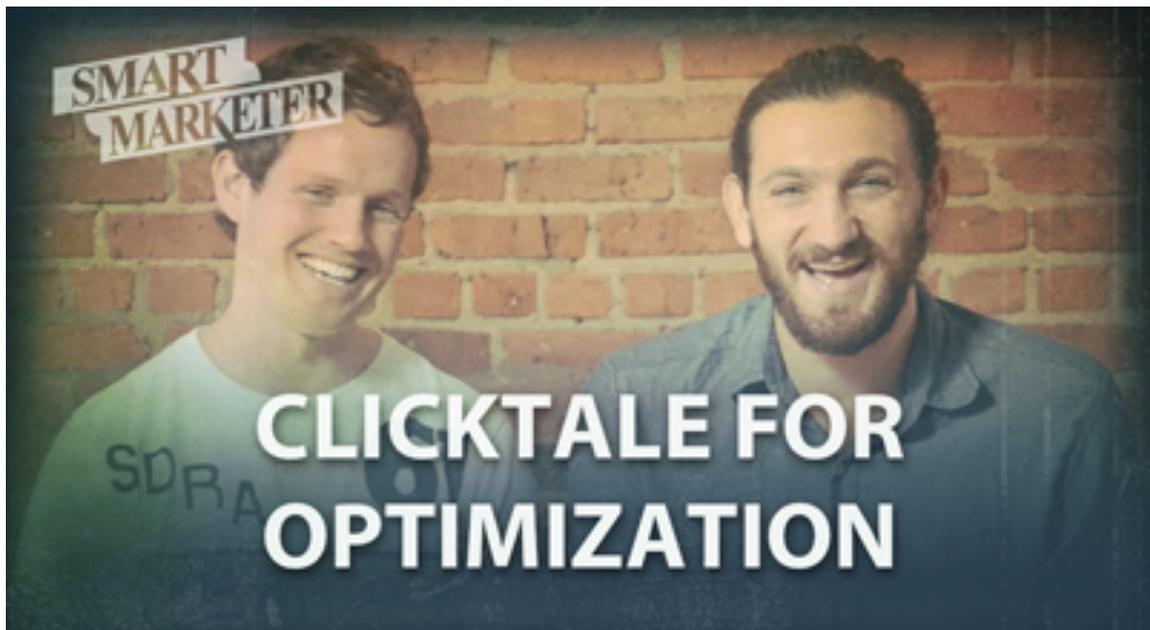




# How To Use Clicktale To Optimize Your Site



**Ezra:** Hey, Ezra Firestone here with my buddy Aidan Booth.

**Aidan:** Great to be here, Ezra.

**Ezra:** Good to have you.



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**Ezra:** I did. That's my wife. She's filming in the background. She just wanted to make sure that I turned on the microphone, because oftentimes we'll be halfway through a video and we'll have realized that the microphone's not on. So, thank you for checking on that. Aidan, you live in Argentina?

**Aidan:** I live in Argentina.

**Ezra:** Buenos Aires.

**Aidan:** Buenos Aires, that's right.

**Ezra:** Man, how did you end up down there?

**Aidan:** Well, it's a long story, but love took me there. My wife is from Argentina.

**Ezra:** Oh, hey that is a good answer. Love took me there.

**Aidan:** Romantic, right?

**Ezra:** Yeah, that's good. Love took me to Brooklyn, so I understand. Some of you know Aidan because he came in and did a training in the members area of my course Brown Box Formula. **He's a genius Internet marketer over at [aidanbooth.com](http://aidanbooth.com). You can follow. He teaches traffic. He teaches mindset. He teaches business systems.**



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What Aidan's going to do for us today is share a five to ten minute traffic strategy. We're actually going to have to go over to the computer, and Aidan's going to share a traffic strategy with us.

**Aidan:** Fantastic, let's dive into it. **What I want to share with you today is not so much a traffic strategy as such with regards to getting new visitors to your website. It's more about optimizing your website for the visitors that you already have.** The reason that I wanted to dive deeper into the optimization side of things as opposed to generating new traffic is quite often it's much easier to optimize what you've already got than it is to actually generate a whole new stream of traffic to your website.

If you don't optimize what you're doing then you're just leaving money on the table essentially. Because there are a lot of people that would take action and buy something on your website if only your website was optimized a little bit more.

Ezra is a real genius at this with ecommerce websites. But, it's something you can apply to pretty much any kind of website at all. I'm going to give you an example of this website here we're [Inaudible 0:02:02] tips online which is a demonstration website that I set up some time ago.

**Though this is not really a traffic strategy as such it's still about getting the most out of every visitor that comes to your website.** It's really a three step process. The first thing you want to do is, obviously, have your



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website up and running and start getting a few visitors at least per day to your website. The next thing you want to do is identify the page on your website that's getting the most visitors. Or, you could identify a couple of pages that are getting the most visitors. In this case we can do that using things such as clicky.com. What Clicky is, is a stats program that will record all the visitors that come to your site, where they come from, and so on. Okay. The other thing that it lets you do is it lets you see which pages on your website are getting the most visitors.

