

How We Beat an Already-Strong Control

An Annotated Screenshot of Crazy Egg's Homepage

Note: This free PDF is a follow-up to the Crazy Egg case study at www.conversion-rate-experts.com/crazy-egg-case-study/

If you haven't read that case study yet, it will give you more insights into how to boost conversions even after you think you've tried everything.



The Astonishing Power of Eye Tracking Technology...Without the High Costs

All the most powerful secrets, tips and tricks that have EVER been written on Heatmaps and how you can apply them to your site now.

CRAZY EGG IS TRUSTED BY



If you have high-profile clients or endorsers, don't just mention them, but show their recognizable logos.

WHAT YOU'LL DISCOVER ON THIS PAGE

- [The Astonishing Power of Eye Tracking Technology](#)
- [What You Get](#)
- [A Risk-Free Way To Try Heatmapping](#)
- [Boost Your Website's Profits Within 30 Days – Guaranteed](#)

Our first task is not to sell Crazy Egg, but to sell readers on reading the web page, so we put a promise right up front about how they'll benefit from reading it.

It's more important to talk about significant benefits than mere features, and to describe them earlier rather than later.

Increase your website's conversion rate or revenues within the next 30 days—or your money back.

SHOW ME MY HEATMAP

[Show me my heatmap](#)

If you received this document from a friend, and you want more great advice or help, visit www.conversion-rate-experts.com



Even though you may think your audience knows jargon like "heatmap," be sure to define it somewhere, and make it easy for knowledgeable people to skip past it by putting it under a subhead.

What is a heatmap?

A heatmap is an easy way to understand what users do on your site. It's a visual representation showing you where users click and what they do.



Here is what a heatmap report looks like.

- Heatmap reports let you see what's hot and what's not, so you can make changes that increase conversion
- Even tools like Google Analytics can't provide you with this information (read below to see why)
- You'll see your first results within a couple of hours, even if you have low traffic

SHOW ME MY HEATMAP

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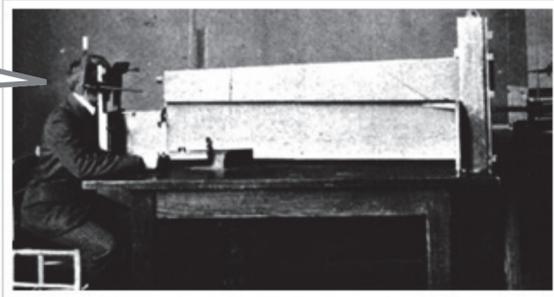
If you're interested in the origins of Heatmaps, read below. Otherwise, you can start using Crazy Egg now.

[Get Started Now](#)

As interesting as you find your whole sales pitch, sometimes visitors are ready to take action after reading only part of it. Therefore, make it easy for them to take action throughout the long message.

Note the specificity: Dates, names and pictures are all effective "proof elements" that can help to add believability.

A brief history of eye tracking and the origins of heatmaps



Heatmap reports are based on more than a century of research. Crazy Egg was the first start-up to make heatmapping affordable to everyone without the need for hardware. [Click here to see how.](#)

In 1879, French scientist Louis Emile Javal discovered that people pause on some words and move very quickly through others.

Edmond Huey built the first device able to track eye movements during reading. This breakthrough initiated a revolution in scientific research, but the equipment was very intrusive: Readers had to wear special lenses with a tiny opener and attached pointer.

In 1931, Carl, James, and Earl Taylor developed the ophthalmograph and the metronoscope, which were the first instruments to be used in reading instruction in more than 300 colleges in the United States

The Astonishing Power Of Eye Tracking... But Without The High Cost

In the 1980s, eye tracking was used to see whether people were reading or noticing advertisements in magazines.

But because of the equipment and engineers required to calibrate the machinery, such tests were available only to an elite group who could afford to pay hundreds of thousands of dollars for a single test, which took months to complete.



Before Crazy Egg Web Analytics, you needed ultra-expensive equipment to record heatmaps for your website pages. That's why such tests were reserved for an elite group of advertising agencies. The good news is you can now have heatmaps for your website starting from just a few dollars a month. [Start using Crazy Egg now.](#)

There's no need for anything this elaborate with CrazyEgg. →

Carnegie Mellon Professor Reveals an 88% Correlation Between Mouse and Eye Movement



WHAT DOES THIS MEAN FOR YOU?

