Introducing Grouped Pages

Updated January 10th, 2025

The **Grouped Pages** feature provides a unified view of heatmap analytics for pages that share similar templates and URL structures. This is particularly helpful for analyzing key metrics across related pages, such as product or collection pages.

Please note: you will see the highest-traffic page-type that you're selecting, but the data is aggregated from all pages in the Group Type. All elements that appear on every page type in the Grouped Pages will have combined data and non-unique content will be discarded. The following will show the best applications for this feature:

Use Cases

Grouped Pages streamline analytics for same-template pages. Some common use cases include:

- **Product Page Templates**: Consolidate data for all product pages to uncover trends, such as effective CTAs or standout product images.
- **Navigation Analysis:** See how sessions flow through the site with a holistic view of user navigation.
- **Collection Page Templates**: Understand which collections generate the most engagement and optimize layouts to boost click-through rates.
- **Site-Wide Page Elements**: Analyze recurring elements like navigation bars, footers, or banners to consistently evaluate their performance.

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Accessing Grouped Pages

To access Grouped Pages, navigate to the sidebar menu in any heatmap and click on the **Grouped Pages** section. Here, you'll find default groupings automatically created by Heatmap.com.

While default groups cannot be edited, you can easily [add new custom groups](#) tailored to your needs.
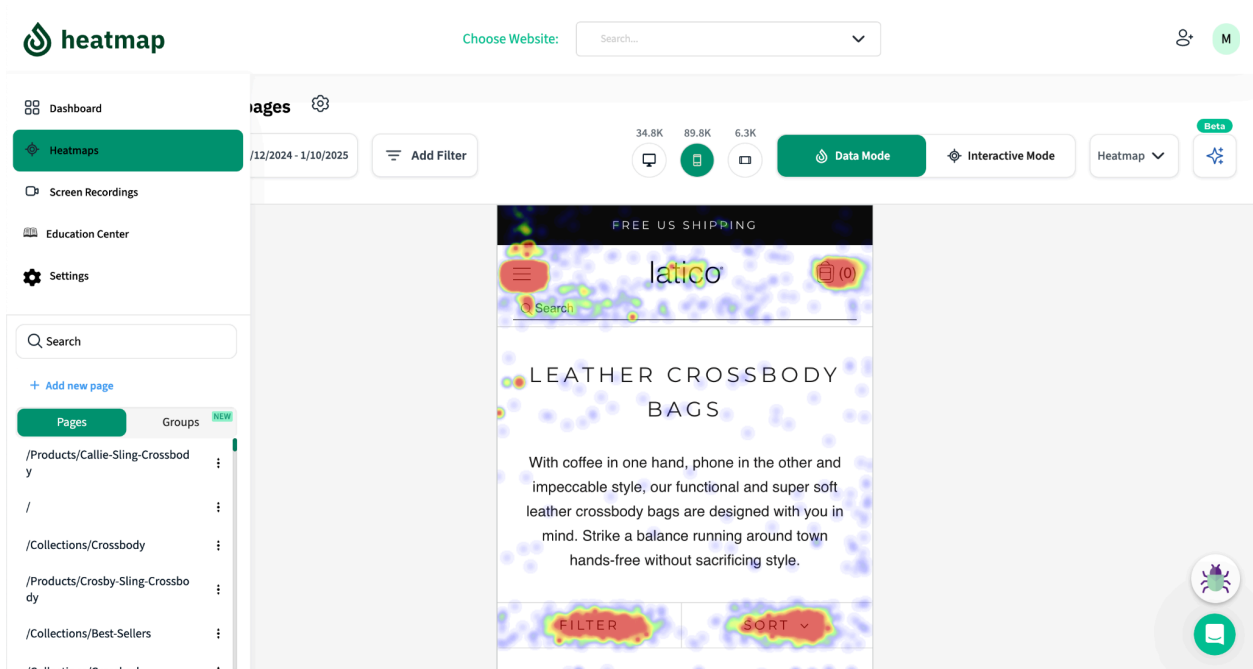
## Understanding Grouped Pages Metrics

