

# Reduce your bounce rate: 11 things to remember



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Bounce rate management is a strategic way to measure the percentage of the number of visitor coming to visit your website. The bounce rate is measured in two different ways:

- The number of visitor visits the website
- The number of visitors that stay on the website for some amount of time or leave immediately

The marketing strategy that your company follows must be able to conquer the number of potential customers you have. The measurement helps you and provides you with data about the traffic that visits your website. It enables you to understand the percentage of web traffic.

### You can:

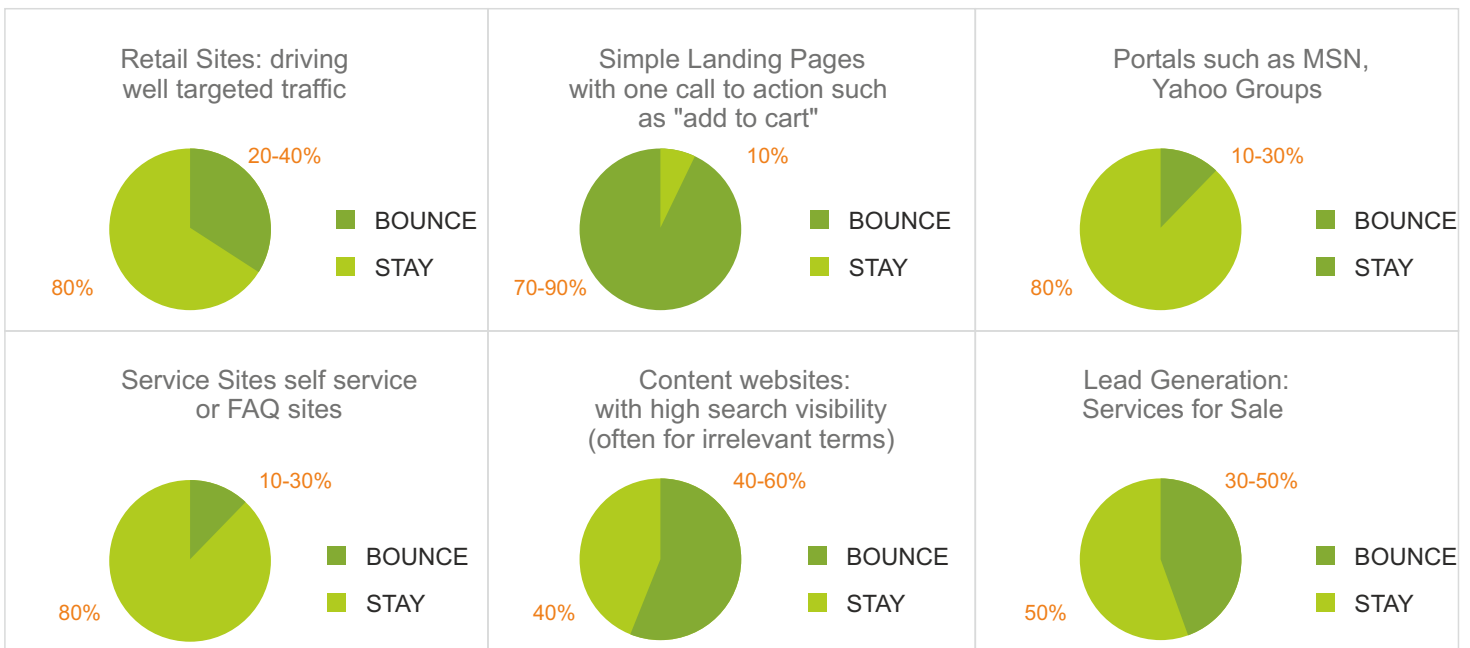
- measure the bounce rate of your website
- search keywords
- track traffic sources
- analyze the most visited pages

Bounce rate needs to be looked at individually. Note that as an online marketer you must know two important points about bounce rates. A very high bounce rate can be indicative of two things:

- You are getting wrong people to your website
- Your web pages are not sticky enough to hold your visitors' attention for long

### Did you know?

Depending on your website and sector, an average bounce rate is usually around 40% – 50%, over 50% is indicated as high and less than 40% is very good. However as with any data, it is always essential to look at other contributing factors and parallel data to ensure you are getting the full picture and the most out of the statistics.



## Typical Bounce rates:

Bounce rate has become one of the most talked about metrics.

## How to acquire the right kind of people to your website

In both the cases mentioned above the engagement between the visitors and the website is less. You want your users to be engaged with the website, to spend some time with the pages, click from one call-to-action to the next and subscribe and move towards becoming potential customers.

Ultimately they build towards the conversion from a potential lead to customer. This takes some time. This increases the possibility of conversion. When a user lands on a website and abruptly closes it, the bounce rate increases. It is needless to say that higher bounce rate is the conversion killer.

It is very important to lower the bounce rate. The followings 11 tips are the measurement that you should follow to lower the bounce rate:

- You should avoid pop-ups: Too many popups might distract or annoy your users
- Intuitive navigation: Use intuitive navigation for important items
- Place your advertisement carefully: Sometimes too many advertisement confuses the users therefore, tone down the number of ads you place on the landing pages
- Page download speed: It is seen that if it takes more time to download a particular page , and the speed is less as well, it is most likely the user abruptly might close the site and move on to another website
- Color contrast: The contrasting colors can turn a rather dull story into an interesting one. Right combination of colors, readable backgrounds can make the entire content attractive and appealing.
- Improve your content: If you notice the issue on some of your content isn't just a high bounce rate but also a low average time on site (meaning people leave pretty quickly. It might be an issue with your content. It is not providing what your visitor wants. You look at ways your customer would want to see your website. You could provide more information which retains the visitor on the page for a fair amount of time. The user should find the website more meaningful, so that they stay for some time and find what they want in your website without just immediately leaving.
- Leverage internal search: You need to offer proper search functionalities so that the users should not find it difficult to look for the products they are searching for
- Open external links in new windows: Design your website in such a way that links provided externally should be opened in a new window. This reduces the distraction level for users
- Prominent placement of the search display box: A proper display of search box helps the user to look for what they want, this increases involvement with your prospective customer.
- Keep your content clear, concise and readable: A clear content can easily guide the users to navigate to the page they are looking for
- Split long posts: Extremely long posts in one page can look very clumsy. Nowadays, short span of attention is very obvious among users.

Bounce rate measurement is one of the most important quality metrics that indicates the engagement of your prospects with your website. Lowering bounce rate increases the possibility of visitors visiting your website. It also improves the probabilities of more and more users converting into potential leads, thus results in increasing the ROI.

If you too are in the quest to improve your bounce rate, your search ends here. Call us on 877-837-4884 and seek an appointment with our marketing experts today and discover how you too improve your bounce rate of your website.



## About Span Global Services

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