2 MINUTE BRIEFING: IDENTIFYING HOT SPOTS ON YOUR WEB SITE

Stuffing your web site with buttons, hyperlinks and other navigation links is always a temptation but there is a danger that they will get in the way of visitors understanding how your site works and finding the information they need.

There's is no ready answer to this without conducting eye tracking studies and conducting in-depth research with visitors once they have exited your site. And, of course, who is to say that one visitor will react in the same way as another?

If your site is being asked to capture visitors from other countries or continents it is even more problematic. Just because those of us in north western Europe read from left to right and top to bottom, it doesn't mean that everyone else does the same.

One tool which can help is Google's In-Page Analytics tool. You can find it at the foot of the Content menu (see below).

What it does is to highlight the amount of traffic clicking on a particular part of your Home Page (note that it doesn't register traffic going direct to other pages on your site).

The In-page Analytics tool is particularly useful in identifying links which are attracting no interest and thus no traffic. This means that you can focus on improving this part of your web site. Improving the visual attractiveness of the link may help: a new button design or a more motivating label. Or it may be desirable to remove it totally from your site freeing up space for something more interesting and so improving the visitor experience.

Whilst the tool does not provide the whole story it is a useful tool to help you understand how visitors are interacting with your web site.

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The call outs show the percentages of visitors using that button