

Hotjar for Growth Hacking Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

The Hotjar for Growth Hacking Training by Multisoft Systems is designed to help marketers, product managers, and growth strategists master the art of data-driven decision-making through user behavior analytics. This comprehensive course teaches participants how to leverage Hotjar's powerful tools—heatmaps, user recordings, surveys, and conversion funnels—to understand exactly how visitors interact with websites and what drives their actions.

Module 1: Introduction

Module 2: Growth Hacking and Hotjar

- ✓ Product-Market-Fit
- ✓ Targeted audience
- ✓ Retain and optimize conversions

Module 3: Preparing the Development Environment

- ✓ Installing and configuring Hotjar
- ✓ Registering for Heatmap services

Module 4: Hotjar Core and Feedback Tools

- ✓ Recording visitors with with Hotjar recordings
- ✓ Using Hotjar recruiters
- ✓ Working with Hotjar polls and surveys
- ✓ Using Hotjar forms

Module 5: Heatmaps and Funnels

- ✓ Creating heatmaps
- ✓ Implementing heatmaps
- ✓ Creating funnels
- ✓ Applying funnels

Module 6: Hotjar Administration

- ✓ Working with Hotjar accounts and hierarchy
- ✓ Working with Hotjar security and privacy