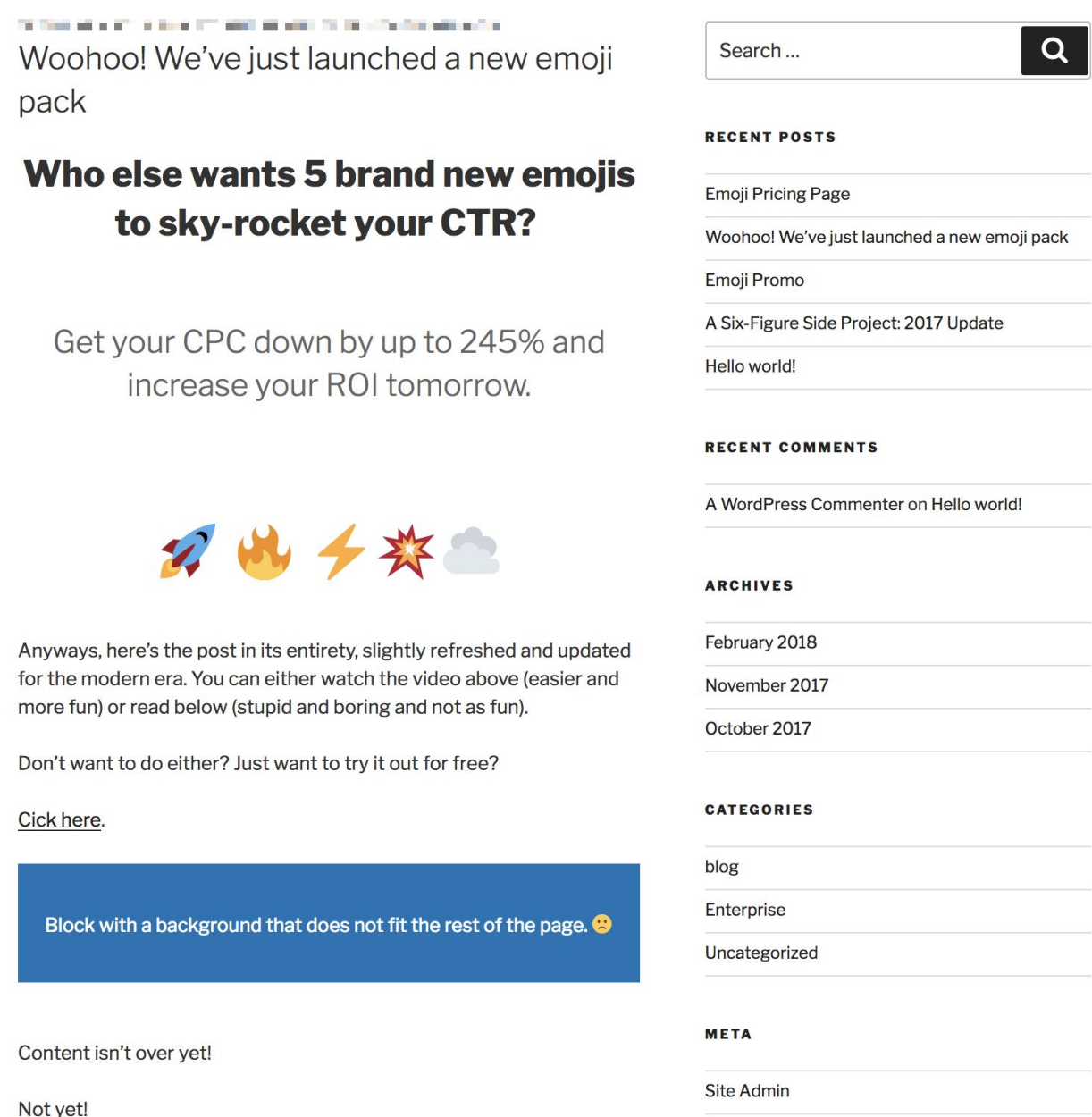


# Clickmap & Scrollmap Diagnosis Cheat Sheet

## Original Page



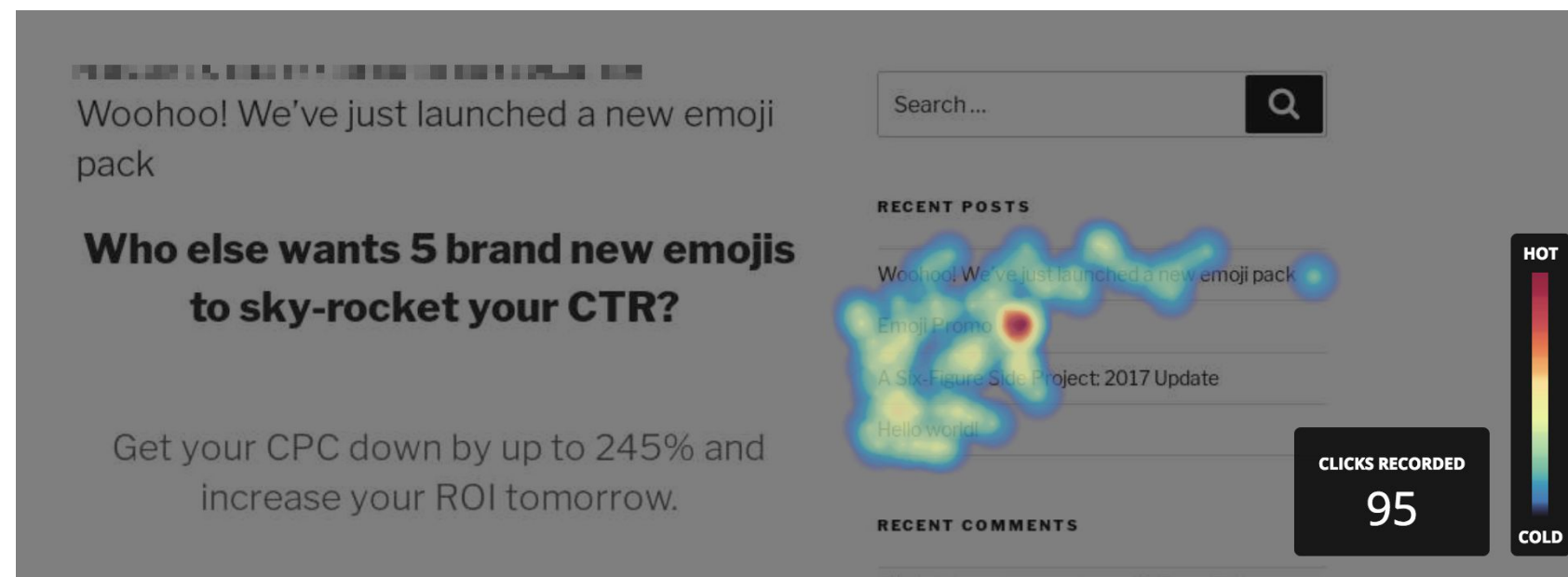
## Detect distractions

### Indicators:

- High click density on non-intended buttons or links. (e.g. navigation, sidebar, etc)
- Low click density on the page CTA.

### Typical reasons:

- Content is not properly formatted.
- Initial paragraphs are not interesting enough.
- Content unrelated to the headline.
- Low quality content.
- Distractions (Refer to the "Detect Distractions" chapter).

