

What's the Big Deal With Bounce Rates?



FOSTER WEB MARKETING

ATTRACT EDUCATE CONVERT RETAIN

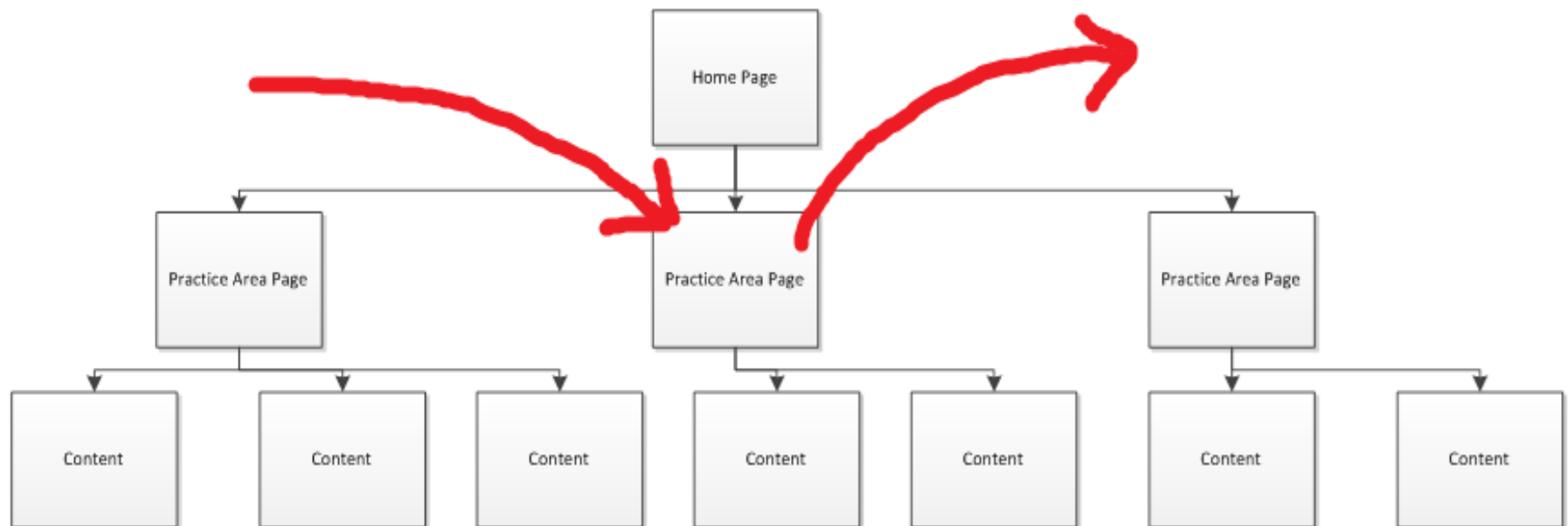
KILLER WEBSITE MARKETING SYSTEM FOR ATTORNEYS

**THAT HIGH BOUNCE RATE
IS SUFFOCATING YOU...**

FWMWEBINAR.COM

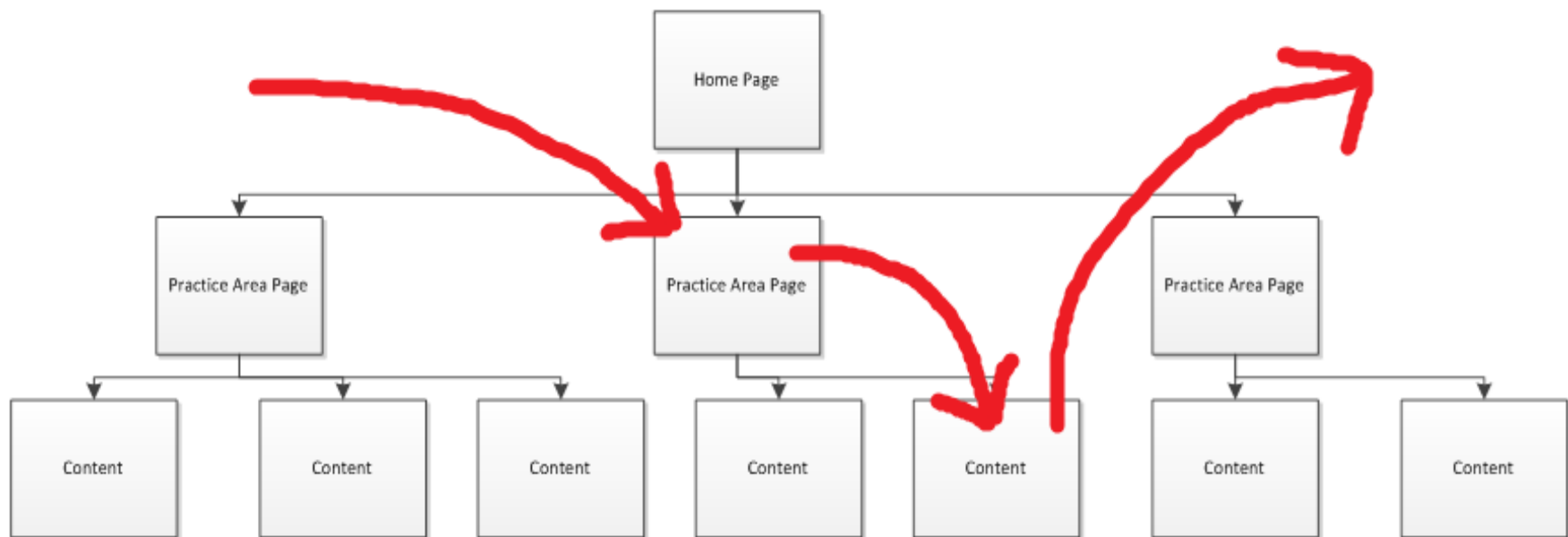
What is Bounce Rate?

