



Checklist

Getting Started With Visitor Analytics

A Note From Our Own Marketing Chieftain



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Visitor Analytics

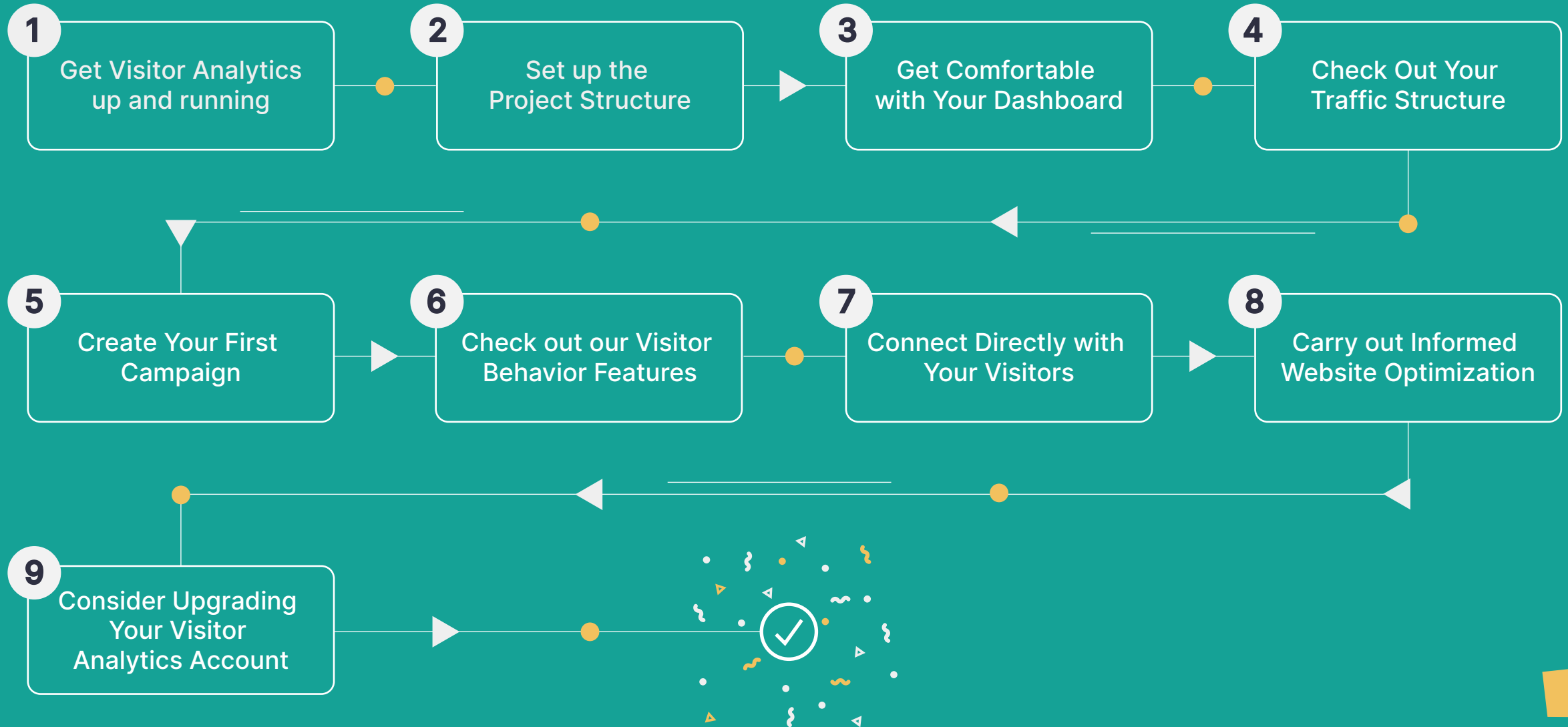
User experience has always been a key foundational pillar of our product development here at Visitor Analytics, with poor UX having historically been a major shortcoming of website analytics platforms.

We work tirelessly - across marketing, success, support, and product - to ensure that once you are inside our platform, you are able to quickly reap the benefits of its intelligence

This Checklist has been designed to assist you in getting started and begin experiencing each feature that we provide across our 3 intelligence pillars - performance statistics, visitor behavior analytics, and visitor communication.

We will soon be updating our platform with further tutorials and guidance to support you further in this area. Don't forget to refer to our support pages and to reach out to us directly should you have any issues or requests.

