Analytics – Bounce Rate and Time on Site

Bounce Rate is the number of people who visit your website and then immediately leave. This is generally due to the website not clearly showing what they expected. If your company has a similar name to another, then this can be a reason for a high bounce rate.

Time on Site is the length of time people spend on your site. There is no standard 'ideal time' for a website visitor, so you need to work out a reasonable time for someone to be on your website to find out what you do and move to a point where they could take action.

My Bounce Rate data:

Look at your Bounce Rate figures, are they high as a percentage of your overall visitors?
(Anything below 35% is low) Yes ○ No ○

If yes, you need to identify which of the following three issues is causing the problem:

- ☐ Another website has a similar name
- ☐ The quality of your website is poor
- ☐ There is a keyword mismatch

Remember to look at trends too, as a short term high Bounce Rate tells a different story to an on-going high Bounce Rate.

My Time on Site data:

How much time do you think people need to adequately gain the information they need from your website and take an action? .....

Does the data suggest people are spending more or less time than the figure above on your site?

A lot less ○ Less ○ Similar ○ More ○ A lot more ○

If less, you need to increase the valuable content to encourage people to stay on your website for longer.

Video can be an ideal way to engage with your visitor and provide interesting content. Does your website currently include video content? Yes ○ No ○

Do you have a 'sign up' action, which provides you with website visitor contact Information, so you can continue communication? Yes ○ No ○

If you have answered 'No' to either of the last two questions, please revisit the Section on '8 Key success ingredients'and take action!

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