Grouped Page analytics will contain a consolidation of metrics across all pages contained in the grouping. The heatmap view will be a screenshot of your highest traffic page within that group and the metrics will contain a sum of all the data across each page included within the grouping.
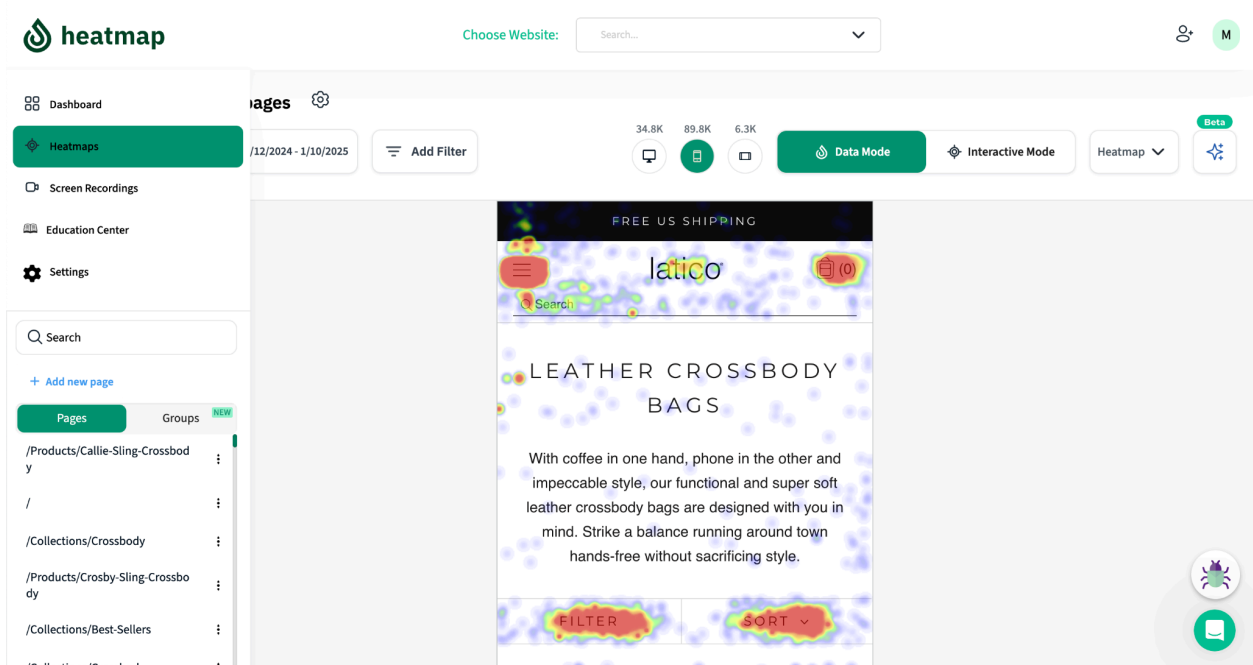
If you would like to see what pages are included in the group, you can click the ellipses (or the 3 dots next to the page group) and select URL list.
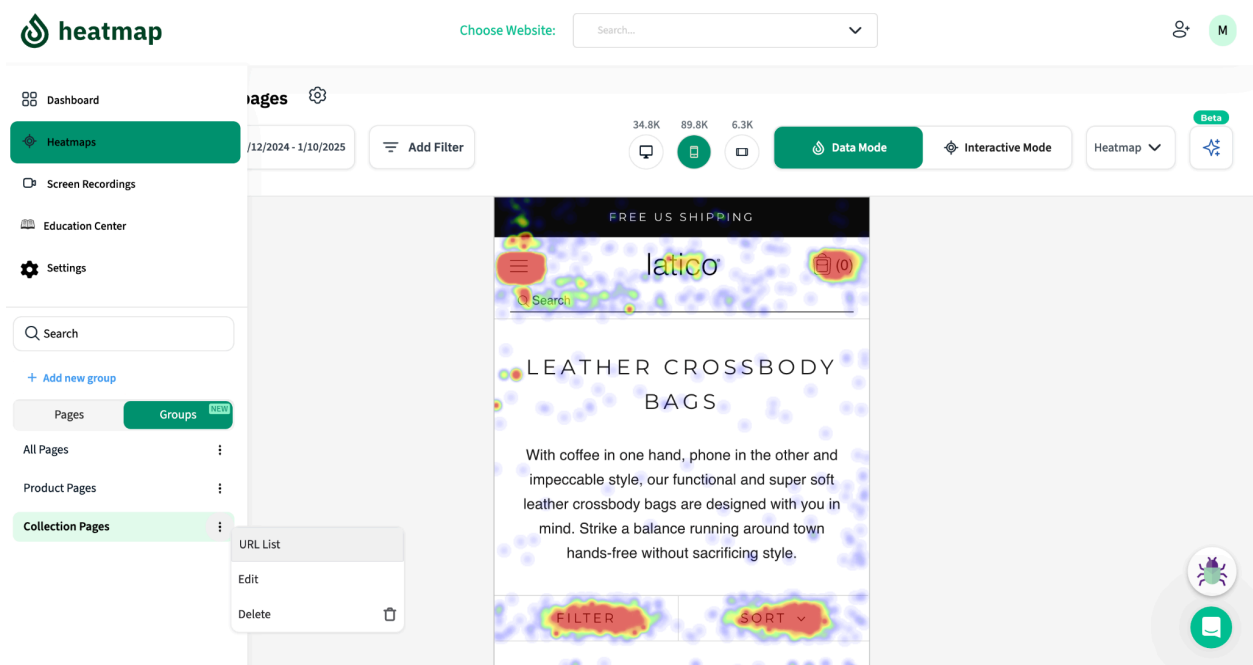
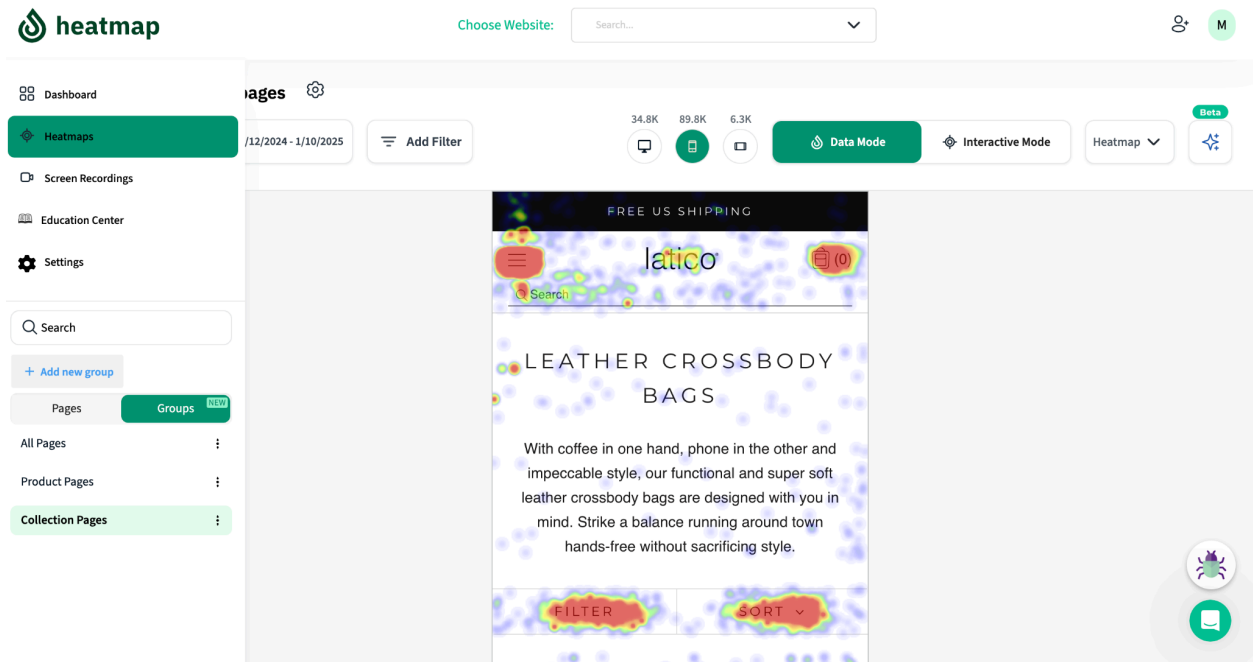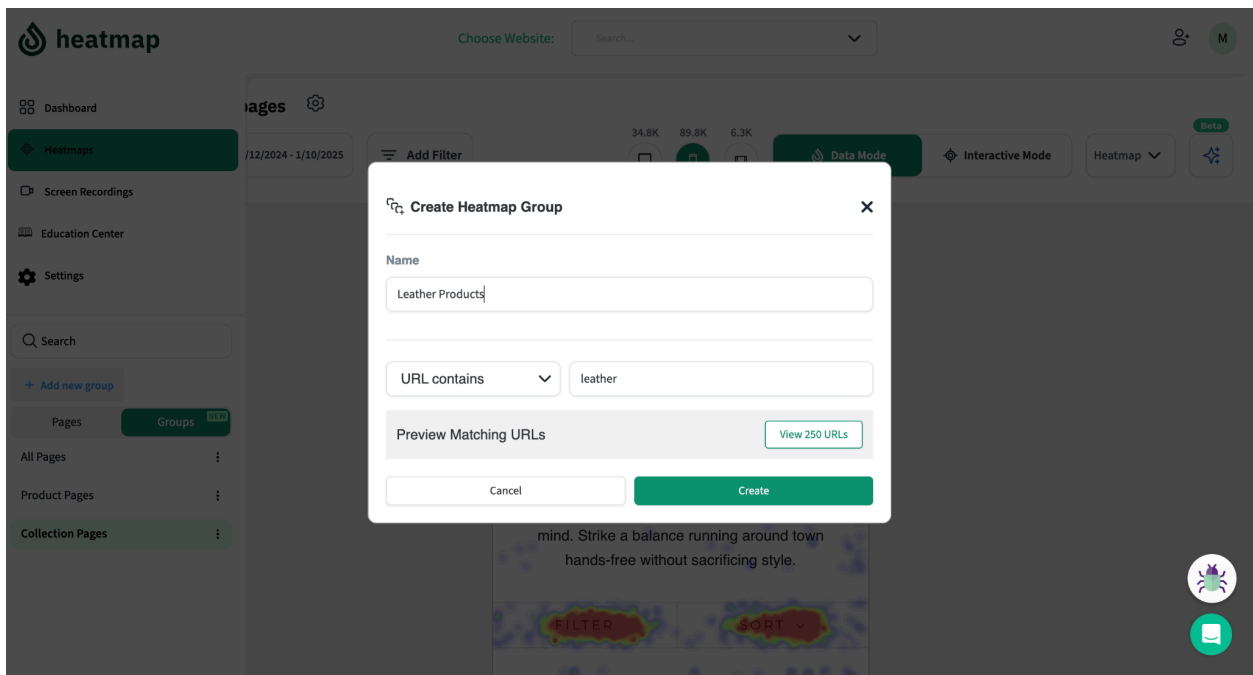You will now see a list of URLs that are included in the group

