



How to Improve Your Bounce Rate v1

Your bounce rate is the percentage of single page visits (i.e. visits in which the person left your site from the entrance page), and leaves without visiting other pages on the same domain, that's a 'bounce'

Macro Elements

- Improve Page Load Speed
- Optimize for Mobile

Enriched Content Elements

- Improve Design & Readability
 - Sub-headers that answers specific questions
 - Capture their attention and draw them in
 - Bullet Points that outline main topics
- Embrace Storytelling
 - Customer Centric Story then engages the reader
- Target Commercial Intent Keywords
 - Make sure your target keyword (and therefore your audience) is in sync with the purpose of your page
- Target Informational Keywords
 - Provide a reader with exactly what they would be looking for if they found your page
- META Descriptions are CRITICAL
 - This is what the searcher sees in the SERP
 - Make sure it is relevant and that you deliver on your META Promise
 - Included Targeted Keyword

Use CTA's to internal pages

- Compelling Call to Action
 - Tell them what to do next so that they engage further into your site
- Internal Linking (open in new window)
- Related Articles on your domain

3rd Party Technology

- Heat mapping: CrazyEgg or HotJar
 - Find where people are leaving your page and fix it