

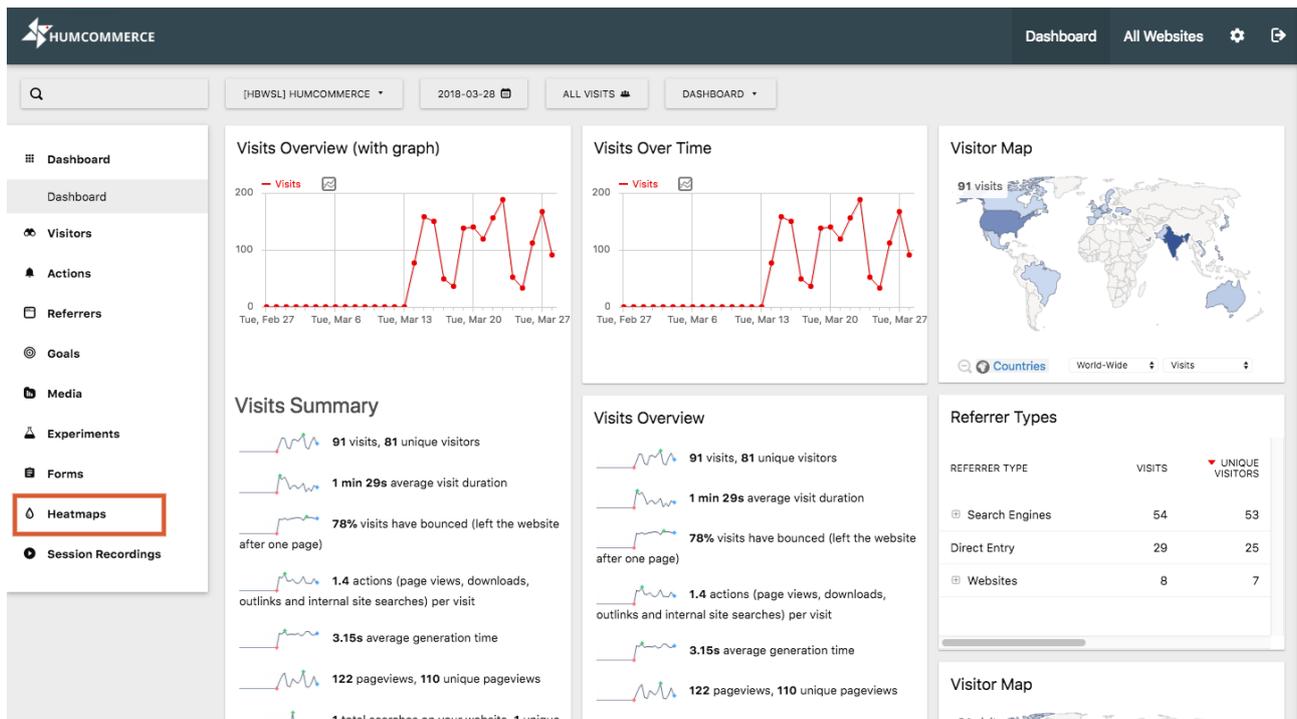
How to generate heatmaps in HumCommerce

Heatmaps show interaction data on your website. It shows where your visitors are clicking, where they move their mouse pointer and to which section they scroll down to.

Heatmaps in HumCommerce show this data for interactions recorded on different devices – desktop, mobile and tablets – separately.

To generate heatmap for a web page, follow these steps:

Step 1: Go to your HumCommerce dashboard.



Step 2: Click on **Heatmaps** from the left side panel.

You'll see the **View Heatmaps** page.

HUMCOMMERCE Dashboard All Websites

View Heatmaps

Heatmaps let you record all clicks, mouse moves, and scroll activities of your visitors on a certain page. This helps you to find out where users think something is clickable but is not, whether there are parts of the page that are being barely viewed or interacted with, what your visitors are looking for, how much of the page is visible when users view your page, and more.

Filter: All

Id	Name	Creation Date	Sample Limit	Status	Actions
35	Home Page	Mar 28, 2018	1000	Active	

CREATE NEW HEATMAP

If this is the first time you're creating a heatmap, this list will be empty.

