

FREE MICROSOFT TOOL · IMPLEMENTATION GUIDE

TRAFFIC AA RAHA HAI. ENQUIRY KAHAAN ATAK RAHI HAI?

Microsoft Clarity se apni website ka visitor journey dekhiye.
Guess karne se pehle real clicks aur scroll check kijiye.

AAP KYA KAR PAAYENGE?

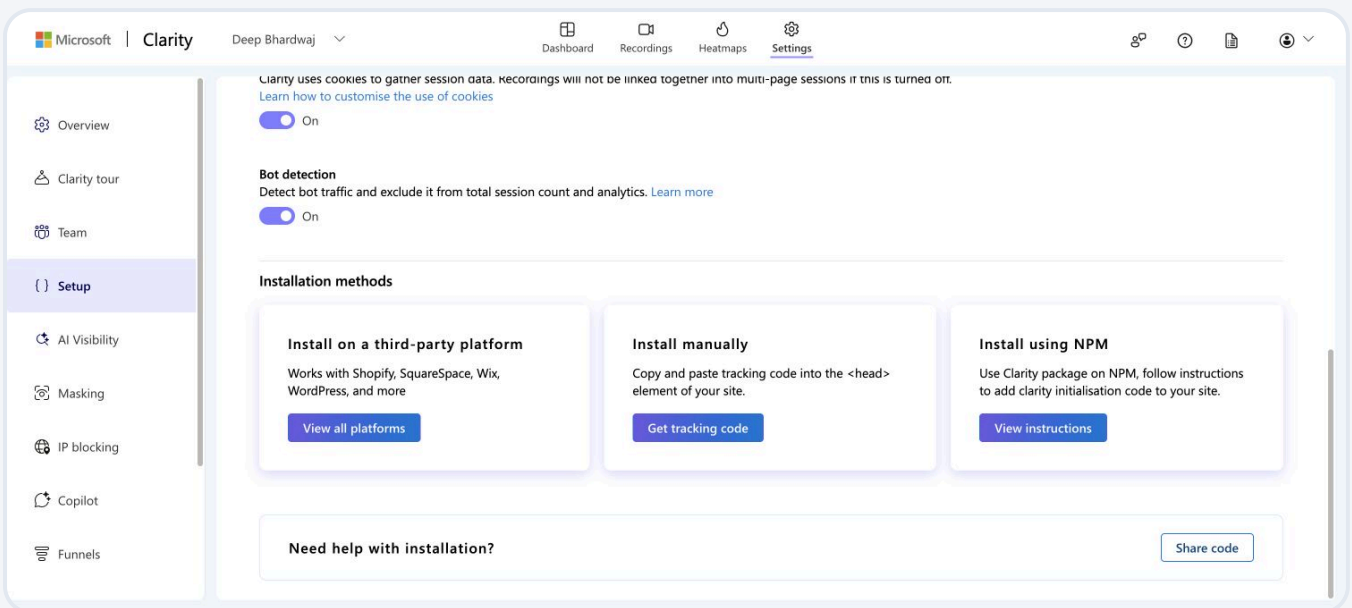
1. Clarity project aur tracking setup samajhna.
2. Recordings mein visitor ke clicks aur scroll dekhna.
3. Dead clicks ko manual testing se verify karna.
4. Scroll map se enquiry button ki visibility check karna.
5. Ek fix choose karke dobara test karna.

Laptop + website admin access ready rakhiye. Clarity behaviour dikhata hai; visitor ki niyat ya lost revenue khud confirm nahi karta.

01 · SETUP

PROJECT BANAIYE. CODE EK BAAR INSTALL KIIYE.

1. clarity.microsoft.com par sign in kijiye. New project mein apna website naam aur URL add kijiye.
2. Project mein **Settings** → **Setup** kholiye.
3. Apni platform integration use kijiye, ya **Install manually** → **Get tracking code**.
4. Apne project ka code website ke **<head>** mein add kijiye. Developer se karwa sakte hain.

