



ClickTale User Manual

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[Contact us](#) with your comments or questions.

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Setting up ClickTale

Understanding the Projects Page

Managing Domains/Creating Projects

To setup ClickTale to track your web site, you must first create a project for the site.

Creating a project is easy, just follow these simple steps:

1. From the Projects Page, click on the “Create project” link below the project list (new accounts will see a large button).
2. Choose a name for your project.
3. Under the heading “Site Traffic”, Fill out the “My site has the following number of daily visitors:” and “Each visitor visits about:” fields under the “Site traffic” heading.
4. ClickTale will automatically choose your recording ratio for you or fill out the percentage of visitors you want to record in the “Recording ratio” field. Then press the “Next” button.
5. Copy and paste the code that appears into your site as directed. For further integration, an additional code may be necessary, please [see below](#).

[*You can change your recording ratio later if your quota is not high enough.](#)

Understanding your recording quota

Each plan has a monthly recording quota. Quotas are distributed daily and recordings are made on a balanced schedule throughout the day based on the percentage of visitors you choose to record ([more on this below](#)). Your fixed quota applies to the entire account, regardless of how many projects have been created. For example, if you have a monthly quota of 10,000 recordings and chooses to record 20% of visitors, over a 30 day period the breakdown will be 333 recordings available per day (10,000/30). In this example 1 out of every 5 visitors to the site are recorded. You can view your quota by clicking on the “View Quota” link in the left sidebar on the Projects Page.

Inserting the ClickTale code on your site

- **Standard:** Get the code for your project by clicking on the "Get tracking code" link in the lower section on the sidebar. Paste the top part right below the HTML tag <body> on your site, and paste the bottom part just before the </body> tag.
- **PHP (for dynamic sites):** To properly record session based pages, please use our PHP Integration Module. The module and installation directions can be found here: http://wiki.clicktale.com/Article/PHP_integration_module
- **ASP.net:** To properly record session based pages, please use our ASP.NET Integration Module. The module and installation directions can be found here: http://wiki.clicktale.com/Article/ASP.NET_integration_module
- **Classic ASP:** To properly record session based pages, please use our ASP Integration Code. The module and installation directions can be found here: http://wiki.clicktale.com/Article/Classic ASP_integration_code
- **JSP:** To properly record session based pages, please use our JSP Integration Code. The module and installation directions can be found here: http://wiki.clicktale.com/Article/JSP_integration_code
- **Ruby on Rails:** Please use our RoR Module. The module and installation directions can be found here: http://wiki.clicktale.com/Article/Ruby_on_Rails
- **AJAX:** Please use our API here: http://wiki.clicktale.com/Article/JavaScript_integration
- **Flash:** ClickTale cannot at present record flash animation, although we hope to be able to soon. However, you can record the mouse movements and clicks on and around flash elements. To properly record interactions with Flash, please see the directions here: http://wiki.clicktale.com/Article/Flash_integration
- **Offline Use:** Please use our API here: http://wiki.clicktale.com/Article/Offline_recordings
- **HTTPS:** We offer full HTTPS support for all our Bronze, Silver, & Gold customers. To generate a tracking code for https pages, please select the "Both HTTP and SSL/HTTPS pages" radio button at the bottom of the code generation page (Projects ->Dashboard->Get tracking code).
- **Wordpress:** Please use our Wordpress plugin. The plugin and installation directions can be found here: http://wiki.clicktale.com/Article/WordPress_integration
- **Joomla:** Please use our Joomla module. The module and installation directions can be found here: http://wiki.clicktale.com/Article/Joomla!_module
- **Drupal:** See PHP Module. Make sure you place the codes from our module in your index.php file and not in your .tpl files.
- **All other modules and methods:** http://wiki.clicktale.com/Article/Category:Plugins_and_Integrations

Other notes about using the ClickTale code:

- You can exclude certain pages from being recorded by not including the ClickTale code in the page's HTML.
- ClickTale does not display or record passwords by default.
- ClickTale censors keystrokes in forms that weren't submitted.
- You can change your page's recording quota by generating a new tracking code, or manually changing the ClickTale code on your site as explained here: http://wiki.clicktale.com/Article/Recording_Ratio
- You should block fields in your forms that have personal or sensitive information, such as credit card numbers. To learn how to hide specific fields from clicktale, click here: http://wiki.clicktale.com/Article/Sensitive_data
- **PHP Control Script:** The ClickTale control script is a PHP script intended to help you filter the visitors you want to record. The script will allow you to control exactly who you want to record. You can download it and view instructions here: http://wiki.clicktale.com/Article/Selective_recordings
- You need to disclose your use of ClickTale in your privacy policy. View terms here: <http://www.clicktale.com/terms.aspx#DISCLOSURE>

Events

Events are a convenient way of segmenting visitors based on their interactions. By adding an Event Tag to elements of your site (links, buttons, pages, movies, forms, etc.), visitors who interact with tagged elements will have the Event Tag attached to their browsing history. You can then find specific types of visitors based on Events using the Search tool ([more on our Search tool below](#)).

