

## 1. Overview

The heat-trackr plugin allows the user to display heatmaps, clickmaps, scattermaps and scrollmaps. Additionally the user can also configure and measure A/B style split testing.

A heatmap is a graphical representation of data using colors to indicate the level of activity, usually using darker colors to indicate low activity, and brighter colors to indicate high activity (definition from : <http://www.businessdictionary.com/definition/heatmap.html>).

A clickmap shows where users have clicked on a page and the count. As with the heatmap colors are used to indicate the level of activity. The plugin can show summary clicks (default) or individual clicks. Summary clicks will show a combined count of clicks for a particular element on a page, for example the number of times that anyone has clicked anywhere on a hyperlink. Individual clicks are based on the exact pixel position that was clicked on by a user.

A scattermap shows where individual clicks have been made by users on a page, each click is represented by a small colored dot. Colors are used to indicate the level of activity, using darker colors to indicate low activity, and brighter colors to indicate high activity. The dots are organized into different categories and the user can select which categories are shown or hidden.

A scrollmap shows how far down a page the visitors have made it. This data is useful for longer pages as it shows whether individual users are willing to scroll to reach the content that is not initially visible. Whereas for a short page most visitors (depending on the size of their browser window) will be able to see 100% of the content without the need to scroll down the page.

## 2. Installation

To install the plugin simply log into your WordPress installation. Once there select “Plugins” from the left hand column options. Next select “Add New” from the top of the screen (next to the title “Plugins”) and then select “Upload”. Next select the button “Browse” and navigate to the folder where you have the file “heat-trackr.zip” located, select the file and then press “Open”. After you have done this press the button “Install Now”, if you are ready to use the plugin right away then it must be activated.

## 3. Settings

The settings for the plugin can be accessed by either

- 1) selecting the “Heat Trackr” menu from the left hand column options or
- 2) selecting the Settings (top) submenu item.



The plugin has several settings and a picture of the settings screen is shown below.

## Heat Trackr - Settings

### Data Collection

Collect mouse click details ☒ Collect user page scrolls ☒

### Data Period (applies to display and deletion)

Use the Start/End Times below when displaying or deleting saved data, applies whether using URL All or a Single URL  
Select the All checkbox below if you want to display or delete data for all times

Period to Use => All ☒ Start: 2014-11-17 00:00  End: 2014-11-24 21:39

### Data Display (Heatmap, Clickmap & Scrollmap)

Display overlay maps ☒  
Display summary clicks ☒ Applies only to Clickmaps

### Data Deletion

Delete data on uninstall ☐ Delete options on uninstall ☐

Use the URL below when deleting saved data, applies whether using Period All or Start/End Period  
Select the All checkbox below if you want to delete data for all URLs

URL to delete data => All ☒

## 1. Data Collection

The plugin stores 2 types of usage details for your blog's content posts and pages, these are mouse clicks and page scrolls (further details below). To collect mouse click details ensure the "Collect mouse click details" checkbox is checked (default). To collect page scroll details ensure the "Collect user page scrolls" checkbox is checked (default).

Mouse click and page scroll details **are collected for all visitors** to your blogs pages and/or posts **except for ones by a user who is logged in as an administrator**.

- Mouse clicks

Whenever a user clicks anywhere on a page the URL, x coordinate and y coordinate are stored in a database table.

Other data associated with each mouse click is also stored in the database. This data consists of the following details:

- \* Click Date – the date of the click
  - \* Day Of Week – Mon, Tues etc
  - \* Time Of Day – the half hour interval the click occurred in, e.g. 12:30PM-01:00PM
  - \* Time To Click – the number of seconds before the click took place
  - \* Visitor – whether the visitor is new or returning
  - \* Referrer – which website the visitor came from, blank if the address was typed directly
  - \* Search Terms – the search terms used to find the site, blank if no referrer
  - \* Search Engine – the search engine used if the user came via a search engine
  - \* Country – the country of the internet provider being used by the visitor  
To obtain the country this product includes GeoLite data created by MaxMind, available from <http://www.maxmind.com>.
  - \* Operating System – the operating system of the visitor's device
  - \* Browser – the browser software the visitor is using
  - \* Window Width – the screen width of the visitor's device
- Page scrolls  
Whenever a user views a page the maximum page depth for each page is stored in a database table.

