

Microsoft clarity report

Microsoft clarity : Microsoft Clarity is a web analytics tool offered by Microsoft that provides website owners and developers with insights into user interactions and behaviors on their web pages. In other words, MS clarity is a behavioral analytics tool that turns user data into visual insights and shows which parts of your website get the most engagement.

Following are the key feature and functionality of clarity:

1. **Insight dashboard** : Clarity generates heatmaps that visually represent where users are clicking, tapping, or scrolling on a web page. These heatmaps help website owners understand which areas of their pages attract the most attention and engagement.
2. **Session Recordings**: Clarity records user sessions, allowing website owners to replay individual sessions to see exactly how users interacted with their site. This feature provides valuable insights into user behavior, including mouse movements, clicks, scrolls, and form submissions.
3. **Heatmaps**: Clarity generates heatmaps that visually represent where users are clicking, tapping, or scrolling on a web page. These heatmaps help website owners understand which areas of their pages attract the most attention and engagement.
4. **Segmentation and Filtering**: Clarity allows users to segment and filter data based on various criteria such as device type, browser, traffic source, and more. This enables website owners to analyze user behavior across different segments and identify patterns or trends specific to certain groups of users.
5. **Integration with Other Tools**: Clarity can be integrated with other tools like Google Analytics, Adobe Analytics, allowing users to combine Clarity data with data from other sources for comprehensive analysis and reporting.

Key feature of target website

Homepage : Briefly introduce about website and work. Showcase important work or recent blog posts. Call-to-Action for Encouraging visitors to explore further .

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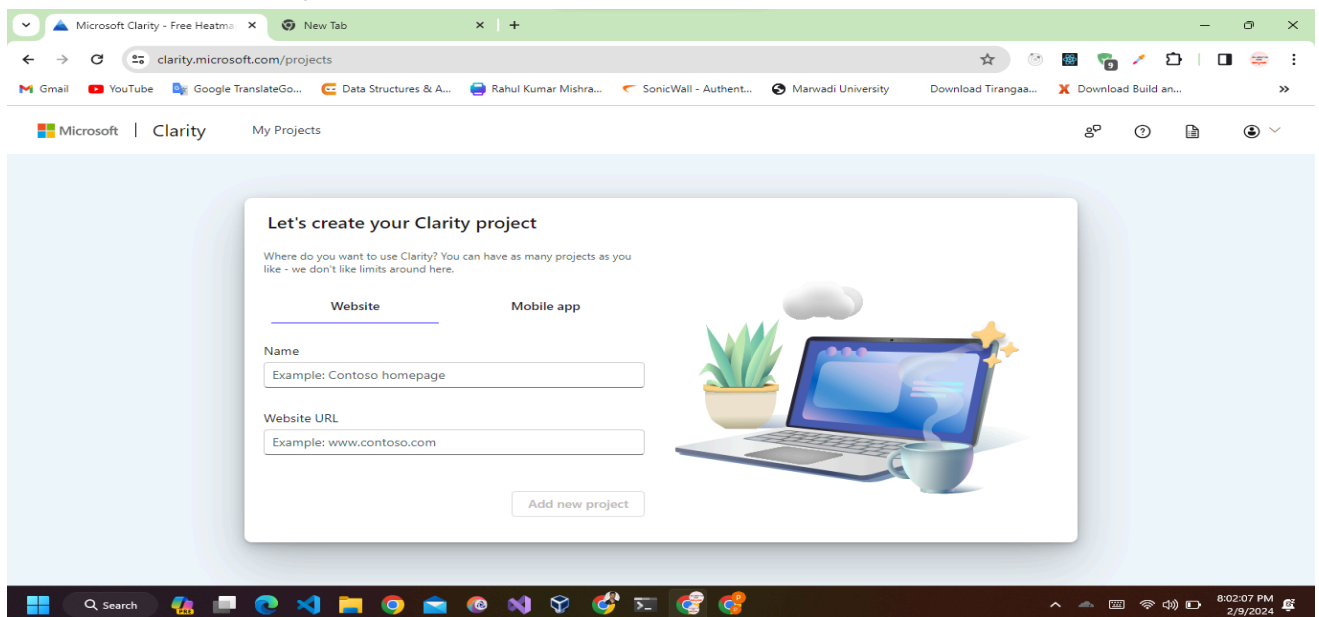
About Page: Share background, experiences , passions Mission and Values.

