

# More Than SEO: 3 Ways to Prove UX Matters Too



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ELEMENTIVE  
MARKETING SOLUTIONS

# More Than SEO

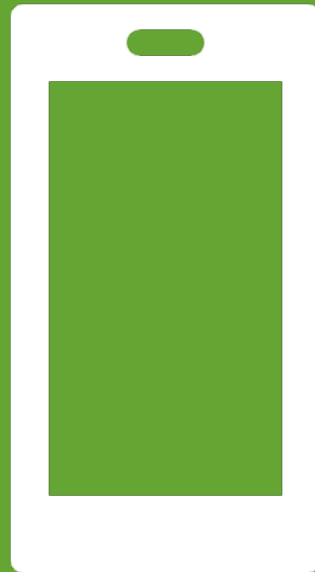
## 3 Ways To Prove UX Matters Too

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**UX matters a great deal for SEO.**

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Good UX starts with making your website easy to find.

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**I don't need  
UX I just  
need rankings  
or traffic**



**I don't need  
UX I just  
need rankings  
or traffic**

**Another  
consultant is  
responsible  
for UX**





**I don't need  
UX I just  
need rankings  
or traffic**

**Another  
consultant is  
responsible  
for UX**

**Hands off-  
your job stops  
at the SERP**



# How do you measure “good UX”?

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# Isn't UX hard to quantify & measure?

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# Clear, objective, quantifiable metrics for UX?

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# Challenge Accepted!

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**How do you  
connect those  
tests or surveys  
to your SEO?**