According to Google Analytics, *“Bounce rate is the percentage of visits that go only one page before exiting a site.”*



BOUNCE Rate is different from EXIT Rate

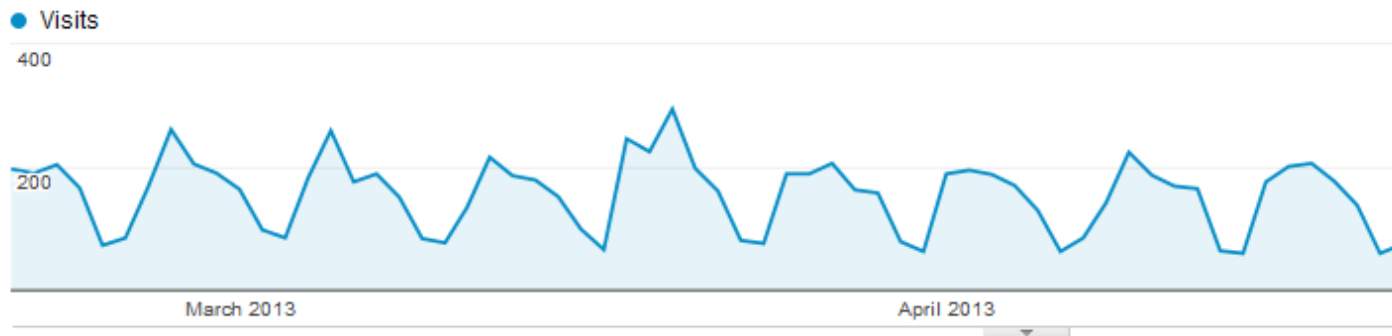
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https://support.google.com/analytics/answer/2525491?hl=en&ref_topic=1120718

Google Analytics Bounce Rate

Bounce rate for your website...

