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As digital marketers, most of us rely on Google Analytics and know that one of the key measures of website performance is bounce rate. By definition, bounce rate is the percentage of single-visits, i.e., visits in which the person left your site from the entrance page. A high bounce rate indicates that the landing pages are irrelevant for your visitors.

How is bounce rate measured?

Below is a simple equation that helps you measure your bounce rate.

$$Rb = Tv/Te$$

Where Rb= Bounce Rate

Tv = Total number of visitors viewing only one page

Te = Total entries to page

Another most frequently asked question is what can be considered a good bounce-rate? Below is the Google Analytics benchmark averages for bounce rate across different types of websites.

- Retail sites - 20-40% bounce rate
- Simple landing pages (with one call to action) - 70-90% bounce rate
- Content websites - 40-60% bounce rate
- Lead generation - 30-50% bounce rate
- Blogs - 70-98% bounce rate

So how can this bounce rate be monitored and reduced? Here is a list of best practices to bring down your website bounce rate.

1. Know your audience

As soon as you discuss your bounce rate issues, advices like revamp the site, add more images, or create a visual rich site pour in. However, that doesn't get you to the fundamental problem. Even before you decide to change your whole website, try to know your audience. Measure your new visitor numbers vs repeat users. This alone sheds light on what your users read, what type of content they engage with and what copy appeals to them. Knowing the demographic and the device they use are

incredible insights too.

2. Play smart on the content

Once you know who is visiting your website, you can chalk the type of content you can offer to them. More importantly, while running ad campaigns play smart on the content you offer on the landing pages. Make sure to add content that is in-sync with the ad copies.

3. Remove intrusive content

Although pop-ups have greater impact on generating leads, avoid intrusive pop-ups. It is true that video and other visual elements help retaining the users on site, but get rid of auto playing audio and video content on your site. This distracts the users' focus from the content and even drags down the page-loading speed.

4. Make your website intuitive

Many a times, you lose your visitors' attention because there is no call-to-action for them. Visitors leave your site because they do not know what to do next. Create prominent calls-to-action and add them above the fold to give maximum visibility. Design your landing pages to assist your visitors to move in the right direction. This keeps them informed on why they are performing a particular action.

5. Prominent search bar

One of the biggest frustrations for your website visitors is that they are not able to find what they want on the site. Though you might put in effort to understand your visitor preferences, it is impossible to read every visitor's mind. Add a search bar to give them the liberty to look for the content they prefer to consume.

6. Be ready for any screen

Gone are the days when you were pressed to be mobile-ready. Today, it is about being ready for any screen. The growing usage of tablets and the vast screen sizes make it challenging to cater to everyone. A simple solution could be going responsive. Cater to any and every visitor through responsive templates to maximize your reach.

7. Optimize site speed

According to a survey, 85% of mobile users expect



pages to load as fast as or faster than they load on the desktop. That indicates the importance of page loading speed. Building a responsive site can address this issue to a great extent as well.

8. 404 is a nightmare

As marketers this is one thing we never want our visitors to encounter. However at times, this becomes unavoidable. 404 error pages are usually a result of broken links, deleted content or misspelt URLs. While launching ad campaigns, make sure to add the right links as we all tend to have multiple iterations of the same content and chances are that we lead our users to wrong pages.

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