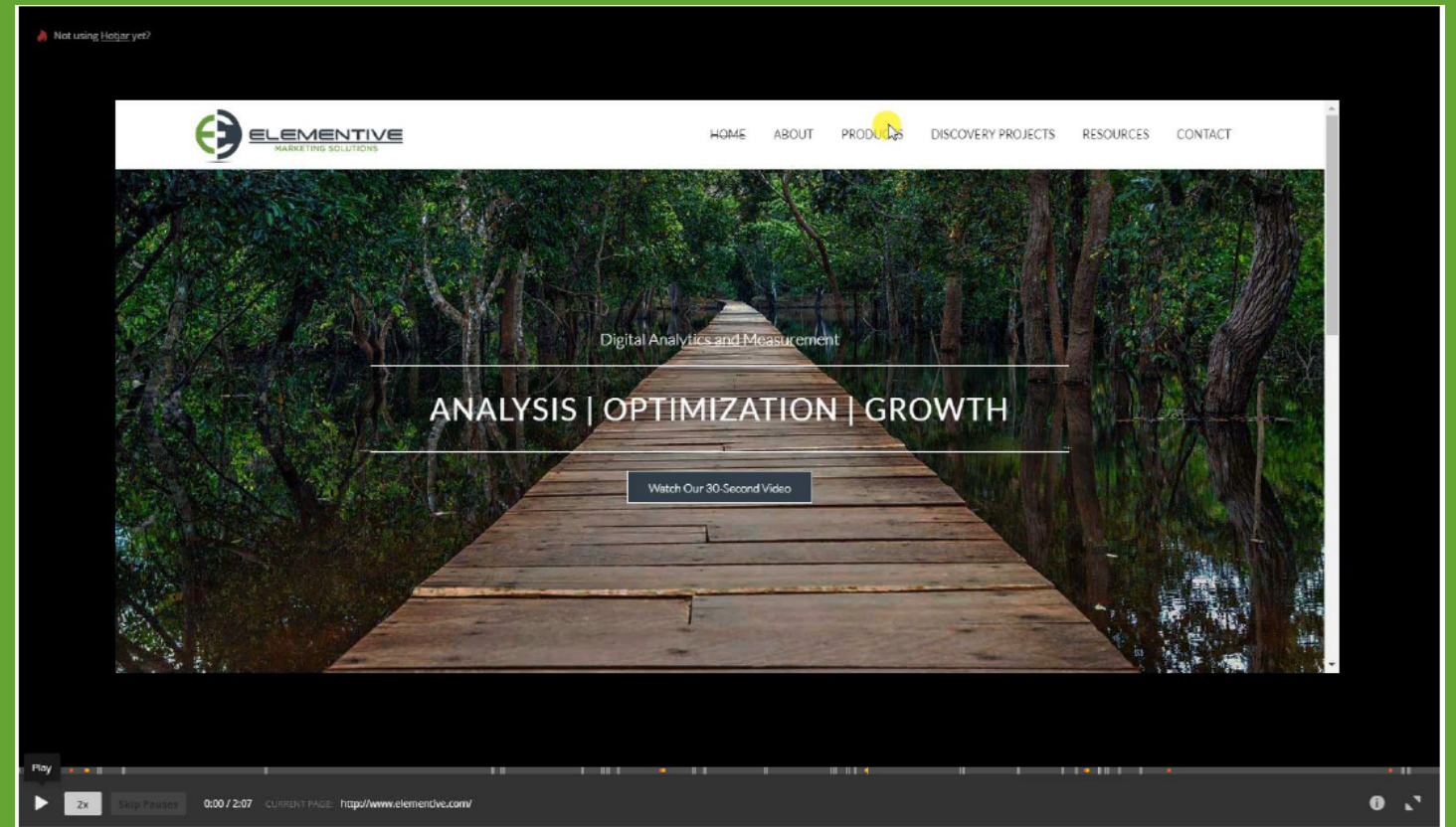
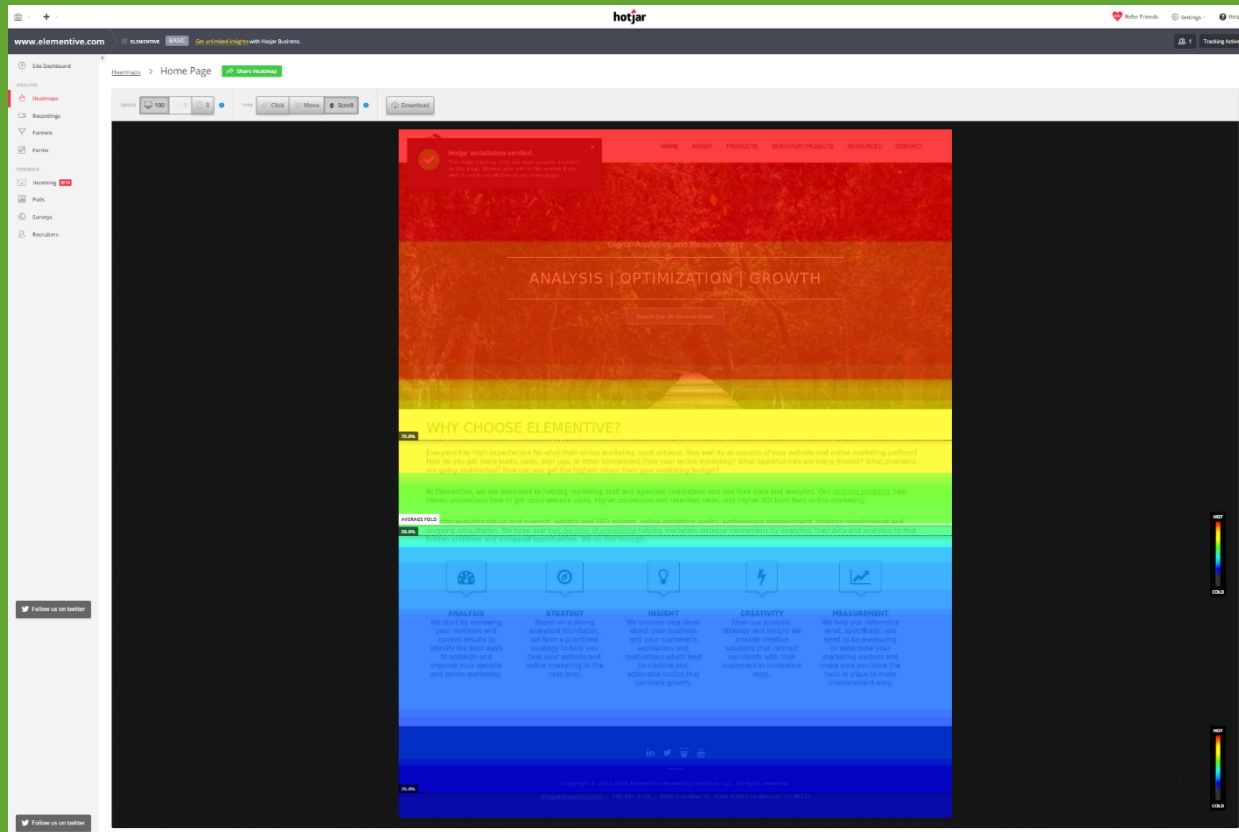
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**Like good SEO, good UX is a long-term & ongoing process.**