If the content is “shorter” than the size of the browser window then the height of the browser window will be the value kept.

If the content is “longer” than the browser window then how far the user scrolls down the content will be the value kept. For example, if the user scrolls down to an area that is 1000 pixels down the content then that is the value kept. The pixel values are rounded down to the nearest 100.

## ***2. Data Period***

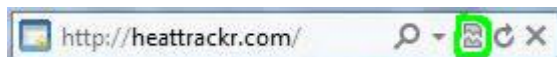
The data period selected will apply to any content posts and pages. The user can select the “All” checkbox meaning that all collected clicks and scrolls data that are stored in the database will be available to view for any content. Alternatively the user can choose to delete all data collected (see Data Deletion).

The user also has the option to select a “Start” and an “End” period, this period will apply if the “All” checkbox is not selected. If the user views any content posts and pages then only the data from the period defined will be available. Alternatively the user can choose to delete the data from the period defined (see Data Deletion).

### 3. Data Display

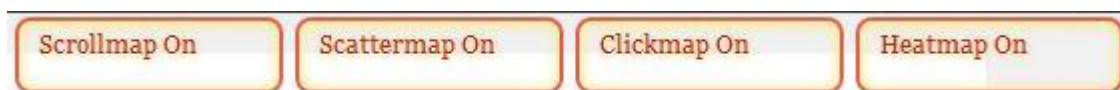
Mouse click and page scroll details **are displayed directly on** the blogs pages and/or posts **only to a logged on administrator**.

To display data in **Internet Explorer 9** first switch to compatibility mode otherwise the data display will not work properly. To switch to compatibility mode click on the compatibility mode icon which is located to the right of the URL in the **IE9** address bar. See an example screenshot below, the compatibility mode icon has been circled in green (3<sup>rd</sup> from the right of the URL address). When finished viewing data for your WordPress site you might want to switch compatibility mode off, to do this just click on the icon again.