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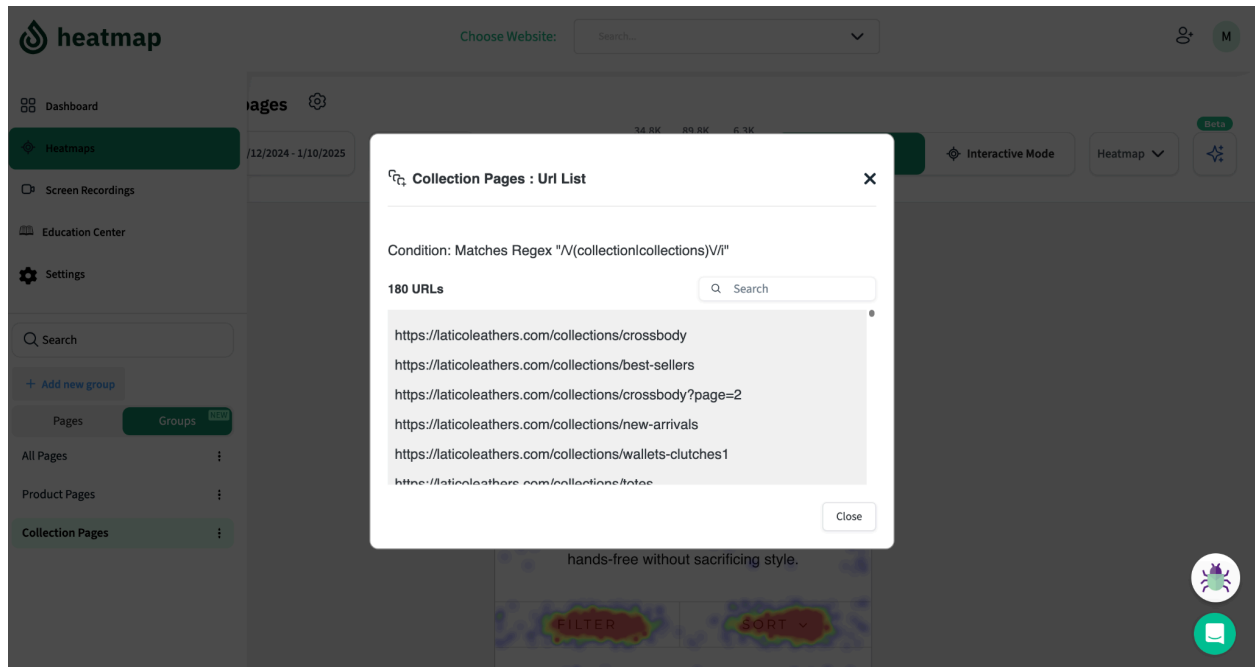
Adding a New Group

Create custom groups to suit your specific business needs, such as grouping products that target a particular demographic.
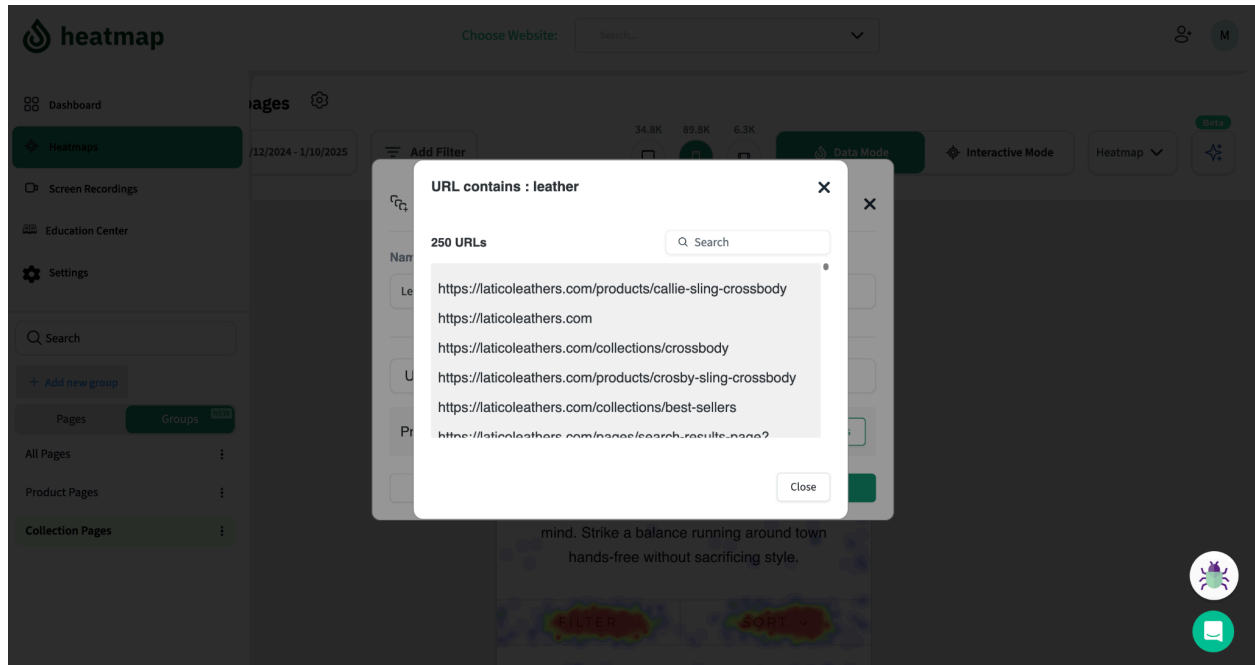
To Create a New Group:

