REFLECTIONS

5 Ways to Fix Your Website's Bounce Rate

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
33	**34**	**85.29%**	**0m 04s**
↓19.5%	↓29.2%	↑10.7%	↓95.0%

Last 7 days ▾   AUDIENCE OVERVIEW ❯

Logging into Google Analytics only to see your website bounce rate sky high is not a good feeling. It especially stinks if you put time and effort into creating what you thought was engaging content, only to see it tank. What did you do wrong? Why is no one sticking around to check out your amazing products and services? Sometimes, this is a difficult question to answer. Other times, the answer is staring you right in the face (even if you don't want to see it).

Clear, actionable content is the goal of every business website. From eCommerce stores to personal portfolios for artists, whatever the purpose for your website, you want visitors to stick around and check out your brand. Sites that ramble, contain irrelevant images, or otherwise appear cluttered can turn off potential customers. When people leave your site shortly after landing on it, that can increase your website bounce rate.

What is a website bounce rate?

Simply put, website bounce rate measures how long visitors stay on your site. If they leave within a few seconds of landing on it and before you convert them from a lead to a customer, then your bounce rate increases. The average bounce rate for most websites is between 41 and 55 percent. An optimal bounce rate is between 26 and 40 percent.

Marketers use bounce rate data to determine the effectiveness of a website. Did users find what they were looking for on your site? If your bounce rate is high, the answer is probably no. While search engines like Google and Bing do not penalize websites with high bounce rates by ranking them lower in search results, that does not mean you should not try to improve your score. High bounce rates can mean a loss of potential business. Here is how to fix that.

How to fix your website bounce rate

Fixing your bounce rate is not as difficult as you might imagine. Following these five steps helps make your website stickier.

1. Improve readability

Fewer things scare people more than seeing a disorganized mess when they first land on a website. Large chunks of text and graphics that flash can send visitors fleeing your page as fast as their escape buttons will let them. An easy way to

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test the readability of your website is to use this free tool. Just enter your website URL to get your score. If it is under 60 percent, you may want to revisit your design. Breaking up large chunks of text into smaller paragraphs with headings and using bullet points and numbers can help improve readability. Limiting the number of graphics that you use also helps. You want to strike a balance between enough and sensory overload.

2. Optimize page load time

Did you know the average attention span for most people is less than 8 seconds? That can spell bad news for your bounce rate if your pages take forever to load. Most people expect a website to load within two seconds. It does not take a genius to do the math here. If your website takes longer than the average attention span to load, you have lost a potential customer. Optimizing images and other graphics is one of the easiest ways to reduce page load times. Several website plugins help with this. One that comes to mind is Smush, which is available on WordPress for free. It optimizes and compresses your images to ensure they don't hold things up during page loading. Make sure you also use a fast infrastructure or website host. You can do everything right on your end, only to have a laggy website host ruin your efforts.

3. Avoid using pop-ups

There is an ongoing debate among marketers about whether pop-ups help or hurt websites. Many brands use them to help build their email lists or direct customers where they want them to go on the website. Regardless of their intended purpose, pop-ups mostly just annoy visitors to your site. They interrupt the user experience, which is never a good thing. If you feel you must use them on your site, at least limit the number of pop-ups that appear during each session and make them as unobtrusive as possible. If
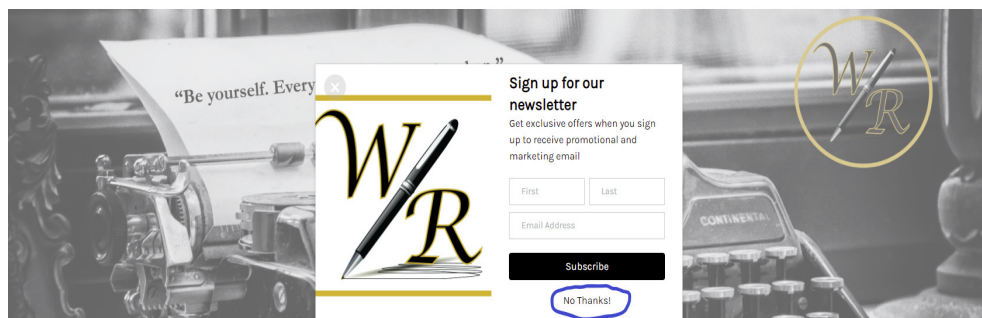
Putting Your Write Reflection Forward with SEO

Give your copy every opportunity to shine online with SEO copywriting from The Write Reflection™. When consumers let their fingers do the walking, will search engines recommend your brand? If the answer is no, it may be time to rely on the

If you use pop-ups on your website, make sure visitors can opt to close them and not see them again if desired.

you have ever visited my website, you know this is the approach I take with my one and only pop-up. It only appears on one page (the landing page). Once users say they don't want to see it again, that's it. It doesn't keep reappearing with every click.