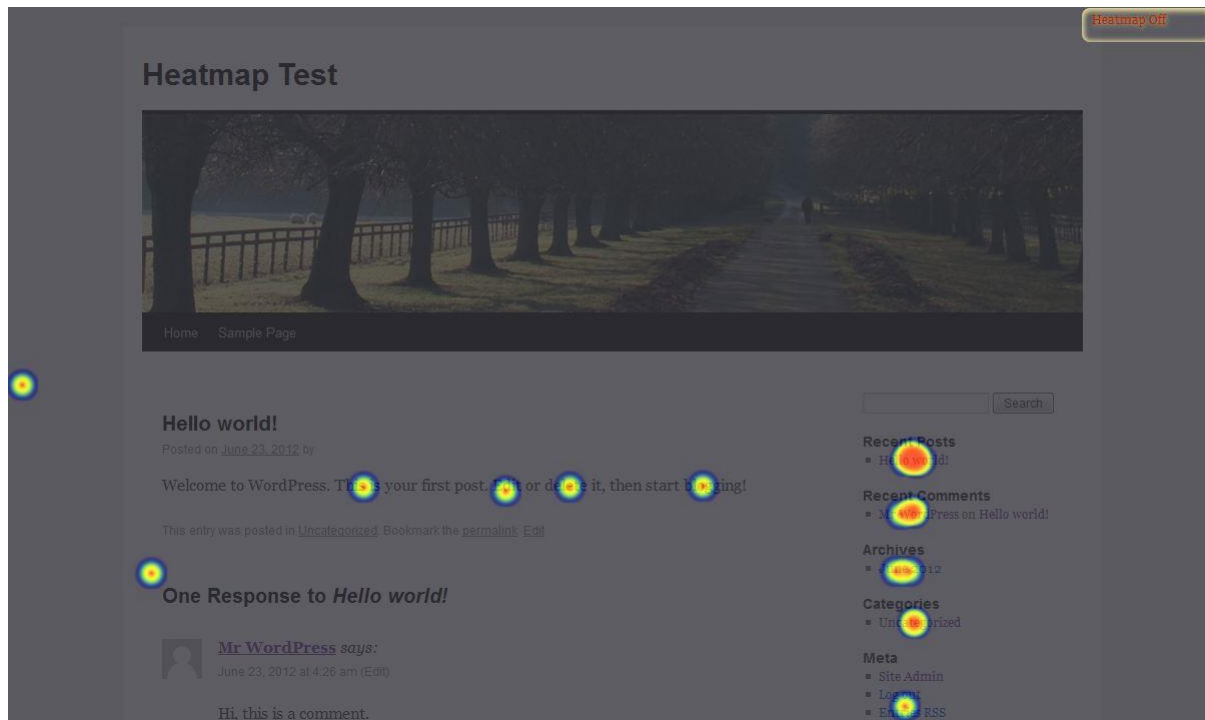
- Display overlay maps

If the “Display overlay maps” option is selected, when a WordPress ‘administrator’ user is logged in and goes to view a content post or page they will be able to see 4 selectable buttons at the top right hand corner of the screen, the buttons are labeled “Scrollmap On”; “Scattermap On”; “Clickmap On” and “Heatmap On”.