Step 1: Hover over the sidebar menu within a heatmap and select **Add New Group**.
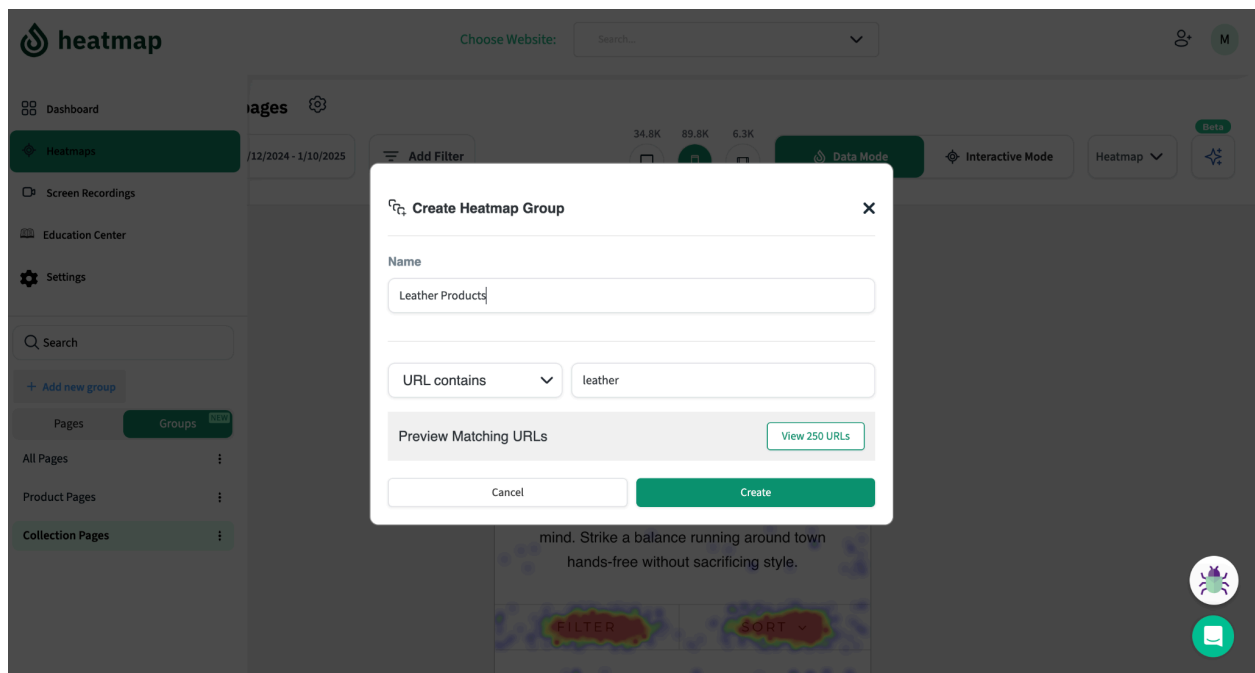
Step 2: Enter group details, including a name and URL parameters.
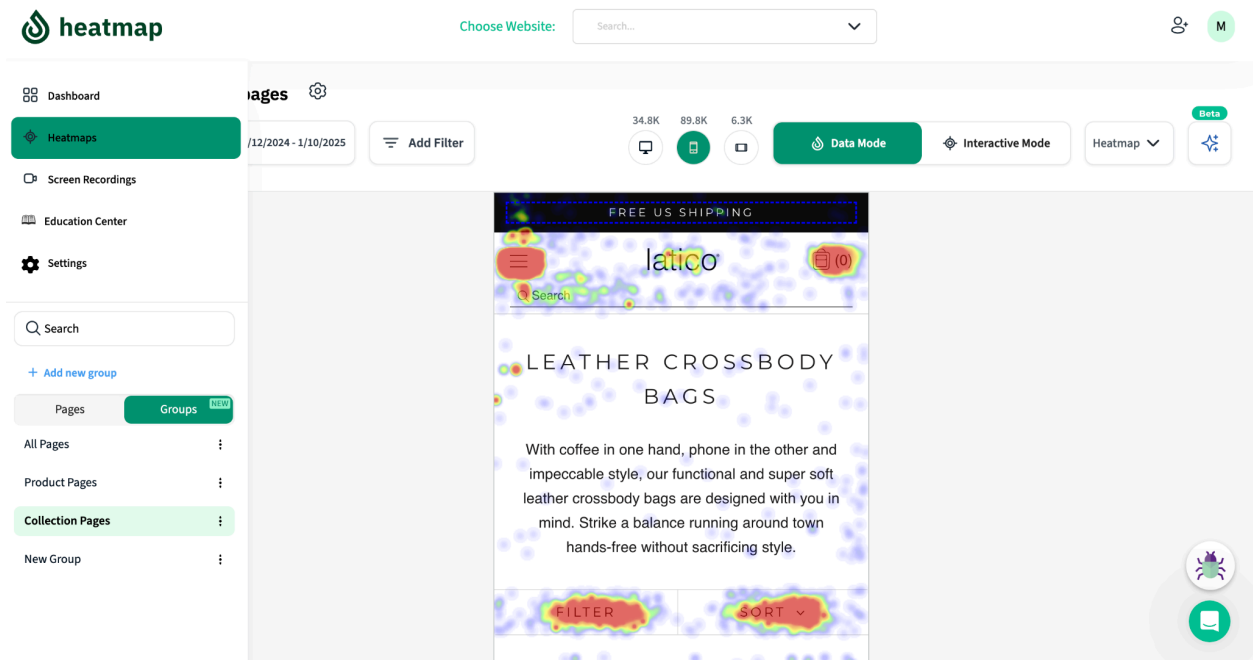

Step 3: Preview included URLs by clicking the **View X URLs** button.

Step 4: Once everything looks good, click **Create** to add the new group.
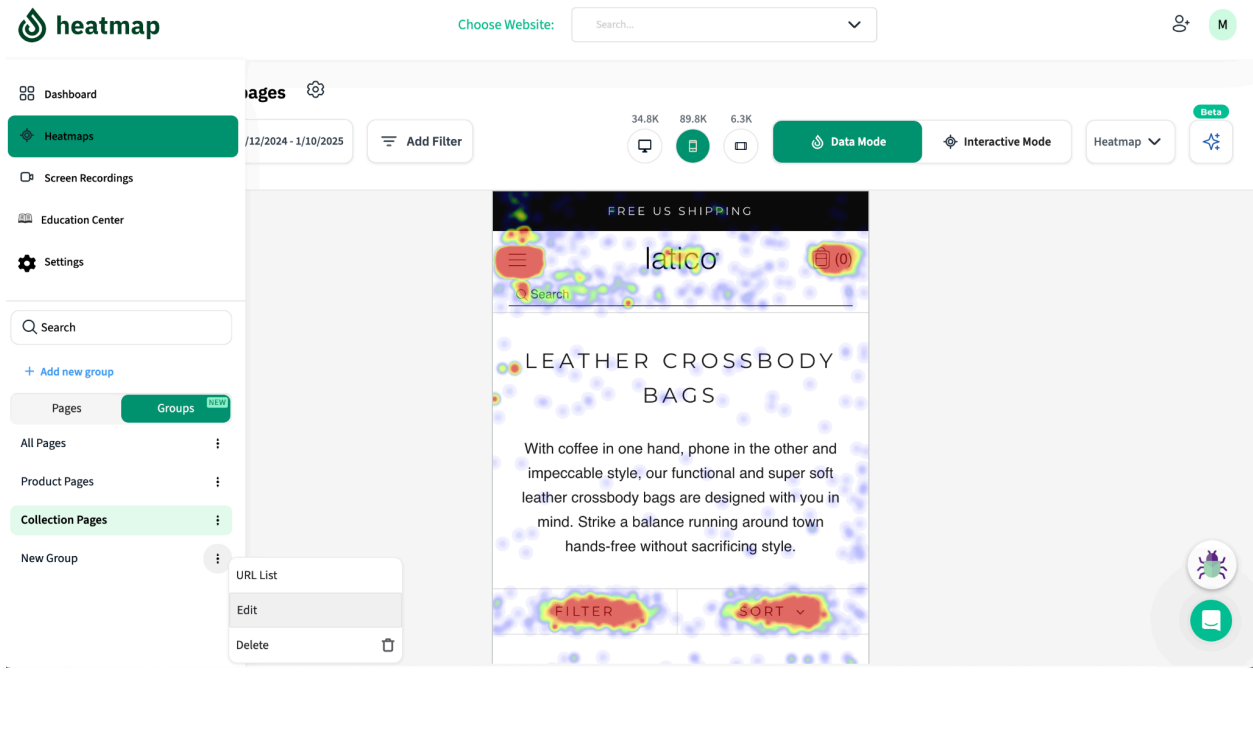

Your custom group will now appear under the default groups

Editing a Group

To edit a group, click the **ellipsis (three dots)** next to the group name and select **URL List**. From here, you can view and modify the URLs in the group.
Note: Default groups cannot be edited.

Next Steps

Maximize the potential of **Grouped Pages** by diving into your analytics and identifying actionable insights.