For example, you could tag your checkout **page** as a “checkout” Event and tag your checkout **form** as a “purchase” Event. Then any visitor that reaches your checkout page will have their browsing history tagged with the Event “checkout”, and if the visitor then completes the checkout, their browsing history will also be tagged with the Event “purchase”. You are then able to use our Search tool to easily find and view videos of users that either completed or failed to complete the check out process.

Adding Events to your site:

You can tag many elements of your site as Events, including:

- URLs & links - This is especially useful for email campaigns, advertisements, and ppc campaign analysis.
- Forms – Great for finding out why visitors did not fill out your form/checkout/etc.
- Movies, Images, Buttons, etc. – You can tag interactive elements on your site as Events to see how they affect browsing behavior

To learn how to tag elements on your site as Events, click here: <http://wiki.clicktale.com/Article/Events>

Using ClickTale

The Dashboard

Dashboard BETA Date Range Last 7 days 31 **Change Data Date Range**

Heatmaps

Select URL and click one of the Heatmap buttons to view the Heatmap Report

URL:

Mouse Move

Clicks

Scroll Reach

Attention

Click to view extended heatmap menu [More URLs](#)

Visitor Recordings

Date	Recorded visitors (viewed)	Recorded pageviews	Pageviews per visitor
May 03, 2010	147 (1)	332	2.26
May 02, 2010	409 (1)	868	2.12
May 01, 2010	354 (0)	828	2.34
April 30, 2010	787 (1)	1,719	2.18
April 29, 2010	1,031 (0)	2,308	2.24

Click to access Advanced Search [Search recordings](#)

Site Monitor

Engagement | Loading | Clicks | Errors | Scroll

Least Engaging Pages	Engagement
www.clicktale.com/contact/live_webinars	35 sec
https://www.clicktale.com/product/tour	36 sec
www.clicktale.com/pr...roll_reach_heatmaps	36 sec
www.clicktale.com/sitemap	37 sec
www.clicktale.com/product/demographics	39 sec

Click to view full Pages Reports [See more pages](#)

Form Analytics

Select a URL and click Go to view the Form Analytics summary

Form:

- 76.02% Conversion Rate**
- 36 seconds** avg. completion time
- Field no. 2** was refilled the most (2.10%)

Click to view extended Form Analytics menu [More forms](#)

Visitor Geolocation

Click to view recordings by country

[Full report](#)

Real-Time Monitor

Live updates of recorded visitors Pause updates 7

Play	Flag	Pages	Last Action	Current Page
	IL	33	2 min 16 sec	www.clicktale.c...eting_Analytics
	EG	1	4 min 55 sec	www.clicktale.com/
	HU	9	5 min 8 sec	www.clicktale.c...pricing/plans_b
	AU	1	8 min 11 sec	www.clicktale.com/
	FR	3	10 min 20 sec	www.clicktale.com/company/jobs

Click to view full Real-Time Monitor report [See more](#)

Navigation - left sidebar

Dashboard	
+ Recordings	Access to Search, Saved Searches, Alerts
+ Heatmaps	Access to Mouse Move, Click & Scrolling Heatmaps
Form Analytics	Access to Form Analytics Report
+ Reports	Access to Project-wide Reports
+ Help	Access to Support & Code Generation Page
How-To Videos New!	Access to How-To Video Tutorials



Recorded Visitors Table

Play	Pages	Country	Latest Visit	First Visit	Engagement Time™	Referrer	Entry Page	Tags	Actions
	+ 13		53 sec ago	33 days 19 hr ago	1 min 52 sec	-	www.clicktale.com/	login, HomePage, Contact	
	+ 223	N/A	2 min 12 sec ago	41 days ago	3 hr 53 min	www.clicktale.com/features/	www.clickt...r-website-visitors	login, iisCommon, Search, MoviePlay, jserror, HomePage, Pricing, SignUp, Features, Buzz_Media, Contact, Learn_FAQ, Learn_Screencasts, Learn_Success, About_Us, About_Team, Buzz_Quotes, Partners_Solution, Partners_Affiliates, edu, n0409, n0409b, n0609, WMT062309	

Play	Pages	Country	Latest Visit	First Visit	Engagement Time™	Referrer
	+ 13		53 sec ago	33 days 19 hr ago	1 min 52 sec	-
	+ 223	N/A	2 min 12 sec ago	41 days ago	3 hr 53 min	www.clicktale.com/features/

