BOUNCE RATE DEMYSTIFIED

What is Bounce Rate?

Bounce Rate as defined by Google Analytics: The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). Bounce Rate is a measure of quality visit and a high Bounce Rate generally indicates that site entrance (landing) pages aren’t relevant to your visitors.

The Bounce Rate Equation

\[ R_b = \left( \frac{T_v}{T_e} \right) \]

- \( R_b \) = Bounce Rate
- \( T_v \) = Total number of visits viewing one page only
- \( T_e \) = Total entries to page

A Visitor Can Bounce from Your Site for:

- 20-40% of visits to retail sites driving well targeted traffic
- 30-50% of visits to service sites or FAQ sites
- 40-60% of visits to simple landing pages with a call to action such as “Add to cart”
- 50-70% of visits to content websites with high search visibility (often for relevant terms)
- 70-90% of visits to Portals such as MSN, Yahoo! Groups etc.
- 90-100% of visits to Lead generation services for sale

Bounce Rate by Industry

The metrics of an average website
Average time on site: 190.4 seconds
Average pageviews: 4.6
Bounce Rate: 40.5%
New visits: 62.9%

Improving Bounce Rate

Factors that Affect Bounce Rate:
1. Pop-up ads, surveys, music, or streaming video
2. Search engine ranking of page (pages that rank higher on individual keywords have higher bounce rates)
3. Type of audience
4. Landing page design
5. Alt and landing page messages
6. Emails and newsletters
7. Load time of pages (longer load time = higher bounce rate)
8. Links to external sites
9. Purpose of the page

Tips to Improve Bounce Rate:
1. Maintain top rankings for branded terms
2. Provide relevant content
3. Build a clear navigation hierarchy
4. Link to a glossary page that defines industry terms
5. Place search function prominently
6. Speed up pages using Google Page speed plugin
7. Get rid of pop-up ads
8. Reduce external links (or have them open in a new window)

Improving Bounce Rate

- Start loading pages within 2 seconds
- Use high-yield keywords and improve your site’s SEO
- Use call-to-actions on landing pages
- Use high-yield keywords and improve your site’s SEO

Note: Bounce rates are a metric that can improve with time and with the right SEO strategies.
PEOPLE PAY YOU, NOT PAGEVIEWS.

Unlike other analytics packages, KISSmetrics measures people, not pageviews. We don’t rely on cookies alone, we consolidate all of a customer’s behaviors whether they’re browsing on their home laptop, their work desktop, or even their mobile device.

KISSmetrics gets you answers to questions that will help you make better decisions:

- Where are your highest-converting, highest-revenue customers coming from?
- Are your visitors progressing towards revenue-generating activity?
- Where should you focus your development attention next?
- Are your visitors able to use and benefit from your offering?

We’ve helped a variety of businesses optimize their funnel and increase revenues - from those who are just starting out to those who are bringing in millions in revenue each month.

Learn more at KISSmetrics