The Egenz Guide

WHY MY BOUNCE RATE IS SO HIGH?

WHAT IS BOUNCE RATE?

Bounce rate is an internet marketing term you always see especially in Google Analytic.

It is a percentage that tells you how many customers landed your website and leave the page without clicking anything.

It is important to understand why your website having high bounce rate..

NOT MOBILE FRIENDLY

Is your website viewable in mobile?

80% of internet usage is using mobile.

Visitors may leave when they cannot view the information with their mobile easily.

If your website still need user to zoom in and zoom out to view, is time to redesign your website!

TOO MANY POP UP

Visitors finding it annoyed when they keep seeing pop up.

A lot of time business owner love to use pop up to alert the customers with the promotion they are running.

If your website showing too many pop up, it may chase visitors away.

NAVIGATION MENU

Is your navigation menu able to lead your customers to find the information?

Visitors only spend 5 seconds when they first landed in your website.

If you nagivation menu did not provide a proper way for them to find the information, most probably they will leave.

OUTDATED WEB DESIGN

Is your Website Design outdated?

Customers are always easily attracted visually by image or nice design.

When your website is having outdated design, visitor may judge and believe that there's nobody maintain this website and business.

They will believe you are offering quality product if your website design is beautifully created.

TOO MANY ADVERTISEMENT

How many advertisement you put in your website?

It is common the website owner will put up advertisement to earn the advertising fees.

Visitors may leave when they cannot find the information and only see the advertisement.

Or, you are putting too many pop up advertisement, this will chase them away as well.

BROWSER COMPATIBILITY

Have you ever try open your website with different browser?

Is your website viewable with all the browser eg : Chrome, Firefox, Safari, Opera without any error or bug?

You can test your website for cross browser compatibility with links below:

https://www.browserstack.com/
http://www.browsershots.org/
https://www.crossbrowsertesting.com/

WEBSITE LOADING SPEED

How much time it need to load your website?

Get a good server.

Cheap shared hosting server may be using old server.

If your website takes more than 5 seconds to load, visitors are frustrated and they leave and visit other website.

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