Entry Page	Events	Actions
www.clicktale.com/	HomePage, Pricing, SubscriptionOffer.Original	
www.clicktale.com/	HomePage, Pricing, SubscriptionOffer.Original	

Definition of Recorded Visitors Table Labels:

- **+** : When you click on the **+** button, a dropdown table opens, displaying the data collected on each page the visitor has browsed.
- **First Visit**: Displays the time when the ClickTale cookie was placed in the visitor's browser.
- **Engagement Time**: How long the visitor was active on the site. If a visitor has not clicked, moved the mouse, scrolled, or typed in a form for more than 20 seconds, the visitor is no longer considered engaged.
- **Referrer**: The link that sent the visitor to the page.
- **Entry Page**: The first page the visitor landed on in your site.
- **Events**: Tags attached to the visitor's browsing session ([see above](#)).
-  : Download movie onto your computer (Available only on Gold and Silver plans)
-  : Delete visitor

Search

To access the Search tool, click on the "Search for visitors" link on your dashboard, or the "Recordings" tab in the Navigation sidebar.

The Search tool is ClickTale's filtering system. Using Search, you can filter your visitor recordings by any attribute or combination of attributes. This is especially useful when you analyzing specific business processes, conversion funnels, site elements, and marketing campaigns.

There are over 20 different filters that you can use and combine. Many filters have options such as "Equals", "Not Equals" and "Containing". You can use filters like the Visited Pages or [Events](#) filters to find visitors who were part of a business process or funnel. Original Referrer will allow you to filter by traffic source, while Engagement Time will filter visitors based on the amount of time they interacted with the site.

Current Search: Likely Robots

Filter Visitors by

Date Range Quick ▾ Last 7 days ▾ 31

+ Page count from 3 to 10000 pages

+ Mouse Moves in any page: from 0 to 0

+ Visitor Total Engagement Time™: from 0 to 1 seconds

Chosen Filters

– Add Filters

<p>Navigation</p> <p>Visited Pages ⓘ</p> <p>Page Count</p> <p>Referrer ⓘ</p> <p>Original Referrer ⓘ</p>	<p>Behavioral</p> <p>Events ⓘ</p> <p>Mouse Clicks</p> <p>Mouse Moves</p> <p>Scrolling Distance</p> <p>Engagement Time ⓘ</p>	<p>Demographics</p> <p>Countries</p> <p>Languages</p> <p>Browsers</p> <p>Platforms</p> <p>Screen Sizes</p> <p>IP Addresses</p> <p>Visitor IDs ⓘ</p>
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Available Filters

– Display

Show 20 ▾ visitors

Sort by Page Count ▾ highest ▾ on top

Display options for results

Search Save Search Save as Alert

Alerts

To access Alerts, click on the "Recordings" tab on the Navigation sidebar and then the "My Alerts" link.

ClickTale Alerts allow you to set up custom notifications when specific types of visitors are recorded. You can choose the types of visitors you want to be alerted about, using the same interface as our Search. This is a great for lead generation, site debugging, customer support, etc.

Visitor Session Playback

The Visitor Session Playback consists of the recorded browsing sessions of your site's visitors. These movies give you an unparalleled insight into your visitors' browsing behavior, and are an indispensable tool for usability and customer feedback.

When watching a session playback, please note that the screen resolution and HTML are matched to the visitor's original settings, meaning you see exactly what the individual visitor saw while browsing.

Input Events: FR, 0.00 sec, June 24 12:18 PM, 1 hr 2 min

Pageview Date

Playback speed & size: Speed x10, Scale 50%

Playback navigation: Page: 6 of 6, Auto next

Download Recording: Save settings, Download

	Free	Bronze	Silver	Gold
Monthly Subscription	\$0	\$99	\$299	\$799
20% Off 6-Month Subscription		Save \$120 - \$70/month	Save \$350 - \$220/month	Save \$950 - \$620/month
40% Off Annual Subscription		Save \$480 - \$240/month	Save \$1,400 - \$970/month	Save \$3,000 - \$970/month
Sign Up Free (then pick Special Offer)	SIGN UP	SIGN UP	SIGN UP	SIGN UP
Recommended For	Bloggers	Startups	Small e-Commerce sites	Medium to large e-Commerce sites
Support	Forum	Email	17-hourly	17-hourly
Pages Recorded	400 / month	20,000 / month	80,000 / month	240,000 / month
Domains Tracked	1	10	25	Unlimited
Recording History	30 days	45 days	90 days	90 days
Video Playback		✓	✓	✓
Clickmaps		✓	✓	✓
Link Analytics		✓	✓	✓
Form Analytics		✓	✓	✓
Advanced Search		✓	✓	✓

Visitor Details

Skip inactivity: Time on Page: 1 hr 2 min Recording start: June 24 12:18 PM Page: www.clickt...?p=92&ct=t(Silver)

Visitor: [Details](#) Engagement Time™: 1 min 36 sec Page load time: 0.51 sec Referrer: www.clickt...?p=92&ct=t(Silver)

Tags: Silver, SignUp

Mouse clicks: Left, Mid, Right

Blocking Sensitive Data

When viewing the recordings of pages with forms, ClickTale records keystrokes so that you can see text inputs of your visitors. For security reasons, visitor's passwords will not be viewable in the video playback.

