

BOUNCE RATE

WHITE PAPER

metricsmania.com



Preface

Web Analytics is stuffed with tons and tons of Metrics to understand, analyze and measure with Business Success. Bounce Rate is most discussed Metrics among digital marketers, almost a day starts and ends with Bounce Rate.

Bounce Rate metrics is both Vanity and Valuable. The analysis of Bounce Rate results in meaningful if you establish context of analysis, in conjunction with other metrics to justify the truth it reveals. In fact, if you analyze Bounce Rate alone, it reveals only one version of the story.

Bounce Rate Metrics, you want or you do not want, Web analytics Tools have it, it is your call to take or do not.

All Web Analytics Tools slap Bounce Rate on web analyst face, the moment when dash board is opened. Some time we get used to it and just accept those high bounce rate metrics.

If we accept high bounce rate, your digital marketing vigor has come down and you have fragile digital marketing strategy. If inflation is to keep a country's economy in healthy condition; Bounce Rate is to monitor the health quotient of your Digital Marketing Strategy and website as a Business Tool.

Bounce Rate is one among behavioral and site level metrics which can be evaluated at micro and macro levels, i.e at page level and site level respectively.

Bounce

Bounce is an unsolicited visit to website by visitors, who are mistakenly sent by various digital marketing channels, .

Consequently, the visitors do not move to second page, but exit from the landing page where they are landed.

Technically, the web analytics tool receives a single 1 X 1 pixel image of the of the pageview, whereas second image or page view is not sent to web analytics server.

Bounce Rate

It is number of single page visit out of total visits to the website, for a given period of time.

Bounce Rate = Bounced Visits / Total visits * 100

Bounce is not Bounce

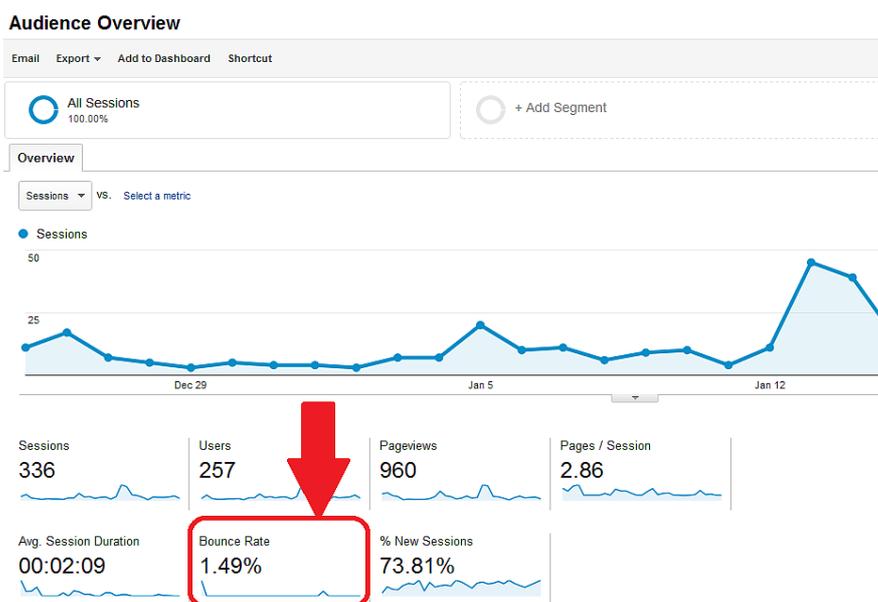
Bounce is not bounce in following cases:

1. A single page website
2. A blog
3. Survey websites
4. Review Website
5. Microsites

Bounce Rate a versatile Metrics at Site Level and Page Level
 Bounce Rate metrics is also one among behavior metrics available
 in Web Analytics Tools.

1. Google Analytics Web Analytics Tool

a. Bounce Rate at Site Level available in Audience report, overview section as shown below:



