



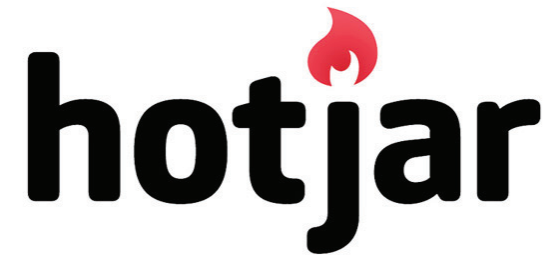
# Ottimizzare un sito web con Hotjar



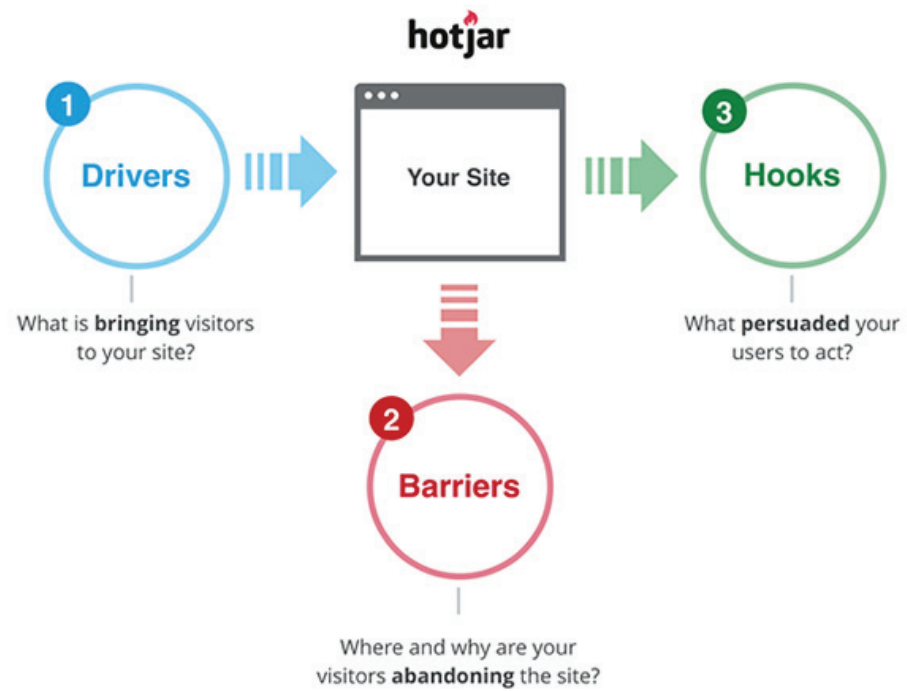
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## Ottimizzare un sito web con Hotjar



***Osserva** come i tuoi utenti usano il tuo sito  
**Scopri** quali sono le opportunità di miglioramento*



## Big Picture

*I 3 punti fondamentali per avere una visione globale*



## Intenzionalità degli utenti

*Chiedi ai tuoi utenti perchè sono sul tuo sito  
e Scopri quali sono le opportunità di conversione*

**Hotjar tool:**  
*Polls, Surveys e Recruit User Testers.*



# 2

## Barriere

***Scopri*** dove e perchè i tuoi utenti abbandonano il sito  
***Focalizzati*** sulla pagina con il più alto bounce rate

