

User Flow Add-on

- [Live Article Link](#) 🔍

The Goal: The goal is this feature page is to sell customers on the User Flow feature in Formidable Forms. This page acts like a landing page and is the last stop before a customer buys on the pricing page.

My Role: I produced the entire article from start to finish.

- 🧠 Conception
- 📄 Keyword Research
- 📡 Publish
- 👉 SEO Writing
- 🎨 Graphic Design
- 📣 Promote

Meta Description: Want to learn more about your users & customers? Learn where users came from, what pages they visited, and what time they converted with Formidable’s User Flow Add-on!



Are you obsessed with marketing on your WordPress site? User Flow is here to help you take it to the next level! Track users from the time they land on your page to the time they fill out a form.

- Measure the success of your marketing goals & campaigns.
- Learn the steps users took before they hit the goal.
- Track user activity on your site as they progress toward conversions.
- Learn the path users took to become leads on your site.

User Flow is an add-on to Formidable Forms - the top WordPress form builder. When you combine the best forms with powerful marketing insights, this happens: 🤖

Let's learn more about what User Flow can do for you!

-
- 🤖 What Does User Flow Do?
 - ? Why Track User Flow on Your WordPress Site?
 - ★ How Does User Flow Work?
-

🤖 What Does User Flow Do?

User Flow gives you valuable marketing insights by displaying the data captured at each step of the user journey. It starts collecting data when a user lands on your site & ends when a user fills out a form.

Here's what User Flow tracks:

- **Timestamps:** Show how much time was spent on each step with timestamps.
- **Conversions:** Displays all forms that were submitted on the user journey.
- **Session Length:** Shows how long it took for a user to fill out the form.
- **Search Behavior:** Displays terms searched on-site during the user journey.
- **Customer Journey:** Shows a list of each page viewed before conversion.
- **Traffic Source:** Shows how users got to the site (Google, referral link, etc.)

User Flow

October 31, 2022

2:08 pm

Referrer · <https://google.com/>

13 minutes

2:21 pm

Contact · </contact> ↗

2 minutes

If you aren't sure what this kind of data could do for your business, here's an example. Imagine a travel agency that sells travel packages. When a user fills out a form to request a quote for one of the travel packages, you can view the User Flow data to learn more about them.

Not only will this help you to sell them the travel package, but you will also be able to use the User Flow insights to figure out how to get more customers.

Let's take a closer look!

? Why Track User Flow on Your WordPress Site?

Want to successfully market your business to customers? Good data is vital. And we need that data to answer these questions:

1. Who are your customers?
2. Where do your customers come from?
3. What did your customers do on your website?
4. How did your site visitors get converted into customers?
5. When did all the important interactions happen?

With the new User Flow add-on, *Formidable Forms* has the answer to all of the above!

The data from User Flow allows you to start building your ideal customer profile. If you know exactly who your customers are & what they do, then you'll be able to create the perfect customer experience tailored just for them.

Let's dig in to see how User Flow can fit into your marketing plan.

1. Who Are Your Customers?

Want to know who your customers are? *That's what forms are for!* If you know more about your customers, it becomes easier to tailor customer experience to suit their needs.

Unlike CRM platforms, Formidable has the most flexible forms on the planet. You'll be able to collect data using way more form fields than any CRM platform could boast!

2. Where Do Your Customers Come From?

Do you know where your customers come from? Do they come from Google search? A link from another website? Social media?

User Flow makes this a breeze. For every person who converts on your site, it will show where they came from. This is often referred to as the "source".

2:08 pm	Referrer · https://google.com/
---------	--

3. What Did Your Customers Do on Your Website?

How can you learn what users engaged with on your site? Easy. User Flow!

For example, a user comes to your site from Google search and eventually becomes a customer when they fill out a payment form. What happened in between?

User Flow tells you every page & post that was visited. It also tells you how long they were on each page. Plus, it will tell you the search terms they used in any search form.

October 31, 2022		
2:08 pm	Referrer · https://google.com/	13 minutes
2:21 pm	Contact · /contact ↗	2 minutes
2:24 pm	Contact Us form submitted · ↗	(2 minutes)

4. How Did Your Site Visitors Get Converted into Customers?

When a customer makes a purchase, do you ever wonder how it happened from start to finish? Guess what - User Flow can tell you that.

By showing all the steps along the way, you'll be able to see what posts or pages moved customers along to the goal. If you know the journey that people take toward becoming customers, you'll have a much easier time optimizing your site for it.

5. When Did All The Important Interactions Happen?

Timing is everything. When are your users most active? Are they early birds? Night owls? Take the guesswork out of the equation with User Flow.

Every action your users take will be logged and timestamped. You'll know when a page was visited and how long a user stayed there for.

How Does User Flow Work?

If you've tried CRM platforms like HubSpot or ActiveCampaign, you might remember how hard it is to set things up. Copy and paste this code here... Put a tracking pixel there... hope that works!

With Formidable User Flow, there's virtually zero set up required. Just install & activate User Flow... *and that's it!* Now every time a form is submitted, the User Flow data will be documented in the form entry UI.

By the way, your data is always stored on your database, not in the cloud somewhere behind a paywall. And if you want, you could automatically send yourself an email notification with the User Flow data included too.

Ready to Get Started?

It's time to get serious about marketing your business. The good news is you don't need to take a leap of faith to do so. Try Formidable + the User Flow add-on for 14 days and if you don't like it we'll give you 100% of your money back. *What are you waiting for?*