You can also select other fields on your page that you would like to block ClickTale from recording, such as fields for credit card numbers, social security numbers, etc. To learn how to do this, please read the directions found here: http://wiki.clicktale.com/Article/Sensitive_data

Generating Heatmaps

There are two ways to generate your heatmaps:

1. From the Dashboard

Dashboard ^{BETA} Date Range Last 7 days 31 **1**

Heatmaps

Select URL and click one of the Heatmap buttons to view the Heatmap Report

URL: **2**

3

[More URLs](#)

1. Choose date range
2. Choose URL
3. Click on type of heatmap to generate

2. From the extended heatmap menu

Mouse Move Heatmap Report

Page Settings

URL

[Change URL](#)

Choose different URL

Version

*Every time the HTML of your page is changed, a new version of your heatmap is created.

Most viewed 14,203 pageviews 03/18/10 - 04/22/10

Latest version 1,804 pageviews 04/30/10 - 05/03/10

Choose version [View list](#)

Date Range Last 7 days 31

Aggregate all heatmap versions over a period of time

*Recommended for pages with many 1 pageview versions

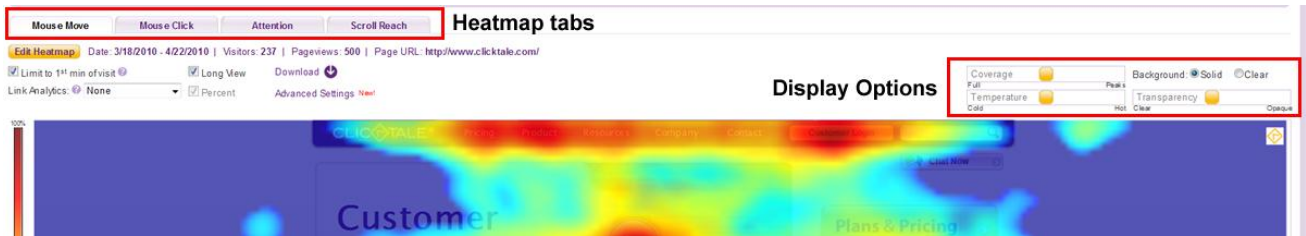
Advanced Settings (optional)

← Generate heatmap

Mouse Move Heatmap

To access your Mouse Move Heatmap, click on the "Mouse Move" icon on the Dashboard or "Mouse Move" link on the Left Sidebar or click on the "Mouse Move" tab when viewing another heatmap

The Mouse Move Heatmap shows you what areas of your page visitors are hovering over. This is a great indication of what your visitors pay attention to since independent studies have shown an over 80% correlation between eye and mouse movement.



Display Options

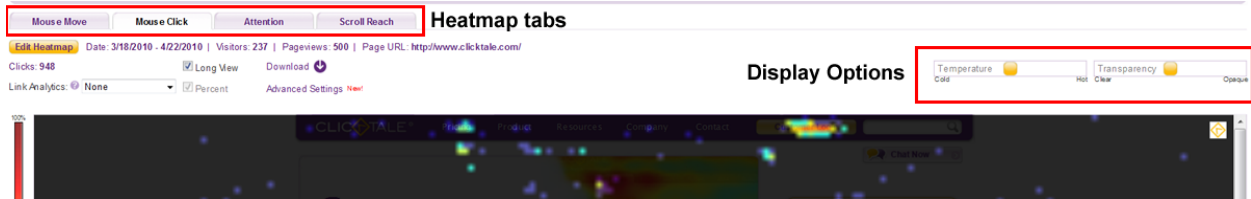
- Coverage - threshold for the # of mouse hovers over an area to be included in the heatmap
- Temperature - heat sensitivity to the amount of hovers over a specific area
- Background - include or remove purple overlay
- Transparency - opacity of the heatmap

* Heatmaps may need to be selected by date range rather than page version for dynamic sites that serve different versions of the same page to visitors.

Click Heatmap

To access your Mouse Click Heatmap, click on the "Mouse Click" icon on the Dashboard or "Mouse Click" link on the Left Sidebar or click on the "Mouse Click" tab when viewing another heatmap

The Click Heatmap is a great way to evaluate the effectiveness of your links and navigation. It shows you every spot on your page that visitors have clicked.