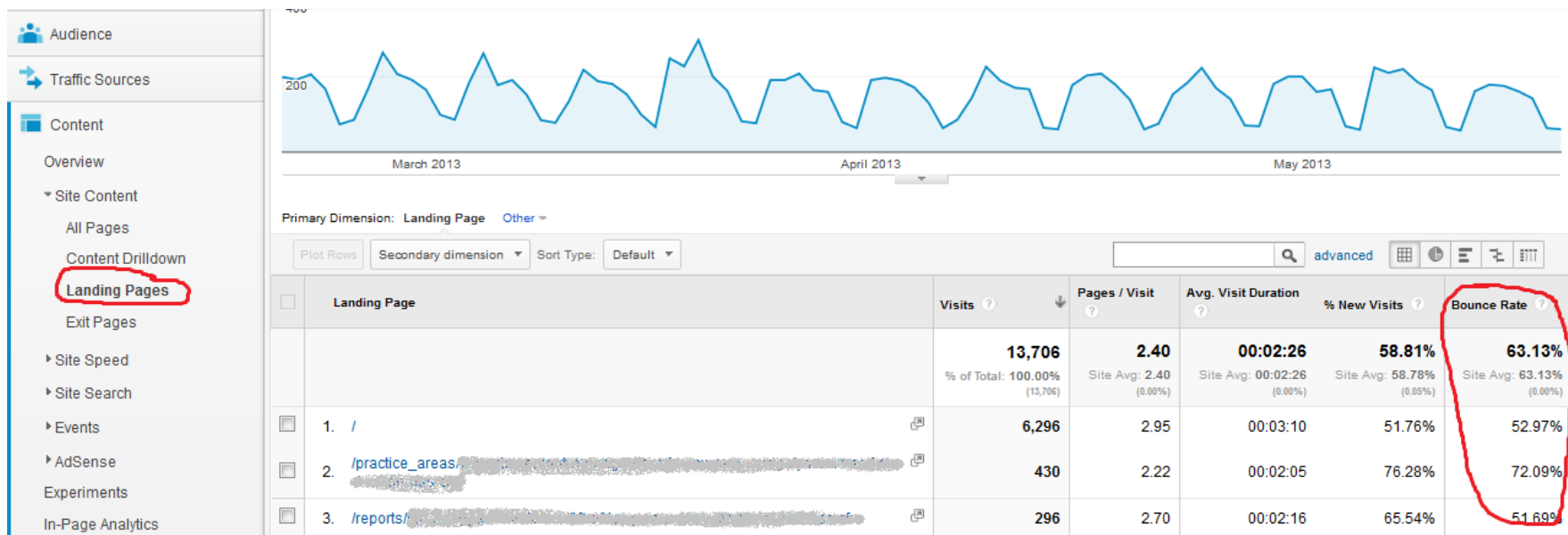


8,761 people visited this site

<p>Visits</p>  <p>13,706</p>	<p>Unique Visitors</p>  <p>8,761</p>	<p>Pageviews</p>  <p>32,847</p>
<p>Pages / Visit</p>  <p>2.40</p>	<p>Avg. Visit Duration</p>  <p>00:02:26</p>	<p>Bounce Rate</p>  <p>63.13%</p>

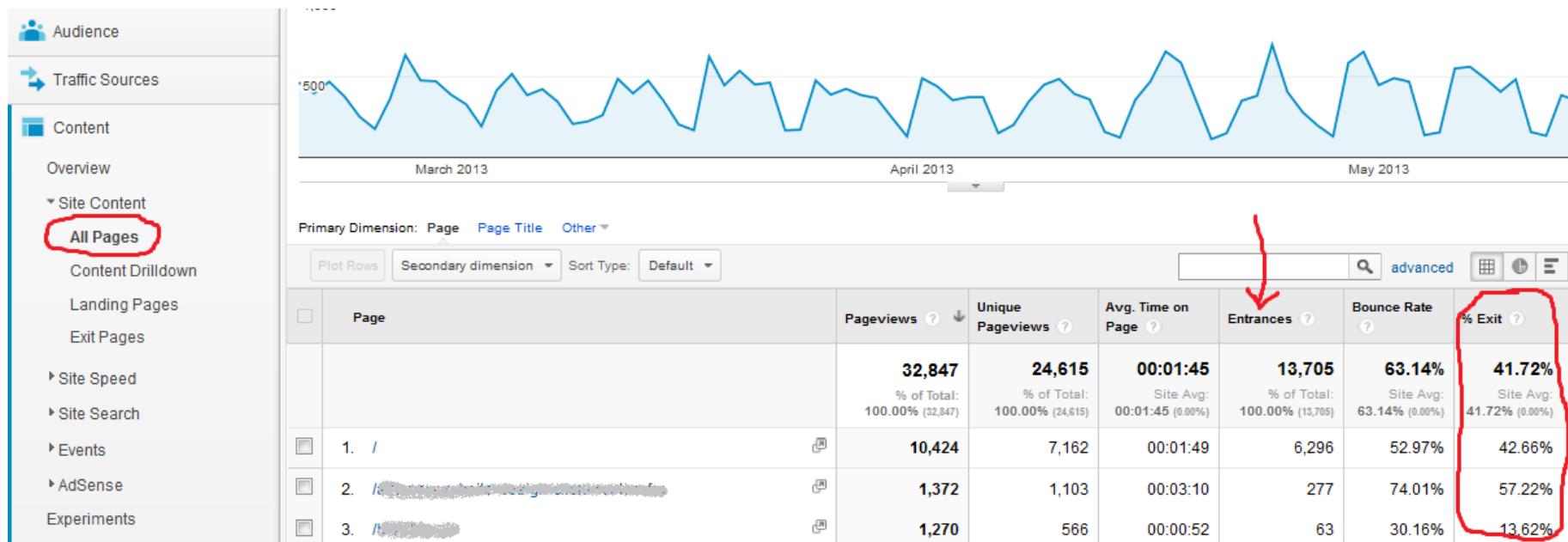
Google Analytics Bounce Rate

Bounce rate for your LANDING PAGES...