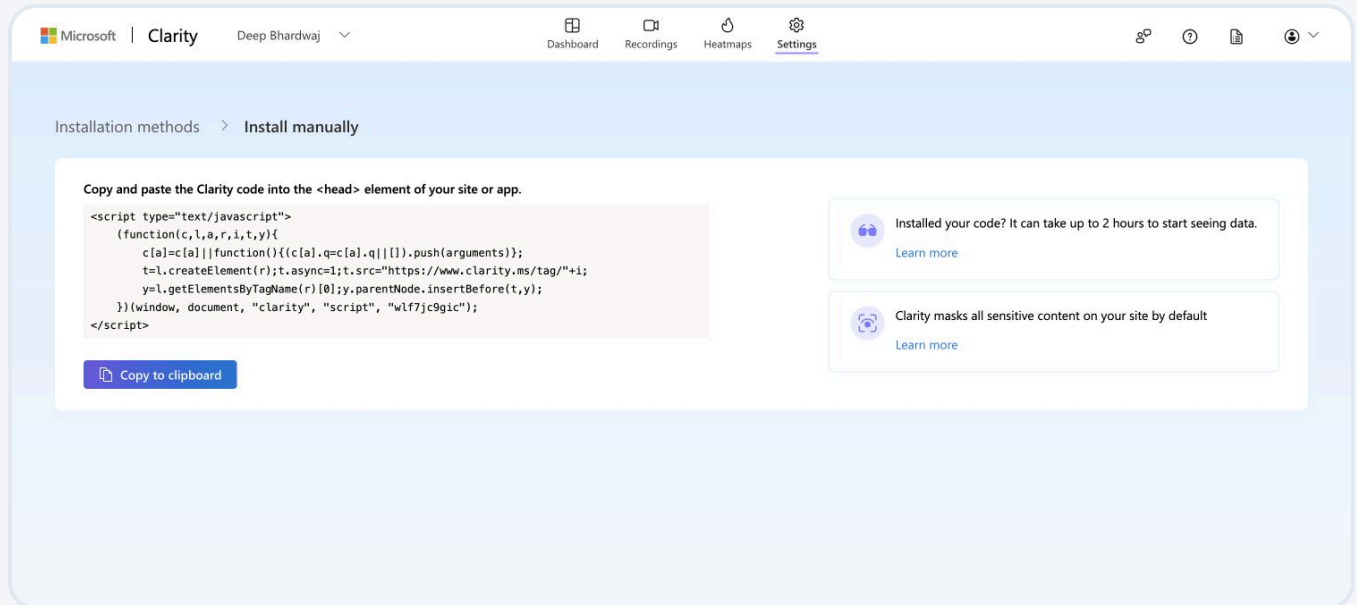


Duplicate tracking mat lagaiye. Agar WordPress plugin ya Google Tag Manager se pehle se installed hai, wahi setup verify kijiye.

Source: [Microsoft: Clarity setup](https://clarity.microsoft.com) · Checked 25 October 2026

02 · VERIFY

APNA CODE LAGAIYE. DATA AANA CHECK KIIJIYE.



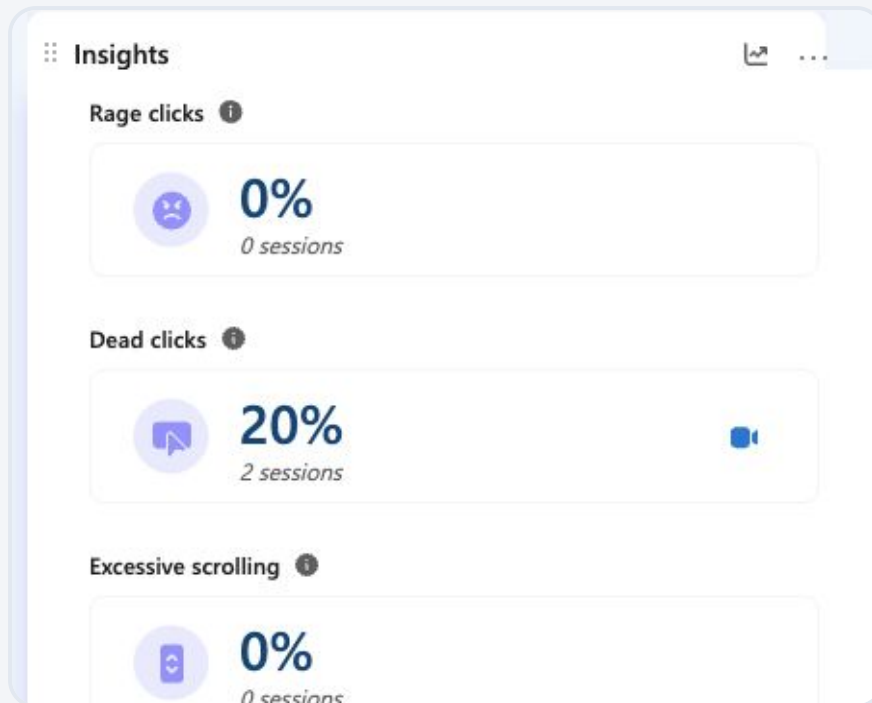
1. Screenshot ka project code copy mat kijiye—**apne project ka code** lijiye.
2. Website publish karke desktop aur phone par page kholiye.
3. Clarity dashboard mein apne date range aur site filters check kijiye. Data aane mein **2 ghante tak** lag sakte hain.
4. Data na aaye toh code installation, consent setup, blocked scripts aur correct project check kijiye.

Sensitive fields ki masking verify kijiye. Public sharing mein visitor IDs, ad-click IDs, personal details aur private URLs include na kijiye.

Source: [Microsoft setup documentation](#) · Checked 25 October 2026

03 · RECORDINGS + DEAD CLICKS

CLICK HUA. RESPONSE BHI MILA?