- **Review Page Groups**: Verify that your URL structures and templates are correctly grouped in your heatmap settings.
- **Analyze Trends**: Monitor engagement metrics regularly to spot opportunities for improvement.
- **Test and Optimize**: Use insights from Grouped Pages to run A/B tests, refine layouts, and enhance the user experience.

For more detailed guidance, visit our [Help Center](#) or contact us at support@heatmap.com.

DEADPOOL – v2.0

Introducing Grouped Pages

Updated... who cares when. Just read it.

Hey, smarty pants! Welcome to the **Grouped Pages** feature. It's like a superpower for your heatmap analytics—consolidating data from pages with similar templates and URL structures. Think of it as the Avengers of your analytics, but without the drama or spandex (unless you're into that).

How to Access Grouped Pages

Getting started is easy-peasy—because we like to keep things simple for you. Just mosey over to the sidebar menu in the Heatmap dashboard and click on **Grouped Pages**. Boom! You're in.
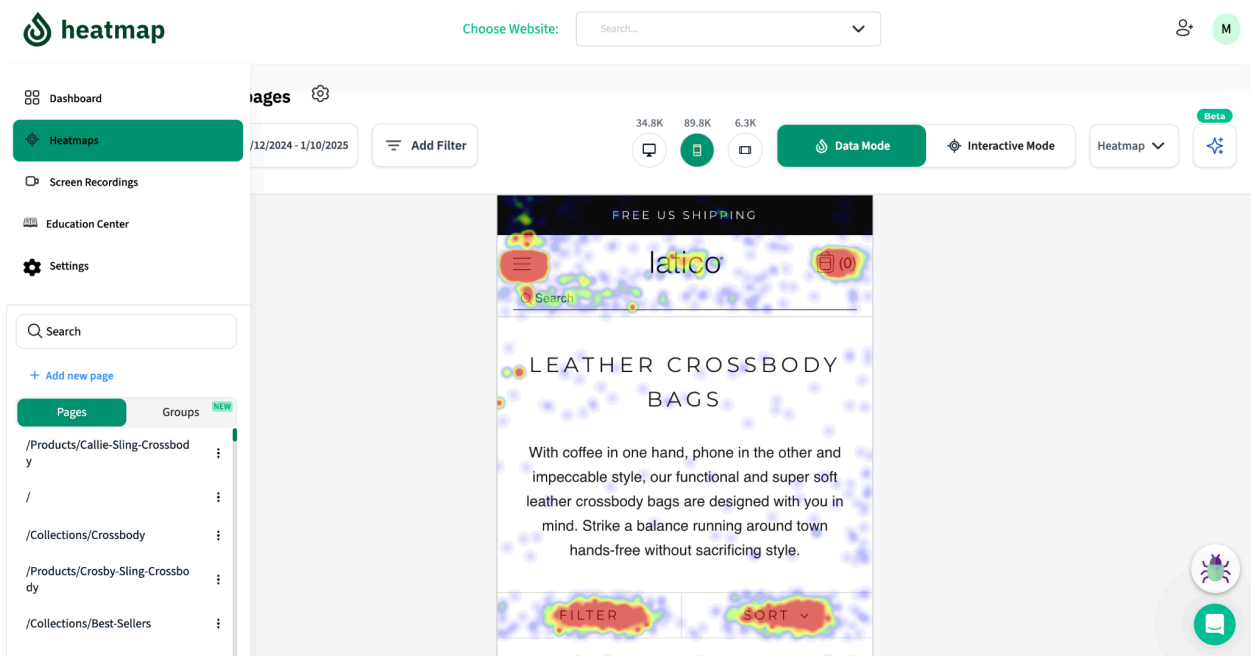
Why Grouped Pages?

Let's face it: analyzing page-by-page is so last season. With **Grouped Pages**, you can get a bird's-eye view of metrics across similar pages—like your product pages or collection pages. For example:

1. **Product Pages**: Find out which product page is your star player and which ones need a little TLC.

2. **Collection Pages**: Analyze the big kahunas of your website and see which collections are stealing the spotlight.
3. **Common Elements**: Footer links, navigation bars, buttons...you name it, we've got the dirt on it.

Think of it as stalking your website's performance... but, like, in a totally non-creepy way.
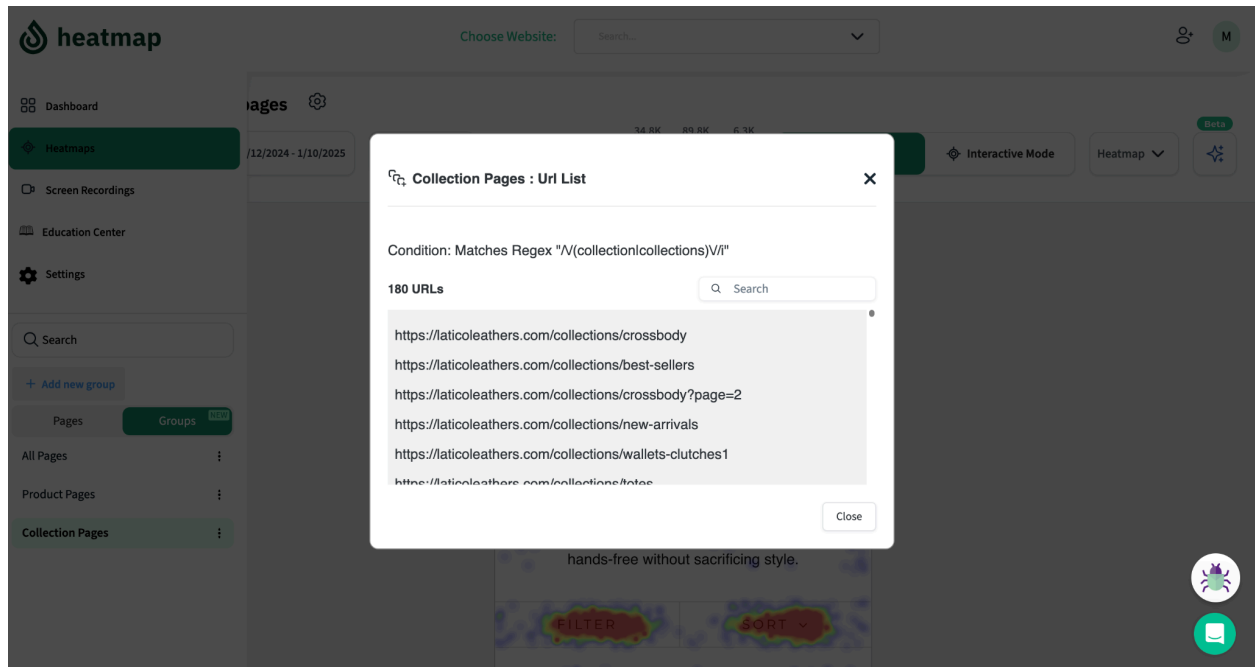

What Grouped Pages?

Alright so grouped pages sound amazing...but what pages are included in the group?

