

# Bounce Rate

Resources about the bounce rate metric, which measures how many of a website's visitors immediately left the site, an indication of visitor satisfaction with the website or its content.

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Below we have compiled publicly available sources from around the world that present views on Bounce Rate.

## Perspectives on Bounce Rate

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- **5 Ways of Gaining & Maintaining Customer Loyalty**

Every decision that is made in your company should take into account how customers will react. Step into their shoes. Will adding a new feature that one of your engineers has been pushing for the last 4 months improve the user experience, or will it simply confuse your customers?

[Read the article on cooladata.com »](#)

- **Top 10 Reasons Why Your Bounce Rate Is High**

This post is about the top 10 reasons that cause high bounce rates like page load speed is more than 4 seconds, the website isn't mobile responsive, the landing pages don't look pretty and more. Additionally it presents a few useful ways to reduce the bounce rate.

[Read the article on insightfulux.co.uk »](#)

- [Bounce Rate Has No Place In Content Marketing](#)  
outbrain.com
- [What is a Good Bounce Rate?](#)  
mercury.one
- [Bounce Rates: Are They Bad?](#)  
2017  
chrisberkley.com
- [Do Your Visitors Bounce?](#)  
2017  
flatheadbeacon.com
- [How to Avoid a High Email Bounce Rate](#)  
2017  
www.activetrail.com
- [5 Reasons Your Website Records High Bounce Rate](#)  
mediaonemarketing.com.sg
- [What Is Bounce Rate? Is It Important? How Do You Lower It?](#)  
elegantthemes.com
- [What's the Average Bounce Rate for a Website?](#)  
gorocketfuel.com
- [Bounce Rates: What's Good and What's Bad](#)  
customedialabs.com

## How To Reduce Bounce Rate

- [8 Quick Ways to Reduce Bounce Rate of Your Website](#)  
artattackk.com
- [What Is A Bounce Rate And How To Fix It](#)  
allwork.space

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- [Tips to Reduce your Blog's Bounce Rate](#)  
peartrend.com
- [How to Lower Your Bounce Rate](#)  
pilmma.org
- [How to Bounce Back from Bounce Rates](#)  
insticatorblog.com
- [6 Simple Ways to Reduce Bounce Rate on Your Website](#)  
concisecreative.com.au
- [Decrease Your Site's Bounce Rate with the Following Ideas.](#)  
2017  
www.arcstone.com
- [Improve Your Bounce Rate: Issues Recommendations and Optimisation](#)  
2017  
blog.businessdecision.com
- [Reduce Bounce Rate and Optimise for Conversion](#)  
2017  
broadley-speaking.com
- [4 Ways to Reduce Bounce Rate.](#)  
2017  
www.alphapages.io
- [Did Your Site's Bounce Rate Suddenly Drop? Avoid 3 Mistakes!](#)  
marketlytics.com

## Effect of Bounce Rate on SEO

- [What Does Bounce Rate Mean for SEO](#)  
seohermit.com
- [3 SEO Tips to Address Your High Bounce Rate Problems](#)  
5ato.com
- [Effect of Bounce Rate in Search Engine Rankings](#)  
2017  
smartechpro.co.uk

## Specific Technologies

- [Reduce Bounce Rate in Google Analytics with these 7 Actionable Ways](#)  
fedingo.com
- [Understanding Google Analytics and Bounce Rates](#)  
2017  
brandonlazovic.com
- [How to Reduce Bounce Rate in Google Analytics](#)  
unikainfocom.in
- [What is The Bounce Rate in Google Analytics](#)  
blog.littledata.io
- [17 Effective Ways to Reduce Bounce Rate in Google Analytics](#)  
marketlytics.com

## Tools

- [Website Bounce Rate Calculator](#)  
houseofkaizen.com

## Further Reading

- [Visits and Sessions in Web Analytics](#) — Resources about the visits/sessions metric in web analytics, which measures the number of times a website was visited. A visit comprises one or more pages viewed; one user could be measured more than once.
- [Visitors, Unique Visitors and Unique Users](#) — Resources about the visitors/unique visitors/unique users metric in web analytics, which measures the number of people who visited a website. Each visitor/user could have visited the website multiple times and viewed multiple pages.
- [New Visitors, Repeat Visitors and Returning Visitors](#) — Resources about the new/repeat/returning visitors metric in web analytics, which measures how many of a website's visitors are new to the site vs. returning to the site or visiting with a certain frequency.
- [Page Views and Unique Page Views](#) — Resources about the page views and unique page views metric in web analytics, which measures how many times a page or URL was viewed on a website, in general or by unique users.
- [Time on Site, Session Duration](#) — Resources about the times on site/session duration metric in web analytics, which measures the amount of time a visitor spent on a website.
- [Page Time Viewed, Page Visibility Time, Page View Duration](#) — Resources about the page time viewed/page visibility time/page view duration metric in web analytics, which measures the amount of time a visitor spent on a specific page or URL in a website.
- [Average Page Depth, Page Views Per Average Session](#) — Resources about the average page depth metric, also known as pages per average session, which measures the average number of web pages viewed by a visitor to the website, indicating the level of user engagement.
- [Bounce Rate](#) — Resources about the bounce rate metric, which measures how many of a website's visitors immediately left the site, an indication of visitor satisfaction with the website or its content.
- [Conversion Rate](#) — Resources about the conversion rate metric, which measures the percentage of website visitors who performed an action beneficial to the site owners (a conversion). This is an indication of whether the website is meeting its goals.
- [Ad Impressions](#) — Resources about the ad impressions metric, which measures how many times an ad placed on a website was viewed by potential site visitors (only some of whom actually click the ad and visit the advertising website).
- [Referrers and Social Media Traffic](#) — Resources about the referrers metric in web analytics, which measures the number of visitors coming to a website via referring sites - other sites that link to the website. A special case of referral traffic is social media traffic - traffic to a website from social media sites like Facebook and Twitter.
- [Direct Traffic in Web Analytics](#) — Resources about the direct traffic metric in web analytics, which measures the number of visitors entering a website directly by typing the URL or clicking on a bookmark, not via other websites.
- [Source and Medium in Web Analytics](#) — Resources about possible source of traffic to a website (referrals from other sites, search traffic, direct, links from emails, etc.) and the source/medium metric in web analytics, which measures how many of a website's visitors came from each source and provides details (such as a specific URL the visitors originated from).

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