

My website is beautiful, so why am I not getting any sales?

It's a question that gets asked by nearly every business who gets a new website built with "make the website look great" as the main goal. Lots of time is spent getting the aesthetics right – but not enough thought has been put into what the website is actually like to digest, navigate and engage with.

The business is then left wondering – what do their website visitors actually do when they land on the website?

How long do they stay?

What do they click on and consume?

Well, Hotjar has the answers.

Hotjar measures the behaviour of your website visitors and provides you with super-useful feedback through tools such as heatmaps, session recordings, and surveys.

You can then see exactly where customers are going to on your website and at which points they are leaving, or whether there are parts of your site that you thought were working and actually aren't.

You can therefore make informed decisions on how to improve your website experience and conversion!

Powerful stuff.

Check it out - www.hotjar.com

Why Are We Not Getting Any?