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# Event Tracking in Google Analytics

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**3**

**Ways to Quantify  
Good Content,  
Design & UX**

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# 1

# How People Browse

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**Track all the  
different ways  
people navigate.**



# (@aschottmuller)

<http://jsfiddle.net/aschottmuller/38kqp83b/>

The screenshot shows a JSFiddle editor interface. On the left, there is a sidebar with the author's information: Angie Schottmuller, St Paul, MN, and her Twitter handle @aschottmuller. Below this are sections for Fiddle Meta, External Resources, AJAX Requests, and Legal, Credits and Links. A blue banner at the bottom left of the sidebar says "Like JSFiddle? Keep us running by whitelisting JSFiddle in your ad blocker. We're serving quality, tech-related ads only. Thank you!".

The main editor area displays JavaScript code for tracking events. The code is as follows:

```
172 track = true;
173 }
174 /* file download */
175 else if(el.href.match(filetypes)){
176 /* REVIEW: Determine if file downloads on the same server should be tracked as virtual page views, events, or
both. */
177 var extension = el.href.substr( (el.href.lastIndexOf('.') + 1) );
178 evCat = "Download";
179 evAction = "Download-" + extension.toUpperCase();
180 evLabel = "File: " + el.href.toLowerCase() + "; Page: " + document.location.pathname.toLowerCase();
181 track = true;
182 }
183 /* mailto: */
184 else if(el.href.match(/^mailto:/i) ){
185 evCat = "Contact";
186 evAction = "Email Click";
187 evLabel = el.href + "; Page: " + document.location.pathname.toLowerCase();
188 track = true;
189 }
190 /* tel: click-to-call */
191 else if(el.href.match(/^tel:/i) ){
192 evCat = "Contact";
193 evAction = "Click-to-Call";
194 evLabel = el.href + "; Page: " + document.location.pathname.toLowerCase();
195 track = true;
196 }
197 /* external link */
198 else if(el.href.indexOf(location.host) == -1){
199 evCat = "Outgoing Links";
200 evAction = el.href;
201 evLabel = "Page: " + document.location.pathname.toLowerCase();
202 track = true;
203 }
```

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```
}
/* tel: click-to-call */
else if(el.href.match(/^tel\:/i) ){
    evCat = "Contact";
    evAction = "Click-to-Call";
    evLabel = el.href + "; Page: " + document.location.pathname.toLowerCase();
    track = true;
}
/* external link */
else if(el.href.indexOf(location.host) == -1){
    evCat = "Outgoing Links";
    evAction = el.href;
    evLabel = "Page: " + document.location.pathname.toLowerCase();
    track = true;
}
/* internal link */
else if(el.href.indexOf(location.host) > 0){ /* internal link */
    evCat = "Internal Links";
    evAction = el.href;
    evLabel = "Page: " + document.location.pathname.toLowerCase();
    track = true;
}

/* Log the event */
if (track) {
    ga("send", "event", evCat, evAction, evLabel);
    /* if target not set then delay opening of window */
}
```