A 9-Step Roadmap to Effective Website Intelligence



1 Get Visitor Analytics Up and Running



Sign up to Visitor Analytics, if you haven't already

Install our tracking code into your website

Confirm your email address

Go to the Privacy Center and select your privacy level

Complete your profile

Collect data on your first website visitor - even if that's you



[Visit Our Integrations Support Page →](#)

2 Set up the Project Structure

Choose your company's Visitor Analytics power user(s)

Identify your company's KPIs

Take advantage of our support resources to guide your development

Set a timeline for your initial adoption of Visitor Analytics

Identify key benefit-based milestones for your website optimization work

3 Get Comfortable with Your Dashboard

Scroll through the dashboard to get accustomed to the key numbers and measurements

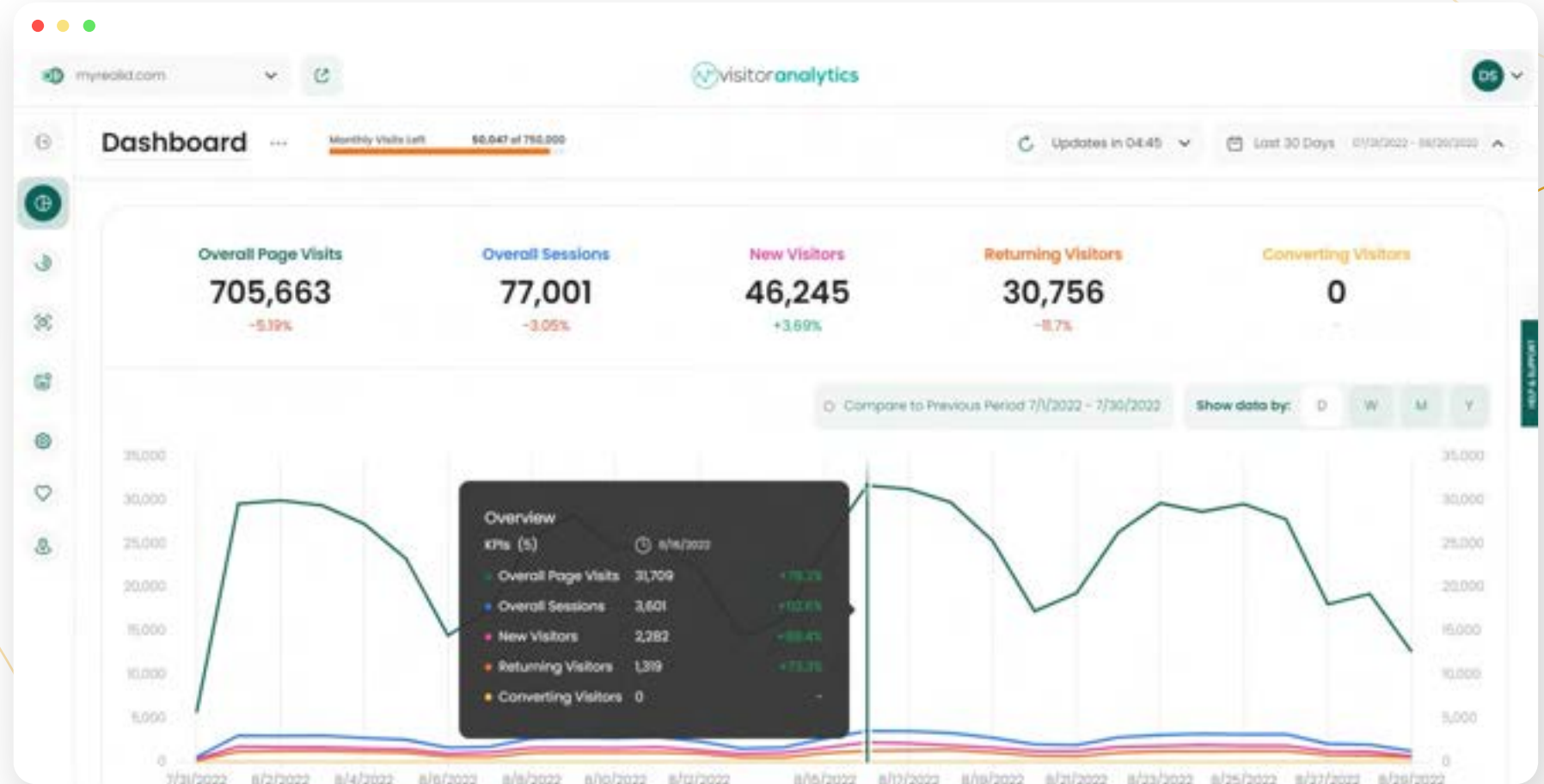
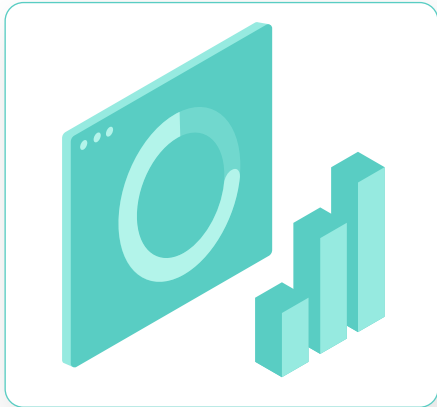
Toggle the graph to see how it visualizes different time windows

