Article published on March 22nd 2012 | Software

If you are a website owner then you know about visitors versus conversions. You understand that the traffic you have does not guarantee any sales. There are tools at your disposal that can help you take those visitors and turn them into sales. These tools are valuable. After all, the goal of any website is to bring in customers and make money. Usability testing software is one of the top tools for website management.

The right usability testing tool will be able to show you exactly where your website is failing the customers. You will be able to record website visitors and see what they are doing when they are on your site. This lets you know what part of your site is attractive to your traffic. It also lets you know in advance if there are any problems on your site that is stopping visitors from converting to sales.

Mouse tracking allows you to see the movements of your visitors step-by-step. You can then play back what they have done and what stopped them from moving on and buying your product. A website visitors tracker helps any site manager know the benefits and flaws of their site from a customer standpoint.

Finding the right usability testing software is vital. You want accuracy, reliability and ease-of-use. The goal is to see what your visitors are doing without them knowing their movements are being tracked. It is not a way to monitor your potential customers, but instead a way to monitor your site.

Article Source:
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Article Keywords:
Usability Testing Software,Record Website Visitors,Websites Visitors Tracker,Mouse Tracking,Usability Testing Tool

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