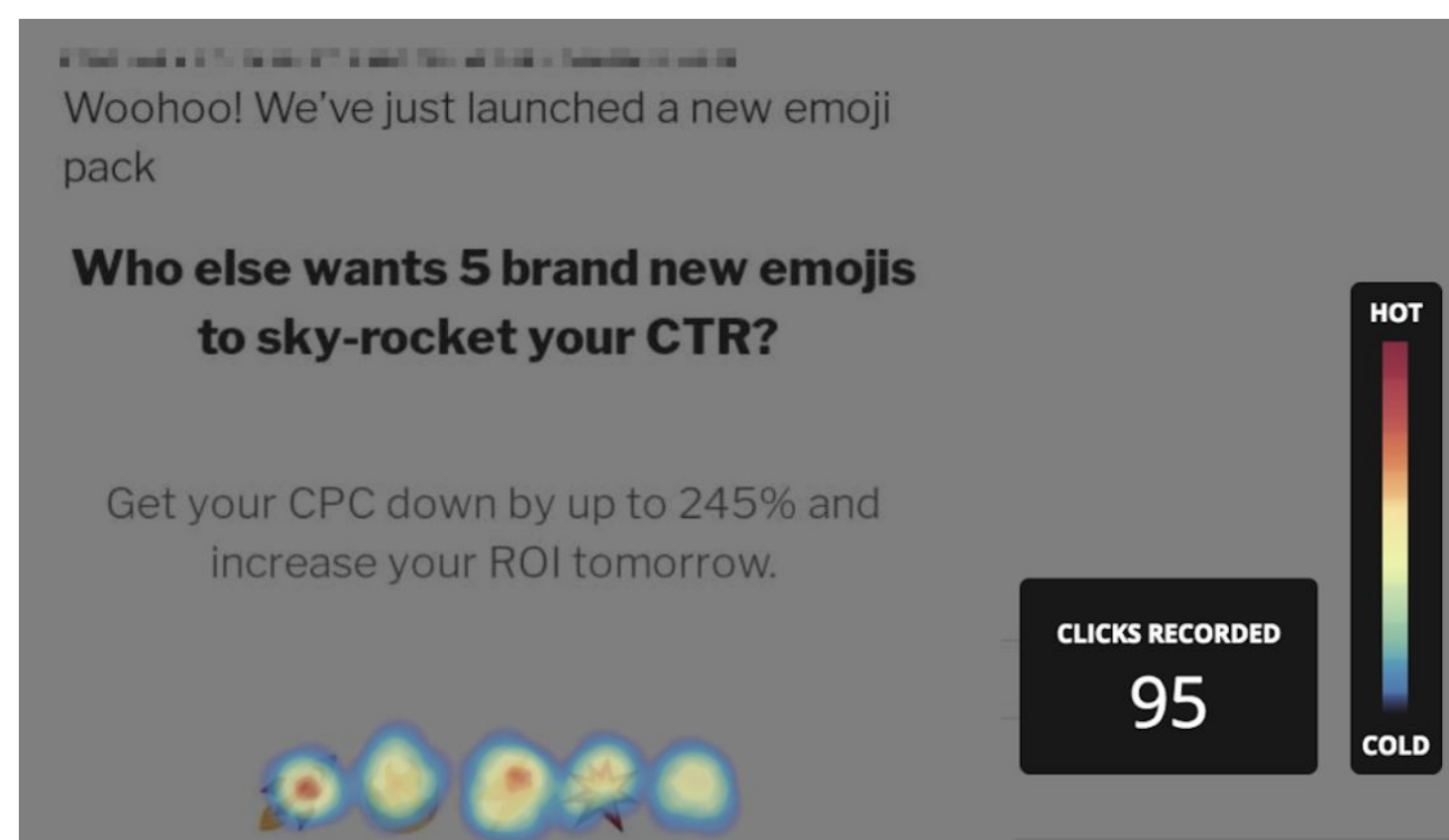


## Detect misleading clickable elements:

### Indicators:

- High click density on non-clickable elements such as graphics or images, or text that is formatted in a way that could appear to be a link.

- CTA's not clear enough.
- Non-clickable elements' design appears is misleading.



