

# Microsoft Clarity findings

*mobile only, last 7 days.*

myrocky.com · April 24 to May 1, 2026 · Mobile sessions only, non-bot, US site.

## Mobile session vitals

Avg session duration	1m 18s (78.4 seconds)
Pages per session	1.57
Total dead clicks	16
Total rage clicks	0
Top mobile entry page	/bo3-b (133 unique users)

## Weight loss funnel progression

Mobile users only. Each step counts users who completed the previous step. Drop-off shows the loss between steps.

Step	Page	Users	Drop from prior
1	/bo3-b	133	—
2	/wl-pre-consultation	8	-94%
3	/login-register	1	-87%
4	/checkout	0	-100%
5	/order-received	0	—

**Headline:** the funnel collapses immediately after the landing page. Only 8 of 133 mobile users from /bo3-b reach the BMI quiz, and only 1 reaches login. Zero mobile users completed checkout in the last 7 days.

## Top mobile pages by unique user count

Rank	Page URL	Unique mobile users
1	/bo3-b	133
2	/glp1-offer-hero	48
3	/	45
4	/wl-consultation	25
5	/wl-pre-consultation	17
6	/login-register	14
7	/body-optimization	6
8	/glp2-pre-consultation	4
9	/forgot-password	4
10	/sex	3
11	/checkout	3
12	/hairloss	2

## Scroll depth on key landing pages

Page	Avg scroll depth	Read
/wl-pre-consultation	96.3%	Users complete the BMI quiz step
/bo3-b	12.3%	Mobile users barely scroll past the hero
/glp2-offer-hero	5.0%	Almost no scroll engagement

**Implication:** /bo3-b carries the bulk of mobile traffic but mobile users only see the first viewport. Anything below the fold is invisible. Move the eligibility CTA, social proof, and key benefits into the first viewport.

## Smart events (mobile, last 7 days)

Event	Count
Other	101
SubmitForm	41
Login	37
SignUp	4
Checkout	3
ContactUs	3
BeginCheckout	1
OutboundClick	1

37 Login events but only 4 SignUp events: most authenticated mobile activity is returning users, not new signups. SignUp is the bottleneck for new-customer mobile conversion.

## Dead clicks by page (mobile)

Dead clicks are taps where the user expected a response but the element was non-interactive. Rage clicks are repeated taps in the same area within a short window. All counts below are mobile only, last 7 days.

### /bo3-b Weight loss landing

Clicked text	Dead	Rage
Ozempic	2	0
(empty / whitespace)	1	0
Get Started	1	0

Low absolute dead-click count, but the page only has 12% scroll depth so most users do not even reach interactive elements.

### /wl-pre-consultation BMI quiz step 1

Clicked text	Dead	Rage
(empty / whitespace)	29	0
(masked numeric input)	15	0
Continue	10	0
See how much weight you c...	10	0
Same active ingredient as...	4	0
Your ___	3	0
Maximum Results	2	0
Name Brand Oral Semagluti...	2	0
Proceed - \$150	1	0
View Results	1	0

Highest dead-click density on the entire site. Users tap the labels and whitespace around the height/weight inputs and tap Continue repeatedly. Bind labels to inputs and audit Continue submit handler.

### /glp2-offer-hero and /glp2-pre-consultation

Clicked text	Dead	Rage
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(no dead clicks recorded)	0	0
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Both pages have effectively zero direct mobile traffic in the window, so no meaningful dead-click signal.

### /checkout and /login-register

Clicked text	Dead	Rage
(empty / whitespace)	8	0
(masked card-number text)	5	0
(masked card-number text long)	4	0
(masked card-number text)	3	0
Continue	1	0
Log in	1	0
Complete Sign Up	1	0

Heavy dead clicks on masked card-number text strings at /checkout suggest the credit card field is hard to tap on mobile. The single dead clicks on Continue, Log in, and Complete Sign Up indicate submit handlers may not respond on first tap.

### /ed-flow and /forgot-password

Clicked text	Dead	Rage
(empty / whitespace)	8	0
Reset Password	2	0
Register	1	0
(masked email)	1	0
Toronto Maple Leafs	1	0

2 dead clicks on Reset Password indicate the submit may not fire on first tap on mobile. Forgot-password page also has the label-not-input issue around Email Address.

## Top findings

- 1. Funnel collapses at the BMI quiz.** 133 mobile users hit /bo3-b but only 8 reach /wl-pre-consultation, 1 reaches /login-register, and 0 reach /checkout. The drop from landing to quiz is 94%.
- 2. /bo3-b mobile scroll depth is 12%.** Mobile users barely move past the first viewport. Below the fold is invisible to two thirds of mobile traffic.
- 3. /wl-pre-consultation has 83+ dead clicks across labels, whitespace, and the Continue button.** Users tap label text rather than inputs (29 whitespace, 10 on Continue, 10 on the BMI explainer).
- 4. Login and forgot-password pages have label-as-target dead zones.** Users tap the Email Address and Password labels expecting focus, but the labels are not bound to the inputs.
- 5. /glp1-offer-hero (48 mobile users) outranks /glp2-offer-hero in direct traffic.** Decide which is the canonical paid-ad destination and consolidate.
- 6. Mobile sessions are short and shallow.** 1m 18s average duration and 1.57 pages per session. The window to convert is small.
- 7. SignUp events are 9x lower than Login events (4 vs 37).** The new-customer signup path is the bottleneck for mobile growth.

## Recommended fixes (priority order)

### PRIORITY 1

#### Make BMI quiz inputs the obvious tap target

Bind the height and weight labels to inputs. Increase tap area. The label area is the #1 dead-click hotspot on the site.

### PRIORITY 2

#### Re-architect /bo3-b for above-fold conversion

Move the eligibility CTA, social proof, and key benefits into the first viewport. Mobile users only see 12% of the page.

### PRIORITY 3

#### Fix the label-as-target login pattern

Bind labels to inputs sitewide using htmlFor and id pairs, or make the entire field row tappable on /login-register and /forgot-password.

### PRIORITY 4

### **Consolidate GLP-1 landing pages**

Pick /glp1-offer-hero or /glp2-offer-hero as the canonical paid destination, redirect the other, and run A/B tests against a single page.

#### **PRIORITY 5**

### **Make /bo3-b benefit copy tappable or visibly static**

Trust ticker, partner banner, and benefit bullets all attract dead clicks. Either link them to expandable detail or change cursor / styling so users know they are not interactive.

#### **PRIORITY 6**

### **Audit checkout credit-card field on mobile**

Heavy dead clicks on masked card-number text suggest the field is hard to tap. Test on iPhone 14 / SE viewport and increase tap target.

**Source: Microsoft Clarity MCP · mobile filter · non-bot sessions · myrocky.com · window 2026-04-24 to 2026-05-01.**