Just click those magical **three little dots** (aka the ellipses) next to the page group and select **URL List**.
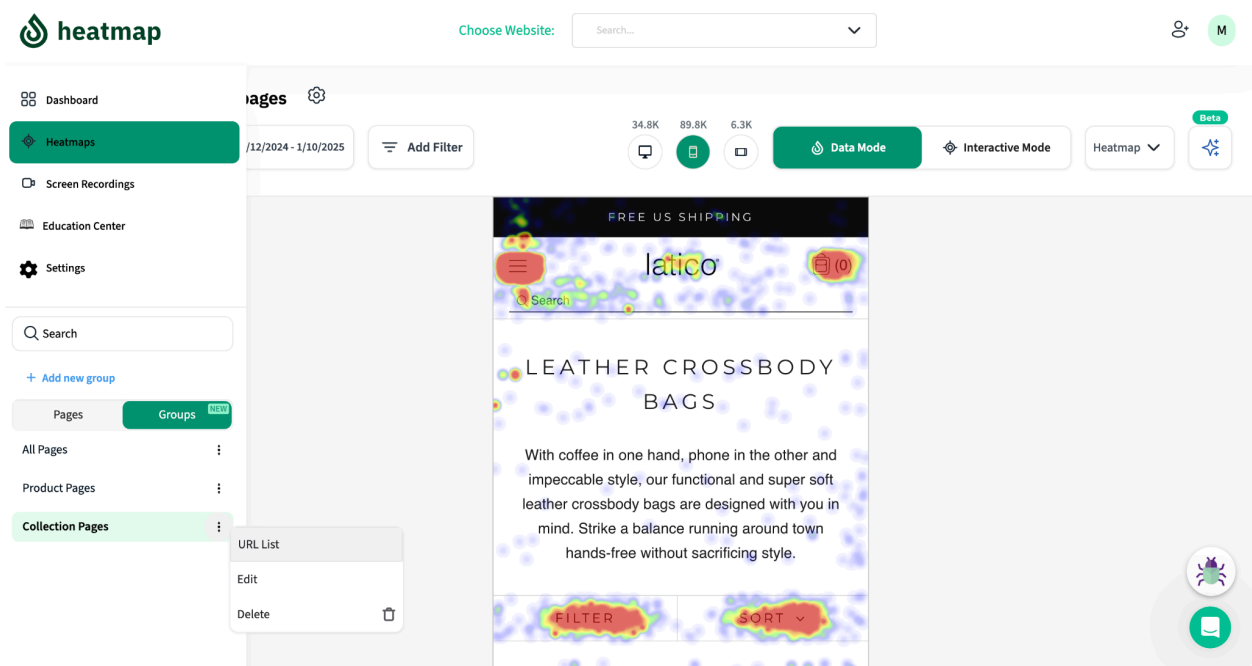
BOOM! You'll get the full guest list of URLs included in the group, no secret handshakes required.
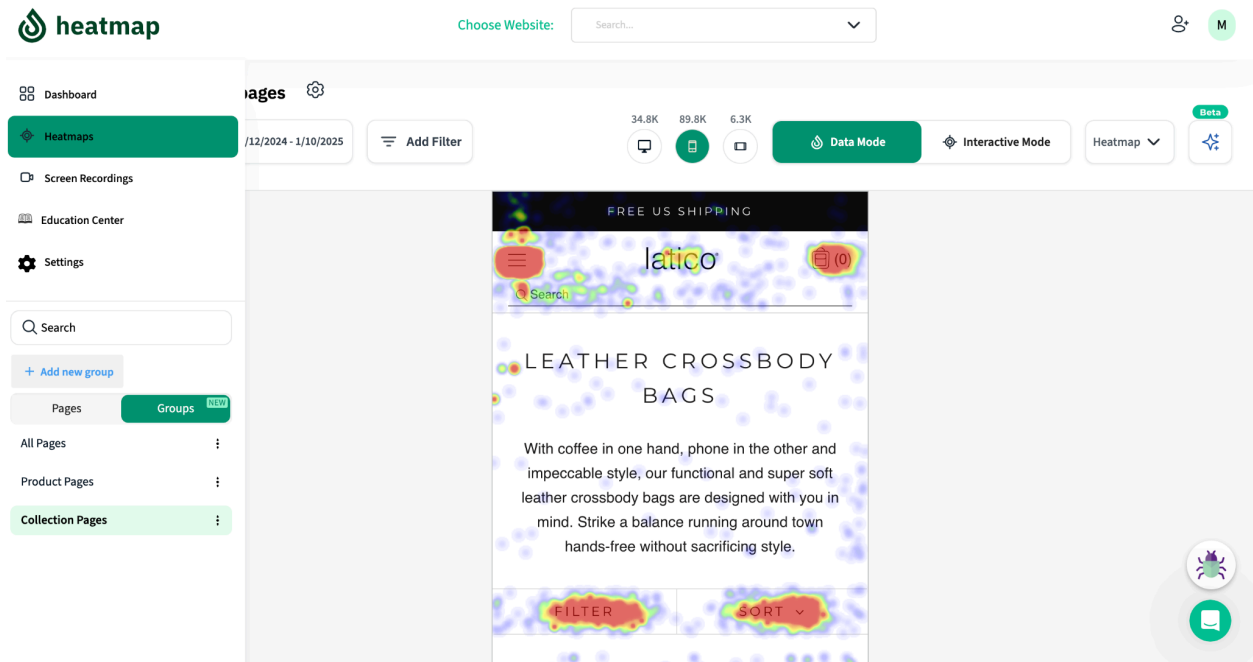
Adding a New Group

Need to flex those creative muscles? Go ahead and whip up some custom groups tailored to your super-specific business needs. Your data, your rules—just don't forget to invite us to the after-party.