Display Options

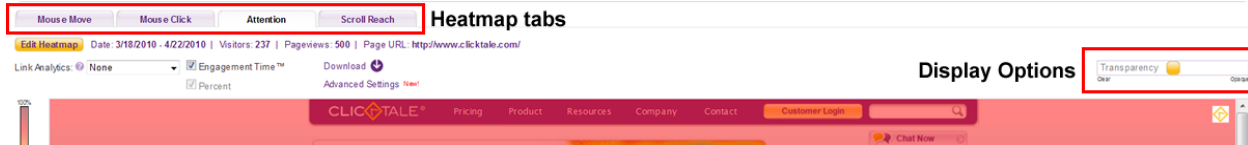
- Temperature - heat sensitivity to the amount of hovers over a specific area
- Transparency - opacity of the heatmap

* Heatmaps may need to be selected by date range rather than page version for dynamic sites that serve different versions of the same page to visitors.

Attention Heatmap

To access your Attention Heatmap, click on the "Attention" icon on the Dashboard or "Attention" link on the Left Sidebar or click on the "Attention" tab when viewing another heatmap

The Attention Heatmap is a great way to evaluate the content of your pages. It shows how long different parts of your page were viewable to your visitors, giving you a good indication of what visitors are reading versus scanning.



Hovering over a section of the page will display three measurements:

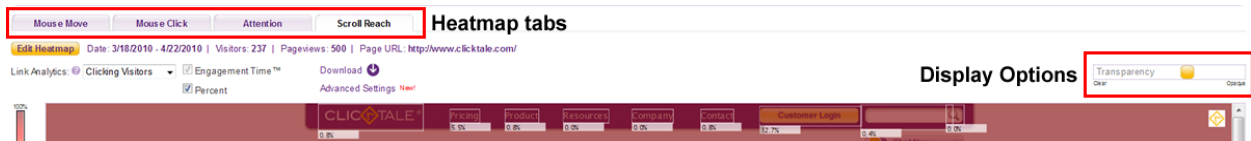
- **Attention:** How long a section of your page was visible within the browser. This is a very good way to evaluate what content visitors read and what they scanned.
- **Visitors:** The number and percentage of visitors that viewed an area of the page. This is especially useful for understanding how far down your page you can place important content.
- **Total Time:** The total amount of time visitors spent on different sections of your page.

* Heatmaps may need to be selected by date range rather than page version for dynamic sites that serve different versions of the same page to visitors.

Scroll Reach Heatmap

To access your Scroll Reach Heatmap, click on the "Scroll Reach" icon on the Dashboard or "Scroll Reach" link on the Left Sidebar or click on the "Scroll Reach" tab when viewing another heatmap

The Scroll Reach Heatmap is a great way to evaluate the layout of your pages. It shows how far visitors scroll down your page, giving you a good indication of whether visitors see your content or not.



Hovering over a section of the page will display three measurements:

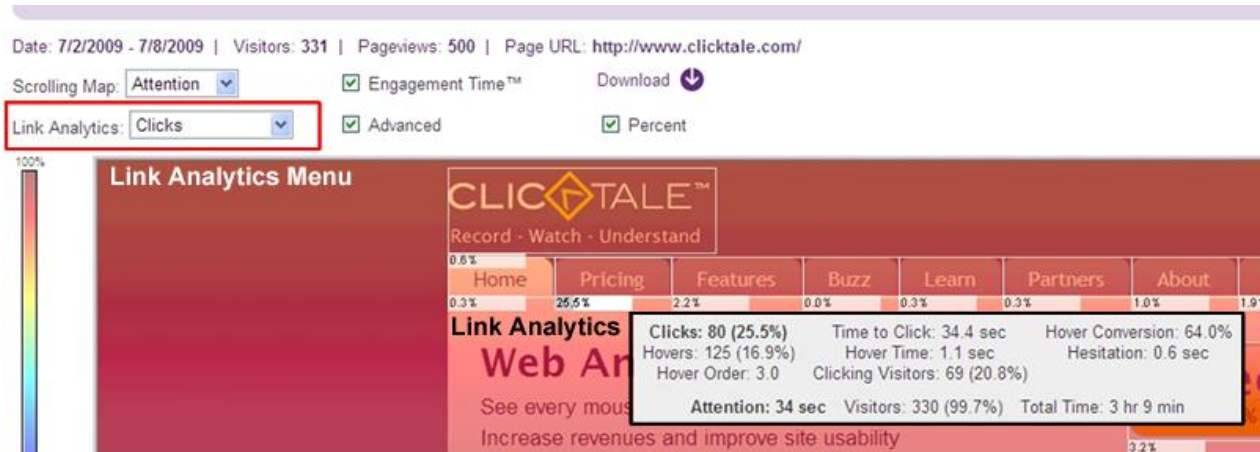
- **Attention:** How long a section of your page was visible within the browser. This is a very good way to evaluate what content visitors read and what they scanned.
- **Visitors:** The number and percentage of visitors that viewed an area of the page. This is especially useful for understanding how far down your page you can place important content.
- **Total Time:** The total amount of time visitors spent on different sections of your page.