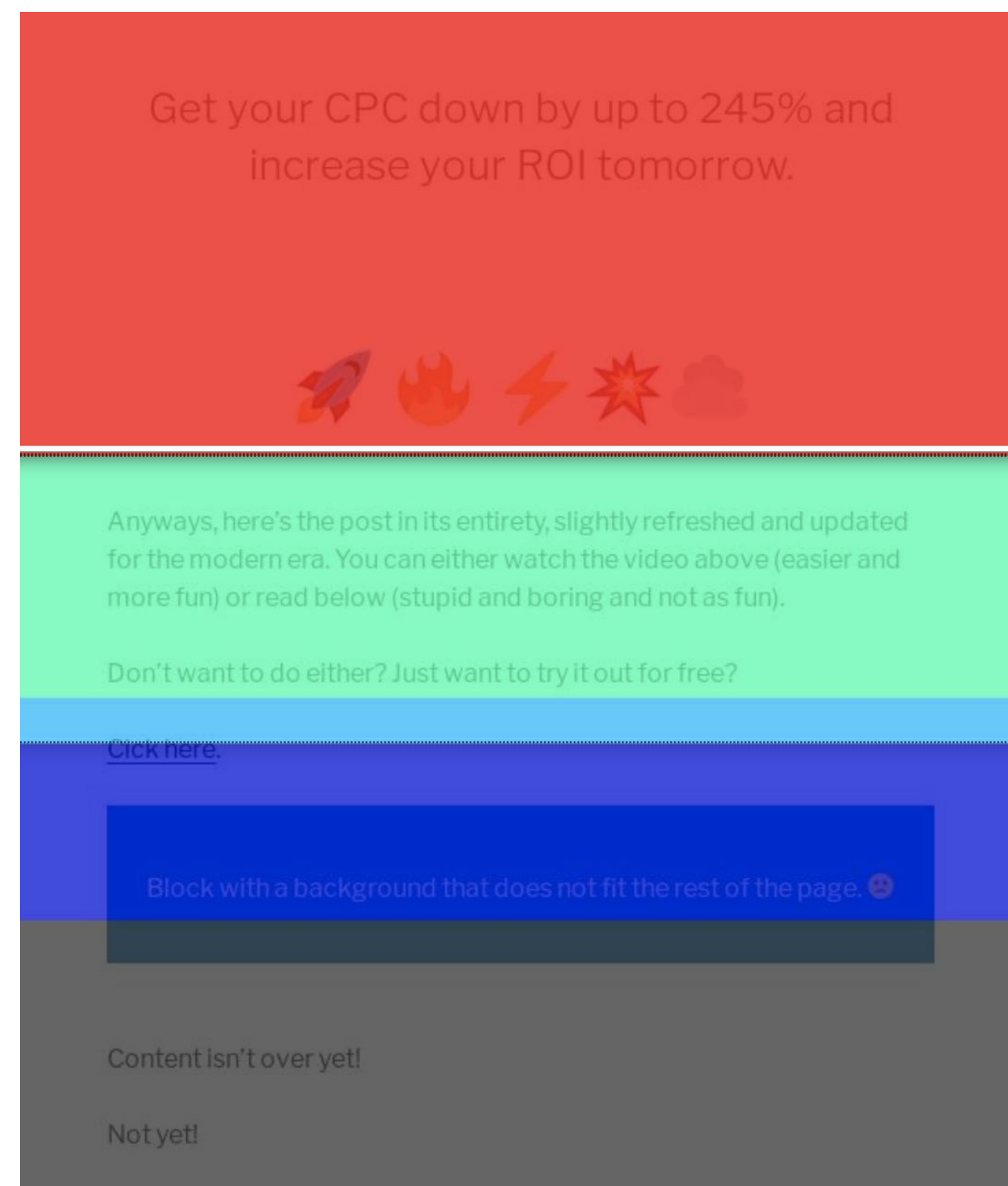
## Detect misleading end-of-content queues:

### Indicators:

- Scrolling rate drops suddenly after a design element that could be considered a 'logical end'.
- Example: A sudden change of background color. Large spaces in between your content, etc.

