



**Web analytics**  
**doesn't** tell you  
**the full story...**



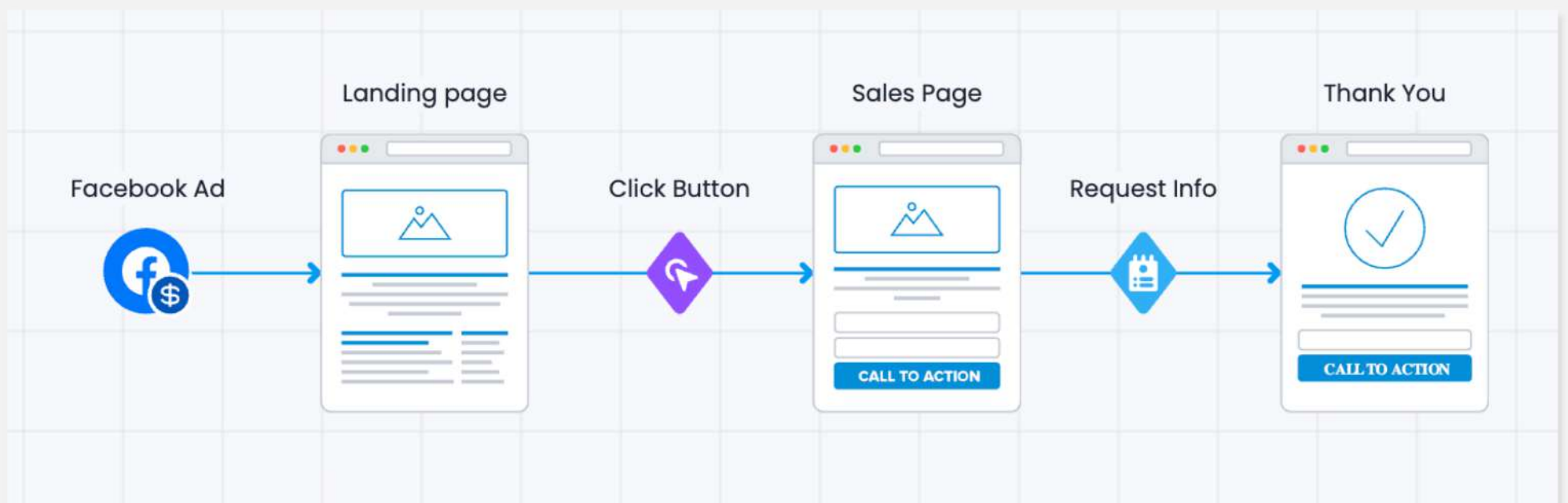
**Matthew  
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Google Analytics

**Web Analytics**  
tools do not tell  
you the full story.

They give you info showing where users are going, coming from, clicking on and who they are.



Analyse and report

They are also great to compare conversions, exit points, devices where traffic is coming from...

# **THE PROBLEM IS...**

how do we find out  
what our users are  
actually **doing**?

in Google Analytics



it's good to know that  
people are staying long  
on a page...

but that could be because  
they can't find what  
they're looking for.

NOT in Google Analytics



## THE SOLUTION IS...

Hotjar

Add **Behavioural Analytics**  
to see what is happening  
between the clicks



# With a Behavioural Analytics tool in place we can see:

The Hotjar logo is a red rounded rectangle with a small red triangle pointing upwards from its top center. The word "Hotjar" is written in white text inside the rectangle.

- ✓ What the users are doing, scrolling and attention;
- ✓ Where they're getting stuck and what they're ignoring;
- ✓ How they're interacting with a particular section;
- ✓ Reasons why they are not converting (via feedback forms).



# RECAP:

We need 2 types of analytics tools to see the full story

Google Analytics

## 1. WEB ANALYTICS

Answers where the users are going, coming from, clicking on and who they are.

Hotjar

## 2. BEHAVIOURAL ANALYTICS

Answers what the users are doing in between the clicks and what they're thinking.



+

hotjar

# What are your visitors really **doing** on your website?

DM me if you want me  
to take a look.



Matthew Zammit

