



Datasheet

# Heatmaps

Discover How Visitors to Your Website Behave

Traditional analytics tools are great at measuring key data such as how many visits your web pages are receiving and how many of your visitors are being converted. However, they have natural limitations in terms of what they can reveal to you about how your visitors are behaving when they engage with your website.

Our Heatmaps tool uses a warm-to-cold color scheme to show you exactly how your web pages are performing. Get a wealth of insights on how visitors actually interact with your pages, identify problem areas, and make targeted improvements to ensure a better visitor experience.



## Key Features

### Track Visitor Behavior



Get an accurate picture of how visitors are interacting with your web pages.

### Identify Where Visitors Are Losing Engagement



Identify friction points and issues that are causing visitors to lose engagement.

### Compare the Performance of Different Page Designs



Discover the elements that visitors are responding to and identify problem areas.

### See Whether a Website Redesign Has Been Successful



Track the performance of your pages before and after a redesign and see if it worked.

### Discover Opportunities for Improvement



Get key insights on your visitors' behavior and identify their pain points.

Book a  
Free  
Demo

[www.monsido.com/request-demo](https://www.monsido.com/request-demo)

## About Monsido

Monsido is a fast-growing software company founded in 2014 that provides a one-stop web governance solution designed to give website visitors a superior browsing experience. Our time-saving auditing tool provides accurate and insightful information that helps organizations work with confidence to identify accessibility and quality assurance issues. This enables them to optimize their online presence and ensure compliance with legal requirements. Monsido has offices in the United States, United Kingdom, Australia, and Denmark. For more information, visit [www.monsido.com](http://www.monsido.com)

## Track Visitor Behavior

See how different pages on your website are performing by tracking where your visitors have clicked or tapped on a page, how far they have scrolled down a page, and where they have moved their cursor on a page.

## Compare Different Pages to See Which Perform Better

Discover the “popularity” of different web page elements by identifying the parts that visitors are engaging with, as well as those that are being scrolled past at speed or overlooked completely.

## Check Whether a Website Redesign Has Been Successful

Track the performance of your web pages before and after a redesign, identify the elements engaged with the most and the least, and find out whether the redesign was a success.

## Discover Why Pages Are Failing to Convert

Uncover elements that may be blocking your visitors’ conversion paths, such as unclear or confusing website navigation, dead ends, and static elements that appear to be clickable.

## Identify Opportunities for Improvement

Identify your visitors’ pain points as well as the hotspots attracting their attention, allowing you to make targeted changes to improve their experience and to place links and other important content optimally for maximum impact.