Google Analytics EXIT Rate

Exit Rate for all pages...



Don't let the Bounce Rate on "All Pages" deceive you – Bounce only counts for ENTRANCES, not total Pageviews

Why Do Visitors Bounce?

1. They didn't like what they saw, and left
2. They liked what they saw, and left



...so, how long were they there?

Why do Search Engines Care?

Even if a visitor bounces from your website, **the amount of time they spend on the page is an indication of the quality of the content.**



“The time between when a user clicks on our search result and when they come back from your website tells a potential story. A minute or two is good as it can easily indicate the visitor consumed your content. Less than a couple of seconds can be viewed as a poor result. And while that’s not the only factor we review when helping to determine quality, it’s a signal we watch.” (Duane Forrester, Bing)

What is a “Good” Bounce Rate?

A “good” bounce rate will depend on your industry, the purpose of the page in question and the stage in the conversion funnel.

Google Analytics Averages for Bounce Rate

- *40-60% Content websites*
- *30-50% Lead generation sites*
- *70-98% Blogs*
- *20-40% Retail sites*
- *10-30% Service sites*
- *70-90% Landing pages*

<http://www.blastam.com/blog/index.php/2012/02/what-is-bounce-rate/>

Local Businesses: Analyze Bounce Rate



1. Look at bounce & time on page for your **local visitors** and focus on improving their experience
2. Getting a lot of traffic from out of your area? **Fix misleading page titles, meta descriptions, content.**
3. Do you have compelling, customized content for your local towns and cities or are you **being generic?**

Devices / Browsers: Analyze Bounce Rate



1. Analyze bounce for different devices – **tablets, desktops, mobile** – see any with high bounce? Maybe you have a coding issue.
2. Consider **user intent** from different devices – i.e. mobile vs. desktop and optimize for each.
3. Look at **browser bounce rate** – again, a high bounce rate may signal a coding problem.

New vs. Returning: Analyze Bounce Rate



New / Return Visits

1. **Segment your traffic** between new and returning visitors – each have a different reason for visiting your site.
2. **Return visitors** may have high bounce because they read & leave happy
3. Do you **create content and conversion funnels** for new visitors? Use bounce rate to help optimize your funnel.

Traffic Source: Analyze Bounce Rate



Traffic Source

1. Compare bounce rates for **direct traffic vs. social media vs. organic vs. website referrals vs. paid** to understand how each type of user interacts with your site.
2. Got high bounce for one traffic source? **Time to adjust your strategy**
3. Is your bounce rate for social media high? You need to adjust what you are **saying in your posts.**

Is Your Analytics Code Installed Correctly?

- Overall **very high** or overall **very low** bounce rate?

Make sure your analytics code is installed correctly.



- **Certain pages** have suspicious bounce rates?
Check the code on those pages.
- Have an **analytics expert** audit your website if you have any doubt, especially if you have special tracking codes installed.

Tips for a Better Bounce Rate

1. Add **RELEVANT video** to make the page more interesting.
2. Improve **page load speed** – a page that is slow to load may be turning off visitors. Resist the urge to add a lot of time-consuming scripts.
3. Use **analytics data** to provide targeted content and tailored user experience (what is the purpose for each page and each type of visit?)
4. Make sure your page title and meta description **accurately reflect the page's content** – misleading information will draw in high-bounce visitors.

Tips for a Better Bounce Rate

5. **Limit ads** – too many may be off-putting to visitors.
6. Provide visitors with **compelling content** – if you provide great information **linked to other great pages**, visitors will stay on the page longer. *Don't just write to fill a quota!*
7. Does your page have a **strong, clear call to action?** Try different ones until you learn what works for your audience.
8. Provide an **internal site search** to help users find what they need without leaving your site.

Further Reading

- <https://support.google.com/analytics/answer/1009409?hl=en>
- <http://www.blindfiveyearold.com/time-to-long-click>
- <http://www.searchenginejournal.com/actual-bounce-rate-vs-bounce-rate-and-why-the-difference-matters-for-seo/31852/>
- <http://www.analytics-ninja.com/blog/2012/06/google-analytics-bounce-rate-demystified.html>
- <http://www.blastam.com/blog/index.php/2012/02/what-is-bounce-rate/>
- <http://www.seomoz.org/blog/the-2-user-metrics-that-matter-for-seo>

Social Media and SEO



Questions?