4. Improve brand storytelling

Behind every good website is a great brand storyteller, which is why many businesses hire copywriters to help tell their stories. Customers want a reason to connect with your brand. Quality storytelling elicits strong emotional responses from your customers, which helps build trust in your brand. One of the best ways to help your customers connect with your brand is by telling the amazing stories of the people behind your organization. The narratives do not even have to relate to the person's role within your company. Maybe you have an employee who is a champion in serving their community. Spotlight their work. Customers like to know what kind of people you have on your team.

5. Create a compelling CTA

One of the biggest contributors to a high bounce rate is the lack of a compelling call-to-action (CTA). Keeping visitors engaged with your site requires action-

able content. CTAs direct your visitors to a specific action. Maybe you want them to enjoy a coupon for discounted products or services. Perhaps you hope to get them to book a free consultation. Whatever your goal, make it clear. Be careful not to fall for the biggest mistake most people make with CTAs: having more than one. As a rule, it is best to stick with one consistent CTA. No matter which page prospective customers visit, they must get the same message. Otherwise, they can leave confused about the next steps to take with your brand.

A final word before you bounce

Need a little help implementing these ideas? The Write Reflection™ offers website content reviews. Learn how to create clear, actionable content that boosts the user experience with a content review with one of our experts. Each content review includes a thorough examination of your website, plus recommendations for improving bounce rate and user engagement. Customers who opt for additional services with The Write Reflection™ based on the content review enjoy a 25 percent discount. Reach out to us today to schedule a free consultation to get started.

The 4 Biggest Lies About Working at Home

When covid mitigation efforts were at their height in March of 2020, businesses scrambled, and employees panicked at the thought of working remotely. Me? I was kicking back with my cup of chai latte, humming along in my at-home office, much the same way I have been since August 2005 when I first launched The Write Reflection™.

Working efficiently from my cushy desk in my equally comfy home office is something I have perfected since I have had lots of practice. I don't need a supervisor standing over me, nudging me toward productivity (kind of like the micro-managing at my last reporting job that I'm pretty sure gave me PTSD). To this day, I get a little antsy when someone stands behind me, watching me work. But I digress. Staying focused and productive has never been an issue for me. It's one of the many things my clients value about working with me. When they give me a deadline, I meet it. End of story.

Some work-at-home naysayers don't believe me when I talk about how I'd never go back to a traditional office setting after enjoying the luxury of working from a home office. It's not really their fault. They've bought into the biggest lies circulating around out there about remote working. Let's bust the top 4 biggest myths and misconceptions about working from home.

1 – At-home workers goof off
I don't know about other at-home workers, but I certainly can't afford the luxury of binge-watching Netflix or taking a nap in the middle of the afternoon simply because I'm working from my home office.

If anything, I work harder now that I'm in an environment conducive to writing.

Some of my friends and former coworkers still enmeshed in the daily grind of reporting to a central office don't believe me. They insist I'm being dishonest and that I surely must spend most of the day doing whatever I darn well please. They argue there is no way I can focus with so much freedom. Do you want to experience a dip in productivity? Try concentrating in the middle of a bustling, noisy newsroom while trying to craft an award-winning piece of journalism. Add in a boss hollering out your name every 5 minutes like you're his secretary instead of a reporter and it makes for a very distracting environment.

Having clearly communicated goals and expectations, plus a drive to succeed and please your clients, is all the motivation I need to keep from goofing off. I would wager I'm not alone in this regard.

