



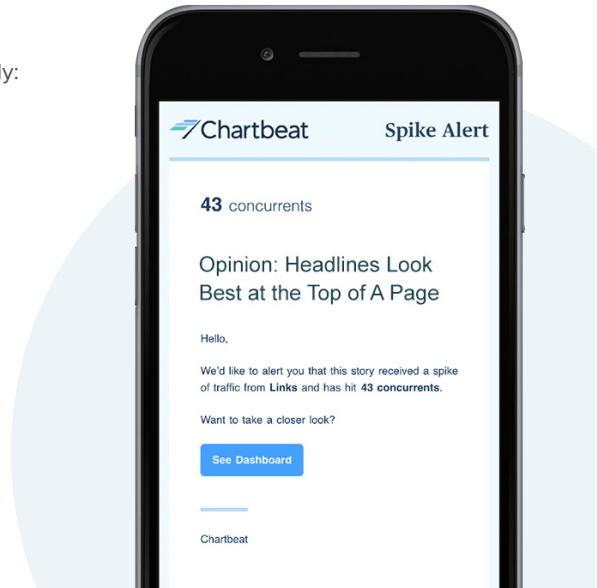
Quick Tips for Homepage Managers

Improve the reader experience on your most important stories with this roundup of tools and tips.

Set up to stay connected.

Enable these Chartbeat tools to get to important data more quickly:

- [Install the Heads Up Display](#), which shows data right on top of your pages
- [Enable Spike Alerts](#) for your site and get an email when your stories receive higher-than-normal traffic
- [Subscribe to a Daily Site Report](#) that shows engagement with your stories
- See data on the go — download the [Chartbeat app](#) on [Android](#) or [iOS](#)
- Keep up-to-date with the latest tips by [subscribing to our blog updates](#)



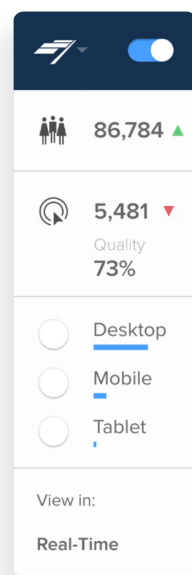
Use the Heads Up Display to make smart decisions about where to spend your time.

Assess performance quickly.

The dock shows benchmarks for overall page performance. If your homepage is under- or over-performing in terms of total clicks per minute, the dock will show a red or green arrow. When the arrow is red, it's time to prioritize page adjustments.

Pro Tip

Pay attention to **Quality Clicks**, which shows the percentage of readers that engage for more than 15 seconds after clicking. If the percentage drops, there may be a disconnect between the homepage and stories.

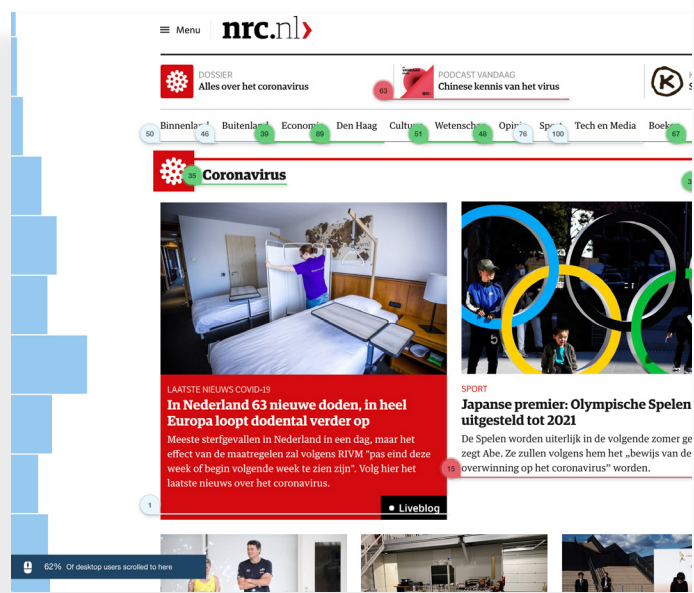


Optimize your underperformers.

Pins show you a story's popularity on the homepage (the number is a ranking) and whether it is performing well for its position (the color). If most pins are green, your homepage is properly optimized. Focus on stories with a red pin — they're your best opportunity to improve. Adjust the headline or image, or consider move another story into that spot.

Pro Tip

On average [most readers will only see the top of the homepage](#). Use the [Scroll Depth Indicator](#) to identify the "Digital Fold," or the point where fewer than 50% of readers are continuing to scroll. Spend the majority of your time optimizing positions above the fold.



Find stories that are suited for the homepage.

The Real-time Dashboard can help you find stories that may benefit from better homepage placement. Homepage audiences are typically loyal readers. Filter your dashboard using the Loyal pivot for a list of stories that are likely to resonate with those readers. Most will already be visible on your homepage, so look for the unexpected stories.