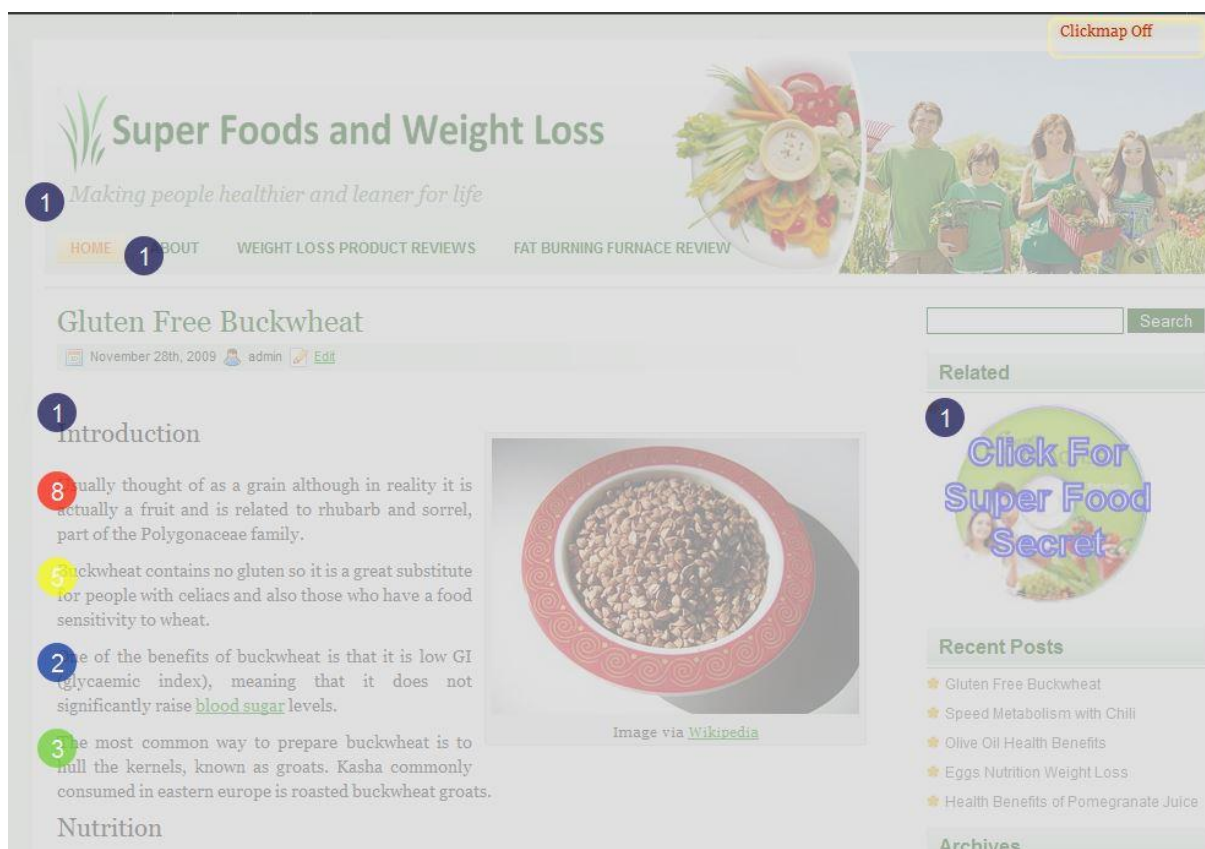


- To display a “Heatmap” click on the “Heatmap On” button. The “Heatmap” will be displayed as an overlay image over the normal content post/page.

To remove the “Heatmap” click on the “Heatmap Off” button (this button will be visible when a Heatmap is being displayed).



- To display a “Clickmap” click on the “Clickmap On” button.



If the “Display summary clicks” checkbox is checked (default option) the user will be shown the total number of clicks for each element (see below for more details on

“Display Summary Clicks”). To view the statistical details of any summary clicks simply click on the colored circle and a “Data Chooser” dialog box will display. To change the statistics shown use the dropdown selector on the dialog box. To close the dialog box click on the colored circle a second time or click on a different colored circle to view its statistics.

### Recent Posts



After clicking on the red circle with the 6 in the above example the user will see the following.



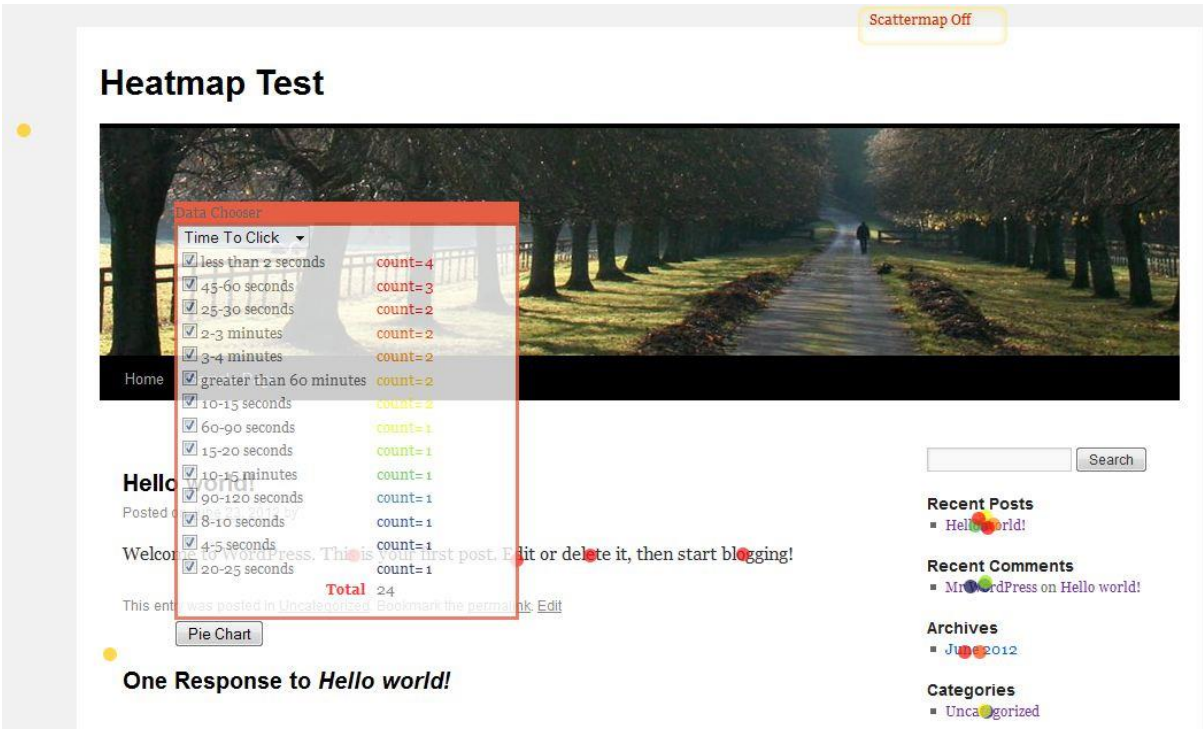
If the “Display summary clicks” checkbox is not checked (refer to the Heat Tracker – Settings screen shot) the user will be shown exactly where each click took place.