```
} else if
(el.href.indexOf(location.host) > 0) {
    evCat = "Internal Links";
    evAction = el.href;
    evLabel = "Page: " +
document.location.pathname.toLowerCase (
) + "; Text: " + el.innerHTML;
    track = true;
}
```



| Event Category <span>?</span> | Total Events <span>?</span> ↓                  | Unique Events <span>?</span>                  |
|-------------------------------|--|---|
|                               | <b>2,783</b><br>% of Total: 1.35%<br>(206,229) | <b>2,524</b><br>% of Total: 4.14%<br>(60,934) |
| 1. Internal Links             | <b>2,564</b> (92.13%)                          | 2,311 (91.56%)                                |
| 2. Download                   | <b>129</b> (4.64%)                             | 126 (4.99%)                                   |
| 3. Outgoing Links             | <b>87</b> (3.13%)                              | 84 (3.33%)                                    |



**Clicks aren't enough.**

**We need to know more.**

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# Time to click: How long before people click a link?

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```
track = true;

}

// get click time (active time) - requires use of UX Events
evLabel += "; Click Time: " + activeTime;

// track stuff
if (track) {
  // Log the event
  ga("send", "event", evCat, evAction, evLabel);
  /* if target not set then delay opening of window by 0.5s to allow tracking */
  if(!el.target || el.target.match(/^(self|parent|top)$/i)){
    setTimeout(function(){
      document.location.href = el.href;
    }.bind(el),500);
    /* Prevent standard click */
    event.preventDefault ? event.preventDefault() : event.returnValue = !1;
  }
}
}
```

```
// get click time (active time)
evLabel += "; Click Time: " +
getActiveTime();
```



| Event Label <span>?</span>   |
|--|
|  |
| 1. Page: /review-heatmap-video-recording-tools/; Text: SessionCam;<br>Click Time: 317; CSS: P,DIV.single-post-content,DIV.single-<br>post-container post-format-standard,DIV.col-md-12,DIV.page-section<br>row,DIV,DIV.container |



| <b>Link</b> | <b>Average Minutes To Click</b> |
|-------------|---------------------------------|
| Link #1     | 0:00:15                         |
| Link #2     | 0:03:57                         |
| Link #3     | 0:04:22                         |



**Is it too much, too little, or  
just the right amount of  
time?**

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# Activity beyond the click

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# Sequences in Google Analytics

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```
UXEventsGetScrollPercent(){var h=document.documentElement,b=document.body,st='scrollTop',sh='scrollHeight';return((h[st]||b[sh])-h.clientHeight)*100).toFixed(2)}window.onscroll=function(e){userScrolled=true;if(window.pageY>maxScrollY){maxScrollY=window.pageY;maxScrollYpercent=UXEventsGetScrollPercent();maxScrollYtime=activeTime}if(keyElementIDs.length>0){for(var a=0;a<keyElementIDs.length;a++){var b=document.getElementById(keyElementIDs[a]);if(typeof keyElementScrollTime[a]===undefined){keyElementScrollTime[a]=[0,0,0];keyElementScrollTime[a]['to']=0;keyElementScrollTime[a]['below']=0}if(typeof keyElementScrollTime[a]['to']===undefined){keyElementScrollTime[a]['to']=0}if(typeof keyElementScrollTime[a]['below']===undefined){keyElementScrollTime[a]['below']=0}if(!c&&!d&&keyElementScrollTime[a]['to']===0){keyElementScrollTime[a]['to']=activeTime}if(c){if(keyElementScrollTime[a]['below']===0){keyElementScrollTime[a]['below']=activeTime}}}}};window.onunload=window.onbeforeunload=function(){document.cookie=document.cookie.replace(/(?:\s*\=|;|&|\s*$)|^.*$/,"$1");if(a!='')document.cookie=document.cookie.replace(/(?:\s*\=|;|&|\s*$)|^.*$/,"$1");ga('send','event','User Experience','Post Click Activity',activeTime+"|"+totalTime+"|"+a);}
```