Contact page: Provide clear contact details. Social Media Links: Include links for additional connection. Location: If relevant, include physical address. And also have form

Blog page: Display posts with titles and images. Categories or Tags: Organize posts for easy navigation.

Setup and Configuration:

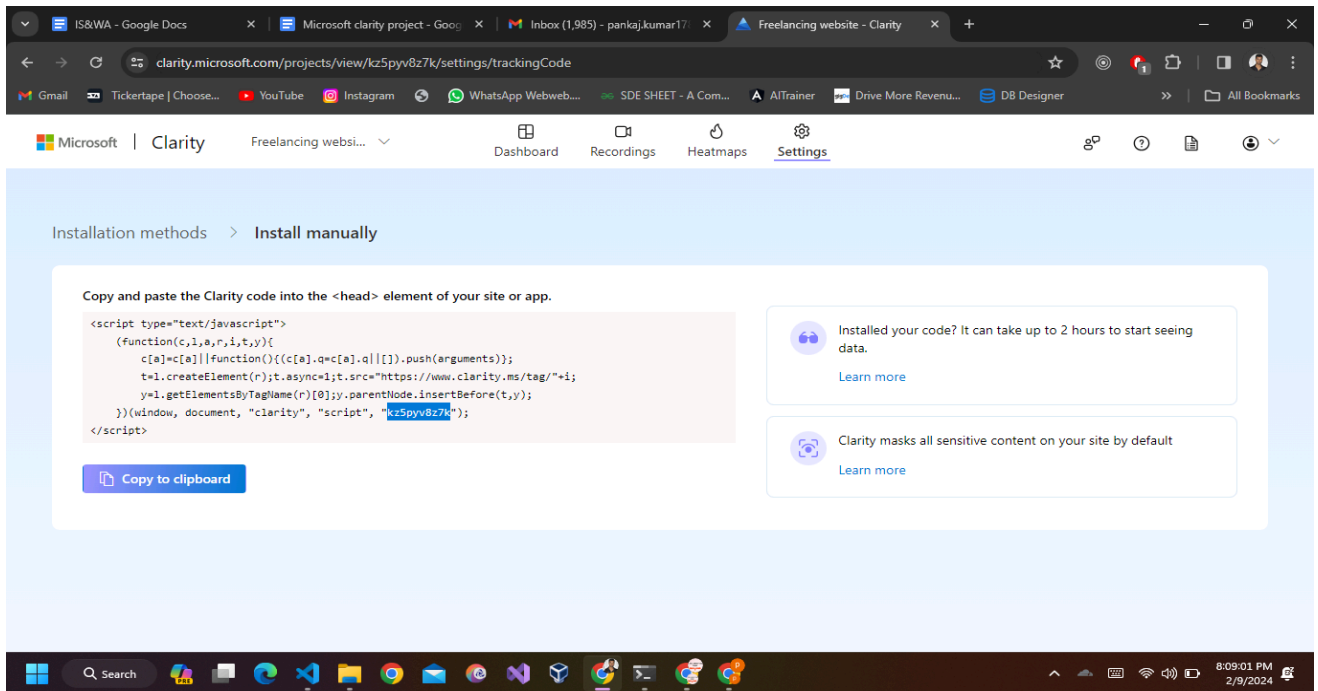
1. Signup for ms clarity(Using Google , facebook or microsoft account
2. Create a new project (Website or mobile)