2 – Dressing down – in PJs
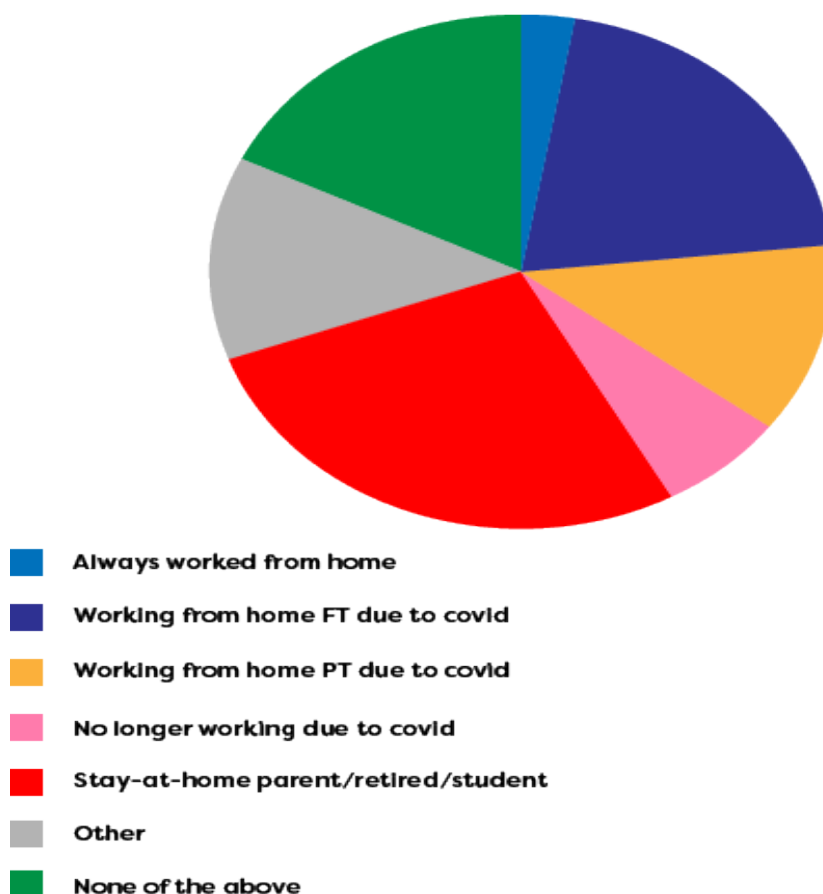I really can't remember a time when I've ever worked in my pajamas. While I may

not dress in a 3-piece suit while perched behind my home office desk, I also don't look like I've just crawled out of bed. I believe in dressing for the job you want, which is why I often wear my Catwoman outfit. Just kidding! I only do that on Halloween. In all seriousness, if you dress down, your brain is going to automatically roam to relaxation mode. Most days I wear business casual outfits. It makes it easier if I must jump on a quick Zoom with a client. How confident would you feel if the professional you were trusting to boost your website ranking showed up wearing her PJs? I would wager not very.

3 – Staying connected is hard
Not really. Maybe if we lived in horse-and-buggy times I might agree with you. But we don't, and we have some seriously amazing tools at our fingertips to help us connect with others. While technology can be a real pain, it does afford us the luxury of connecting with people all

Current Working Arrangements

- Always worked from home
- Working from home FT due to covid
- Working from home PT due to covid
- No longer working due to covid
- Stay-at-home parent/retired/student
- Other
- None of the above

Data from 2021 Sign of the Times Survey/Graphic Design by The Write Reflection™

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over the world. Some of my best clients are in Australia (you know who you are). Working remotely means you don't get to bump into people – sometimes literally – at the water cooler. But that's OK. Sometimes people can pose a huge distraction. Anyone who ever has worked in an office knows where I'm going with this. People like to chitchat. That can keep you from concentrating and getting your work done. It's not that hard to believe, considering research has shown people are more productive when working from home.

4 – There's no accountability

This is one of those work-from-home myths I laugh at so hard I risk peeing my pants. If you ever have owned your own business, you know exactly why this is

so humorous. I absolutely am accountable for my work responsibilities. If I fail to do them, my clients do not get the services for which they've paid. Then guess what happens? I have a lot of angry customers threatening to sue me for refunds and give me bad reviews on Google. Even if you do not work for yourself and simply have remote working privileges as part of your job, there still is accountability. Your boss may not be able to stare you down as he can in the office (and that's probably a good thing). He can, however, tell if you've done – or not done – your job. Companies that effectively measure goals and results know they must focus on outcomes instead of physical presence.

The truth about working from home

Remote work is not going anywhere. If the covid pandemic has taught us any-

thing, it is the value of an adaptable workforce. Hopefully, you work for an organization that gets it and is willing to embrace working from home as a permanent option. If not, you can always do what I did – work for yourself. Then, if you get mad at the boss, you only have yourself to blame.

Giving Thanks for Amazing Clients

Dear amazing clients,

What can I say? I value each one of you. Not just during a time of year when expressions of gratefulness abound, but all year long. I am sure every business owner says this, but I mean it. I have the best clients in the world. You have entrusted me with some of the most sensitive information about your organizations to help you achieve sustainable growth and realize your personal and professional goals.

The last year has been challenging for most of us. The reality is that our trials and tribulations have stretched well beyond 20 months. Businesses failed. Workers lost their jobs. We all grappled with this "new normal" that has changed the way we interact with one another (have I mentioned I hate the phrase "new normal?"). Together, we have turned these challenges into successes because we do not give up easily. You worked hard to help your businesses thrive during unprecedented times. I thank you for allowing me to be a part of your journey.

This Thanksgiving, as I count my blessings, you will be among them. You motivate me to provide award-winning services to your brands through your commitment to our working relationship. May each of you have a wonderful Thanksgiving full of blessings that extend into 2022.

In appreciation,

Shari

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