Use the drop down graph menu to compare different time periods



[Visit Our Dashboard Support Page](#) →

Visitor Analytics Dashboard



4

Check Out Your Traffic Structure



Identify your most popular webpages

Compare the performance of your various marketing channels

Pinpoint the most common geographical locations of your web traffic

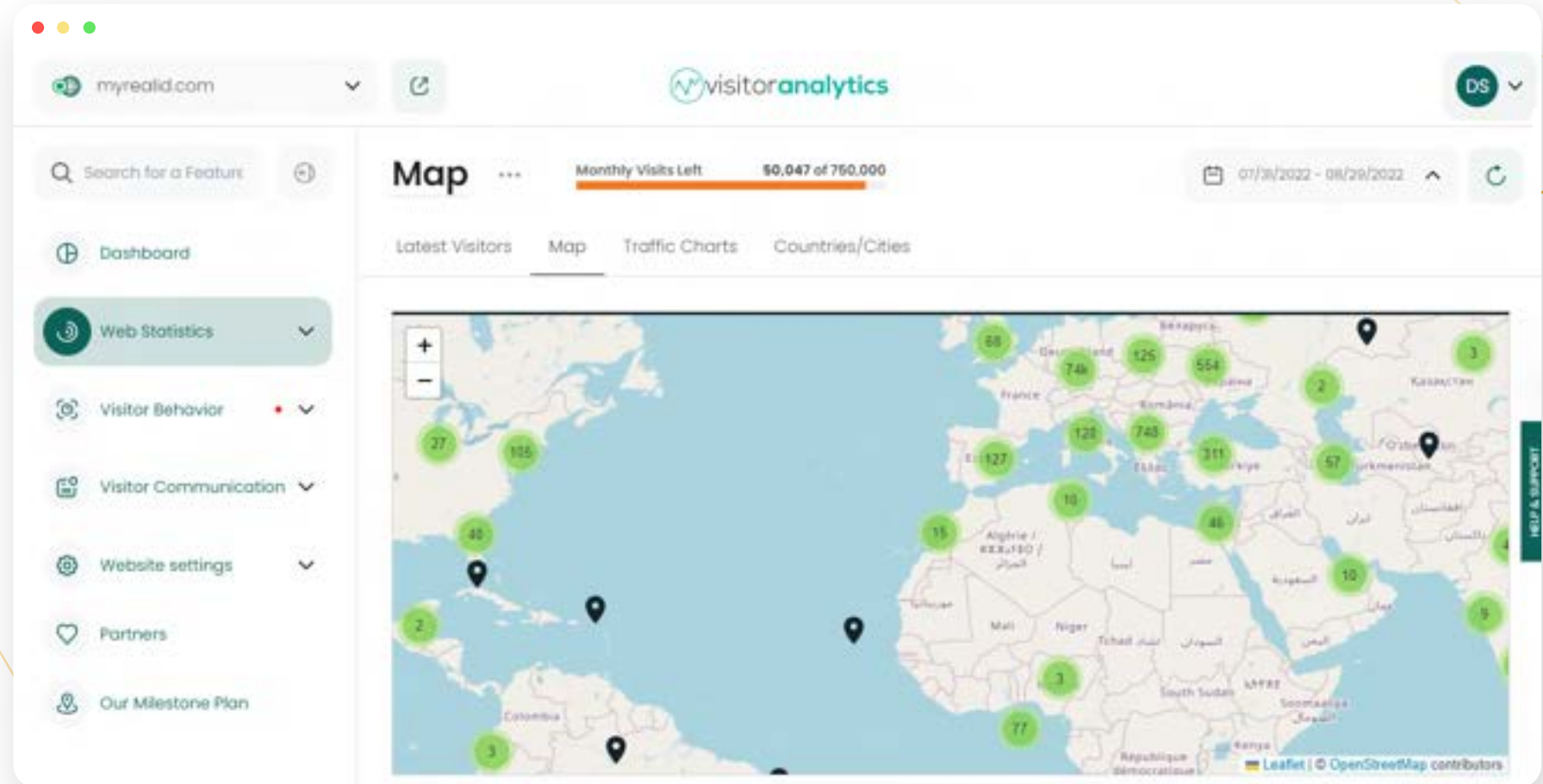
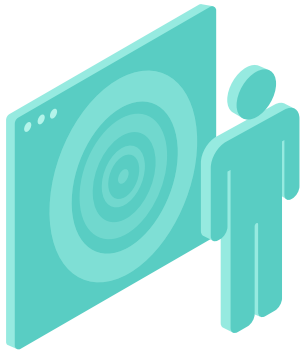
Understand the device, browser, and operating system preferences of your visitors