Crazy Egg heatmap reports allow you to collect more than 88% of the data you would collect using classic eye tracking tools, at a fraction of the price—with no hardware required and no strings attached.

Just as with the corporate logos above, we don't just say "a professor" but instead show the professor, name the institution, and show its logo, in order to add credibility.

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[SHOW ME MY HEATMAP](#)

[Show me my heatmap](#)

Here is a “value build” whereby we explain that Crazy Egg is not one tool but a suite of tools, each of which gives you insights into your website and visitor behavior.

What Do You Get When You Use Crazy Egg?

Here's how Crazy Egg Finds the Hidden Profits Trapped Inside Your Website

HEATMAP

A HEATMAP TOOL
This is a picture of where people clicked on your site. The tool lets you see what's hot and what's not, so you can make changes that increase conversions.



SCROLLMAP

A SCROLLMAP TOOL
The scrollmap shows how far down the page people are scrolling and helps determine where visitors abandon the page.



Now you'll know exactly where to add elements to hold a visitor's interest longer.

OVERLAY

AN OVERLAY TOOL
When you look at the overlay report, you'll see the number of clicks on each element of your page.



Now you can work on getting more of the clicks that make you money (and fewer of the ones that don't).

CONFETTI

A CONFETTI TOOL
Confetti allows you to distinguish all the clicks you get on your site: the clicks are segmented by referral sources, search terms, and other criteria.



Once you know the source of your most valuable clicks, you'll know which traffic sources bring you high revenue.

People are drawn to images, so once again we don't just name the tools, but we show thumbnail images of each one. They also help to make the subliminal point that these tools are distinct from one another.

By this point in the sales process, a visitor may be thinking, “Sounds nice, but do I want to say “yes” and risk not liking it after all?”

Therefore we say “risk-free for you to try.” It's very powerful when you can change the “yes/no” decision to a “maybe/no” one, by not asking for commitment up front.

Why Crazy Egg is Risk-Free For You To Try

- Use the suite of Crazy Egg tools
- Watch our tutorial videos
- Learn from the examples and apply them to your website
- You can even call our support team if you get stuck

But if you aren't absolutely delighted – if you aren't increasing your website's revenues within 30 days, you're protected by...



Our 100% NO-RISK DOUBLE-GUARANTEED

You are fully protected by our 100% No-Risk Double-Guarantee. If you don't increase your website's conversion rate or revenues over the next 30 days, just let us know and we'll send you a prompt refund. No questions asked.

Note the words "prompt" and "no questions asked." People are so accustomed to being given the runaround for a refund that you can impress them if you're easier to deal with, and say so.

Increase your website's conversion rate or revenues within the next 30 days—or your money back.



[Show me my heatmap](#)

Discover How Some Of Our Clients Are Using Crazy Egg

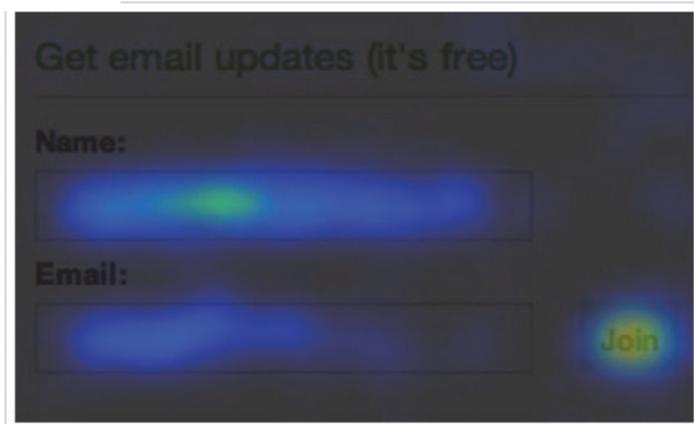
- On **tourism-related sites**, in order to test button clicks, positions and layouts.
- **Agencies** use it in two ways:
 - During the selling phase, Crazy Egg helps convince clients that there's a lot of work to do. Then – during the analysis phase – Crazy Egg provides valuable insights on how to solve problems for clients.
- **Website owners** use Crazy Egg to determine the call-to-action they want visitors to take and to monitor if that action is taken.
- A **business faculty website** is using Crazy Egg to see where people are "hanging out" on the main landing page.
- **User experience professionals** who want to "revamp" landing pages to be less bulky use Crazy Egg stats to help them decide which links/buttons/menu items stay and which ones go.
- A **webmaster who launched a new homepage** used Crazy Egg to see if the page worked and if his customers understood it.
- A **leading security software company** that employs 160,000 people worldwide uses Crazy Egg to support downloads for everybody and improve the user experience for their large community of users.
- An **international distributor of specialty technology** uses Crazy Egg to identify the unique click habits of their various online audiences.
- A **website lead generation consultant** uses Crazy Egg for his clients so he can easily convey important visitor findings.