* Heatmaps may need to be selected by date range rather than page version for dynamic sites that serve different versions of the same page to visitors.

Link Analytics

Link Analytics are included in all Heatmaps. To access your Link Analytics, simply [generate a heatmap](#)

Link Analytics gives you a detailed statistical breakdown of every individual link and clicked element (even when they are not links) on your page. Unlike other analytics programs, ClickTale treats each clicked item as a separate element to be analyzed.



There are 8 statistics displayed by Link Analytics (hover over a link to view all or click on the Link Analytics menu to choose):

- **Clicks:** The number of clicks and the percent of the total clicks on a link.
- **Hovers:** The number of mouse hovers and the percent of the total hovers over a link.
- **Hover Order:** Ranks links by the average order in which they were hovered-over by visitors. Shows which links attract the mouse first, second and so on.
- **Time to Click:** The average amount of time from the moment a page has been loaded to the moment the link is clicked. You can discover which links are the most attractive by seeing the average time it takes for a visitor to click on them.
- **Hover Time:** The average time the mouse hovers over a link, indicating interest level.
- **Clicking Visitors:** The number of unique visitors who clicked on the link.
- **Hover Conversion:** The percentage of visitors that clicked the link after hovering over it, shows you how well the link invites visitor interaction.
- **Hesitation:** The average time from the beginning of a mouse hover to the moment of the mouse click.

Generating Form Analytics Reports

There are two ways to generate a Form Analytics Report:

1. From the Dashboard

Dashboard ^{BETA} Date Range Last 7 days 31 **1**

Form Analytics

Select a URL and click Go to view the Form Analytics summary

Form: http://www.clicktale.com/signup?ct=t(Free),t(FreeB) **Go** **2**

- 76.30% Conversion Rate**
- 37 seconds** avg. completion time
- Field no. **2** was **refilled** the most (**2.05%**)

View Full Report **3** [More forms](#)

1. Choose date range
2. Choose URL and click "Go"
3. Click on "View Full Report" to see extended Form Analytics Report

2. From the extended Form Analytics Menu

Form Analytics Report

Page Settings

URL

http://www.clicktale.com/

Change URL **Choose different URL**

Version **Every time the HTML of your page is changed, a new version of your form is created.*

- Most viewed 14,203 pageviews 03/18/10 - 04/22/10
- Latest version 1,836 pageviews 04/30/10 - 05/03/10
- Choose version [View list](#)

Date Range Last 7 days 31 **Aggregate all form versions over a period of time**
**Recommended for pages with many 1 pageview versions*

Advanced Settings (optional)

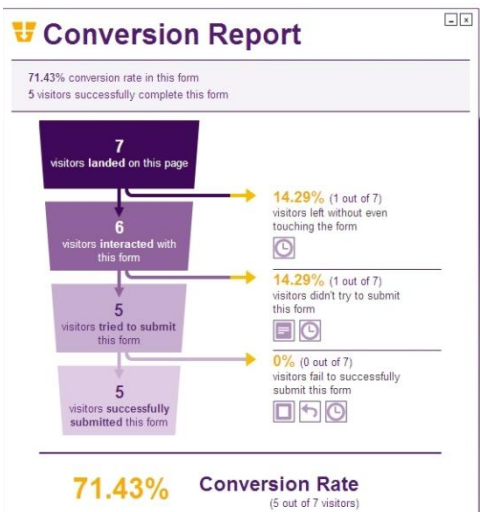
View ← **Generate Form Analytics report**

Form Analytics

To access Form Analytics, click on the " Scroll Reach" icon on the Dashboard or " Scroll Reach" link on the Left Sidebar or click on the " Scroll Reach" tab when viewing another heatmap

Form Analytics gives you an in-depth view of your visitors' interactions with your forms. Unlike other analytics packages, ClickTale's Form Analytics tool takes away the guesswork and shows you at which fields the form is being dropped, which fields take the most time to complete, etc.

The Form Analytics consists of 5 reports:



The Conversion Report is an overview of your form's interaction with visitors.

It gives you a step-by-step breakdown of how many people interacted with your form, failed to submit your form, and how many tried to submit your form.

This report helps you understand to what degree your conversion problems stem from your page design or your form design.



The Drop Report shows you at which fields users decided to abandon your form.

This report helps you identify problematic fields that may hurt your conversion rates. Fields that are dropped are often confusing or intimidating to visitors.