b. Bounce Rate at Pagelevel in Site Content Section Reports

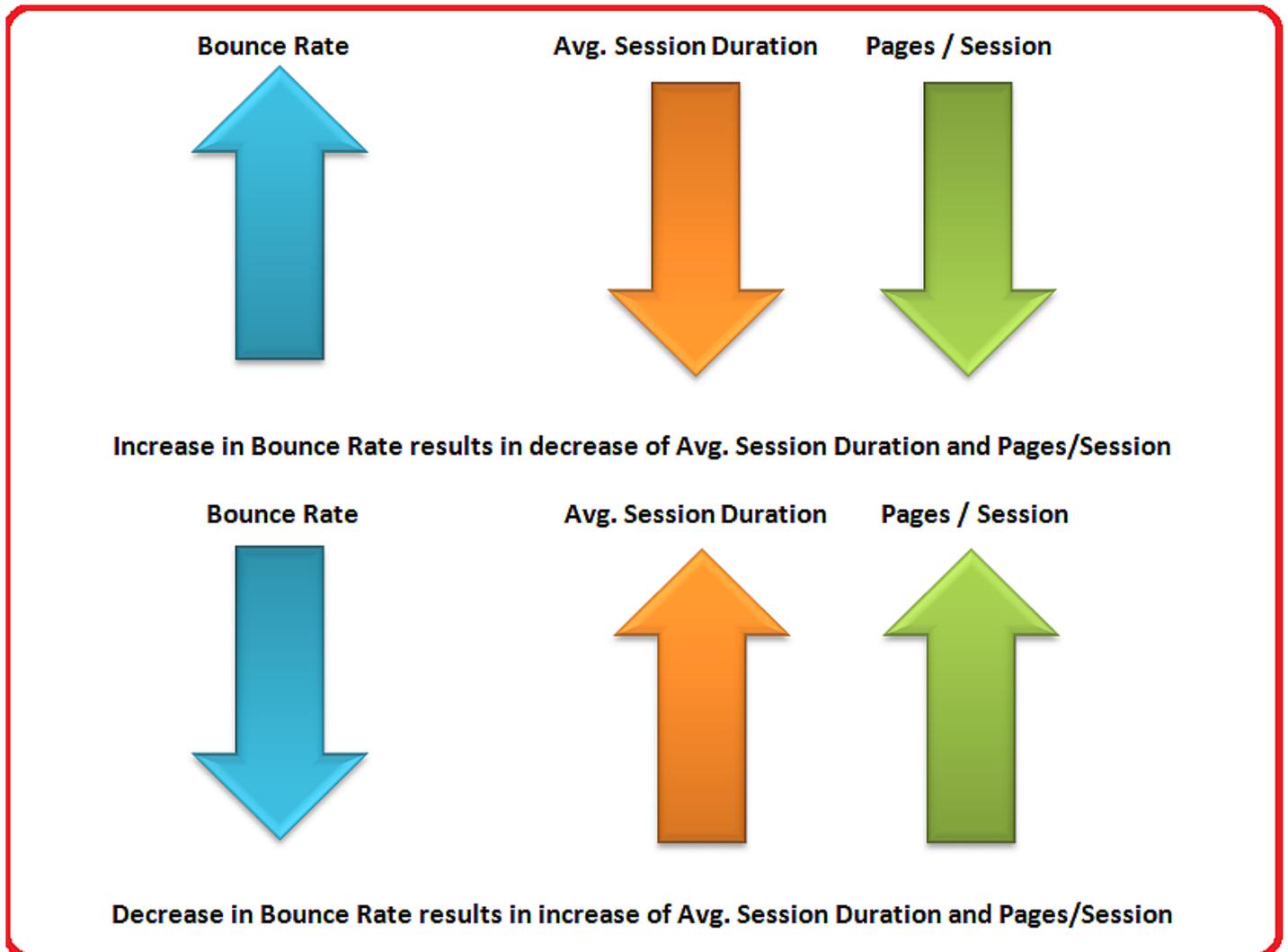
Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Landing Page	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	336 % of Total: 100.00% (336)	73.81% Avg for View: 73.81% (0.00%)	248 % of Total: 100.00% (248)	1.49% Avg for View: 1.49% (0.00%)	2.86 Avg for View: 2.86 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)
1. [REDACTED]	150 (44.64%)	70.67%	106 (42.74%)	2.67%	3.15	00:03:33
2. [REDACTED]	92 (27.38%)	83.33%	83 (31.86%)	0.00%	2.61	00:00:52
3. [REDACTED]	29 (8.63%)	65.52%	19 (7.66%)	0.00%	2.28	00:00:29

Relation Among Bounce Rate, Avg. Session Duration and Pages / Session

Bounce Rate, Avg. Sessions Duration and Pages/Session being Behavior and Site Level metrics share inverse relation which is paradoxical as shown below:



This relation is inevitable for 'Health of Website'. The greater the inverse relation the better the Website Health, the lesser inverse relation the worse the 'Website Health'

Caveat : Bounce rate analysis is meaning full if it is analyzed in conjunction with other site level metrics i.e. Avg. Session Duration and Pages/ Session

5 Point Strategy to control and correct Bounce Rate

1.Choose Your Digital Marketing Channels Judiciously.

All marketing channels are not suitable to your business model, product and Services. Choosing a set of channels is wise step towards reducing bounce rate. Because these are the channels through which your bouncing visitors come to your website.

2.Know Your Audience Persona

'Persona of your prospect' figures out who is your audience who fetch you the economical value and benefit out of your goods and services. Next set of audiences could be researchers who may visit your website to learn and take way some goodies. In fact they are patrons, who may be your brand loyal and spread awareness about your business.

3.Research.. Research.. Research..

Your frontline digital marketing channels SEO, SEM, Social Media, Referral and affiliate programs fetch you major chunk of visitors. But how strong your keyword research? How robust your referral and affiliate programs?

Have you addressed Who, Why, When, What and How questions during your branded, non branded,negative keyword research phase, affiliate and referral marketing strategy.

4.Think Why Should Visitor Move to Next Page

May be the right and honest answer to this question would solve 95% of your Bounce Rate issues. Every move in the website should be mutually beneficial to you and your visitor.

5.Pass variable to Java Script method in Google Analytics

Google Analytics offers a technical solution to tackle a single 1X1 pixel image transmission by implementing google analytics event method as shown below :

```
ga(send, event, event_category, event_action, event_label,  
event_value, non_interactive)
```

The above java script method enables an event on page to send an event hit, which is similar to page view hit, capable of sending 1 X1 single pixel image to analytics server.

The last parameter non_interactive should be set to the boolean value 'TRUE'.

The Bench Mark

As per the study conducted across following industry best players:

1. Real Estate
2. Hospitality
3. Leading Online Ecommerce Stores
4. Media and Entertainment

The Bounce Rate between 10% - 20% is a healthy sign of a website



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