

Learn about e-commerce analytics tools

Monitor e-commerce stores for growth and revenue

Make updates to an e-commerce store based on data

Video: Use data to improve the performance of an e-commerce store

4 min

Reading: Conversion rate optimization

20 min

Reading: Case Study: The importance of ROI and CPC for a small business

10 min

Reading: Understand visitor behavior with heat maps

20 min

Practice Quiz: Activity: Use heat map data to optimize a landing page

1 question

Reading: Activity Exemplar: Use heat map data to optimize a landing page

10 min

Practice Quiz: Test your knowledge: Data analysis

5 questions

Identify and update listings based on data

Review: Analyze trends for an online store

# Activity Exemplar: Use heat map data to optimize a landing page

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Landing page ideas](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar\_ Landing page ideas  
DOCX File



## Assessment of Exemplar

Compare the exemplar to your completed email. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** The exemplar represents one possible version of the landing page ideas email. Yours will likely differ in certain ways. What’s important is that your email makes specific, data-driven suggestions to improve the landing page.

Let’s review each idea in the email:

### Idea 1: Move the signup form higher on the page

- Problem:** Most customers leave the page without scrolling down far enough to find the form.
- Heat map data used:** This idea draws on data from both heat maps to conclude that elements near the top of the page have greater engagement.
- Solution:** Move the signup form up the page, so site visitors are more likely to find it.

### Idea 2: Reduce the number of fields

- Problem:** Site visitors are abandoning the signup form at the halfway point.
- Heat map data used:** This idea uses the click heat map, which indicates that engagement decreases with each field in the signup form.
- Solution:** Reduce the number of fields in the signup form and find another way to collect the rest of the information.

### Idea 3: Make the form and CTA stand out more

- Problem:** The signup form is too light and blends into its surroundings.
- Heat map data used:** The click map indicates that visitors are engaging more with nearby page elements. Some of those who are using the signup form are clicking in the wrong places.
- Solution:** Make the form larger or bolder (or both) and turn the CTA from a link into a more noticeable button.

### Idea 4: Reduce overall page clutter

- Problem:** There are so many page elements that visitors’ attention is divided.
- Heat map data used:** The click map indicates that visitor engagement across most of the page falls on the lower end of the heatmap scale.
- Solution:** Focus visitor attention on the most important areas by removing some of the less important page elements.

Mark as completed