To remove the “Clickmap” click on the “Clickmap Off” button (this button will be visible when a Clickmap is being displayed).

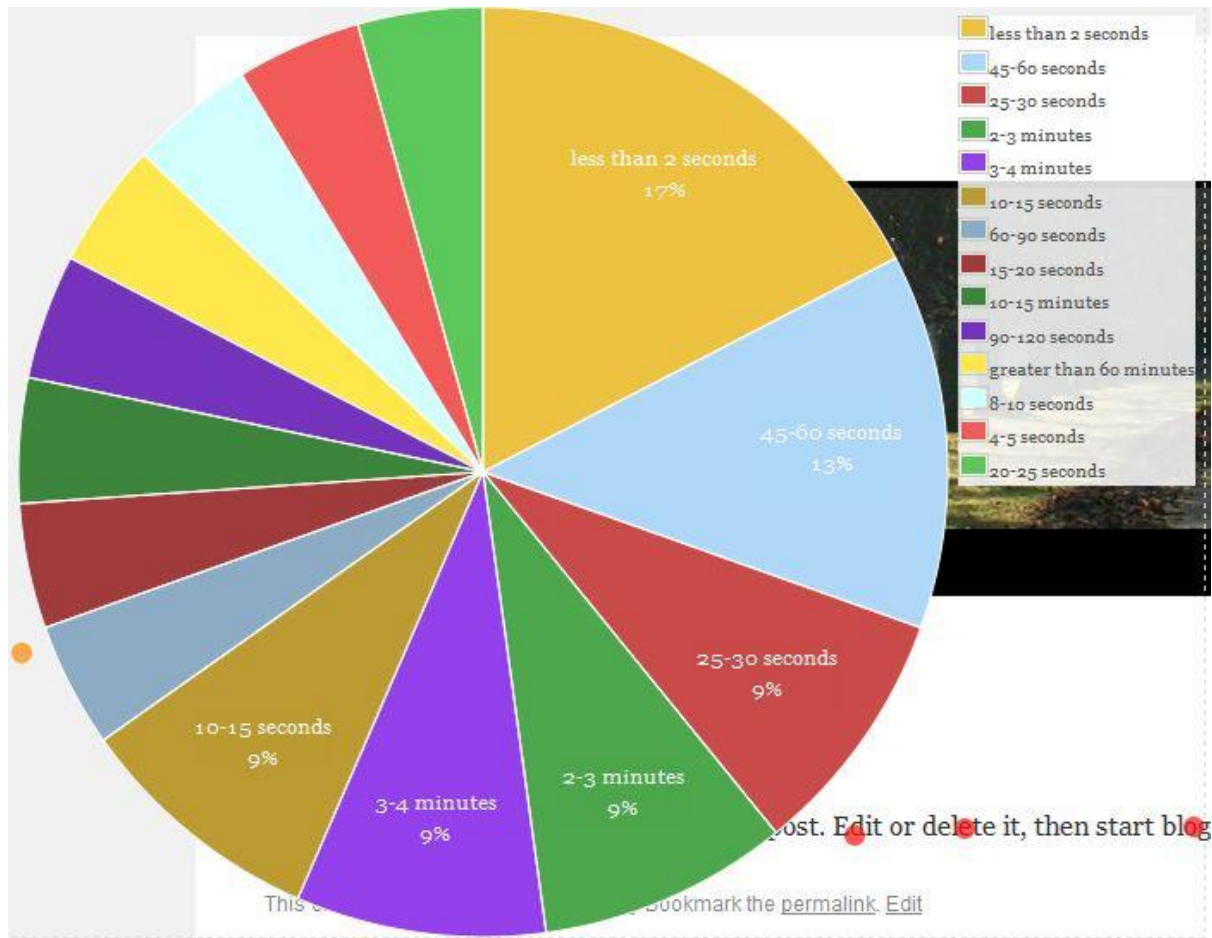
- To display a “Scattermap” click on the “Scattermap On” button. In addition to the dots that are displayed a “Scattermap Chooser” dialog box will display (see the white box with orange header and border in the picture below). This dialog box allows the user to choose which “Scattermap” to view. To change the “Scattermap” shown use the dropdown box on the dialog box (it shows “Time to Click” in the picture below). To visually remove any category of “Scattermap” dots you can hide them by unchecking the checkbox next to the label of the ones you wish to hide. To redisplay