### Typical reasons:

- Users assume the content they were looking for is over at that point and leave the page or scroll back up.



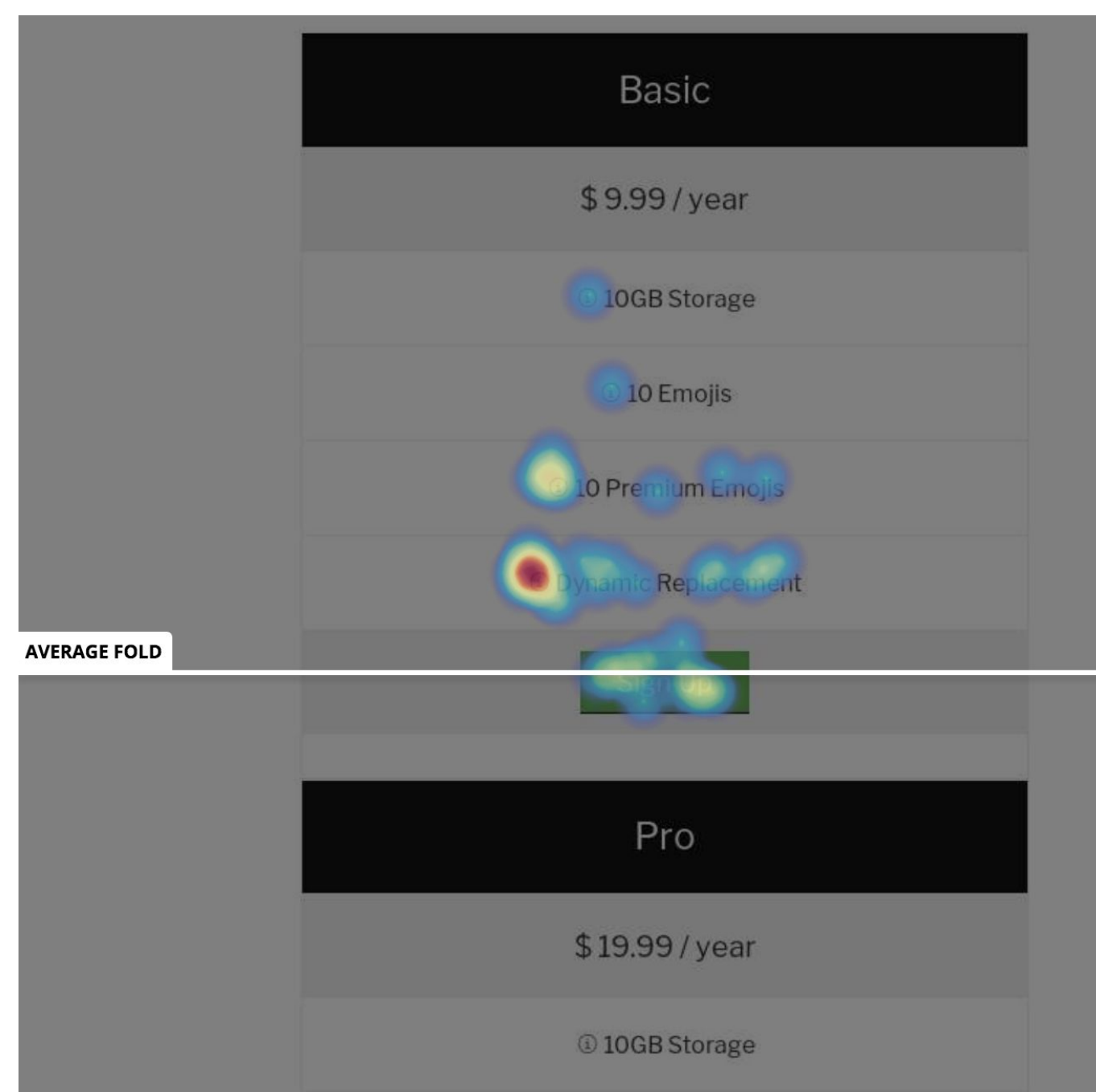
## Detect content that your users want to know more about:

