

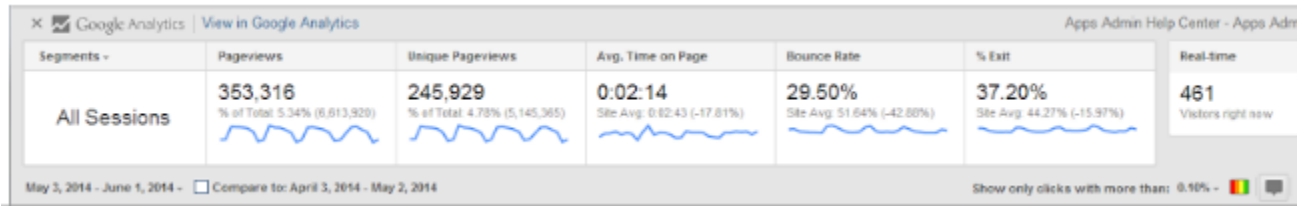
Use 'Page Analytics' extension

[Download the extension](#)

The [Page Analytics Chrome Extension](#) allows you to see how customers interact with your web pages, including what they click and don't click. Use these insights to optimize your website layout, improve user experience, and increase conversions.

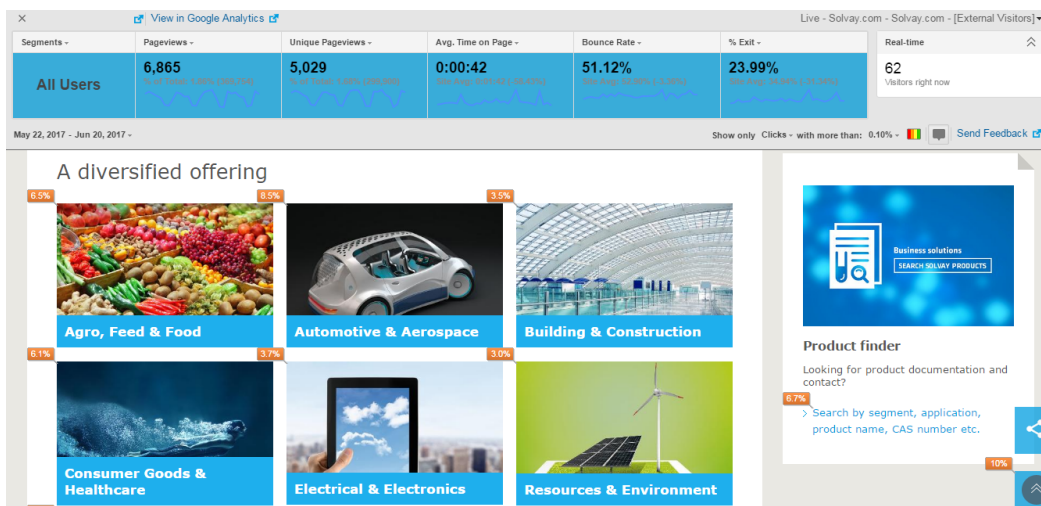


By default, the information appears in scorecards across the top of the page:



You need to [have login access to the Analytics account](#) collecting the information for the scorecard to appear.

When you view a web page for which you have Google Analytics access, you'll see:



- Google Analytics metrics: Pageviews, Unique Pageviews, Avg time on page, Bounce Rate, and %Exit
- Number of active visitors, in real time
- In-page click analysis: (where users click)

You can use the Google Analytics date comparison and segmentation tools directly in the extension. Pages you are tracking with the Google Analytics code for an account your Google account login has access to will appear like this in your Chrome browse