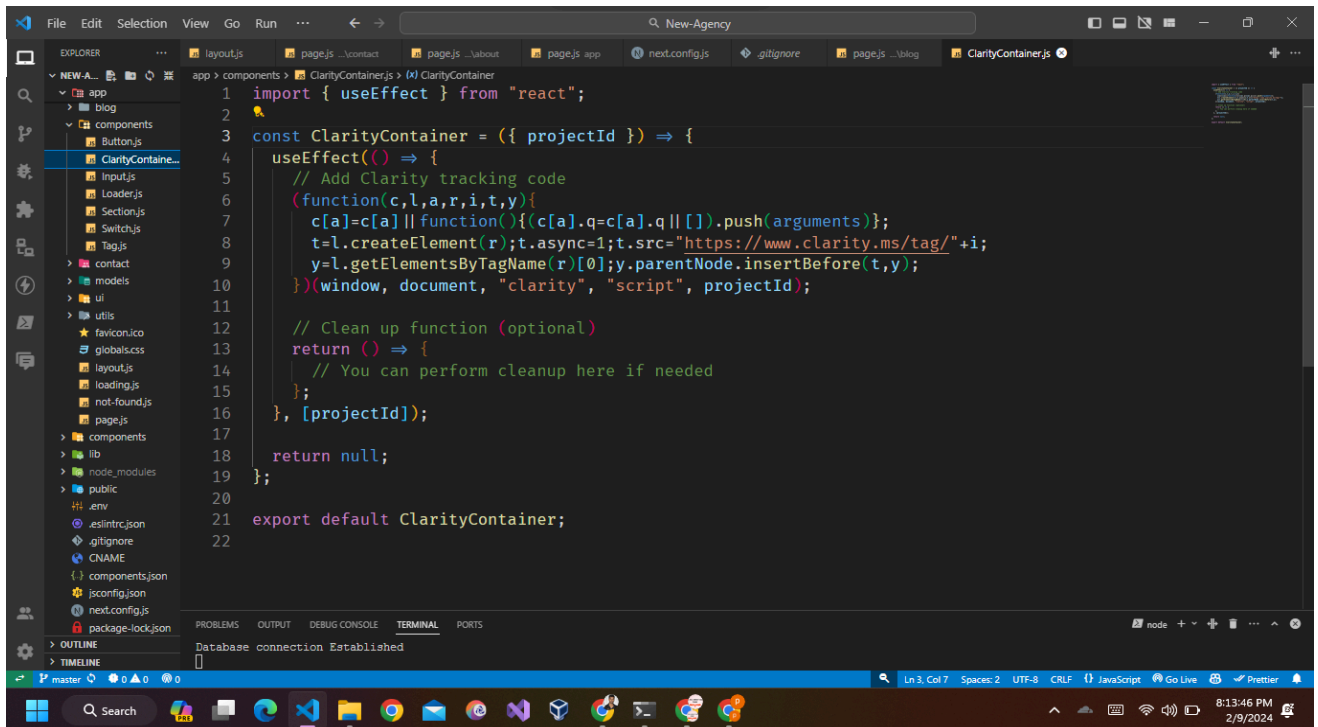
3. Get tracking code or Install directly on third party platform (wordpress , Wix)

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I . Manual integration in codebase