### Indicators:

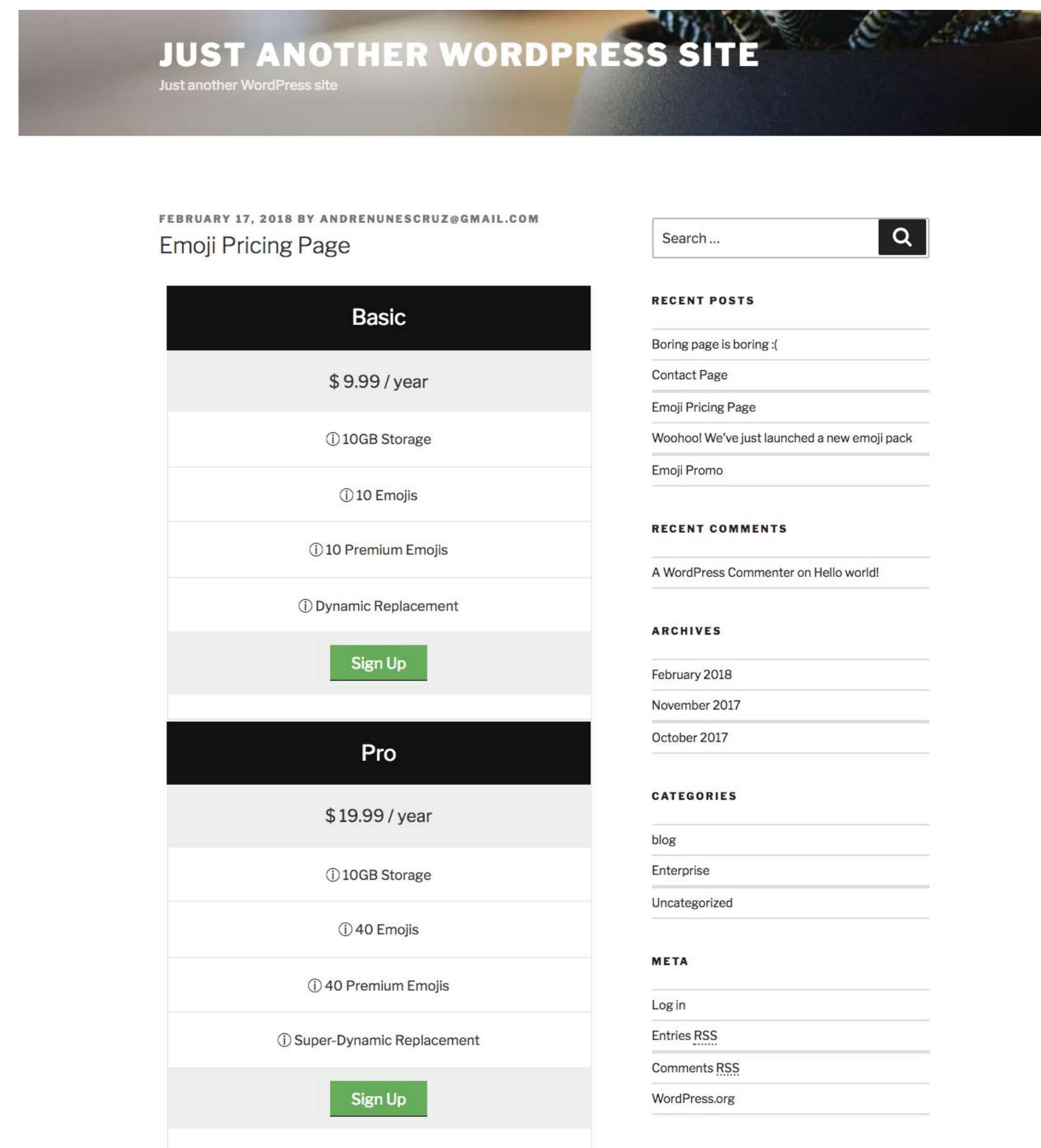
- Typically applied to a feature page, pricing page, or FAQ/Support page. High click density on specific features/questions.

### Typical reasons:

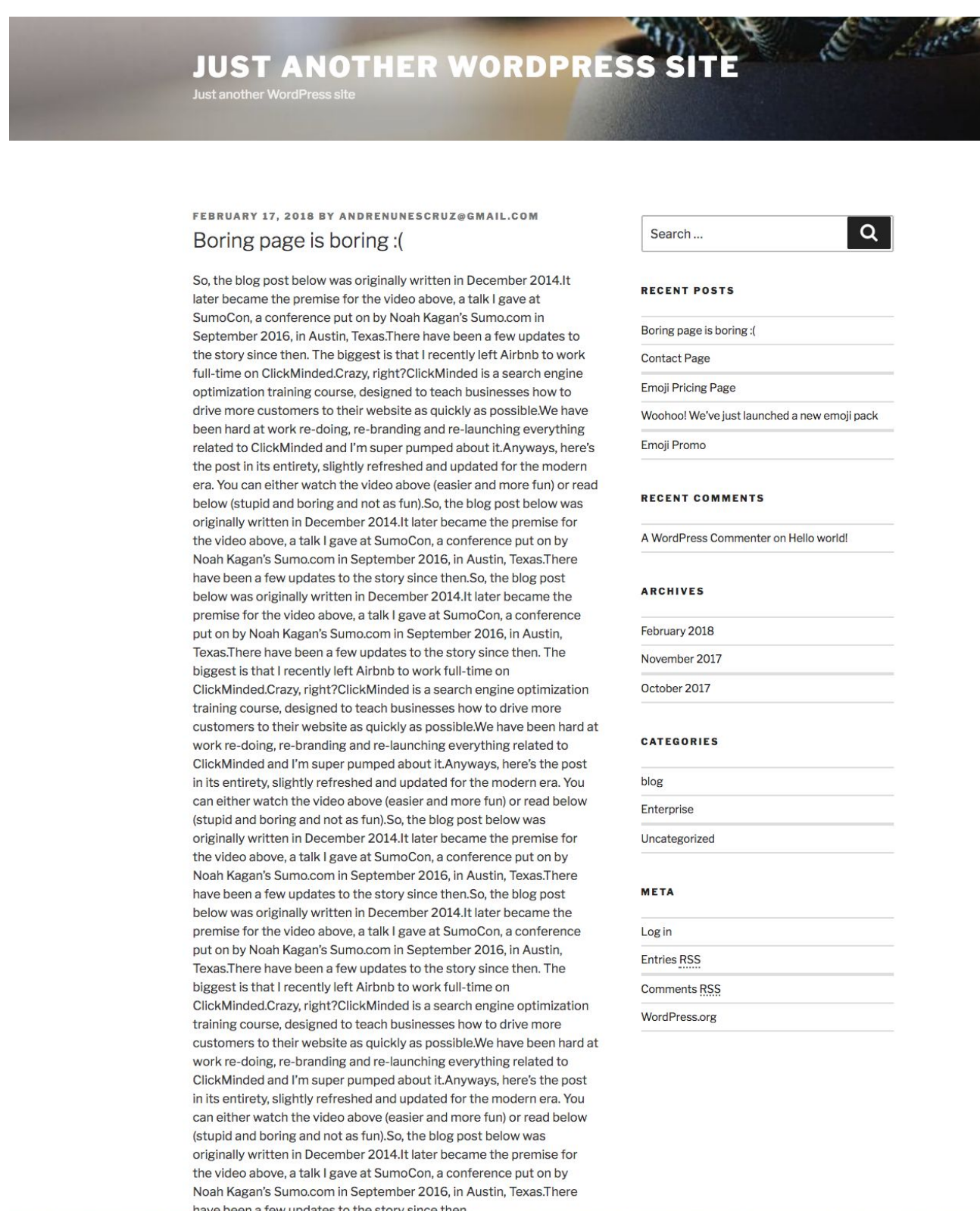
- Interest on the feature;
- Unclear naming;



