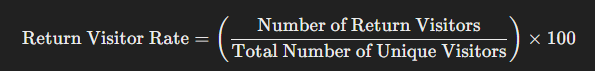
The formula to calculate the percentage of return visitors to a website is:



Where:

* **Number of Return Visitors** is the number of visitors who have visited the website more than once during a given period.
* **Total Number of Unique Visitors** is the total number of distinct visitors to the website during that period.

This formula will give you the percentage of visitors who return to your website out of all unique visitors.