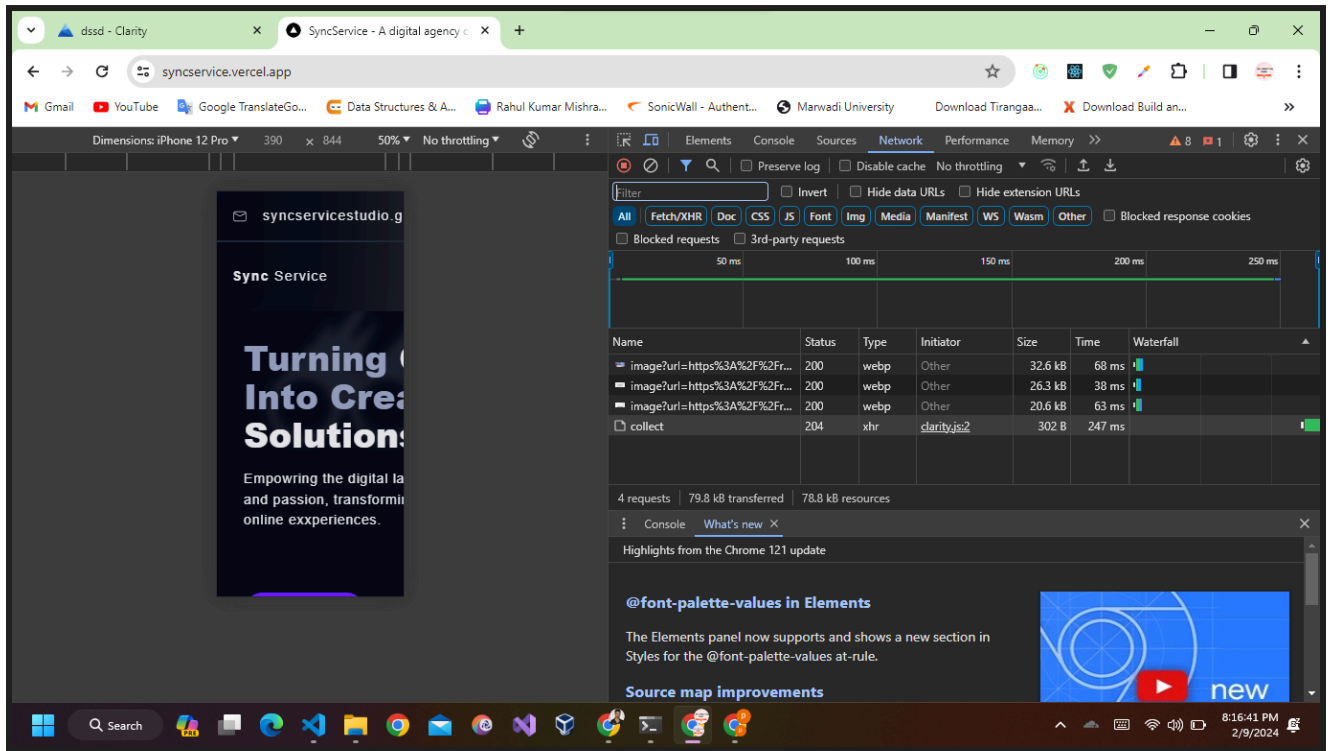


Component of Microsoft clarity code snippet

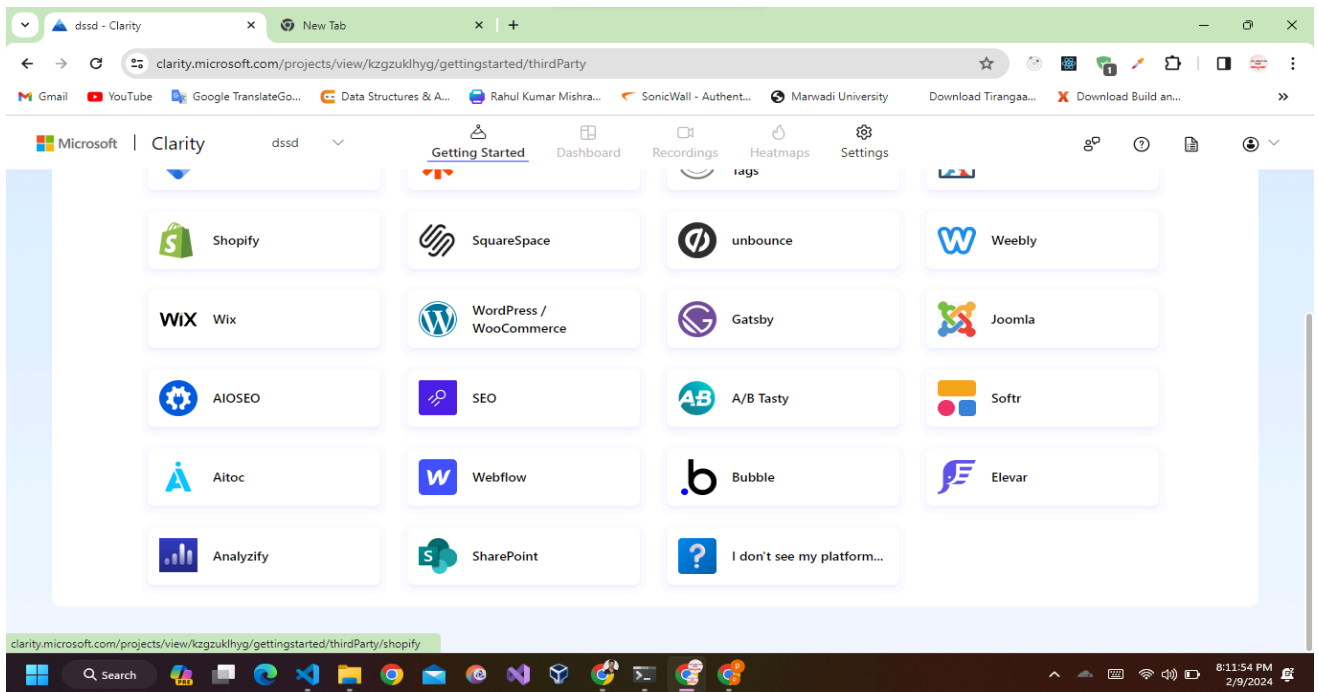


