

# All about the Bounce Rate



# So what is a bounce rate?

- ▶ It represents the percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- ▶ Bounce Rate is different from Exit Rate, which refers to visitors who leave your site from a particular page when coming to that page from somewhere else within our site.



# Bounce Rate VS Exit Rate

## Bounce

Visitor enter your site



Visitor leaves from the same page, without going anywhere else on site. This is called a bounce and will increase overall bounce rate.

## Exit

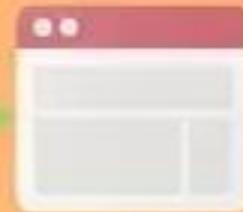
Visitor enter your site...



...goes to another page on your site...



...and another page on your site...



...then leaves. Last page is considered exit page and this visit will be used to determine Exit Percentage.

# Three Bounce Rate Benchmarks of every website that creates content

- ▶ As a rule of thumb, the industry standard website bounce rate in the range of **26** to **40** percent is excellent.
- ▶ **41** to **55** percent is roughly average.
- ▶ **56** to **70** percent is higher than average, but may not be cause for alarm depending on the website.
- ▶ Anything over **70** percent is rather disappointing

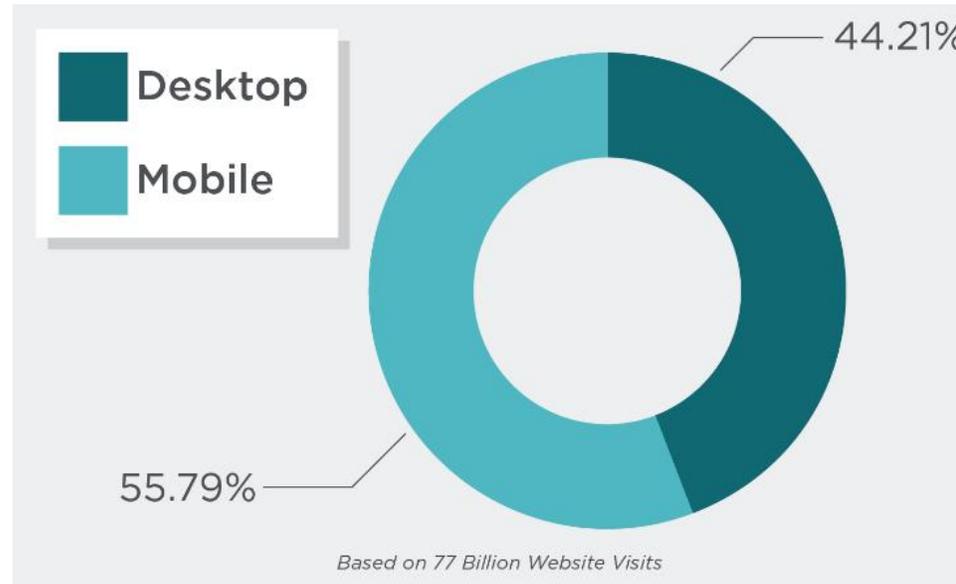
# Why is it important to keep the bounce rate lower?

- ▶ It should be noted that both Bounce Rate and Exit Rate are key indicators for Google when determining a site's overall ranking.
- ▶ Bounce rate indicates key issues about your overall content e.g.
- ▶ Does it satisfy the visitor's query?
- ▶ Is it visually appealing or does it look spammy?
- ▶ Is the content hard to consume?
- ▶ Is it too lengthy?
- ▶ Does the website have a clear navigation sequence



# Device Type influences the bounce rate

- ▶ Despite the fact that more people use mobile devices than computers nowadays, mobiles have a lower bounce rate than desktop.
- ▶ Stats of users in a survey that represents the number of people that use mobile as opposed to desktop computers or laptops.



# Things that affect the web page bounce rate include the following

- ▶ Design of the website
- ▶ Load speed
- ▶ Ad Heavy pages
- ▶ Call to action
- ▶ External links
- ▶ Main Nav structure - User-friendliness