Time Report

[Switch to Advanced Mode](#)

28 seconds is the average time it took a visitor to complete this form.
 Your visitors spent the most time (4.26 sec) in field number 1.
 A long interaction time may mean that the request at this field is too complex.

Timeline of Average Visitor Interaction with Each Field



This report displays the average time that visitors interacted with each field inside this form from the moment the page loaded.

This report was generated from 7 visitors that visited this page.

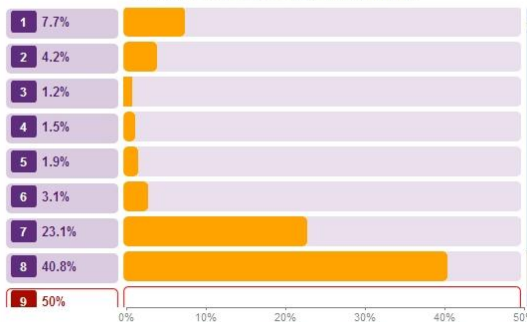
The Time Report shows you which fields took the longest for your visitors to fill in.

Fields that take a long time to complete can lower conversion rates by forcing visitors to think too much and causing them irritation.

Blank Field Report

1.3 fields were left blank on average when this form was submitted.
 Field number 9 had the most blank entries (50%).
 A high rate of blanks may mean that this field is redundant and should be removed.

Percentage of Blanks Submitted in Each Field

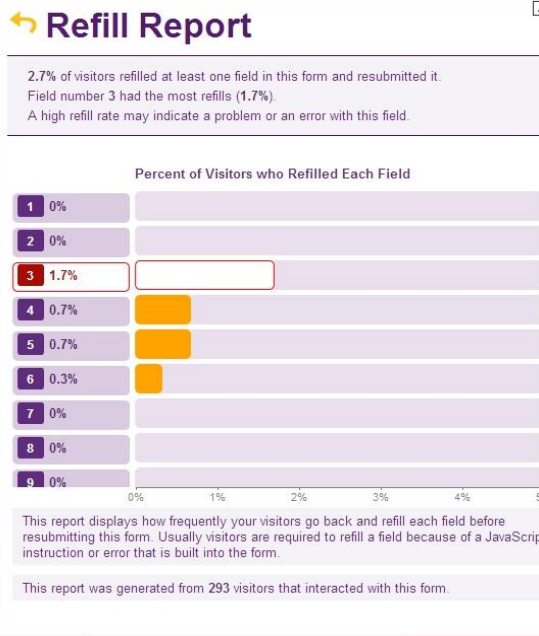


This report displays how frequently your visitors leave fields blank when submitting this form.

This report was generated from 260 visitors that submitted this form.

The Blank Field Report shows you which fields were left blank when the form was submitted.

Fields that are left blank are often considered by visitors to be unimportant or confusing. Removing unimportant fields or clarifying confusing questions can shorten your form and increase its conversion rates.



The Refill Report shows you which fields visitors had to go back and refill before successfully submitting.

Fields that are refilled often have errors in them or may be confusing to visitors.

* Form Analytics may need to be selected by date range rather than page version for dynamic sites that serve different versions of the same page to visitors.

Real-Time Monitor

The Real-Time Monitor displays live updates of your site's visitors. To access the monitor, click on the "Reposts" tab followed by the "Site" link then the "Real-Time Monitor" link in the Navigation sidebar.

Reports

Date Range Last 24 hours

Real-Time Monitor^{Beta}

Live updates of recorded visitors

Pause updates 4

Play	Pages	Latest	Current Page	Original Referrer
1.	9	26 sec	www.clicktale.com/	www.google.si/search?hl...e+Google&meta=&aq=f&ogf=
2.	12	37 sec	www.clicktale.com/success_stories/fugees	www.google.com/search?q...ficial&client=firefox-a
3.	9	1 min 58 sec	www.clicktale.com/contact.aspx	www.conversion-rate-exp...website-optimizer-tips/
4.	4	2 min 23 sec	www.clicktale.com/pricing.aspx	yandex.ru/yandexsearch?st...0&text=Clicktale&lr=187
5.	3	2 min 38 sec	www.clicktale.com/	
6.	474	4 min 34 sec	www.clicktale.com/	
7.	1	4 min 40 sec	blog.clicktale.com?p=19	www.google.co.uk/search...n-GBGB335GB335&ie=UTF-8
8.	1	5 min 45 sec	www.clicktale.com/	
9.	15	5 min 46 sec	blog.clicktale.com/	
10.	7	12 min 5 sec	www.clicktale.com/	

View more visitors



Show rows: 10 of 782

Aggregate Reports

Aggregate Reports are located in the "Reports" tab in the Navigation sidebar. Clicking on the title of a report will open a submenu of the category's reports.