Many people think "my situation is different," so it's important to explain how your product or service works in a variety of situations.

When We Asked Our Customers What They Like About Crazy Egg,

Here is What They Said:

👏 On oDigger.com, we actually did a full site redesign based on the information collected from our Crazy Egg heatmaps.
Gal Zhovnirovsky, oDigger.com



- 👏 In a nutshell, heatmap reports allow you to
 - Optimize the layout of site elements
 - Find the leaks in landing pages
 - Test the effectiveness of landing pages
 - Monitor visits and increase conversion
 - Make the most out of your marketing dollars

Of course, testimonials are critical to most sales messages, and Crazy Egg's case is no different. It's natural for any business to think its offerings are the best, but customers want to hear from other customers.

👏 See what elements of your pages aren't used and change them.

👏 Visually identify the most popular areas of a given page.



For visitors who have not decide to try Crazy Egg by this point in the sales page, we provide even more detail on the benefits of each tool.

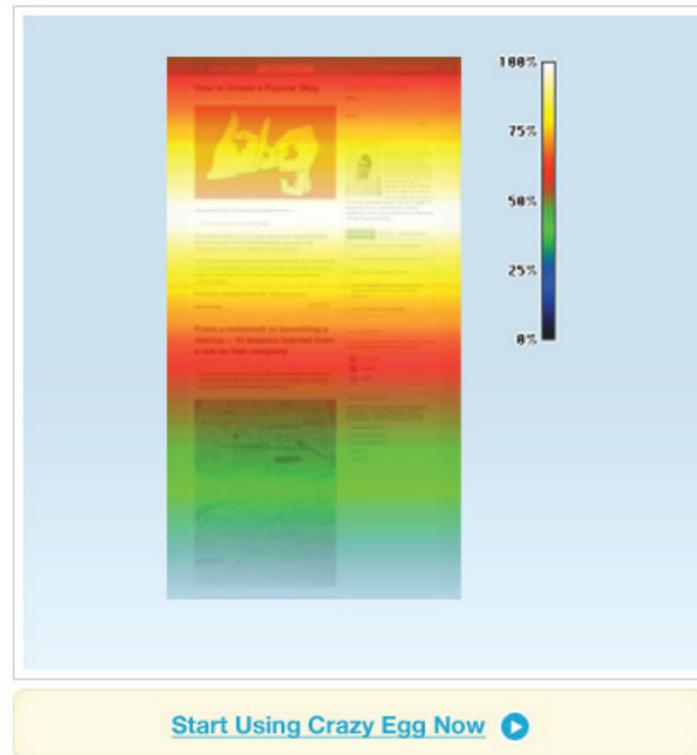
See How Our Customers Get The Best Out Of The Overlay Reports

“ Crazy Egg helped us distinguish which links our customers were clicking on.
Nathan Decker, *evo.com* ”



- “ See what Google Analytics is not telling you.
- “ Understand how users are consuming the website and then enable design improvements based on this information.
- “ Have access to easy-to-understand data to inform your design decisions.
- “ Pinpoint underperforming content.

