

Generic Analysis Cheat Sheet

Preparing the analysis

Determine the page group's goals

- What are the business goals of the page group?
- What are the page group's objectives from a Contentsquare perspective?
Example: A product page should encourage users to add the product to their cart.
- What goals are users trying to achieve on the page or page group?
Example: Find all the information they need about a product.
- Do you feel like there are friction points on the page?



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

Define the Analysis Context

- Choose the right time period, device and page group seen (make sure that you have a sufficient amount of traffic to perform the analysis).



If the population sample is too small, expand the date selection period.

- Choose the appropriate mapping (which is exhaustive and has the pages you are focusing on parsed out properly).



Additional resources :

- Discover [how to create a mapping](#).
- Ask your company's mapping consultant for help.

Create goals and segments

- [Create the segment](#) 'reached the page' that you are focusing on.
- [Create the goal](#) that you identified for the page or the page group you want to analyze.

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Analyzing data

Site Overview

- In your Analysis Context, apply the segment of users who reached the page or page group you want to analyze.
 - Is the page reached a lot?
- Apply the segment who reached the page along with the page's goal (ex : click on the "Add to cart" CTA)
 - Does the page encourage users to convert?
 - Does visiting the page prolong the session time?
- Compare users who reached the page vs. those who didn't.
 - Are there any significant differences between the two segments?

Journey Analysis

- Without applying any specific segment to your analysis, check the different journeys that led to this page (after a specific path or as a landing page?).
- Check the bounce and / or exit rate of the page.
- Set your segment to the population who reached the page, how do users reach it?
- Analyze what users do after reaching this page? What are the main navigation paths?



Notice any unusual behaviors? Keep track and write it down on your insights spreadsheet.

Page Comparator

- Select your page from the list and click on the star icon next to it.
- Select the goal of your page in the conversion column (ex : click on the "Add to cart" CTA).
- Look at the key data on the page:
 - Number of views per session
 - Scroll rate relative to page height
 - Average time spent on the page and activity rate
 - Load time (more than 3 seconds is considered as too high)
- 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? If so, compare the data between bouncers and non-bouncers.



*Spot an unusual metric ?
Add it to your insights spreadsheet.*

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Zoning Analysis

- Examine the overall trend around the consumption of the page. (Exposure rate and click rate)
- Is there a high attractiveness rate on elements which have low exposure on the page? (Exposure 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” users.
- If this is a landing page, compare the metrics of bouncers and non bouncers.

Session Replay

- If you notice unusual behaviors that are hard to explain with data only, go to Session Replay to watch sessions of users who carried out this behavior.

How to replay the session from Zoning?

- Place your mouse on the zone where you spot the behavior.
- Right-click on the zone.
- A pop-in will appear, in which you'll be able to choose “See in Session Replay”. This will redirect you to the corresponding feature.
- Contentsquare will filter the sessions automatically based on the segment who performed the behavior you want to analyze.
- Finally, click on the play icon to watch the session.



Do not hesitate to reproduce these actions in the other analysis features (Page Comparator and Journey Analysis).



Additional resources :

- [Introduction to Session Replay](#)
- Learn how to use [Session Replay](#)