***Hotjar tool:***

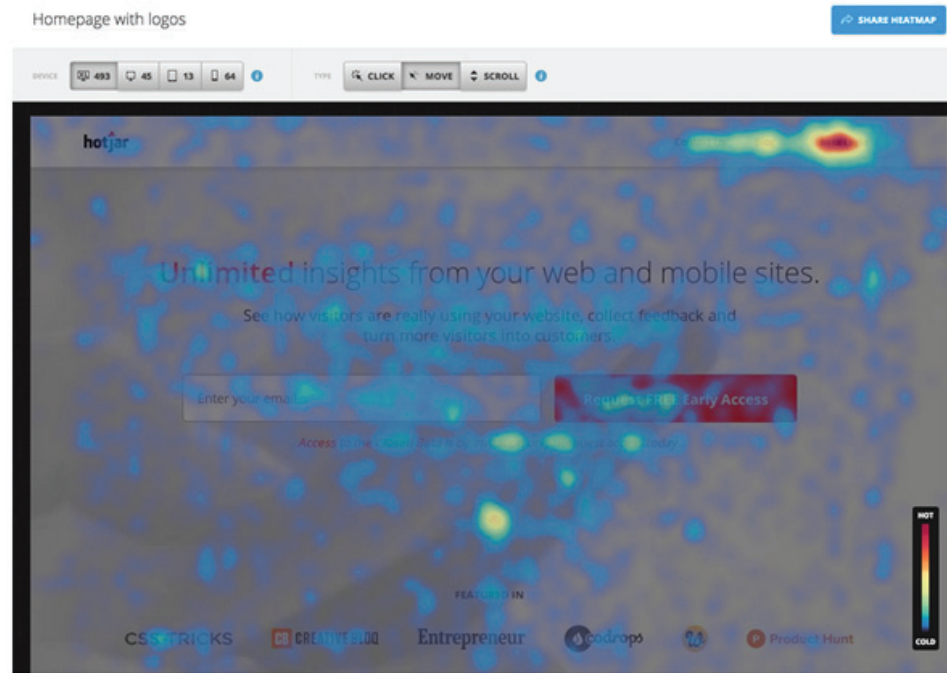
*Heatmaps, Visitor Playback, Conversion Funnels,  
Feedback Polls, Surveys e Recruit User Testers.*



## Hooks - elementi persuasivi

***Scopri** quali elementi sono  
persuasivi al fine di convertire di più*

***Hotjar tool:**  
Polls, Surveys e Recruit User Testers.*



# Heatmap

*Settare una heatmap nella pagina con alto traffico  
ti permettere di scoprire opportunità per conservare  
i tuoi utenti.*

*Semplicemente chiedete perchè i vostri utenti sono  
sul vostro sito*





hotjar

## Hotjar User Survey

We need your feedback about Hotjar Insights (the survey takes less than 10 minutes to complete).

To refresh your memory about what is included in our tool you can check out the feature list here: <http://www.hotjar.com>

Questions marked with an \* are required.

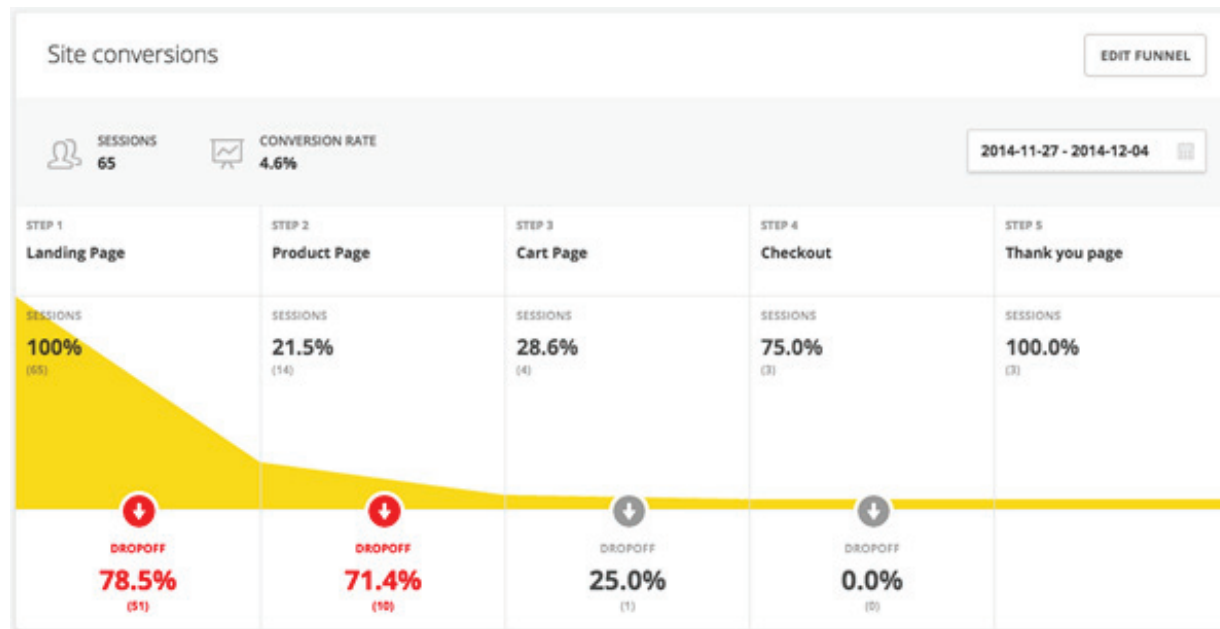
How would you describe yourself? e.g. "I am a 26 year old male web designer that loves watches and cars" \*

What is your one big question about Hotjar?