Here Are Some Tips From Our Customers In Order To Get The Most Out Of Scrollmap Reports

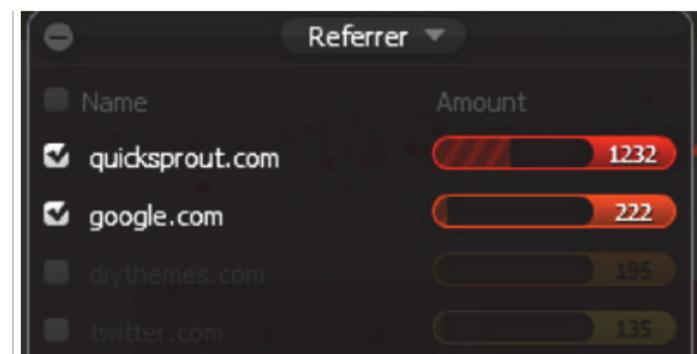


- “ It helps you to see which parts of your pages are working and which ones are not.
- “ See how far your visitors are scrolling down.
- “ When you can see right away what content is the hottest, you'll know exactly what future content you should develop.
- “ Monitor site activity and add or alter content according to the findings.

If you received this document from a friend, and you want more great advice or help, visit www.conversion-rate-experts.com



Discover The Confetti Report



- “ Gain greater insight as to what your users are doing on your pages, on both your mobile and full sites.
- “ With Crazy Egg, you get more accurate analytics on user activity than what Google Analytics provides.
- “ See where users are clicking on your website.

- Find out what features and areas are important to your users and map out their journeys through your website.
- See what portions of your site are the most active.
- Track customers' actions and improve conversions.
- See how people interact with your site in a more granular way.

Referrer

Name	Amount
Direct	650
quicksprout.com	600
google.com	968

[Start Using Crazy Egg Now](#)

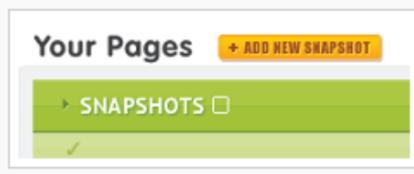
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[SHOW ME MY HEATMAP](#)

[Show me my heatmap](#)

How Does Crazy Egg's 30-Second Set-Up Work?

STEP 1 When you log in to your account, all you have to do is specify which page you want to analyze.



STEP 2 Then you name your page and specify its address.

Create a snapshot for a new page:

Page Info

Name this page:

Enter the URL for this page:

A screenshot will be taken of this page.

Our research revealed that Crazy Egg's visitors were concerned that Crazy Egg—like many other software solutions—would be a pain to install.

To counter that, we explained how fast the set-up process is. Note that, rather than use the word "fast," we quantified the speed. Also, rather than saying they were "easy steps," we showed how easy they were.

STEP 3

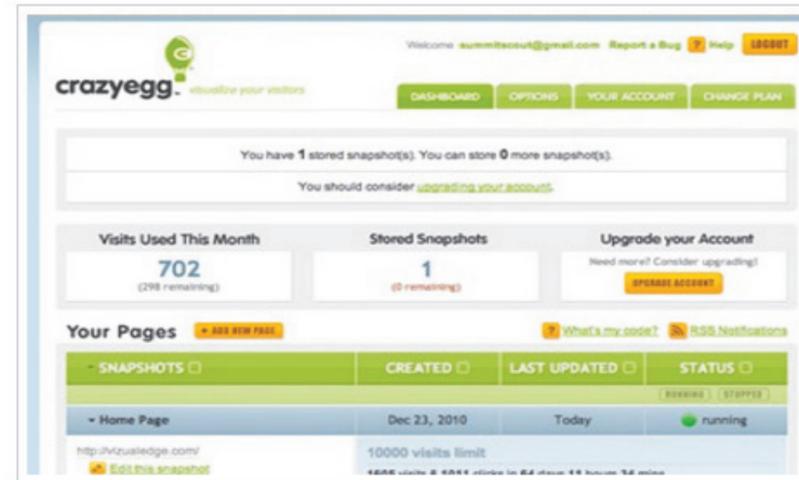
The last step of the set-up consists of a copy/paste. If you don't know how to copy and paste a JavaScript snippet to your website, you can ask your webmaster. It takes no more than 30 seconds to do (yes, it really is that quick and easy).

```
<script type="text/javascript">
<!--
document.write('<script
src="http://crazyegg.com/pages/scripts/your_id_number.js?'+(
new Date()).getTime()+'
type="text/javascript"></script>');
//-->
</script>
```

Here we employ "future pacing;" in other words, we don't say, "Here's what you will see if you get Crazy Egg." By saying, "What you will see in your reports," we're talking as if it's a done deal.