```
var a = document.cookie.replace(/(?:\s*\=|;|&|\s*$)|^.*$/,"$1");ga('send','event','User Experience','Post Click Activity',activeTime+"|"+totalTime+"|"+a);
```



## Post Click Homepage

| Page                               | Previous Page | Active Time |
|------------------------------------|---------------|-------------|
| /blog/                             | /             | 0:01:04     |
| /blog/                             | /             | 0:01:14     |
| /speaking/                         | /             | 0:01:16     |
| /elements-of-a-successful-website/ | /             | 0:00:54     |



## Post Click Homepage

| Page                  | Previous Page | Active Time |
|-----------------------|---------------|-------------|
| /about-matthew-edgar/ | /             | 0:00:27     |
| /about-matthew-edgar/ | /             | 0:00:34     |
| /about-matthew-edgar/ | /             | 0:00:49     |
| /about-matthew-edgar/ | /             | 0:00:51     |



2

# The Value of a Blog Post or Content

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**There is a lot  
more than just  
clicking.**



**We want people to  
actually read and engage  
with the content on  
those pages.**





# Parsnip: <http://scrolldepth.parsnip.io/>

| Event Label <sup>?</sup> | Total Events <sup>?</sup> ↓                 | Unique Events <sup>?</sup>                  |
|--------------------------|---|---|
|                          | <b>4,234</b><br>% of Total: 36.13% (11,720) | <b>3,709</b><br>% of Total: 34.28% (10,819) |
| 1. 25%                   | <b>1,506</b> (35.57%)                       | <b>1,304</b> (35.16%)                       |
| 2. 50%                   | <b>1,306</b> (30.85%)                       | <b>1,147</b> (30.92%)                       |
| 3. 75%                   | <b>1,057</b> (24.96%)                       | <b>934</b> (25.18%)                         |
| 4. 100%                  | <b>365</b> (8.62%)                          | <b>324</b> (8.74%)                          |



| #   | Key Element      |
|-----|------------------|
| 1   | <b>lower-cta</b> |
| 2   | <b>lower-cta</b> |
| 3   | <b>lower-cta</b> |
| 4   | <b>lower-cta</b> |
| 5   | <b>lower-cta</b> |
| ... |                  |
| 21  | <b>lower-cta</b> |
| 22  | <b>lower-cta</b> |
| 23  | <b>lower-cta</b> |



**Beyond scrolling, we also  
want to know how long it  
took people to get there**

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| #              | Key Element | Scroll to Time |
|----------------|-------------|----------------|
| 1              | lower-cta   | <b>0:00:11</b> |
| 2              | lower-cta   | <b>0:00:04</b> |
| 3              | lower-cta   | <b>0:01:25</b> |
| 4              | lower-cta   | <b>0:00:55</b> |
| ...            |             |                |
| 21             | lower-cta   | <b>0:00:29</b> |
| 22             | lower-cta   | <b>0:01:23</b> |
| 23             | lower-cta   | <b>0:01:17</b> |
| <b>AVERAGE</b> |             | <b>0:00:39</b> |



| #              | Key Element | Scroll to Time | Time on Element |
|----------------|-------------|----------------|-----------------|
| 1              | lower-cta   | 0:00:11        | <b>0:00:02</b>  |
| 2              | lower-cta   | 0:00:04        | <b>0:00:01</b>  |
| 3              | lower-cta   | 0:01:25        | <b>0:00:06</b>  |
| 4              | lower-cta   | 0:00:55        | <b>0:00:45</b>  |
| ...            |             |                |                 |
| 21             | lower-cta   | 0:00:29        | <b>0:00:02</b>  |