## Original Page



## Original Page



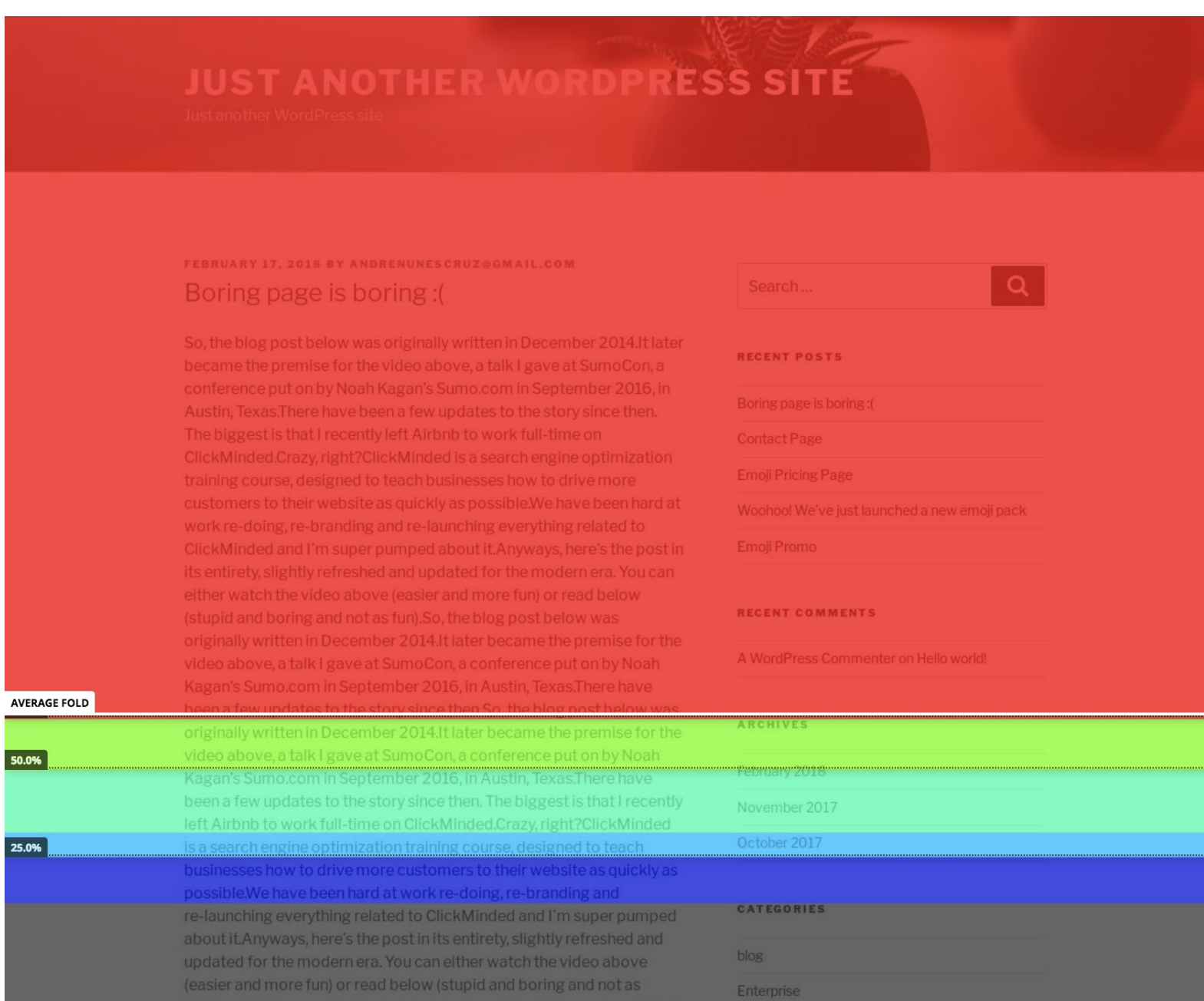
## Detect non-engaging content

### Indicators:

- Low scroll rate - most users do not reach the end of the content.
- Low click density.

### Typical reasons:

- Content is not properly formatted.
- Initial paragraphs are not interesting enough.
- Content unrelated to the headline.