What Will You See In Your Reports?

- The total number of pages that Crazy Egg is tracking
- The number of visitors who visited your page
- The details of each page tracked
- The tracking status
- A display of the heatmap and other reports for a specific page



Crazy Egg vs. ClickTale vs. Google Analytics

Even if your visitor research doesn't highlight one or two main competitors, it's important at this stage in a sales message to help people who are convinced they need some solution, but may not yet be convinced that they need your solution.

We offer all of the features below

	CRAZY EGG	CLICKTALE	GOOGLE ANALYTICS
Heatmap	✓	✓	
Confetti	✓		
Overlay	✓	✓	✓
Scrollmap	✓		
Version testing	✓		
One-click sharing	✓		
Scheduled reports	✓		
Multiple link tracking	✓	✓	

Because our research indicates that some visitors didn't understand the difference between Crazy Egg and Google Analytics, we made sure to address that point.

About this comparison chart: We hope you'll forgive us for the admittedly biased comparison. We're putting our best foot forward. This chart is probably the quickest way we can communicate Crazy Egg's comparative benefits in a single image.

Why Is Crazy Egg Different From Google Analytics?

Google Analytics doesn't have a heatmap, a confetti report or a scrollmap.

Google Analytics just has overlay... but wait, there's even more.

Here is the problem with Google Analytics' overlay:

Let's say you have two links that go to the same place, and one of them gets 15 clicks and the other one gets 25 clicks. In Crazy Egg you'll see 15 and 25... whereas in Google Analytics you'll see those two links with 40 clicks each.

Why?

Because Google Analytics uses your page-level data to track click maps, which is grossly inaccurate.

Google Analytics has had this deficiency for a long time. In fact, that deficiency on the overlay is one of the main reasons we built Crazy Egg.

Why Is Crazy Egg Different From ClickTale

When you start using Crazy Egg, you specify your page and consider it a piece of real estate on your site. All you have to do is to track data for a limited time only. With ClickTale, you can track all kinds of not-so-useful data that can distract you—and that could cause "Analysis Paralysis," which stops you from taking action to improve your site.

We are strong believers that "Simple is Better." This is our philosophy and we applied it to Crazy Egg.

What about the price compared to ClickTale?

Crazy Egg is a simple, focused and affordable tool and we don't try to do everything else; that would lead to a very expensive price...and that's not our style.

Interesting Fact: Did You Know That ClickTale Is 2,760% More Expensive Than Crazy Egg To Produce a Heatmap For Your Site?

Paying for software features that you don't need is an unnecessary expense

Yes, we know that it sounds too good to be true, but you can do the math:

→ **ClickTale starts at \$99 per month, and you get only four heatmaps.**

→ **Crazy Egg starts at \$9 per month and you get 10 heatmaps.**

Results speak for themselves. If you use ClickTale your cost per heatmap is \$24.75, whereas it costs only \$0.90 per heatmap if you use Crazy Egg. This is more than a 2,760% difference.

	Crazy Egg	ClickTale
Price per Heatmap	\$0.90	\$24.75

Note the density of specific numbers in the comparison of Crazy Egg to ClickTale. It's much more potent than saying, "Crazy Egg rocks!" or "Crazy Egg is superior to the competition".

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Crazy Egg Integrates Smoothly With Today's Website Technologies

Will Crazy Egg decrease your site's performance?

No, your visitors or customers will not experience a difference in site speed or performance. The Crazy Egg JavaScript is asynchronous so it does not slow down the page load time.

Can You Track Multiple Domains With Only One Crazy Egg Account?

Yes, you can track multiple domains with one account.

Does Crazy Egg work with secure (https) sites?

Yes, we support secure sites. The tracking script can automatically detect if the page is secure and uses a secure version of the tracking script.

Does Crazy Egg track iframe and/or Flash objects?

Yes, Flash clips and iframe objects such as AdSense are tracked.

We gathered these questions by surveying visitors and customers.