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Network verification.



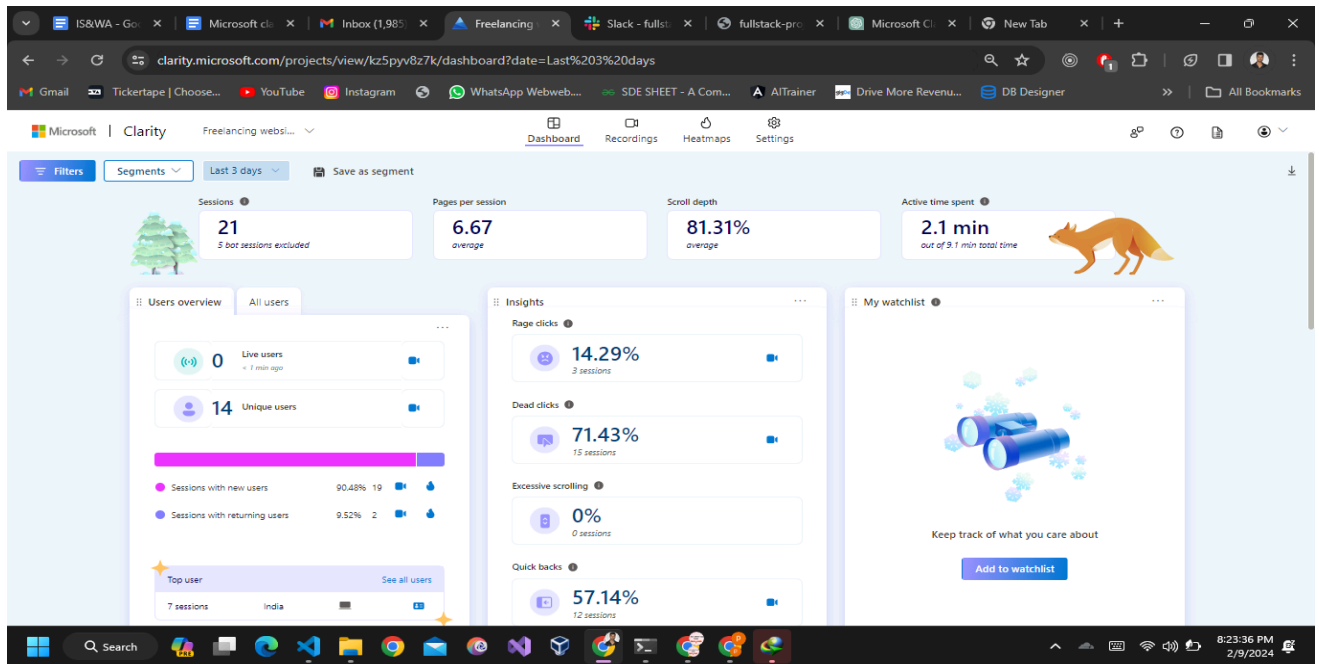
ii. Installation on third party platform