the hidden dots simply check the checkbox that was unchecked. Any number of dots can be viewed and hidden at any time just by checking and or unchecking the appropriate checkboxes from the “Data Chooser” dialog box. See the boxes with ticks in the below picture for examples of checkboxes that can be checked and unchecked.



If the user clicks on the Pie Chart button then a pie chart will be displayed. Note that if any section of the pie chart is less than 5% then the legend will not be displayed within that piece but it will still be on the separate legend displayed to the top right of the pie chart.



To remove the Pie Chart click on the Pie Chart button a second time or click on the “Clickmap Off” button, or click on a different colored circle.

To remove the “Scattermap” click on the “Scattermap Off” button (this button will be visible when a Scattermap is being displayed).

- To display a “Scrollmap” click on the “Scrollmap On” button. The scrollmap will show the number of users and the percentage for different “depths” down the screen.

To remove the “Scrollmap” click on the “Scrollmap Off” button (this button will be visible when a Scrollmap is being displayed). Example Scrollmap is below (note this picture has been “chopped” and is actually longer than can be displayed here).



## Heatmap Test



[Home](#) [Sample Page](#)

### Hello world!

Posted on [June 23, 2012](#) by

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

This entry was posted in [Uncategorized](#). Bookmark the [permalink](#). [Edit](#)

### One Response to *Hello world!*



**Mr WordPress** says:

June 23, 2012 at 4:26 am ([Edit](#))

Hi, this is a comment.

#### Recent Posts

■ [Hello world!](#)

#### Recent Comments

■ [Mr WordPress](#) on [Hello world!](#)

#### Archives

■ [June 2012](#)

4 : 25%

#### Categories

■ [Uncategorized](#)

#### Meta

■ [Site Admin](#)

■ [Log out](#)

■ [Entries RSS](#)

■ [Comments RSS](#)

- Display summary clicks

Web content posts/pages are made up of various elements. When the “Display summary clicks” checkbox is selected the user will be shown the total number of clicks for each element. For example, next to an individual hyperlink a colored circle will display with a number indicating the total number of clicks on that link (provided that link has been clicked at least once).

If the “Display summary clicks” checkbox is not selected then the user is shown exactly where each click took place, that is, the clicks are not grouped together unless they occurred at the same exact pixel location.

## 4. Data Deletion

The plugin provides a lot of flexibility around how the data can be deleted. The options range from deleting absolutely all data stored to selecting only a set time period of clicks and/or scrolls.

1. To delete all click data and/or scroll data make sure the “URL to delete data => All” option is checked and the “Period to Use => All” option is also checked. Next press the “Delete Clicks” button or “Delete Scrolls” button, a confirmation will be requested just in case you pressed the button accidentally or have changed your mind.

