worksheet

Website & Exit Intent Polls

Website & Exit Intent Polls

Step by step process for analysing website & exit intent surveys

In this worksheet you are going to learn how to analyse the data you collected from your website and exit intent polls.

Step 1: Log into your Hotjar account

Log into your Hotjar account and once on your dashboard go to the 'Polls' tab in the left hand sidebar menu.

Step 2: Export your data

Choose the first poll you want to analyse and click view responses. Then click on 'Export as CSV'.

The file that is downloaded should be uploaded into your Google Drive in the 'Website & Exit Intent Polls' folder

Then open the .CSV as a Google Spreadsheet

Step 3: Country analysis

Tally up all the countries and see which country visitors are most engaged with your poll.

Step 4: Categorize the data

In a new column in your spreadsheet add in the 'Category' headings.

Then categorize the poll answers as per the big takeaway, just like with live chat and your surveys this can be about a feature or pricing or whatever the poll answer focus was. Then tally up the categorise and see what the majority of customers focus on.

Website & Exit Intent Polls

Step 5: Wordcloud

Normally we need to use the word cloud website to create our word cloud for analysis, but the smart guys and gals over at Hotjar have got the conversions community covered.

Simply click on the 'Wordcloud' tab in your Hotjar responses archive, right click and click 'Save image as..' saving the image to your google drive next to the spreadsheet.

Step 6: Analyse the wordcloud

Just like for the live chat and survey data. Look at the wordcloud you exported and saved to your drive, what are the three most prominent and insightful words on the wordcloud?

Make a list of the top words you feel are insightful or point towards a pain, reservation or desire.

Step 7: Make additions to your Hypothesis Priority Spreadsheet

Add any hypothesis ideas to your spreadsheet.

Exit intent surveys especially those focussed on understanding lost sales (like someone leaving a checkout page) can really help to identify common sales objections. This is a section in your landing page document from customer theory.