# Classic examples of two websites and the structure of the website

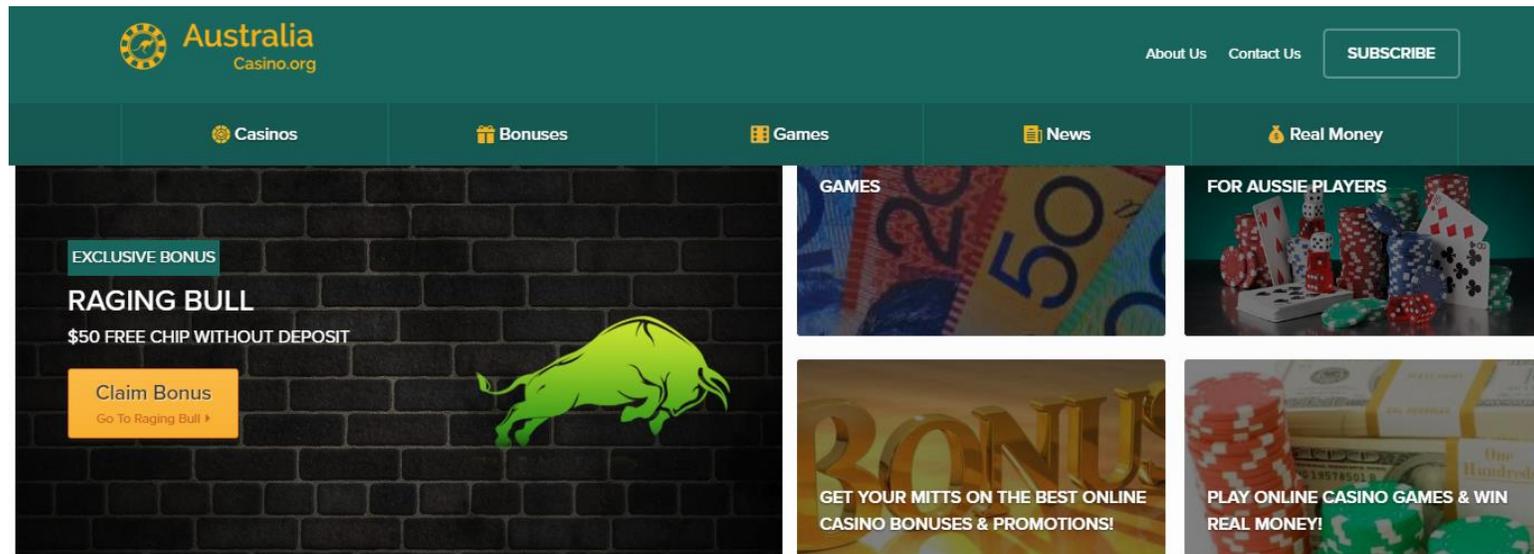
- ▶ <https://aucasinosonline.com/>
- ▶ The content is not too lengthy and is easy to consume
- ▶ 10 pictures in total 250 by 250 max size
- ▶ Uses slide and links more frequently
- ▶ The main nav indicates to the user which pages are Important

The screenshot shows the homepage of AuCasinosOnline.com. The header features the site's logo and navigation tabs for CASINO, POKIES, ROULETTE, BLACKJACK, VIDEO POKER, and CRAPS. Below the header, there are links for Bitcoin casinos, Live casinos, Mobile casinos, Casino bonuses, Online casinos in New Zealand, and Online casinos in the UK. The main content area is titled "BEST ONLINE CASINOS IN AUSTRALIA" and includes a search bar, a description of the site's purpose, and a list of recommended casinos. The list is organized into a table with columns for CASINO, BONUS, OFFER, RATING, and VISIT. The first three rows are visible, showing details for Cashpot, EuroMoon, and Park Lane casinos.

CASINO	BONUS	OFFER	RATING	VISIT
Cashpot	€1000	up to €1000 welcome bonus	★★★★★	<a href="#">PLAY NOW!</a>
EuroMoon	€1000	100% up to €1000	★★★★★	<a href="#">PLAY NOW!</a>
Park Lane	€2000	€2000 bonus	★★★★★	<a href="#">PLAY NOW!</a>

# Example 2: www.australia-casino.org

- ▶ The main difference with this website is they have more use of images
- ▶ Flat icons
- ▶ Call to action buttons
- ▶ Less wordy than the other website
- ▶ Clean main nave



# Suggestions to lower the bounce rate

- ▶ Use more flat Icons as they have less page weight
- ▶ If you have to use pictures, use a PNG format
- ▶ Include more prominent call to action buttons in our content esp. homepage
- ▶ Less lengthy content
- ▶ In our use of images, bare in mind the width and height of the image as it affects the page speed
- ▶ Improve our navigation from one page to the next (content silo)
- ▶ Inclusion of videos where appropriate e.g. Maple

## Other Popular Online Gambling Guides

- [Casino Banking](#)
- [Casino Bonuses](#)
- [Best Online Casino Payouts](#)
- [Mobile Casinos](#)
- [Real Money Casinos](#)
- [Live Dealer Casinos](#)

# Sources

- ▶ <https://neilpatel.com/blog/bounce-rate-analytics/>
- ▶ <https://www.quora.com/What-is-the-difference-between-bounce-rate-and-exit-rate-1>
- ▶ <https://weareyellowball.com/seo/seo-glossary/bounce-rates/>
- ▶ <https://www.monsterinsights.com/how-to-find-your-bounce-rate-in-google-analytics/>
- ▶ <https://moz.com/community/q/bounce-rate-and-it-s-influence-on-rankings>