



Web analytics service from PicNet reveals the value of your website design

“Mouse Eye Tracking” highlights where on your webpage visitors are looking and how they navigate your site

IT services

provider PicNet today launched Mouse Eye Tracking, a free service that enables users to understand the behaviour of visitors to their website. By analysing and evaluating the online behaviour of website visitors, Mouse Eye Tracking helps users maximise the effectiveness of their website to most fully meet their visitors needs.

Why Mouse Eye Tracking?

Based on solid user behavioral research and using the latest web technologies PicNet's Mouse Eye Tracking (MET) service is a sophisticated and effective IT solution that maximises a users investment in their websites by showing, in detail, what visitors are viewing on each page.

Research[1]

shows that there is an 84% correlation between regions of a webpage gazed by your eye and the regions visited by the mouse cursor. Additionally, 88% of regions that are not gazed by the eye are also not visited by the mouse cursor.

Mouse

Eye Tracking provides graphic representations of how each individual visitor, and the majority of visitors together, have been reading each page of a website. This enables users to understand which areas of their website are of most interest through the high viewing statistics, rather than the webpage areas users think are of interest. The service also reveals the flow of visitor navigation across their entire website, providing insights on how to best design the site to allow visitors to most easily reach their goals.

Easy reporting and analysis

The

MET management console provides users clear and simple methods for analysis of visitor behaviour:

Heat

Maps - There are two ways to display heat maps using MET; a general map of the sectors that visitors are scanning with their eyes, and a more detailed view that shows the pattern of mouse clicks on each area of the page.

Page Navigation - Page

navigation is a graphical, flexible and navigable method of analysing the pages viewed by visitors. These dynamic screens provide users with an interactive and informative way to decide what are the most-visited pages and the main flow pattern followed by visitors to a website. The results will enable users to enhance page designs and improve the flow and quality of the most-visited pages.

The MET service records user mouse

sessions and does not read any keyboard interactions so security and privacy is ensured. Each account can monitor multiple websites (domains) and the MET service will display information from 500 mouse sessions per domain and 5,000 sessions can be recorded against each account. Active mouse tracking data will be held for a period of two weeks before being cleared. Users have the option to save and print reports of this stored data before the end of each two week storage period.

MET is available as a free or premium service.

The free service displays a small message: Mouse

Eye Tracking by PicNet IT Services in each webpage where the software code is placed. This message can be removed entirely by upgrading to a premium account, which can be purchased for \$2,000 per annum per domain or \$500 per month per domain. Volume discounts are available.

MET can also be installed on client servers as a self-hosted (appliance) solution, on request.

For more information about Mouse Eye Tracking, please visit www.picnet.com.au/MET

About PicNet

PicNet is a leading provider of IT services that help organisations use technology to increase productivity, reduce costs, minimise risks and grow strategically. With expertise in multiple technology and business areas, across a variety of industries, PicNets dedicated team of professionals has both the knowledge and experience to help clients become high performance businesses. Services include software development, PicNets own enterprise risk management system Risk Shield. For more information about PicNet, please visit our website at www.picnet.com.au

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[1] Research

sources available on request