

# DailyTexanOnline.com Homepage User Experience Report Using Crazy Egg and Google Analytics



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## Key Insights (ranked by importance):

1. A huge proportion of people like to search in the top right search bar

### Recommendations:

- a. Make sure the search bar can be prominently seen in the new design
  - b. Make sure the search bar is faster (it currently is very slow)
  - c. Use Drupal modules to ensure that the search bar is optimized (make sure it tracks misspellings etc.)
  - d. Add an advanced search function so users may search by content type, date, etc.
2. The header story gets a large proportion of clicks and 100% of the users scrolled down to it  
Recommendations:
    - a. Make sure the head story is very large, is very visual, and is very conversion friendly (aka it is obvious that the story is clickable)
      - i. Good examples: [CNN](#) and [HuffPost](#) homepages
  3. The top advertisement to the right of the logo got 71% of all the advertisement clicks  
Recommendations:
    - a. Make sure that there is real estate near the top for ads and other revenue related platforms like the **automatic digest opt-in** (like the opt-in on the HuffPost homepage, see image below)



4. While the search bar is used to find specific articles, using the menu tabs is the main form of browsing through the site. **The most important navigation tab is the “Home” tab** for it is the top tab that people click on after they are one page deep into an article.  
Recommendations:
  - a. Make sure that the menu tab is very navigation friendly.
5. The tabs furthest to the left (News, Sports, Opinion, and even Home) get clicked on the most  
Recommendations:
  - a. Make sure that the most popular content categories (can be found in my content analysis) or topics are shown to the left of the menu
6. Less than 25% of people scrolled down to the multimedia section of the current homepage  
Recommendations:
  - a. Make sure that the most important content is near the top and there are not any big blank spaces (like the one right before the multi-media section)
7. A lot of people are interested in seeing PDF version of the paper after landing on the homepage  
Recommendations:
  - a. Make the PDF form acquisitional content (make users give us our email before they can download it)

8. The top traffic source is Organic Google traffic Recommendations:
  - a. Make sure the Homepage is SEO optimized