| 22             | lower-cta   | 0:01:23        | <b>0:01:37</b>  |
| 23             | lower-cta   | 0:01:17        | <b>0:01:36</b>  |
| <b>AVERAGE</b> |             |                | <b>0:00:36</b>  |



**Beyond the time spent, we  
also want to know if people  
clicked on this call to action.**

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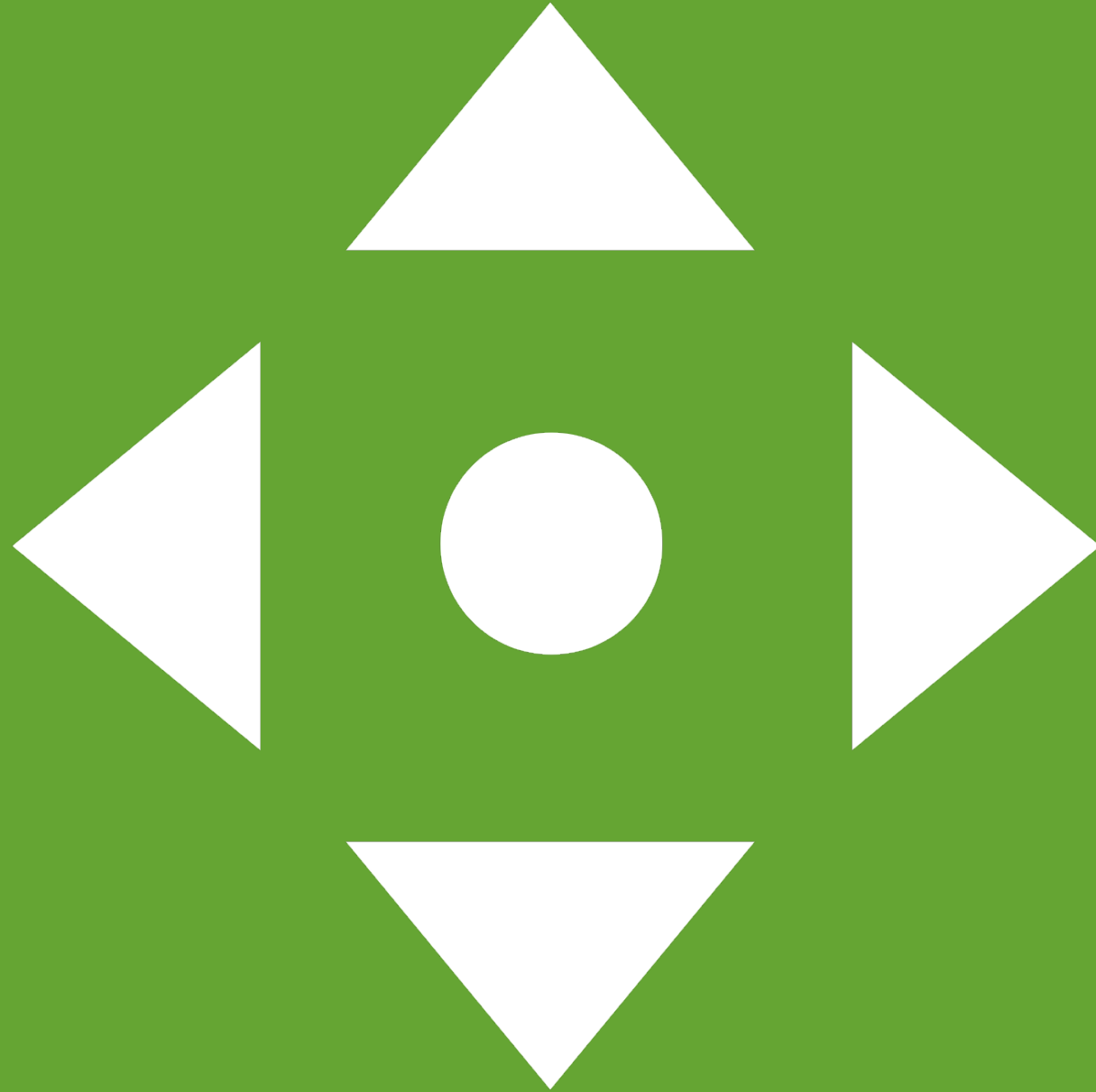
| #            | Key Element | Scroll to Time | Time on Element | Clicks on Element |
|--------------|-------------|----------------|-----------------|-------------------|
| 1            | lower-cta   | 0:00:11        | 0:00:02         | <b>0</b>          |
| 2            | lower-cta   | 0:00:04        | 0:00:01         | <b>1</b>          |
| 3            | lower-cta   | 0:01:25        | 0:00:06         | <b>1</b>          |
| 4            | lower-cta   | 0:00:55        | 0:00:45         | <b>0</b>          |
| ...          |             |                |                 |                   |
| 21           | lower-cta   | 0:00:29        | 0:00:02         | <b>0</b>          |
| 22           | lower-cta   | 0:01:23        | 0:01:37         | <b>1</b>          |
| 23           | lower-cta   | 0:01:17        | 0:01:36         | <b>0</b>          |
| <b>TOTAL</b> |             |                |                 | <b>11</b>         |



# The bigger picture

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```
UXEventsGetScrollPercent(){var h=document.documentElement,b=document.body,st='scrollTop',sh='scrollHeight';return((h[st]
((h[sh]||b[sh])-h.clientHeight)*100).toFixed(2)}window.onscroll=function(e){userScrolled=true;if(window.pageY>maxScro
{maxScrollY=window.pageY;maxScrollYpercent=UXEventsGetScrollPercent();maxScrollYtime=activeTime}if(keyElementIDs.leng
(var a=0;a<keyElementIDs.length;a++){var b=document.getElementById(keyElementIDs[a]);if(typeof keyElementScrollTime
[a]==='undefined'){keyElementScrollTime[a]=[];keyElementScrollTime[a]['to']=0;keyElementScrollTime[a]['below']=0}if(typ
='undefined'&&b!=null){var c=UXEventsCheckVisible(b,keyElementOptions['withinDistance'],'above');var d=UXEventsCheckVis
(b,keyElementOptions['withinDistance'],'below');if(!c&&!d&&keyElementScrollTime[a]['to']==0){keyElementScrollTime[a]
['to']=activeTime}if(c){if(keyElementScrollTime[a]['below']==0){keyElementScrollTime[a]
['below']=activeTime}}}}}};window.onunload=window.onbeforeunload=function(e){var a=document.cookie.replace(/(?:(?:^|.
\s*)prevPage\s*\=\s*(\^;)*.*$|^.*$/,"$1");if(a!=''){document.cookie="prevPage=; expires=Thu, 01 Jan 1970 00:00:00 GMT
=''}{if(!prevPageEventSent){ga('send','event','User Experience','Post Click Activity',activeTime+"|"+totalTime
+"|"+a);prevPageEventSent=true}}document.cookie="prevPage="+window.location.href;if(!scrollRecapEventSent){ga
('send','event','User Experience','Scroll Recap',activeTime+"|"+totalTime+"|"+maxScrollYpercent+"|"+maxScrollYtime
+"|"+UXEventsGetScrollPercent());scrollRecapEventSent=true}}(keyElementSent.indexOf(b)<0&&keyElementScrollTime[b]
['below']=activeTime}if(typeof keyElementClicks[b]==='undefined'){keyElementClicks[b]=[];keyElementClicks[b].push(b)}
Element Activity',keyElementIDs[b]+"|"+keyElementScrollTime[b]+"|"+activeTime);keyElementSent.push(b)}}}};document.
b=0;b<keyElementIDs.length;b++){var c=document.getElementById(keyElementIDs[b]);if(c){if(c.contains(b)){keyElementClicks[b]=0}keyElementClicks[b]++}}}};window
```

```
ga('send','event','User
Experience','Scroll
Recap',activeTime+"|"+totalTime+"|"+m
axScrollYpercent+"|"+maxScrollYtime+"
|"+exitScrollPoint);
```