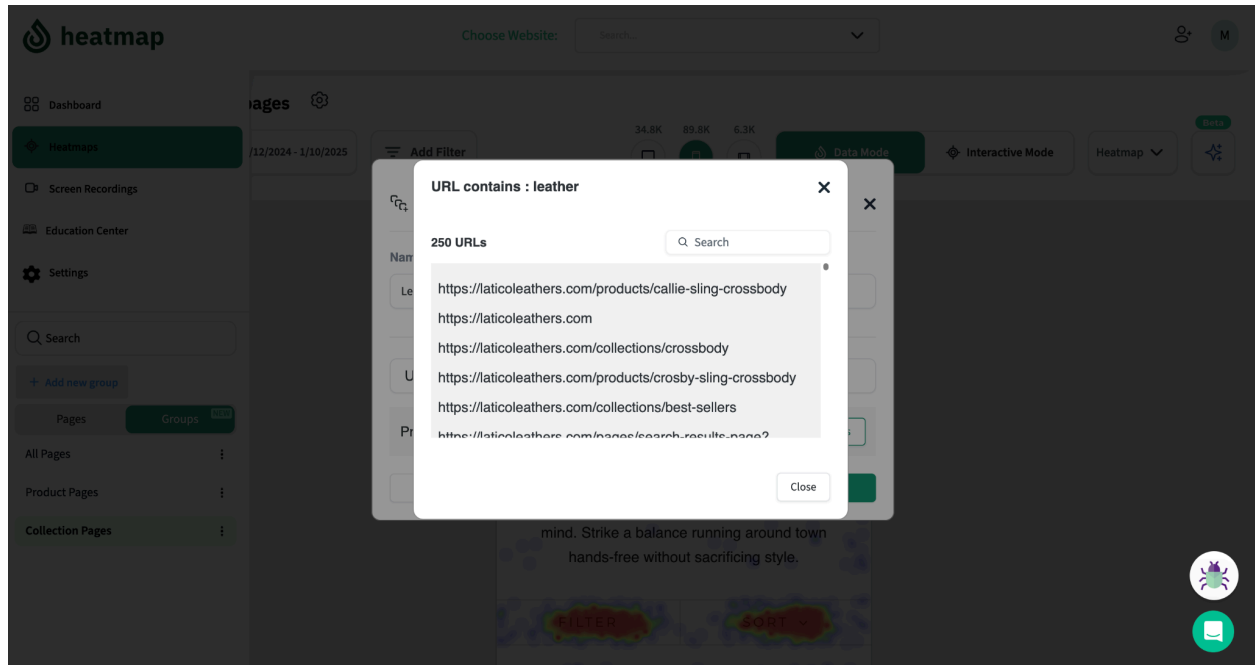**To Create a New Group:**

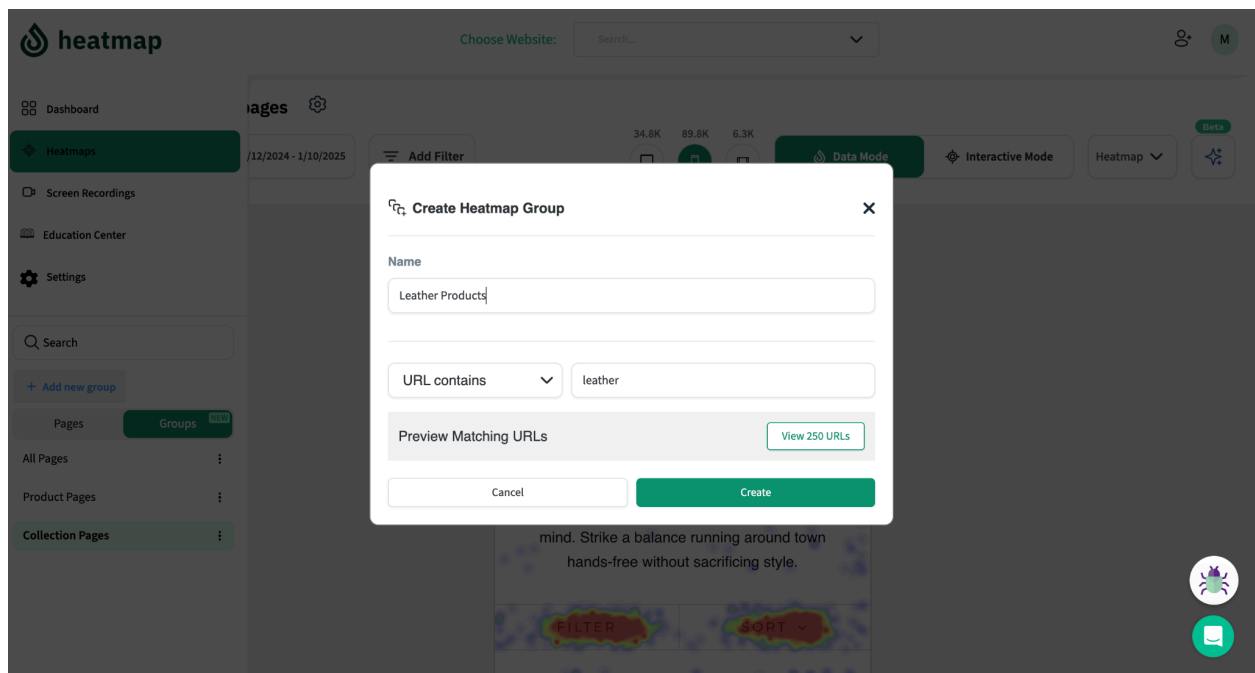**Step 1: Hover over the sidebar menu** within a heatmap and select **Add New Group**.

Step 2: Enter group details, including a name and URL parameters.
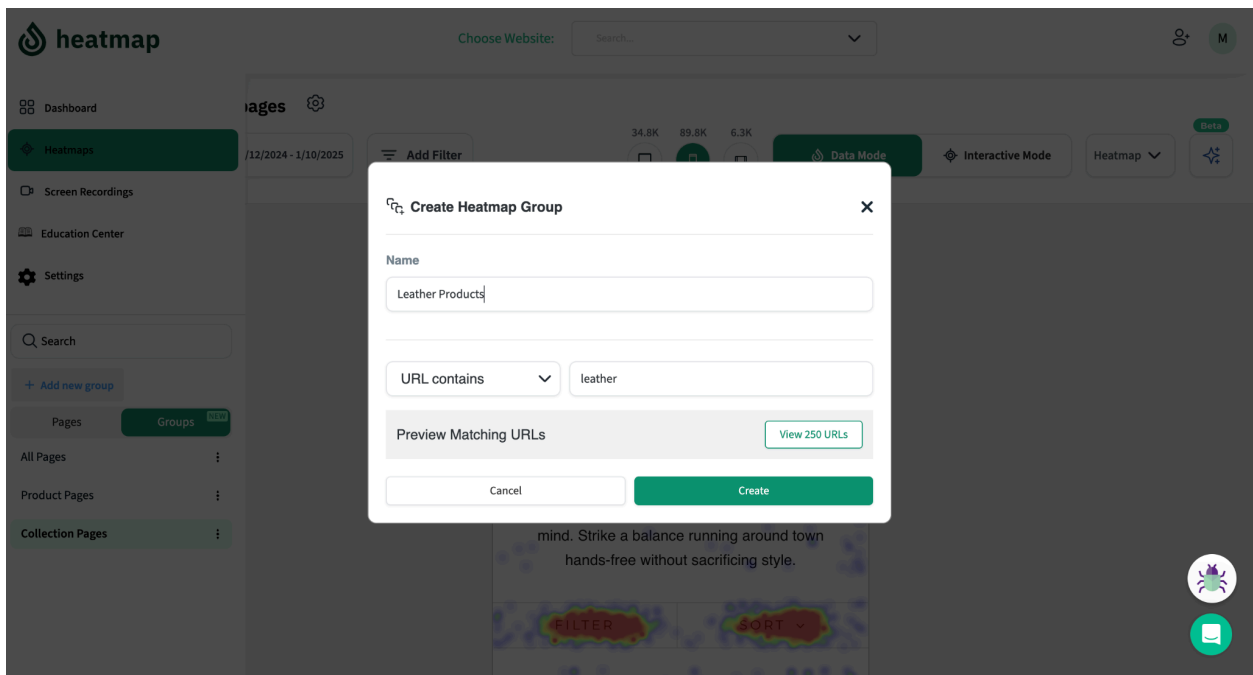
Step 3: Preview included URLs by clicking the **View X URLs** button.

Step 4: Once everything looks good, click **Create** to add the new group.

