

The Clarity *cheat* sheet

Microsoft Clarity is free, and it shows you exactly where visitors struggle and why they leave. Most founders open it, see a dashboard, and bounce. Here are the eight things worth looking at, what each one is really telling you, and the fix.

01 RAGE CLICKS



MEANS

Rapid repeat clicks in one spot. Something is broken or too slow to respond.

FIX

Find the element they are hammering. Fix the bug, or speed up what is lagging.

02 DEAD CLICKS

MEANS

Clicks on things that do nothing. They expect it to be clickable and it is not.

FIX

Make it work, or remove the false cue so it stops looking like a button.

03 QUICK BACKS

MEANS

They land, then bounce straight back. The page did not match what was promised.

FIX

Align the ad or link promise with what the page actually delivers up top.

04 EXCESS SCROLL

MEANS

A lot of scrolling to find something. The important thing is buried too low.

FIX

Move the answer, the price, or the button up to where they are looking.

05 SCROLL DEPTH

MEANS

How far people actually get. If most never reach add to cart, it sits too low.

FIX

Raise the key action above the point where the crowd drops off.

06 JS ERRORS

MEANS

Silent technical breakage. Something is failing without telling anyone.

FIX

Note the page and the error, send it to whoever touches your code.

07 RECORDINGS



MEANS

Real playback of real visits. The single richest signal in the whole tool.

FIX

Watch five recordings of people who did not buy. Note one fix per session.

08 HEATMAPS

MEANS

Where clicks and attention actually land, versus where you assume they do.

FIX

Give the ignored spot a reason to be seen, or move the offer to the hot zone.

DO THIS EVERY WEEK

The 15 minute *ritual*

1

Open Clarity once a week. That is the whole commitment.

2

Sort by frustration: rage clicks and dead clicks first.

3

Watch five recordings of visitors who did not buy.

4

Write down one fix. Just one. The clearest one.

5

Ship it. Next week, repeat. It compounds fast.

Rather not open Clarity at all? This is one of the checks our AI operating system runs for you every morning. It reads the signals, spots the pattern, and surfaces the one fix that matters in your daily brief. *We build it. You own it.*

BOOK A TEARDOWN
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