

Ultimate Heat Map: How to Increase Your Advertising Revenues without Additional Traffic (Dynamic Media Series)

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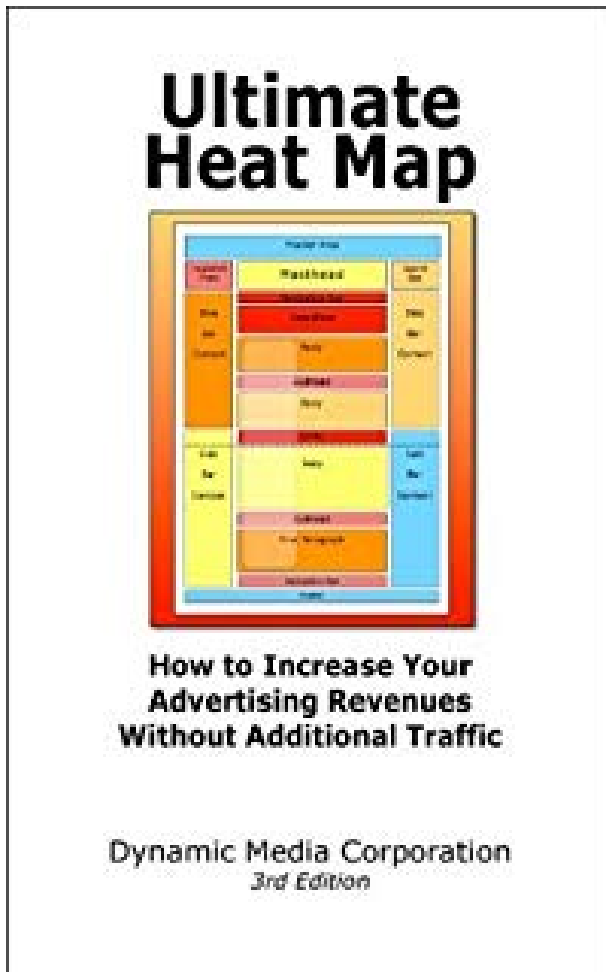
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A web heat map is a graphical representation of the areas of a web page most frequently scanned by readers. The areas that get looked at the most, and for the longest, are considered the hot spots. Areas that get ignored are considered the coolest, or cold in terms of eye fixation and attention. But there's far more to this human behavior, or cognitive psychology, than just determining the hot and cold areas of a web page. Click maps record where your visitors click. Scroll maps reveal how they scan your page. Eye tracking looks at how we read.

Mouse movement and eye fixation represent attention. And on it goes.

By themselves, each one of these areas of study are flawed. There are hundreds of research papers showing the pros and cons of each, as the debates continue to rage on. And that's where this research comes in. The Ultimate Heat Map is a mashup or combination of eye tracking, eye fixation, cognitive attention, click

tracking, website analytics, best practices guides from the major ad networks, and our own experiments.

We researched and read all the academic papers. After finding the most cited and reputable examples, we printed out all the heat maps, click maps, eye tracking maps, etc, and overlaid them all on a light table. After many late night hours peering into the light box, we came up with what we consider to be the definitive answer, the Ultimate Heat Map.

Now that we knew the hottest areas of a web page in terms of eye fixation, attention and clicks, we asked, "How does that relate to the design elements on a page, like headlines, copy, photos and advertising? What areas of the web page will get the most conversions in terms of clicks, signups and sales? That's where the Ultimate Heat Map Templates come in. Inside this book, you'll find over a dozen proven layouts that will attract heat, in form of eye fixation, attention and clicks, which leads to increased signups, donations, optins, conversions, affiliate commissions, ad revenue and sales of any product or service that you choose to promote. "One of the Ultimate Heatmap templates instantly increased website revenues, across all my sites by 32%. Not bad for an hour's work!" ~ Ken McCarthy, Internet Pioneer and Host of The System Seminar ® Ken's ad revenue jumped by 32% overnight. What treasures will you find inside?