On this particular website here I can see that Adirondack chair plans and bunk bed plans are the two pages that are getting the vast majority of the traffic. So, if I want to improve my website's results I should focus on those pages first. What you want to really do now is start split testing, essentially. Or, first of all, get an idea about what visitors are doing when they come to your website. There are a couple of different ways you can do this. **One really, really cool tool which you can start using for free and get all kinds of great information from it is called Clicktale.** This is the Clicktale website over here, [clicktale.com](http://clicktale.com). You can start a free plan. They've also got paid plans which are quite expensive, but they do offer paid plans. The free plan is going to be all that you're really going to want to do, want to use initially. What Clicktale does is it records every visitor that comes onto your website. Every single visitor that comes to your website, it can record actually a video



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showing you exactly what that visitor does - like where they go, what links they click on, how long they spend on your site, engagement, all kinds of really, really useful information when you're analyzing the performance of a page. I'm inside my Clicktale account now and I've come to one of my projects which is the woodworking tips online. **There are different kinds of reports that you can run. This one here is a heat map of some description which shows you how many people get down to which section on the page.**

So, 100 percent of the people are viewing this top section of the page. If we scroll down a little bit further and if I just hover it over, the further we go down the page the more the viewer numbers seem to drop off, because at this point 81 percent are seeing this part of the page. We come down here, 65 percent. If we come down here it's 50 percent. If we keep going down it will just keep going down even further and further. Only 34 percent are getting down to the comments section on this page. So, what we can really do by looking at this one here is we can say okay if we've got something that people need to click on, or if we're selling a product, make sure it's in the section of the page where people are actually seeing it. If, for example, I wanted everyone to be clicking on this link, but I had it down here, then I could increase the clicks on that link probably by 30 percent or more just by lifting the image into more prominent place on the page.

That's one of the reports. **Another one of the reports is**



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**mouse click.** This one up here... Which one was it? This was scroll reach. It shows you how far people are scrolling down. The next one is mouse clicks. On this report we can see this is the number one place that people click on this particular page.

**Again, I'm analyzing the top performing page or the page that gets the most traffic, because if we make a small improvement in here then the whole site will improve.** This one here we can see that this image at the top here gets the most clicks. Then, if I scroll down a little bit further we can see that this little thumbnail image gets the second highest amount of clicks equal with this one here. That can be quite insightful if you're playing around with positioning of images and things like that.

**The next one there, and I really like this one, is mouse move. This is a heat map. It shows you where people are having their mouse.** You can see these dark red spots. This is where people's mouse cursor is going. You can see really where different people are clicking, essentially, and what they're doing. That's the next one. Another thing, there's lots, lots more that you can do. But, one of the other things you can do in here is have a look at recordings. If I just go back a step here, I just want to show you the dashboard of Clicktale a little bit more. This is the dashboard. This is for the one website that I showed you, woodworking tips online. Lots and lots of cool things you can do and different things you can see. They've also got a real time monitor. **Then, they've got visitor recordings. This**



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**is the one I wanted to show you. It doesn't record every single visitor that comes to the website. It only records a few visitors per day in the free account, which is usually more than enough.** Because you don't need to watch that many recordings to see what's happening. If we have a look on January 12 there were 5 recordings on that day. We can see the different recordings here. I can find out more information by clicking this little + button. I can see that, first, the person came into this page about carport plans. Then, maybe they clicked on... I'm not sure if they clicked on something or not.

In any case, what we can actually do is we can click this play button. When I do that it will start actually showing me the recording of the person that visited the website. This is just going to open. We can change the speed that we want to see here. Let's just see. It may be a little bit hard to see on my video I'm making here. But, if I click this play button we'll see if we can actually... I'm not scrolling at all now. This is showing you... And, again, it's really hard to see here, but this is showing what the visitor was doing when they were on my site. You can see they're clicking here and they're going to different pages. A little bit hard to see exactly what's happening, but basically the way it works is it just shows you a recording of exactly what was happening on the page. **So, Clicktale, really, really good tool to use when you want to analyze your visitors and improve your websites.** Clicky.com, again, really, really good. You can also use Google Analytics. And, you can also use this for analyzing different pages and making changes



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and for doing split tests and things like that. **I guess the real message that I want to get across here is that sometimes it's not all about generating new traffic. It's just about knowing what to do with your existing traffic. If you can optimize it then you always make more money.**

**Ezra:** Thanks, Aidan.

**Aidan:** You're welcome.

**Ezra:** Yeah, awesome. I hope you found that useful. If you want to follow more of what Aidan's up to, which I highly recommend that you do, it's aidanbooth.com. You should. I'll put a link below, because I misspell his name sometimes.

**Aidan:** Okay.

**Ezra:** Thank you so much for taking some time to hang out with us, Aidan. Thanks for coming by.

**Aidan:** Thanks for having me, and thanks for listening, guys.

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