| browser size   | max scroll %  | scroll % at exit | difference in scroll point |
|----------------|---------------|------------------|----------------------------|
| 1280x680       | <b>97.28%</b> | 3.89%            | -93.39%                    |
| 1270x700       | <b>78.18%</b> | 0%               | -78.18%                    |
| 1280x950       | <b>50.65%</b> | 0%               | -50.65%                    |
| ...            |               |                  |                            |
| 1280x700       | <b>99.32%</b> | 63.46%           | -35.86%                    |
| 1280x680       | <b>32.51%</b> | 0%               | -32.51%                    |
| 1280x680       | <b>96.95%</b> | 78.66%           | -18.29%                    |
| <b>AVERAGE</b> | <b>70%</b>    |                  |                            |



| <b>browser size</b> | <b>max scroll %</b> | <b>scroll % at exit</b> | <b>difference in scroll point</b> |
|---------------------|---------------------|-------------------------|-----------------------------------|
| <b>1280x680</b>     | 97.28%              | <b>3.89%</b>            | -93.39%                           |
| <b>1270x700</b>     | 78.18%              | <b>0%</b>               | -78.18%                           |
| <b>1280x950</b>     | 50.65%              | <b>0%</b>               | -50.65%                           |
| ...                 |                     |                         |                                   |
| <b>1280x700</b>     | 99.32%              | <b>63.46%</b>           | -35.86%                           |
| <b>1280x680</b>     | 32.51%              | <b>0%</b>               | -32.51%                           |
| <b>1280x680</b>     | 96.95%              | <b>78.66%</b>           | -18.29%                           |
| <b>AVERAGE</b>      |                     | <b>40%</b>              |                                   |



# Improve Your UX

**Focus on what makes  
people leave.**

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# 3

## Identify Errors

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**There is a lot more than just clicking and navigation.**



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# Technical errors & slips and mistakes.