2. To delete all clicks and/or scrolls for a given URL select the URL from the URL dropdown and ensure the “Period to Use => All” option is also checked. Lastly press the “Delete Clicks” button or “Delete Scrolls” button, a confirmation will be requested just in case you pressed the button accidentally or have changed your mind.
3. To delete all clicks and/or scrolls for all URLs for a set time period do the following.

Firstly ensure the “Period to Use => All” option is unchecked then enter a Start and/or End time period into the appropriate edit boxes. A start time and no end time indicates all data after the start time. An end time and no start time indicates all data before the end time.

Make sure the “URL to delete data => All” checkbox is checked.

Lastly press the “Delete Clicks” button or “Delete Scrolls” button, a confirmation will be requested just in case you pressed the button accidentally or have changed your mind.

4. To delete all clicks and/or scrolls for a given URL and a set time period do the following.

Firstly ensure the “Period to Use => All” option is unchecked then enter a Start and/or End time period into the appropriate edit boxes. A start time and no end time indicates all data after the start time. An end time and no start time indicates all data before the end time.

Make sure the “URL to delete data => All” checkbox is unchecked and select the URL from the URL dropdown.

Lastly press the “Delete Clicks” button or “Delete Scrolls” button, a confirmation will be requested just in case you pressed the button accidentally or have changed your mind.

## ***5. View Clicks (for an individual URL)***

Data can be viewed for any individual URL by one of two ways. Firstly by navigating to the URL (whilst logged in as admin) or secondly by going to the Settings tab and choosing a URL from the drop down list. The second method has the advantage that only URLs that have data collected will be in this list.

1. To view all clicks and/or scrolls for a given URL select the URL from the URL dropdown and ensure the “Period to Use => All” option is also checked. Lastly press the “View Clicks” button and the URL selected will open showing all collected data.
2. To view all clicks and/or scrolls for a given URL and a set time period do the following.

Firstly ensure the “Period to Use => All” option is unchecked then enter a Start and/or End time period into the appropriate edit boxes. A start time and no end time indicates all data after the start time. An end time and no start time indicates all data before the end time.

Select the URL from the URL dropdown.

Lastly press the “View Clicks” button and the URL will open showing collected data for the time period selected.

## ***6. Save Settings***

To save any of the options that you have set on the Heat Trackr – Settings page press the “Save Settings” button. Note that when you perform a “Delete Clicks” or “Delete Scrolls” operation your settings are also saved. If you change your mind about the settings on the page and want to go back to the last set of saved values simply refresh the page by selecting the “Heat Trackr” button from the left hand column options.

## ***7. Uploading or updating the Country Database***

### **1. 1st Method**

If you have just installed the plugin and you want country information to be collected then you will need to include the GeoIP database. This can be downloaded from

<http://mindseyesoftware.net/GeoIP.zip>

This zip file should be unpacked and uploaded to the uploads directory in your WordPress site, the directory for your uploads will be something like

**/public\_html/yoursite.com/wp-content/uploads/**

If you have uploaded correctly you will now have a directory something like:

**/public\_html/yoursite.com/wp-content/uploads/heat-trackr/GeoIP**

To create (the 1<sup>st</sup> time) or to update this directory use an FTP program or login to your site hosting interface e.g. cpanel, plesk etc.

From time to time the heat-trackr GeoIP zip file (<http://mindseyesoftware.net/GeoIP.zip>) may be updated to include the latest GeoLite database.

### **2. 2nd Method**

The latest GeoLite data is available from <http://dev.maxmind.com/geoip/legacy/geolite/>, click on the GeoLite Country link that has been circled in the screenshot below. Note there is no guarantee that this data will continue to be updated and available.