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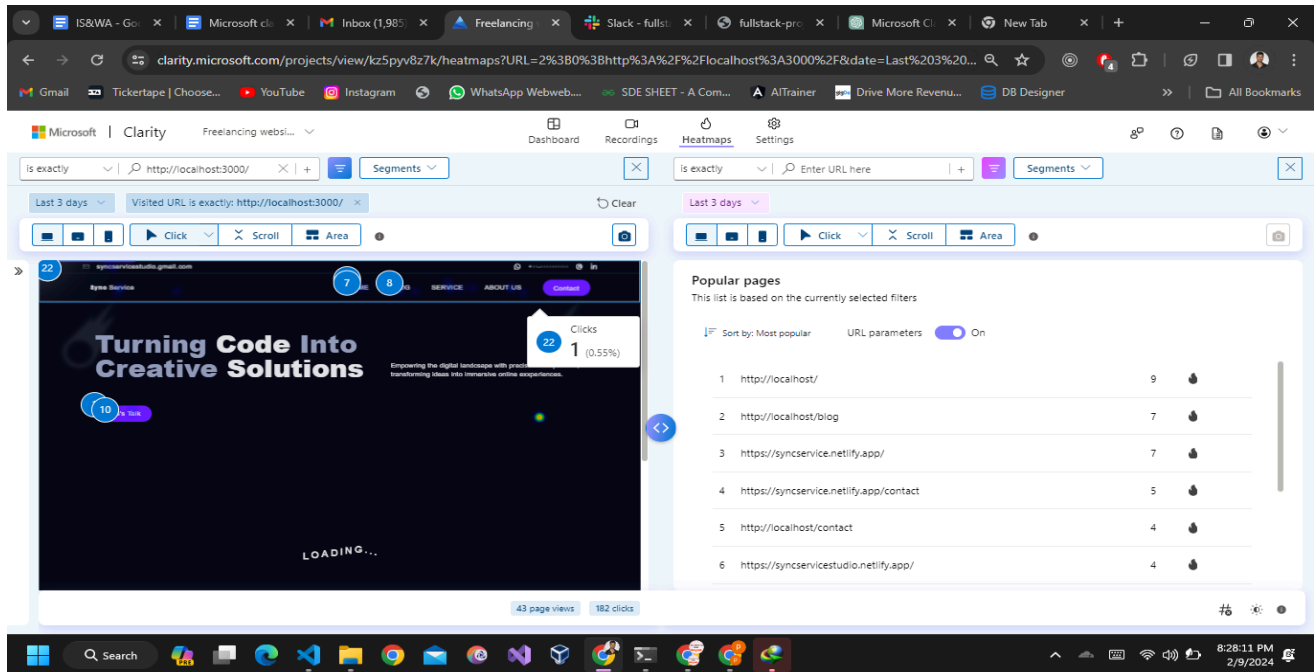
4. Data Analysis:

Access Clarity Dashboard: Log in to your Microsoft Clarity account and navigate to the dashboard for respective project .