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### Contact Us

*Please enter your first name.*

*Please enter a valid email.*

---


### Contact Us

**Error**

Sorry, a few things went wrong. Please correct the following errors, then resubmit:  
Please enter your full name.  
Please enter a valid email address.



```
<div class="section_intro">
  <div class="error"><b>Sorry, there were a few errors.</b><br>
    Please enter a valid email address.<br>
    Please enter a valid phone number.<br>
  </div>
</div>
<script type="text/javascript">
  ga('send','event', 'Contact Form', 'Error', '2|3|');
</script>
```



```
ga('send','event', 'Contact
Form', 'Error', '2|3|');
```



| Event Label ?        | Total Events ? ↓                          |
|----------------------|---|
|                      | <b>154</b><br>% of Total: 0.05% (322,473) |
| 1. 4                 | <b>21 (13.64%)</b>                        |
| 2. 4 5 6 7 8 9       | <b>19 (12.34%)</b>                        |
| 3. 2                 | <b>17 (11.04%)</b>                        |
| 4. 3                 | <b>14 (9.09%)</b>                         |
| 5. 5                 | <b>11 (7.14%)</b>                         |
| 6. 6 7 8 9           | <b>10 (6.49%)</b>                         |
| 7. 3 4               | <b>6 (3.90%)</b>                          |
| 8. 8                 | <b>5 (3.25%)</b>                          |
| 9. 1 2 3 4 5 6 7 8 9 | <b>4 (2.60%)</b>                          |
| 10. 4 6 7 8 9        | <b>4 (2.60%)</b>                          |



| Error ID | Frequency |
|----------|-----------|
| 1        | 3         |
| 2        | 15        |
| 3        | 15        |
| 4        | 29        |
| 5        | 22        |
| 6        | 17        |
| 7        | 22        |



# Error Continuation

## Do people who see this error still convert?



| <b>Error ID</b> | <b>Frequency</b> | <b>Completed Form</b> | <b>Did Not Complete</b> |
|-----------------|------------------|-----------------------|-------------------------|
| <b>1</b>        | <b>3</b>         | <b>0</b>              | <b>3</b>                |
| <b>2</b>        | <b>15</b>        | <b>4</b>              | <b>11</b>               |
| <b>3</b>        | <b>15</b>        | <b>9</b>              | <b>6</b>                |
| <b>4</b>        | <b>29</b>        | <b>7</b>              | <b>22</b>               |
| <b>5</b>        | <b>22</b>        | <b>20</b>             | <b>2</b>                |
| <b>6</b>        | <b>17</b>        | <b>5</b>              | <b>12</b>               |





| Error ID | Frequency | Completed Form | Did Not Complete |
|----------|-----------|----------------|------------------|
| 1        | 3         | 0              | 3                |
| 2        | 15        | 4              | 11               |
| 3        | 15        | 9              | 6                |
| 4        | 29        | 7              | 22               |
| <b>5</b> | <b>22</b> | <b>20</b>      | <b>2</b>         |
| 6        | 17        | 5              | 12               |



| Error ID | Frequency | Completed Form | Did Not Complete |
|----------|-----------|----------------|------------------|
| 1        | 3         | 0              | 3                |
| 2        | 15        | 4              | 11               |
| 3        | 15        | 9              | 6                |
| <b>4</b> | <b>29</b> | <b>7</b>       | <b>22</b>        |
| 5        | 22        | 20             | 2                |
| 6        | 17        | 5              | 12               |



**Now, this really  
tells you  
something  
impactful about  
SEO and UX.**



**What this really tells is  
how we can tie UX to our  
client's bottom line.**

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**Good UX can be measured.  
The connections to SEO and the  
business can be shown.**

# THANK YOU

**Matthew Edgar | Elementive**

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[matthew@elementive.com](mailto:matthew@elementive.com)

---

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MARKETING SOLUTIONS

# CODE TO DOWNLOAD

## **Dynamic Click Track**

<http://jsfiddle.net/aschottmuller/38kqp83b/>

## **Modifications To Dynamic Click Track**

<http://www.matthewedgar.net/easy-way-track-clicks/>

## **UX Events (scroll patterns, time, navigation)**

<http://www.elementive.com/marketing-resources/user-experience-event-tracking-code/>

## **Parsnip Scroll Depth**

<http://scrolldepth.parsnip.io/>

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# Thank You

Matthew Edgar

*Web Consultant, Elementive*

@MatthewEdgarCO