# Downloads

	Download links				
Database	Binary / gzip	Binary / xz	CSV / gzip	CSV / zip	CSV / xz
GeoLite Country	<a href="#">Download</a>	Gzip only	Zip only	<a href="#">Download</a>	Zip only
GeoLite Country IPv6	<a href="#">Download</a>	Gzip only	<a href="#">Download</a>	Gzip only	Gzip only
GeoLite City	<a href="#">Download</a>	<a href="#">Download</a>	Zip and xz only	<a href="#">Download</a>	<a href="#">Download</a>
GeoLite City IPv6 (Beta)	<a href="#">Download</a>	Gzip only	<a href="#">Download</a>	Gzip only	Gzip only

When you click on this link a zip file named “GeoIP.dat.gz” will be downloaded. Contained inside the “GeoIP.dat.gz” zip file is GeoIP.dat (you will need a zip file opener to extract this file). To update this file you need to replace the file contained in the GeoIP directory of your WordPress installation uploads directory. This directory will be something like:

**/public\_html/your-site.com/wp-content/uploads/heat-trackr/GeoIP.**

To update this file use an FTP program or login to your site hosting interface e.g. cpanel, plesk etc.

## 4. A/B Split Testing

The A/B Split Testing options can be accessed by  
3) selecting the A/B Split Test bottom submenu item.



### 1. A/B Split Testing List

The initial a/b split testing page shows a list of all the a/b split tests that have already been defined. From this page it is possible to add a new a/b experiment, edit an existing a/b experiment, delete an existing a/b experiment or view an existing a/b experiment.

## A/B Split Test Experiments

New Experiment

Name	Status	Short Code	Action	Report
Test 1	Active	[WPSLT ID = 4]	<a href="#">Edit</a>   <a href="#">Delete</a>	<a href="#">View</a>

### How to use this experiment

You need to place [WPSLT id = N] inside any post or page,

Once that is done, a success or conversion is triggered when user clicks on the Call to Action button.

You need to place a ping back function to let our system know this click has been performed.

Javascript function is `onClick='return ping_true(this);'`

Usage :

```
"<a href='http://google.com' onClick='return ping_true(this);'>This is Ping Back</a>"
```

## 2. A/B Split Testing Add/Edit Experiment

If a user clicks on the New Experiment button from the listing page or selects to Edit an existing a/b experiment they will be taken to the A/B Split Test Experiments page.

On this page it is possible to enter:

- the experiment name
- the original code to experiment with
- up to 3 variations on the original code
- whether you are currently testing 1, 2 or all 3 variations
- the status of the experiment ("Active" or "Not Active")

## A/B Split Test Experiments

Exp Name :

Original : 

<a href='http://google.com' onClick='return ping\_true(this);'>This is Ping Back</a>

Variation 1 : 

<a href='http://yahoo.com' onClick='return ping\_true(this);'>This is Ping Back</a>

Variation 2 :

Variation 3 :

A/B Test Between : 

Variation 1

Status : 

Active

Save

How to use this experiment

You need to place **[WPSLT id = N]** inside any post or page,  
Once that is done, a success or conversion is triggered when user clicks on the Call to Action button.  
You need to place a ping back function to let our system know this click has been performed.  
Javascript function is **onClick='return ping\_true(this);'**  
Usage :  

"<a href='http://google.com' onClick='return ping\_true(this);'>This is Ping Back</a>"

Back

To use the experiment you will need to insert the WordPress shortcode created by the experiment (e.g. **[WPSLT id = 4]** in the example above) into a post or page. To add the shortcode you will need to edit a post or page by using the WordPress editor, in the screenshot below it shows how to choose posts to edit. Hover your mouse below the title of the post you want to edit and an Edit option will appear, click on this.

Next add the shortcode wherever you want it to appear in the post, ensuring that you are in HTML mode, see below.





Now the A/B split test is active on that post.

### 3. A/B Split Testing Report

On this page the user can see the results of the selected experiment. The metrics shown are the number of visitors and the number of conversions for each of the original code and up to 3 variations. A conversion is when a visitor has actually clicked on the “Call to Action” from within the code. Note that this means that each “piece” of code must include a “Call to Action”. A call to action can be a button or just a simple hyperlink.

#### A/B Split Test Experiments

Visitor : 0

State	Original	Variation 1	Variation 2	Variation 3
Visitors	0	0	0	0
Conversions	0	0	0	0
Conversion Rate	0%	0%	0%	0%

Back