Your custom group will now appear under the default groups
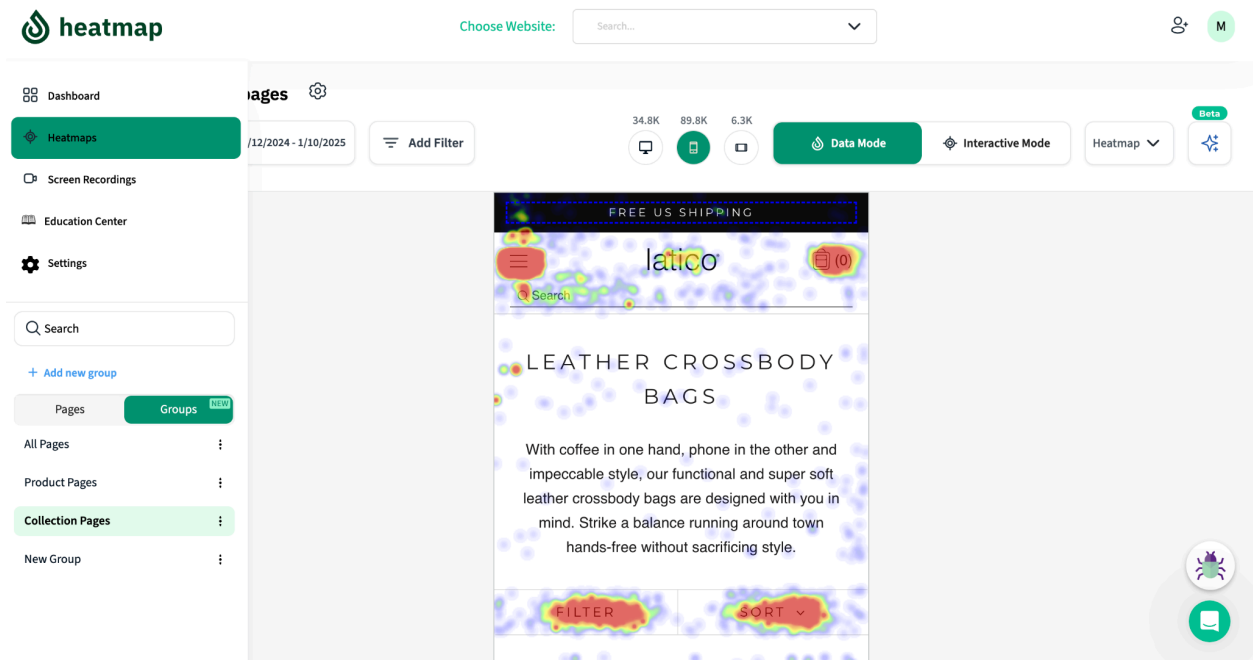
Editing a Group

So, you wanna tweak a group? Cool beans. Just click on the ellipsis (those fancy three dots next to the group name) and hit **URL List**.

Voilà!

You're in the secret lair of URLs where you can view and mess with the lineup.

P.S. Default groups are locked tighter than a Wolverines diary. No edits for you there.

Next Steps

Now that you're armed with the ultimate analytics tool, it's time to get to work.

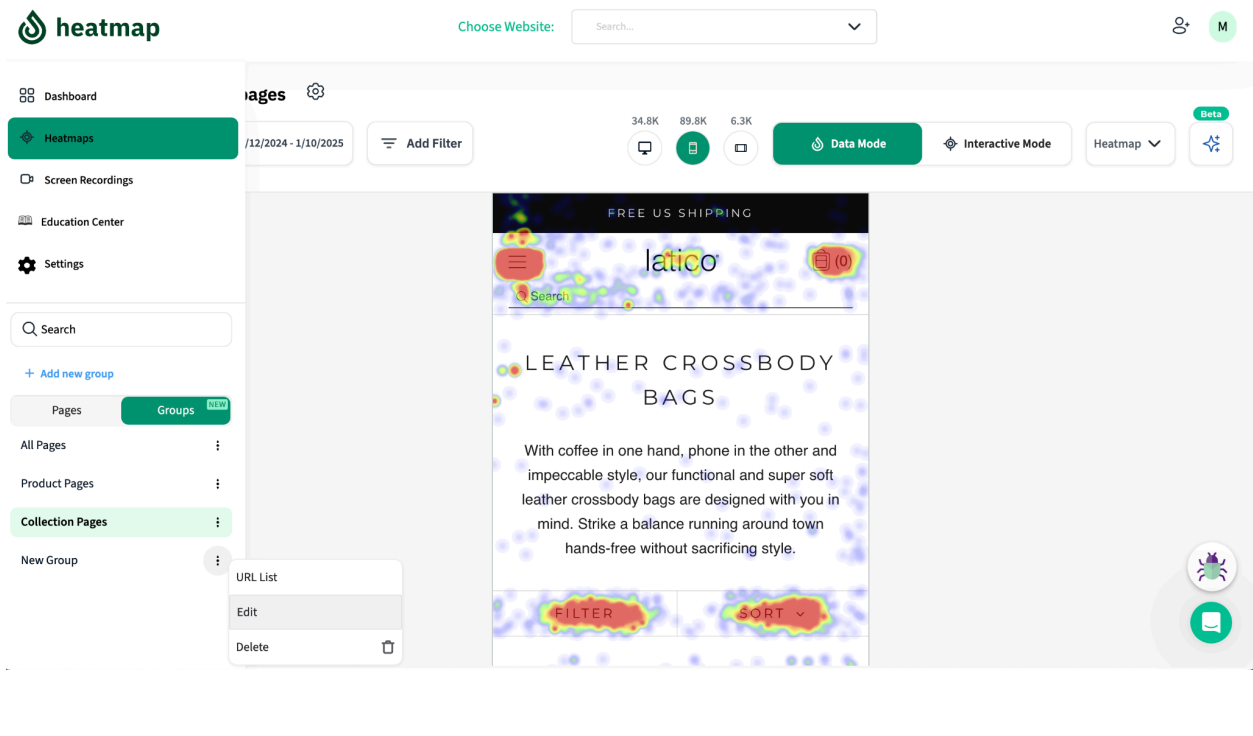- **Review Page Groups**: Double-check that your templates and URL structures are grouped correctly.
- **Analyze Trends**: Channel your inner Sherlock Holmes and spot patterns that need fixing or flexing.
- **Test and Optimize**: Use those juicy insights to A/B test, tweak layouts, and give your users an experience worthy of applause—or at least a nod of approval.

Need Help? We Got Your Back.

If you're stuck, hit up our Help Center, email support@heatmap.com, or send a carrier pigeon (just kidding, please don't do that).

Now go forth and conquer your analytics like the superhero you are!

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TECHNICAL – v3.0

Following the What > Why > How > When structure

☐ Review the addition of a GIF to simplify the step process

What are Grouped Pages?

Grouped Pages allows you to consolidate heatmap analytics for pages with similar templates and URL structures. This helps streamline data analysis across related pages, such as product, collection, or navigation pages, by grouping them together into a single view.

Why Use Grouped Pages?

Grouped Pages are ideal for identifying trends and optimizing page performance on similar pages. By consolidating analytics, you can:

- Analyze **product page templates** for insights into effective CTAs or product imagery.
- Get a holistic view of **user navigation** through your site.
- Optimize **collection page templates** by understanding which ones generate the most engagement.
- Track the performance of recurring site elements like **navigation bars** and **footers**.

How to Use Grouped Pages

1. **Access Grouped Pages**: In the sidebar menu of any heatmap, click on the **Grouped Pages** section. You'll find both default groups and the option to create custom groups.
2. **View Grouped Metrics**: The heatmap view will display the highest traffic page within the group, while metrics will reflect the aggregate data of all pages included in the group.
    - To see which pages are included, click the ellipsis (three dots) and select **URL List** to view a full list of URLs.
3. **Create a New Group**:
    - Hover over the sidebar and select **Add New Group**.
    - Enter group details such as name and URL parameters.
    - Preview included URLs and click **Create**.
    - Your new custom group will appear under default groups.
4. **Edit a Group**: Click the ellipsis next to a group and select **URL List** to modify its URLs. Default groups cannot be edited.

When to Use Grouped Pages

- **Product and Collection Pages**: Group similar pages to analyze key metrics across all of them at once, rather than viewing them individually.
- **Site-Wide Elements**: Track recurring elements such as footers or navigation bars for consistent evaluation.
- **User Navigation**: Use grouped data to better understand how users flow through your site across multiple related pages.

For further support, please reach out to us at **support@heatmap.com** or visit our Help Center.