- Low quality content.
- Distractions (Refer to the "Detect Distractions" chapter).



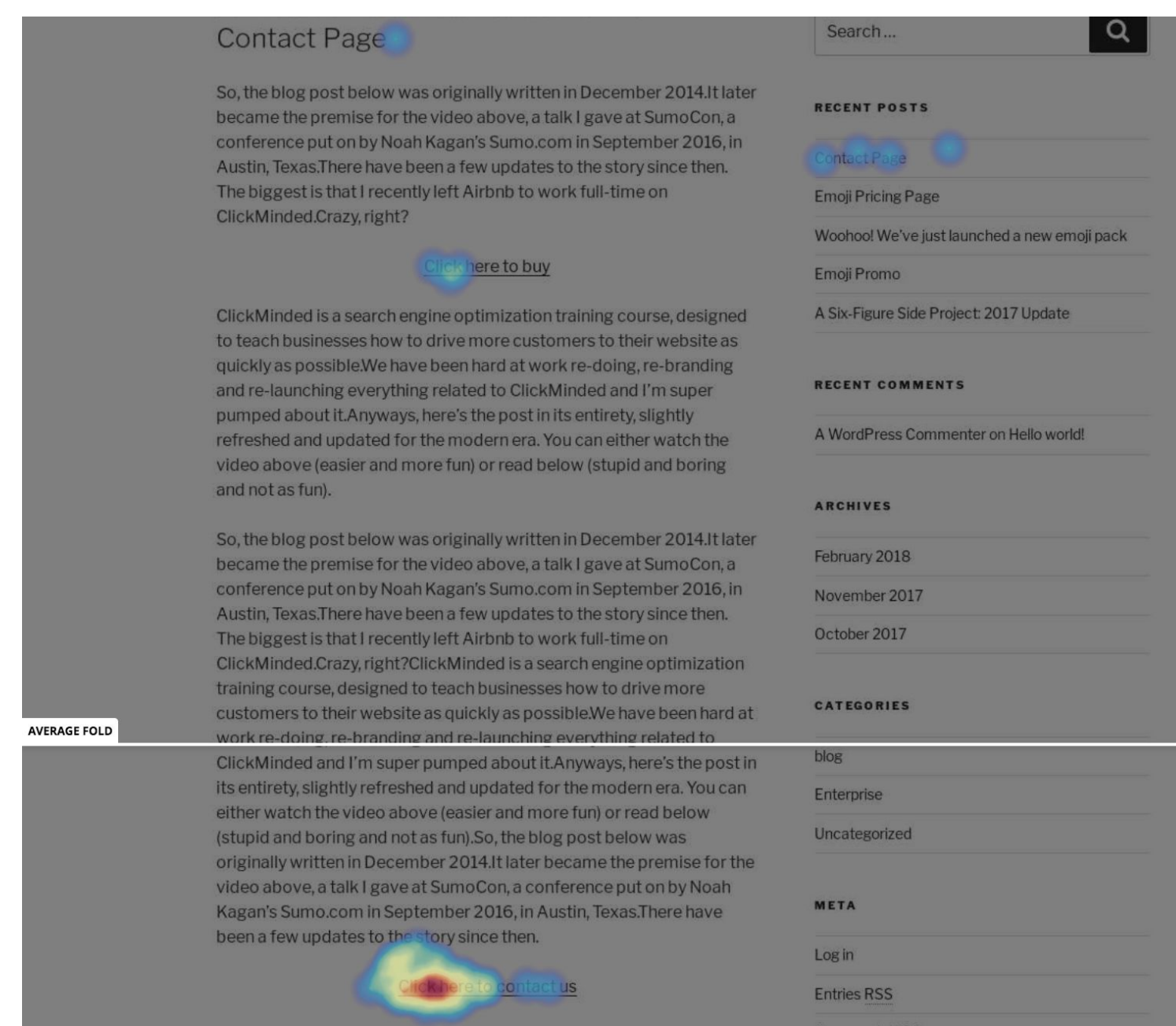
## Detect content that is not properly placed on a page:

### Indicators:

- Highest clicked elements are below the fold while elements above the fold do not have many interactions.
- Clicks on distractions.