Use this information to improve your ICPs



Visit Our Traffic Structure Support Page →

Website Visitors Interactive Map



5 Create Your First Campaign



Generate a campaign UTM code

Create a unique landing page with your website builder

Launch your campaign (always remembering to use UTM links)

Use visitor analytics to measure traffic and analyze success

Assess how campaign traffic behaves on your webpages

Set up your first funnel to understand to what extent users step through your campaign journey



Visit Our Campaigns Support Page →

6 Check out our Visitor Behavior Features

Activate a heatmap on your homepage

Watch a session recording from a website visitor type of your choice

Create a conversion funnel

Marry your behavioral analytics observations with concrete performance statistics

Integrate such findings into a report to share with your team and/or Manager



Visit Our Visitor Behavior Support Page →

Visitor Analytics' Heatmap



7 Connect Directly with Your Visitors

Identify a website issue that you'd like direct customer feedback on

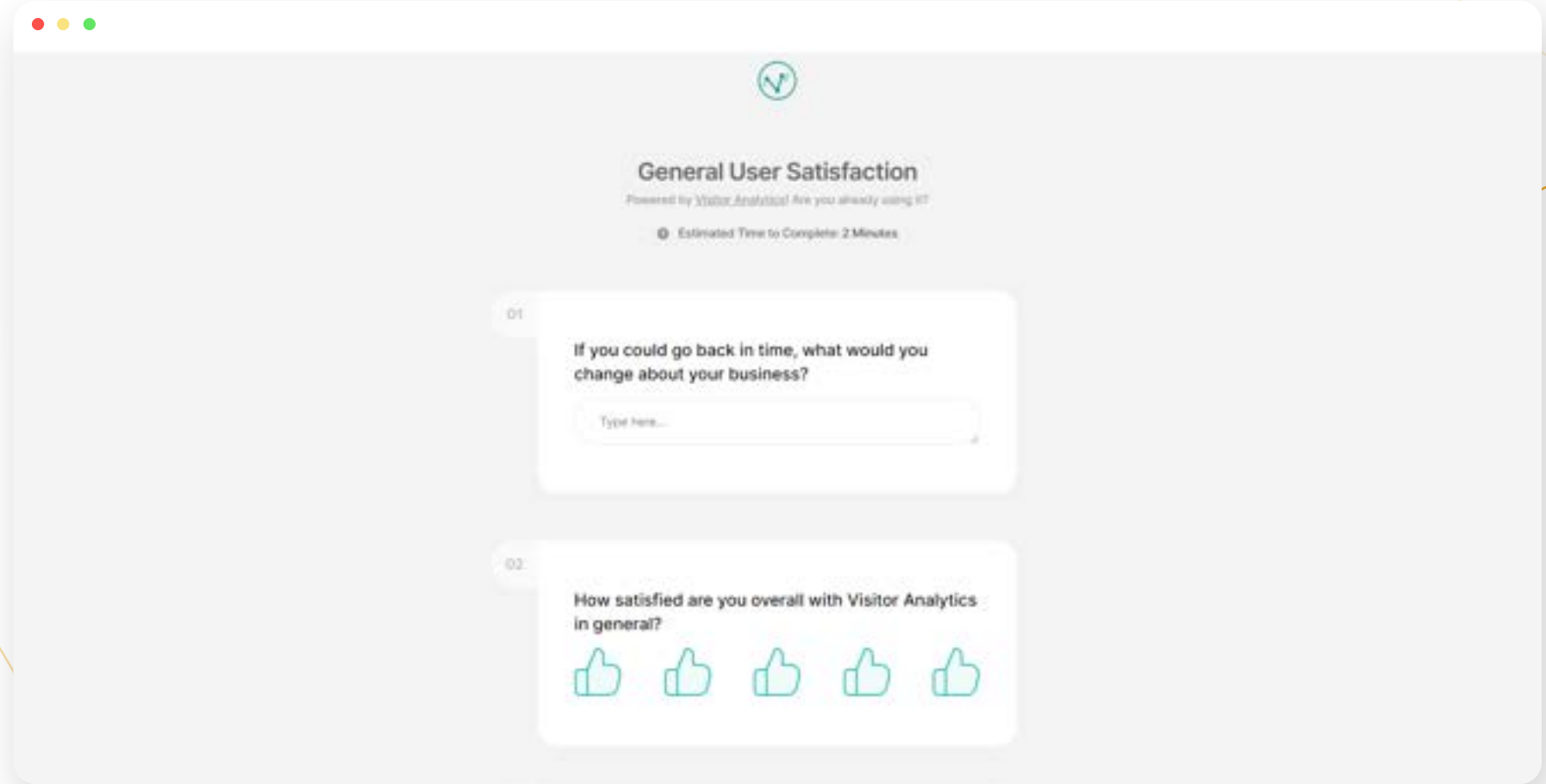
Carry out a website survey

Integrate a poll into one a relevant webpage



[Visit Our Visitor Communications Support Page](#) →

7 Visitor Analytics' Web Survey



General User Satisfaction
Powered by Visitor Analytics! Are you already using it?
Estimated Time to Complete: 2 Minutes

01
If you could go back in time, what would you change about your business?
Type here...

02
How satisfied are you overall with Visitor Analytics in general?
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8 Carry out Informed Website Optimization



Assess your website's performance against KPIs

Use Visitor Analytics to identify key webpages, channels, or metrics to improve

Carry out improvements and use visitor behavior analytics and visitor communication to aid optimization

Use Visitor Analytics to analyze improvements and guide future work

Report your progress to your manager and/or C-Suite

9 Upgrade Your Visitor Analytics Account

