

14 ways to cut your bounce rate: Reduce exit-rate for your webpage



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Bounce rate is one of the most important metric in content analytics. The percentage of visitors, who visits the sight and leave without navigating through the site, is known as the bounce rate.

A high bounce rate can mean two things:

- It's the percentage of people who visited your webpage but left without clicking on any other page or filling any form.
- It's the people who saw the page and found that it is not the correct page or the information on the page is not relevant enough.

A high bounce rate can also indicate that the prospect who visits your website is looking for more information. You want more and more people to be coming to your landing page, subscribe and move to the next level in the sales funnel. You definitely want to make this rate as low as possible.

There are lots of reasons that can cause this. Some of the most important issues for which this bounce rate happens are:

- Website taking extra time to load the landing pages
- Visitors viewing something irrelevant and unexpected
- Use of colors on your webpages that makes it too gawky
- Use of too many images that are confusing for the people who visits your website. Uses of images that distract the user from actual action causes higher bounce rates.
- Usage of custom fonts that needs to be downloaded before the people can even read them
- Addition of lots of fancy slides that effects viewing (generated out of java scripts) that should be downloaded while the user wants to take a look on the landing page
- Few banners are distracting especially when the landing page is crowded with several offers and indiscreet advertisement. This approach is aggressive and reduces the amount of trust in your visitors. Without trusting they are unlikely to provide their contact details like payment information, contact details with you. The kinds of advertisement your website uses should be relevant and effective to the visitor. Repetitive and intrusive advertisements will reduce the value and diminish the reputation of your content
- If irrelevant popups appear at every corner of your landing page, the bounce rates are going to be higher than usual
- Also sending a wrong landing page to your intended audience can make your visitor feel annoyed
- The bounce rate can also increase because of lack of clarity and simplicity in the content used in your website or your landing page
- Provide all new registrants with a confirmation page
- Send a confirmation message
- Mistakes in spelling, grammar or the formatting can reduce the quality of your content. It makes the user feel as though they have been scammed

You need to understand the user's requirement and provide them a solution with your product and services. All they need to know is how to take the next step.

It is seen that within a few seconds after getting into a landing page the user inevitably scan for contents and elements that talks:

- Safety
- Authenticity
- Credibility

Also having a clear idea which provides the information about the next step that your user should take can lower the

bounce rate to a significant level. The primary call-to-action should be made clearly visible which can guide the user. The conversion process gets into the next level in the sales funnel.

Asking additional information also can lower the bounce rate. When the landing page asks too many information in the first query, it might confuse or irritate the user. It is better to ask for adequate information when it comes to filling in the sign up form or subscribe. As a general rule to follow, you should not ask much information in the first step, which you are not going to utilize actually, to take the potential customer to the next level.

You need to know that the user visited in your landing page should get what they want. The processes which take them to the next level should be easily understood. Simple page layout that provides easy-to-understand content yet communicates lots of information in a short period of time can make the entire process easy and productive.

At Span Global Services, our services are designed for those companies that want to venture into new territories, or are looking to revamp their professional image. Learn more about our services and how we can create a climate of change for your business and achieve revenue targets. Bring down your bounce rates with Span Global Services. Call our experts at 877-837-4884 or email us at info@spanglobalservices.com to know more.

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Span Global Services
297 Kingsbury Grade, Suite 100
STATELINE, NV 89449-4470

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