How to reduce Bounce rate of ecommerce website

**1. Reduce page-load speed**

**Slow-loading pages** can be one of the biggest culprits behind high bounce rates: would-be customers get frustrated or lose interest and click away to websites that can meet their needs faster. “The general agreement in the industry is that a three-second load time is the maximum for any landing page on an ecommerce store,” says Adam Pearce, head of marketing and partnerships for Blend Commerce.

Testing the speed of your website is a fundamental part of any website analysis, and there’s a variety of tools you can use to do it: for example, [Google’s PageSpeed Insights](https://developers.google.com/speed/pagespeed/insights/) scores and compares your site’s performance on both mobile and desktop:

### 2. Find and fix usability issues

Much like slow-loading pages, usability issues are one of the most common ways to drive away visitors: if people can’t progress on a site that doesn’t work, the bounce is almost inevitable.

Some common usability issues to look out for include:

* Websites that don’t render or respond well on mobile
* 404 errors
* Technical glitches, such as broken links or faulty drop-down menus

[Usability testing](https://www.hotjar.com/usability-testing/) can help you identify technical errors on your site, and one of the simplest forms of usability testing is watching session recordings: include your high-bounce pages in the review and take note of any problems visitors may run into or glitches they experience—and then fix them promptly.

### 3. Fix irrelevant copy

### If the copy on your page is clear, informative, and persuasive, it can lead visitors to take action: adding a product to cart, reaching out for more information, browsing through a few extra pages, or whichever step is next. If the copy is poorly written or doesn’t answer key questions, users may quickly click away.

### 4. Make sure your site looks trustworthy

### Your site should inspire confidence in prospective customers on their very first visit: much like you wouldn’t buy from a website that looks spammy or untrustworthy, it’s unlikely they would, either. [84% of people](https://www.hubspot.com/marketing-statistics) won’t make a purchase if they are dealing with an unsecured website—and this is where first impressions may count quite a lot.

Here are a few steps that ecommerce growth consultant [Rachel Jacobs](https://ecommercepartnerships.com/) recommends:

* Eliminate or reduce the number of content-blocking pop-ups on the page (they can overwhelm or frustrate a visitor) unless they are relevant and valuable to your visitors
* Add high-quality, professional photos throughout. These guidelines Rachel shared on [BigCommerce](https://www.bigcommerce.com/blog/how-to-rock-product-photography-on-a-budget/" \t "_blank) will help you get started even on a very tight budget
* Incorporate user reviews and [testimonials](https://www.hotjar.com/blog/testimonials-guide/) to build social proof
* Continue to monitor GA, use heatmaps + recordings, and collect user feedback to evaluate the effect of any changes you make

### Optimize your product pages

* “Optimizing your product page is usually the top priority for ecommerce brands, as these pages are the heart of your business,” Rachel told us. “Making sure that the product images are clearly and accurately displayed, add-to-cart functionality is easy, and reviews are visible is a good place to start.”

According to her, if you want people not to bounce away, the page has to:

* Be branded
* Take advantage of white space
* Use imagery
* Have an ‘Add to cart’ button that stands out
* Feature the most important information about the item at the top
* Include important information such as product specs or a sizing chart
* Use crazy egg or hot jar tool to record user activity on your website

### Identify user objections

Your job is to find out why these prospects aren’t making it through to more than one page of your website; one way to do it is to run a [post-purchase survey](https://www.hotjar.com/blog/set-up-e-commerce-post-purchase-survey/) and ask your newly converted customers what almost made them not convert. It’s possible that the barriers they managed to overcome are proving too difficult for other, less motivated visitors—and armed with this knowledge, you can proceed to fix whatever needs fixing for everybody who comes to your site in the future.

### 8. Inspire visitors to browse

### Not everyone will fall in love with the first product they see on your website; if they can’t find what they’re looking for, they may quickly click away. However, in Rachel Jacobs’ experience, you can still incentivize them to stay by helping them discover other products they might want or need. This is known as [cross-selling](https://www.sellbrite.com/blog/cross-selling-for-ecommerce/): a sales tactic that aims to increase sales by suggesting additional, related, or complementary items to a customer.