

Analyzing Session Recordings Effectively

Learning objective: You analyze heatmaps, scroll maps, and session recordings systematically, filter by conversion-relevant segments, identify frustration signals like rage clicks and dead clicks, and translate recurring patterns into testable hypotheses. No drowning in data sets, no getting distracted by one-off observations.

Key Takeaways

- Session recordings make invisible behavior visible, but only when you start with clear questions and the right filters.
- Heatmaps, scroll maps, and click maps answer different questions and work best together.
- Mobile recordings need to be interpreted differently than desktop recordings.
- Recurring patterns are the raw material for concrete optimizations.
- Recordings show behavior, not motivation.
- Filters matter more than the volume of recordings.
- Rage clicks and dead clicks are strong frustration signals.

Framework steps

1. **Define goal**
2. **Filter segment**
3. **Look for patterns**
4. **Derive hypothesis**
5. **Many clicks on image**
6. **No reaction**
7. **Frustration**

Key points at a glance

RELEVANCE

What Does This Mean for Your Shop?

Recordings reveal behavior that numbers alone can't explain.

CONCEPT

What Recordings Can and Can't Do

Recordings show behavior, not motivation. You see WHAT, but not WHY.

Heatmap: Where does the cursor move most often? A signal for attention, but not proof of interest.

Filter by device, traffic source, country, and landing page.

CONCEPT

Rage Clicks and Dead Clicks

Rage clicks: repeated rapid clicks on an element that doesn't respond, a strong frustration signal.

CONCEPT

Segment rather than browse at random

Without filters, you'll get lost in thousands of recordings.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.