

HOW DO BIG WEBSITES KEEP THEIR USERS SATISFIED

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Abstract

A Social Network or a Search Engine sounds like a big project where thousands of people work to keep it alive and up to date. It has been found that after a long experience with thousands users on a website like that, actually the users are the best workers there, if you know how to collect ‘Heatmaps’. Using the appropriate tools, you will be able to determine the elements which are to be tweaked or to be moved to a different area of your page. By collecting this type of data you can have a brief insight on what the users are looking at and where they are moving their mouse. Taking ‘instant feedback’ from every change done on the project gives you real-time positive or negative reactions of the campaign, so that you can make the necessary changes to keep the users happy. Readership Data tools show where exactly the mouse hovers on the page or where the user tend to click. Visual Reporting keeps track of where the users are more focused or interested in your project. This aggregate data can give you an idea about how the visitors are interacting with your site on a weekly and monthly basis. It has been found that keeping things simple and clean is one of the main reasons leading to a long-time on page visitors. Analytics show that websites that load faster make users more satisfied than the websites that use a lot of ‘beautiful makeup’, people do scroll, but their attention span is short – This study found that the visitor’s viewing time of the page decreases sharply when they go below the fold. Several studies have found that the left side of the website gets a bigger part of your visitor’s attention. The left side is also looked at first also people tend to read textual content in an F-shaped pattern. When it comes to gender studies show that men are visual, women seek information. The best way to keep a big website running is by keeping track of the users on that website.

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