### Typical reasons:

- CTA's above the fold might be irrelevant or missing.



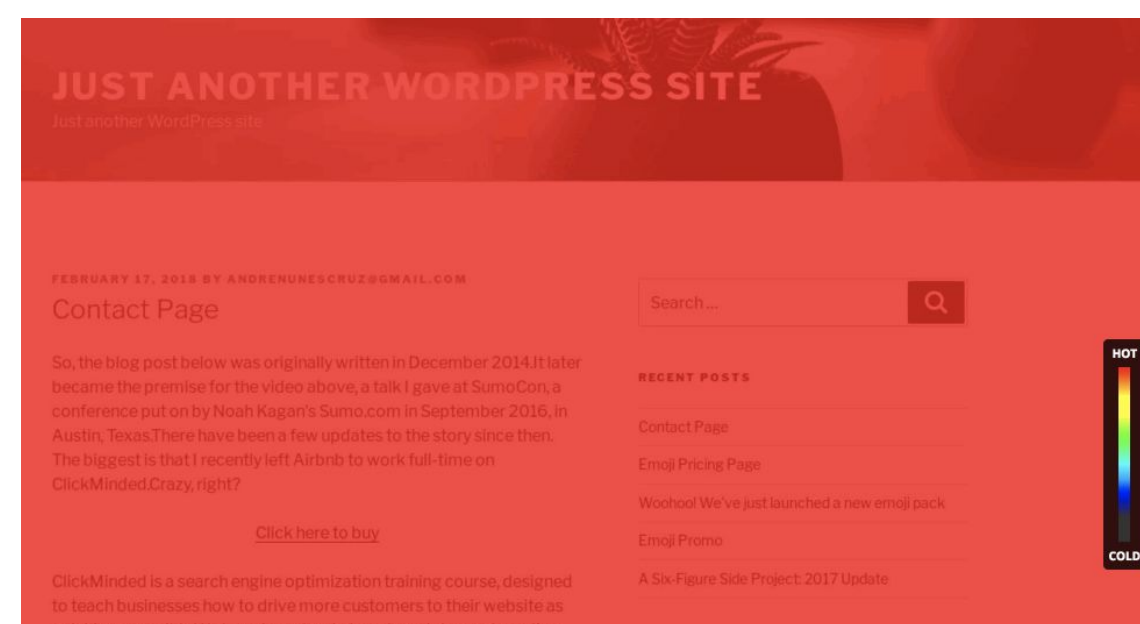
## Detect missing content on a page:

### Indicators:

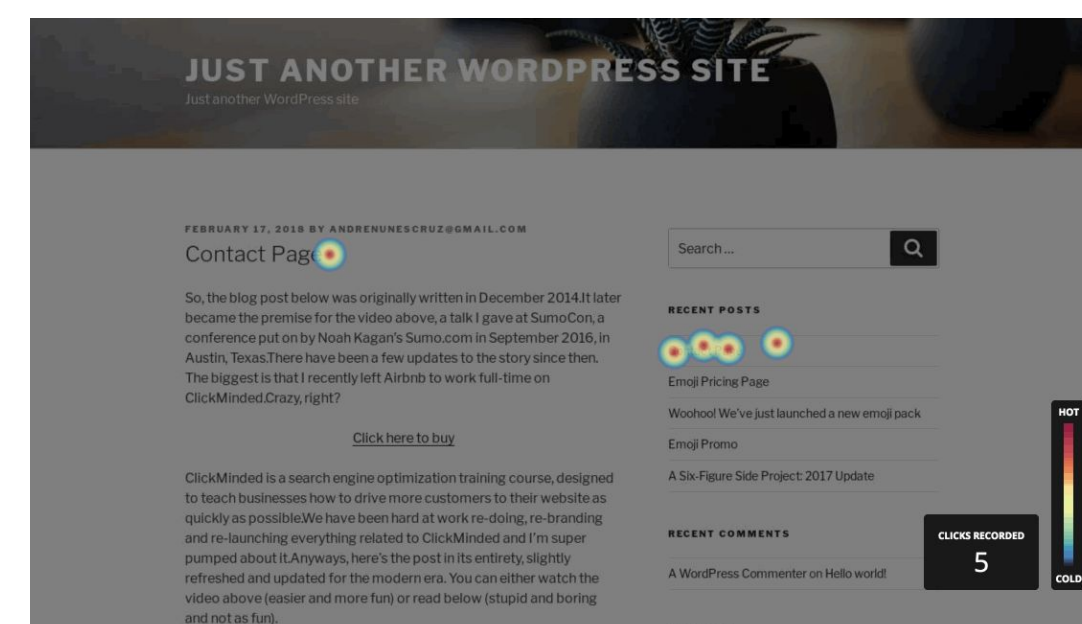
- Most users scroll the page until the end.
- Interactions with the content or the CTA are low.

### Typical reasons:

- When users arrive to the page they are expecting a certain content to be there but can't find it when they get there.
- Example: A contact page for an offline business typically has the physical address. If the page is only featuring an email address / phone number users may be looking for the physical address.



High scroll percentage



Low clicks on CTA  
Clicks on distractions

## Original Page