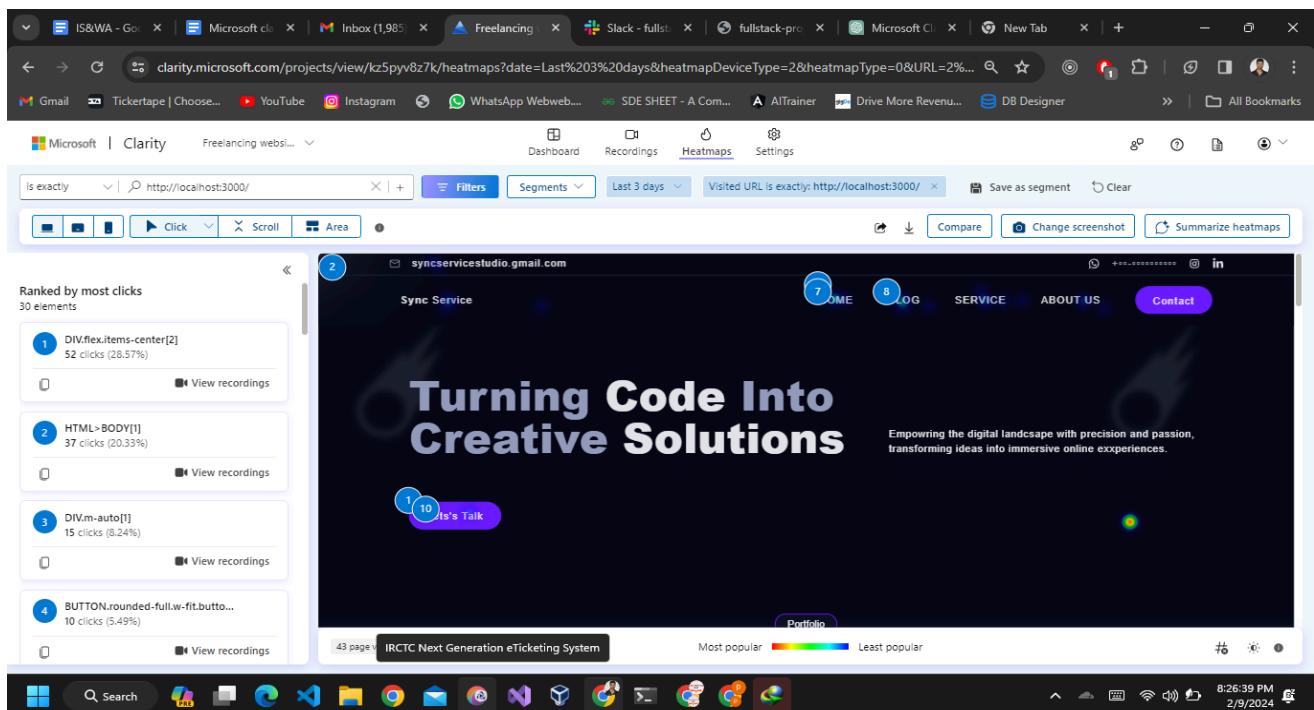
Heatmaps: Start by viewing heatmaps for the relevant pages of website. Heatmaps visually represent areas of the page where users are clicking the most. analyze patterns and hotspots that indicate popular features or buttons and .compare the performance of different features or buttons to identify which ones are most effective in driving user engagement or conversions. Look for correlations between clicks and desired outcomes, such as form submissions or contact page.

