

Generic Analysis Cheat Sheet



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1 Determine page objectives *5 min.*

Initial questions to ask yourself

- What are the page's objectives for your business?
- What are the page's objective for users?
- Do you feel like there are any kind of friction points?

Outlining a page's core purpose will result in more efficient analyses in the long run.

2 Select a mapping and set your analysis context *1-10 min.*

Use the analysis context box and the mapping

- Choose a time period (homogeneous, no acquisition campaign was running...) and the device type.
- Choose the appropriate mapping (exhaustive and has the pages you are focusing on parsed out properly).

Situating your analysis will provide scope for your insights

3 Choose a segment *2-5 min.*

Use the homepage site overview

- Check the volume of users reaching the page.
- Check the volume of users fulfilling the page's identified goal.

If the population sample is too small, expand the period's time span.

4 Analyze user journeys *10-15 min.*

Use Journey Analysis and the "viewed page" segment.

- Set your segment to the population who reached the page.
- Decide if it is an important landing page (i.e. at least 1/3 of total visits)?
- Analyze what users do after reaching this page? What are the main navigation paths?
- Check different journeys that led to this page.

Notice any unusual behaviors? Record your insights.

5 Identify key data 10-15 min.

Use Page Comparator

- Select the goal of your page in the conversion column.
- Look at the key data on the page, (avg. time spent, scroll rate etc.)
- Compare the metrics between "Good users" (those who achieved the page's objective) and "Bad users" (those who didn't).
- Is this a landing page? Compare the data between bouncers and non-bouncers

Spot an unusual metric? Record your anomalies

6 Analyze overall page consumption 20-40 min.

Use Zoning Analysis

- Examine the overall trend around the consumption of the page. (Exposure rate and click rate)
- Is there a high engagement rate on little exposed elements of the page? (Engagement rate and attractiveness rate)
- Are unclickable elements being clicked? (Click rate and click recurrence)
- Are there zones with low exposure that have a high goal conversion rate? (Exposure rate and conversion rate per click)
- Are the first clicked elements on the page the most relevant? (Time before first click)
- Take it further! Answer those questions by comparing Good and Bad segments.

Collect your final insights

How to organize your insights

Analysis Context:
Device, page
& period

Feature

eg: Zoning Analysis

Data

eg: The exposition rate is 52% on the «Add to cart» button.

Interpretation

eg: The CTA is below the floating line and therefore is not exposed to all users