Pages

The Pages reports give you an overview of what's happening within your site's pages. Using these reports, you can quickly identify problem pages for further investigation.

The Pages report consists of 5 reports:

- **Most Engaging:** Identifies which of your web pages are the most and least engaging. This report shows you where your visitors are actively spending their time – which pages are sticky and which aren't.
- **Most Clicked:** Shows which of your pages get the most clicks by your visitors, testing your design assumptions.
- **Most Errored:** Shows which pages generate the most JavaScript errors - errors which cannot be detected using server side monitoring. Only ClickTale's session recordings will pick up these errors. You can then easily find and fix the pages that cause your customers the most errors.
- **Least Scrolled:** Displays pages' scrolling distances. This report lets you compare scrolling distances vs. page heights to help you figure out your optimal page height.
- **Slowest Loading:** Monitors which pages take the longest to load and which load the fastest, based on visitors' actual experiences with your web pages.

Demographics

The Demographics reports give you an overview of your visitors' profiles. The Demographics report divides your visitors by four variables: country, language, browser, and OS platform.

Visitor Activity

The Visitor Activity reports give you an overview of what goes on in your visitors' browsers while on your site. The Visitor Activity reports show you:

- The number of pageviews per visitor.
- The number of mouse moves and clicks per visitor.
- The number of JavaScript errors per pageview.
- The number of times a tag has been attached to a browsing session.
- The percentage of pageviews each tag has.

Time

The Time report gives you an overview of your visitors' browsing and loading times. The Time report tells you how long your visitors spent on a page, the page's engagement time, and the loading times seen by your visitors.

Dimensions

The Dimensions reports give you an overview of how your visitors see your site. The Dimensions reports consist of 3 reports displaying the distribution of recordings by screen resolution, window size, and window resizing.

FAQ

Performance

ClickTale has a small and often insignificant effect on loading times, for the following reasons:

- If the tracking code is placed correctly, the external script appears at the bottom of the page. It is therefore loaded last and has no affect on page loading times, as no other part of the page need to wait for it. The top code has no external script, so cannot fail to load.
- The code itself is extremely small and compact.
- We use a 3rd party Content Delivery Network and a DNS provider which are both reliable and distributed. This ensures that even if we shut down the ClickTale servers, a website using the ClickTale tracking code will experience no ill effects at all. If you still have concerns you're welcome to host the .js file locally)
- Only users who pass classification are recorded, and the data passed along by them is highly compressed.

Privacy

ClickTale is dedicated to protecting visitors' privacy, we have therefore ensured that:

- Password fields are automatically not recorded, nor can recording be enabled, and asterisks are displayed instead of the input.
- We require that you block any sensitive personal or financial information about your visitors from being recorded by using our API, thus preventing it from being stored on our servers (please see our [terms of use](#), section 7, for more information on this).
- Apart from the ClickTaleSensitive method mentioned here: http://wiki.clicktale.com/Article/Sensitive_data, you can also use the ClickTaleExcludeBlock method described here: <http://wiki.clicktale.com/Article/ClickTaleExcludeBlock> to prevent recording of any element on your pages which you would not like recorded. This is normally used for aggregated reporting purposes, but may be used for security purposes if needed.
- ClickTale censors strokes or text that the visitor decides not to submit. You can still generate "Form Analytics" reports on submitted and non submitted interactions, but you are only able to watch full key strokes of submitted text.

Security

Our subscribers' right to privacy and security are our primary concerns.

- We offer restricted control to data amongst our employees. Our employees don't have access to your data unless you give us your password and specific permission to access your account.
- HTTPS page data is passed to our servers via SSL and is fully encrypted.
- Our servers are stored in certified data centers.
- We use firewalls to limit access to our servers.
- We regular apply updates to servers, OS, firewalls and all our software to prevent security vulnerabilities.

Resources

Technical Resources:

ClickTale Wiki: http://wiki.clicktale.com/Article/Main_Page

ClickTale API: <http://forum.clicktale.net/viewtopic.php?f=3&t=5>

ClickTale FAQ: <http://forum.clicktale.net/viewforum.php?f=2>

Support Forums: <http://forum.clicktale.net/>

Disable ClickTale on your browser: <http://www.clicktale.net/disable.html>

Useful links from our blog:

[How to Fix Your Funnels!](#)

[What Google Analytics Can't Tell You – Part 1](#)

[Engagement Time™ Revisited](#)

[8 Brilliant Tips that Boost Conversions](#)

[Announcing ClickTale Email Tracking™ - Extreme Visibility into Your Email Campaigns](#)

[How to Cut From Abandonments by 50%](#)

[Eye-Mouse Tracking: How to do "Google-Like" Usability testing at 1/1000th the Cost](#)