Which Hotjar features will you mainly be using? \*

# Survey

*Organizzate dei survey via email per capire quali sono i motivi per cui sono sul vostro sito*



## Tunnel di conversione

*Creando dei tunnel di conversione potrete capire quali sono le pagine con più drop-off del vostro sito*



Visitor Playback

RECORD 1000 VISITORS

« PREV 1 2 3 4 5 NEXT » 30 Items per page 1,165 / 4,174 recordings Filters - Reset

	#	★	USER	PAGES	# PAGES	⌚	🖥️	🌐	OS	DATE	ACTIONS
<input type="checkbox"/>	13772	☆	🇸🇪 5f0f0d88	/queue/44527 /queue/44527	1 page	0:01	🖥️	🌐	🇺🇸	14 hours ago	PLAY
<input type="checkbox"/>	13766	☆	🇨🇳 e4c6967a	/	2 pages	0:38	🖥️	🌐	🇺🇸	14 hours ago	PLAY
<input type="checkbox"/>	13765	☆	🇨🇳 e4c6967a	/queue/44689 /queue/44689	1 page	0:27	🖥️	🌐	🇺🇸	14 hours ago	PLAY
<input type="checkbox"/>	13751	☆	🇮🇹 4c676178	/queue/38396 /queue/38396	1 page	0:02	🖥️	🌐	🇺🇸	15 hours ago	PLAY
<input type="checkbox"/>	13743	☆	🇸🇪 0e044fcb	/queue/44687 /queue/44687	1 page	0:33	🖥️	🌐	🇺🇸	15 hours ago	PLAY
<input type="checkbox"/>	13742	☆	🇸🇪 b97bc394	/queue/44688 /queue/44688	1 page	0:18	🖥️	🌐	🇺🇸	15 hours ago	PLAY
<input type="checkbox"/>	13741	☆	🇸🇪 0e044fcb	/queue/44688 /queue/44688	1 page	1:10	🖥️	🌐	🇺🇸	15 hours ago	PLAY
<input type="checkbox"/>	13740	☆	🇸🇪 0e044fcb	/44687	2 pages	0:58	🖥️	🌐	🇺🇸	15 hours ago	PLAY

Recording attributes

DATE RANGE  
2014-11-19 - 2014-12-04

VISITED PAGE  
Exact match  
e.g. /

LANDING PAGE  
Exact match  
e.g. /

EXIT PAGE  
Contains  
/queue

# OF PAGES  
1 to ∞

VISIT DURATION  
0 secs to ∞

STARRED  
Any

Visitor attributes

# Visitor Playback

*Osservate come si comportano i vostri utenti e quali sono le loro problematiche*



#### DESCRIPTION MESSAGE

We are looking for users to participate in a usability test. To qualify simply fill in the short form below. If you are selected, you will be contacted by a member of our team.

#### THANK YOU MESSAGE

Thanks for participating in helping us improve Hotjar! If you are selected, you will be contacted by a member of our team.

#### Page targeting

On which pages should the widget show?

1 targeting rule set.

SET PAGE TARGETING

#### PREVIEW

This is what your site visitors will see

Reset

Want even EARLIER access? Signup to do Usability tests with our UX team.

We are looking for users to participate in a usability test. To qualify simply fill in the short form below. If you are selected, you will be contacted by a member of our team.

Full name

Age City

Email

Phone number

☐ Male ☐ Female

powered by Hotjar Send >

# Recruit user testing

*Osservate e chiedete in real time ai vostri utenti*



## Reference

Guide to the 'Hotjar Way'  
[www.hotjar.com](http://www.hotjar.com)

Enea Nurri  
<https://ch.linkedin.com/in/eneanurri>