As your website flourishes, upgrade your plan to increase your traffic and feature limits

Or choose a premium plan if you want to begin analyzing more websites within our platform

If you're an agency or SaaS solution, take a look at our unique Analytics-as-a-Service and White Label propositions

Spread the word, help others to get onboard the website intelligence gravy train, and benefit from our great referral benefits



[Compare Our Payment Plans →](#)



Need More Help Setting Up?

Our website's support section has all the guides, resources, and other information to resolve any problem you're having.



[Visit Our Support Page →](#)

Your Complete Website Intelligence Platform

Our software provides you with a way to accurately analyze both website statistics and its visitors themselves, as well as to communicate directly with your customers and prospects - all in one app.



Performance Statistics

The foundation for effective site auditing and building your online presence.

- ✓ Visitor statistics
- ✓ Page performance
- ✓ Hardware information
- ✓ Campaign performance



User Behavior

Comprehensive toolkit for analyzing how users interact with your website on every level.

- ✓ Events tracking
- ✓ Session recordings
- ✓ Heatmaps
- ✓ Conversion funnels



Visitor Communication

Supplement statistical and behavioral data with direct website user engagement.

- ✓ Polls
- ✓ Surveys

[Sign in to Your Account →](#)

Welcome to a Privacy-Perfect Community of 2.5M+ Users

- ✔ Data privacy will continue to be our first priority. We offer settings that comply with every data privacy law: CCPA, GDPR, TTDSG, ePrivacy, and more. And as these laws change, our first priority will be to stay up to date so your data is always safe with us.
- ✔ With more than 2.5 million active users from 190 countries and offering a complete website intelligence platform for any business, **Visitor Analytics is one of the leading online analytical solutions worldwide.**



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