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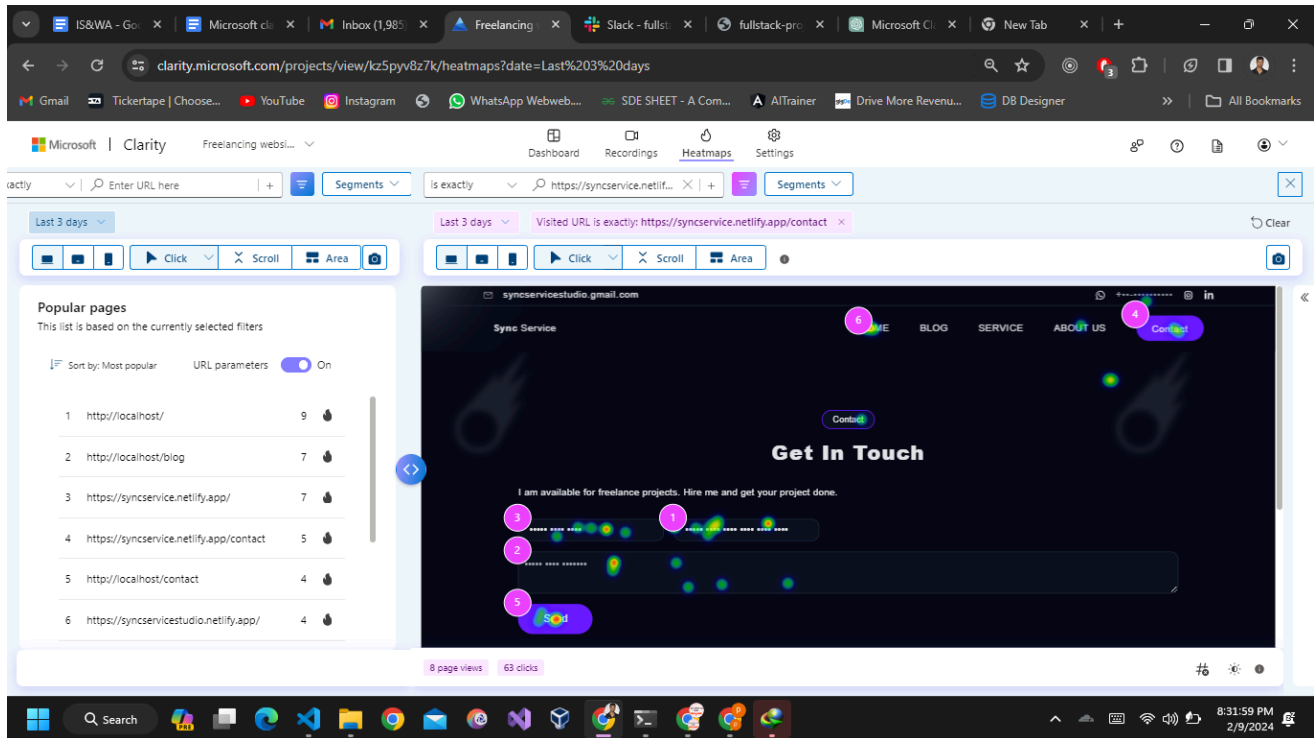


Analysis of most click

The "Portfolio" button emerged as the most clicked-on button among the options available on the homepage. While other buttons such as "Contact," "Home," "Blog," "Services," and "Let's Talk" also attracted user clicks to varying degrees



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5.Recommendation for website

Add Functional Links: Users are clicking on the Instagram and LinkedIn icons expecting interaction. To meet their expectations and enhance user experience, it's recommended to add functional links to our Instagram and LinkedIn profiles. This will allow users to easily navigate to our social media pages for further engagement and connection

Resources and references

1. <https://learn.microsoft.com/en-us/clarity/>
2. <https://syncservice.netlify.app/>
3. <https://chat.openai.com/>
4. https://www.youtube.com/watch?v=FboQ-xfKkP0&ab_channel=SenatorWeRunAds
5. <https://medium.com/@sami97abrar/studying-user-behavior-a-comprehensive-guide-to-microsoft-clarity-pt1-b60eeb38de2d>
6. <https://www.toptal.com/designers/ux-research/microsoft-clarity>
7. <https://www.slideshare.net/digimarcon/harnessing-the-power-of-free-behavioral-analytics-with-microsoft-clarity-ahmed-osman-microsoft>
8. <https://www.optimizesmart.com/how-to-use-microsoft-clarity-with-ga4-google-analytics-4/>

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Summary

Microsoft Clarity, a potent web analytics tool by Microsoft, provides deep insights into user interactions. It visualizes user data, spotlighting high-engagement website sections. Key functionalities encompass heatmap creation, session recordings, segmentation, and integration with diverse analytics tools. Setup entails account creation, project setup, and tracking code acquisition for manual or third-party platform integration. Analysis, facilitated via the Clarity dashboard, focuses on heatmaps and top-clicked buttons. Recommendations prioritize optimizing functional links and social media integration. References include Microsoft's official documentation and external learning resources.