The information is clearly titled with descriptive subheads, allowing readers to skip over the detail if they don't care about it, or dive into it if they do.

We use Forbes Magazine to validate the credentials of Tim Ferriss, and we use Tim Ferriss to validate the usefulness of Crazy Egg.

Forbes Magazine's "Names You Need To Know In 2011" Tim Ferriss Explains How He's Using Crazy Egg



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Small Businesses & Big Brands Rely On Crazy Egg Every Day

To Make Their Websites Convert More Visitors Into Revenue Month After Month



Still Not Sure Crazy Egg Can Help You? See What These Crazy Egg Customers Are Saying...



PROBLOGGER



Crazy Egg is great at tracking clicks on ads like AdSense. You can track where on the ad they click, and you can test ads in different positions and of different designs (you can run one test for a few days, then make a change and run another one).



total attorneys



Crazy Egg is like X-ray vision for your site! By using it, we were quickly able to see where visitors were clicking on our landing pages. The reports Crazy Egg generated allowed us to make the changes accordingly, which helped us drastically increase the click-through rate.



Bronco



Nothing in Google Analytics can replace the functionality Crazy Egg provides. Google Analytics has the site overlay report, which tells you what percentage of people clicked through to what page – but it can't tell you which part they clicked. Crazy Egg shows you where everyone has clicked, whether it was on a link or not. This highlights usability errors and often areas that could result in an improvement in conversions.



ACTUALINSIGHTS



By using Crazy Egg, I found metrics that were really worth measuring, like "where people click." Also, I was able to segment the visitors that came to my site into multiple categories. These types of visitors had distinctly different behaviors, and I enhanced our site to improve the experience for the various types of visitors by presenting content that was relevant to each type of visitor's needs. Conversion optimization can be direct or indirect; in our case, Crazy Egg has helped us find small indirect interaction treasures otherwise hidden from us.



intel



I have used many analytics tools in my career, but Crazy Egg is pushing the envelope. If you want to understand consumer behavior on your website in an effort to increase conversions and engagement, Crazy Egg is the tool to use.



oDigger



We have used Crazy Egg extensively on a number of different projects. In each case, Crazy Egg illuminated not only how our users were interacting with our site, but also what content they were looking for. This allowed us to optimize our pages so that our users would stay on the site up to 30% longer, leading to higher SEO rankings as well as higher sales. On oDigger.com, we actually did a full site redesign based on the information collected from our Crazy Egg heatmaps.

You can NEVER have too many proof elements in your sales message, so we are not bashful about sprinkling them liberally throughout the long page.

It's often good to wrap up a long sales message with the entire theme in one statement. Here we have a call-to-action of "get started today," followed by a benefit related to profits, and the specificity of 30 days or less.

Therefore even people who jump to the bottom to see the price will also see a concise sales message.

Get Started Today & Discover How Heatmaps Can Boost The Profits Of Your Website In 30 Days Or Less... Or Your Money Back

PRO \$99/month <small>Billed annually</small>	PLUS \$49/month <small>Billed annually</small>	STANDARD \$19/month <small>Billed annually</small>	BASIC \$9/month <small>Billed annually</small>
250,000 visits / month	100,000 visits / month	25,000 visits / month	10,000 visits / month
100 active pages	50 active pages	20 active pages	10 active pages
Hourly reporting	Hourly reporting	Daily reporting	Daily reporting
<ul style="list-style-type: none"> ✓ Heatmap Report ✓ Scrollmap Report ✓ Confetti Report ✓ Overlay Report ✓ List Report ✓ Multi Domains Tracking 	<ul style="list-style-type: none"> ✓ Heatmap Report ✓ Scrollmap Report ✓ Confetti Report ✓ Overlay Report ✓ List Report ✓ Multi Domains Tracking 	<ul style="list-style-type: none"> ✓ Heatmap Report ✓ Scrollmap Report ✓ Confetti Report ✓ Overlay Report ✓ List Report ✓ Multi Domains Tracking 	<ul style="list-style-type: none"> ✓ Heatmap Report ✓ Scrollmap Report ✓ Confetti Report ✓ Overlay Report ✓ List Report ✓ Multi Domains Tracking
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