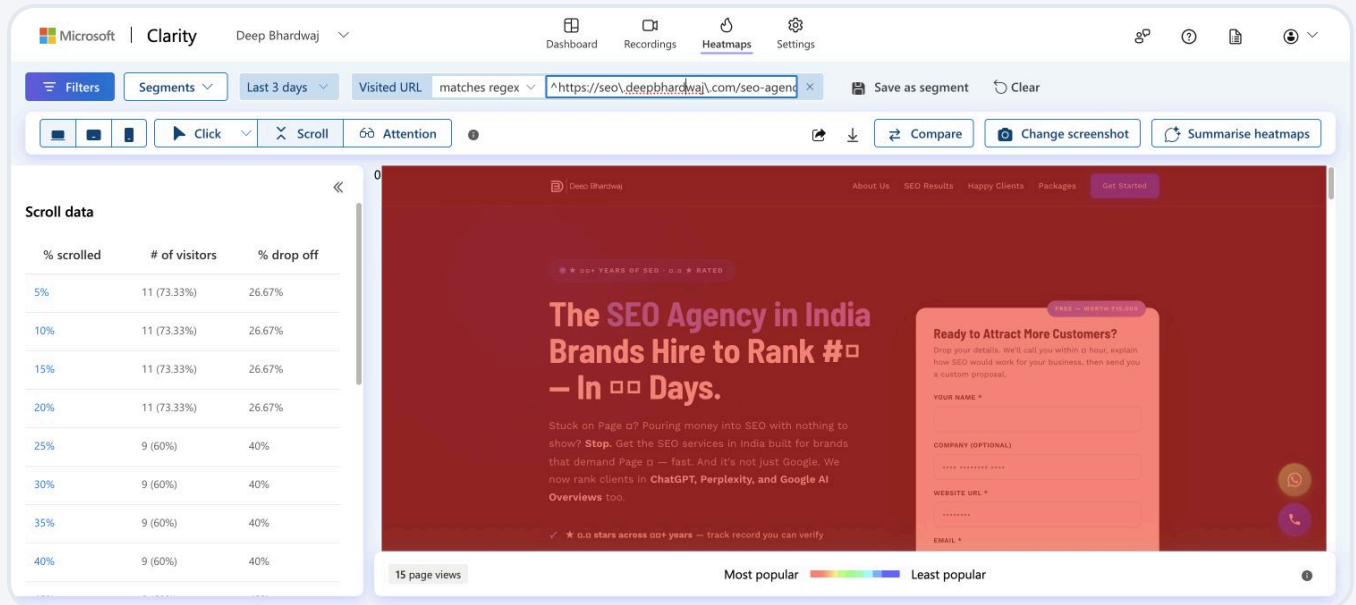
1. **Recordings** kholiye; relevant page, device aur date range select kijiye.
2. **Dead clicks** filter lagaiye ya dashboard se matching recordings kholiye.
3. Replay mein flagged moment dekhiye. Kya click kisi actual button/link par hua?
4. Wahi page apne phone par kholiye. Button dabakar form, call, WhatsApp ya next page khulna verify kijiye.

Flag = investigation ka signal. Non-clickable text ya image par click bhi flag ho sakta hai. Isse broken button ya lost sale prove nahi hota.

Real example shown: selected SEO page, last 3 days, 2 of 10 sessions flagged. Yeh sample hai; universal benchmark nahi. Source: [Microsoft: semantic metrics](#) · Checked 25 October 2026

04 · SCROLL MAP

ENQUIRY BUTTON TAK LOG PAHUNCH RAHE HAIN?



1. **Heatmaps** mein wahi page aur device choose kijiye.
2. **Scroll** select kijiye. Enquiry button ki position par kitne visitors reach karte hain, dekhiye.
3. Phone aur desktop ko alag check kijiye. Page layout aur visitor behaviour alag ho sakta hai.
4. Button bahut neeche hai? Ek clear CTA ko useful introduction ke baad test kijiye. Pehle aur baad ka observation note kijiye.

Heatmap pageviews ka aggregated view hai. Colours aapke actual business goal ya conversion ko automatically prove nahi karte.

Source: [Microsoft: heatmaps overview](#) · Checked 25 October 2026

BONUS · WEEKLY CHECKLIST

PEHLE ISSUE VERIFY. PHIR EK FIX TEST.

Check	Note kijiye
Page + device	URL, date range, mobile / desktop
Observed behaviour	Replay moment / scroll-map position
Manual test	Button ka expected vs actual result
One change	Copy / placement / broken action fix
Recheck	Same page + device; enquiries bhi measure kijiye

COPY-READY CHATGPT PROMPT

Meri website ka Clarity observation organize kijiye.

Page + device: [details]

Date range + sample size: [details]

Replay mein dekha: [facts]

Dead-click manual test: [result]

Enquiry button ki scroll reach: [observed value]

Facts aur assumptions alag rakhiye. Ek testable fix, expected behaviour aur recheck checklist dijiye. Lost revenue ya conversion uplift invent mat kijiye.

Query ya help chahiye? Instagram par isi DM ka reply kijiye. Agar abhi follow nahi kiya hai, **@ideepbhardwaj** ko follow kijiye—website aur ads ki practical checks seekhiye.

Real Clarity project screenshots captured 25 October 2026. Session replay website interactions ka reconstruction hai; visitor ka camera video nahi.