What is Siteimprove Behavior Map?
The Siteimprove Behavior Map is included in Siteimprove Analytics and helps visually map out what visitors are doing on your web pages with Heat, Click, Scroll and Segmentation. The Behavior Map works on all versions of a page, including desktop, tablet, or mobile versions, and visualizes data based on click coordinates and finger tracking.

✔️ Visually Map Your Visitors’ Behavior
With four types of maps, your team can easily follow and understand visitor behavior. Visualize your visitors’ next steps on any given page in a very tangible way with the Heat Map, quantify the Heat Map with the Click Map by seeing the number of interactions, and learn how far visitors scroll on a page with Scroll Map. The Segmentation Map then allows you to compare click patterns of certain visitor segments, identify differences in their behavior and target them even better in the future.

✔️ Report to Stakeholders with Ease
Explaining analytics data and numbers to stakeholders can be complicated. Simplify your analytics reporting by sharing our Behavior Map visuals to easily show how visitors interact with your website.

✔️ Unlimited Training and Support
Our professional training staff are available to provide personal training and support whenever you need it.

How Does it Work?
The Analytics Behavior Map includes four components: Heat Map, Click Map, Scroll Map and Segmentation Map. Each provide a visual representation of every single action a visitor performs on a page of your website.
Heat Map
The Heat Map is a visual overlay aggregating click coordinates (or finger touches in the case of mobile devices) of all visitors to a specific page. It maps visitors’ attention by marking the page with colored spots ranging from dark to bright, depending on the amount of activity. Bright areas show the most activity while dark areas show the least amount of activity.

Click Map
The Click Map is a quantification of the Heat Map. It has a visual overlay marking each interactive element with a pulsating circle. By clicking on these circles, you can see further details and compare performance for up to five elements.

Scroll Map
The Scroll Map shows you how far visitors scroll on particular web pages. This can help your team evaluate pages with long pieces of content and determine the best place to share critical information.

Segmentation Map
The Segmentation Map allows you to compare behavior patterns of different visitor segments. The visual overlay paints a detailed picture of these segments’ preferences and clicking habits which will allow you to target them better and more efficiently in the future. Segments can be based on the visitors’ referrer, location or your custom-defined key metrics.

Web Governance Made Easy
Siteimprove’s Web Governance Suite helps organizations manage and maintain their websites through quality assurance, policy, accessibility, analytics, SEO analysis, and performance response—all in one tool.