Step 3: Click on the **Create New Heatmap** button.

You'll be displayed the **Create New Heatmap** page:

HUMCOMMERCE
Dashboard All Websites

[HBWSL] HUMCOMMERCE
2018-03-28
ALL VISITS

- Dashboard
- Visitors
- Actions
- Referrers
- Goals
- Media
- Experiments
- Forms
- Heatmaps
 - Manage Heatmaps
 - Session Recordings**

Create new heatmap

Name

Defines the name under which the report for this heatmap will be available.

Number of page views

Defines the amount of page views you want to record in total.

Target Page:

Rule

equals simple

Targets allow you to define on which pages the user activities should be recorded. You can define one or more conditions. For example, you can define to record activities whenever the URL or path equals a certain value and only if a certain URL parameter is present in the URL. Activities will be recorded only when all conditions are met, not if only one of them is met. All conditions will be evaluated case-insensitive. When you select 'equals simple', the URL protocol, search parameters and a trailing slash will be ignored.

URL validator: Enter a full URL including the protocol to check if activities will be recorded on this URL:

https://www.humcommerce.com/

Advanced options

Sample Rate

Excluded Elements

You can optionally define CSS selectors to exclude certain elements that should not be visible in the heatmap preview. For example a popup that is shown when the target page is opened. You can separate multiple selectors with a comma.

Screenshot URL

By default, a screenshot is taken when the first visitor views the target page. If different page URLs match your target page, you can specify a specific URL that should be used to capture the screenshot. The heatmap visualization will be only available once at least one visitor has visited this URL whose activities are recorded. If defined, the URL has to match exactly. To ignore the protocol, start the URL with two double slashes (//example.com). Please note that this URL cannot be changed as soon as a screenshot has been taken.

Breakpoint Mobile

The device type is automatically detected when a visitor views your website. However, sometimes it might not be possible to detect the device type. If your website is responsive and your layout breaks at a certain point, we will put desktop users with a small resolution into this device type for more accurate heatmaps. Any width lower than this value will be put into this device type. Set it to zero if your website is not responsive. A user with Super User access can change the default values for these breakpoints in Administration => General Settings.

Breakpoint Tablet

The device type is automatically detected when a visitor views your website. However, sometimes it might not be possible to detect the device type. If your website is responsive and your layout breaks at a certain point, we will put desktop users with a small resolution into this device type for more accurate heatmaps. Any width lower than this value will be put into this device type. Set it to zero if your website is not responsive. A user with Super User access can change the default values for these breakpoints in Administration => General Settings.

CREATE NEW HEATMAP

Cancel

Step 4: Fill in the following details:

- **Name:** Set name of the heatmap you want to create. For example, if you're creating a heatmap for your homepage, set the name to "Homepage".
- **Number of page views:** Select the number of page views for which HumCommerce should collect interaction data for heatmap generation.
- **Target Page:** Set the target page for which you want to create the heatmap.
 - **Rule:** You can set conditions on when the interaction data will be recorded for generating your heatmap. You can do this by adding a -
 - **URL:** Set what is the URL of your target page.
 - **Path:** Set what is the path that a visitor takes on your website for which heatmap is being generated.
 - **Parameter:** Set the URL parameter which must be present in the page URL for HumCommerce to record interaction data for heatmap.

Step 5: Set **Advanced Options:**

- **Sample Rate:** HumCommerce lets you record interaction data for 100% visitor sessions. Set your desired sampling rate from this drop down list.
- **Excluded Elements:** If you want to exclude a few elements from your heatmap, you can do so using CSS selectors. Add the CSS selectors you want to exclude separated by comma. For example, a pop up message that appears on your homepage but not to be included in the heatmap.
- **Screenshot URL:** Your heatmap is generated with interaction data illustrated on a screenshot of your target page. If you have multiple pages that match your target page rule, you can set a screenshot URL which will be used to generate heatmap.
- **Breakpoint Mobile:** Leave this to default – 600px.
- **Breakpoint Tablet:** Leave this to default – 960px.

Step 6: Click on the **Create New Heatmap** button.

You'll see the following confirmation message:



HumCommerce will now start collecting data and your heatmap will start showing up after 24 hours of heatmap creation.