

# Bounce Rate Benchmark Report

Benchmark data for B2B marketers with tips for decreasing your bounce rate



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# What is bounce rate?

Bounce rate isn't talked about as much as "conversions" or "unique visitors," but it's a key indicator of how well your website performing.

So what is a "bounce rate?" Is it better to be closer to 100% or 0%? Let's unlock the mystery.

## Bounce Rate Definition

Let's start with examining how website analytics products define bounce rate:

Google Analytics:

*The percentage of single-page sessions (i.e. sessions in which the person left your site from the entrance page without interacting with the page).\**

Adobe SiteCatalyst:

*The percentage of users who enter on a given page, but then leave without viewing another page.\*\**

## Bounce Rate Simplified

In other words, bounce rate is the percentage of visitors to your website that **only viewed** a single page and then exited.

## Bounce Rate Percent

Is a bounce rate close to 100% good or bad? Like most things in life, it depends.

If your goal is to get a visitor off that page and onto another page on your site, then you'll want your bounce rate to be closer to 0%. (For example, having the visitor go to an email-newsletter signup page.)

However, if your website's content is contained on one or two pages - or the visitor entered on a landing page - you may not want them to visit other pages. In this case, a bounce rate near 100% may be acceptable.

No two bounce rates are created equally. The key is to look at the bounce rates for **specific pages**, with the goals of that page in mind.

## Is a 0% bounce rate achievable?

Most likely not, and you may not want it to be 0%. For example, a visitor could land on your website, see your phone number, and then call your sales team to place an order. This visit would register as a “bounce,” yet the visitor converted into a customer.

## What is the difference in bounce rate and exit rate?

An “exit” is when someone leaves your website. “Exit rate” is the percentage of all visits to a page where that specific page is the last page viewed before the visitor left your site. (The visitor navigated to that page but then left your site.)

With an “exit,” a visitor could view many other pages on your website, find their way to a specific page, and then decide it’s time to leave the site.

Bounce rate is only recorded when someone lands on a specific page and then leaves without viewing any other pages.

## Summary

Bounce rate may seem daunting at first, but it’s a straightforward metric that can help you understand how your website pages are performing. Remember, it’s important to think about the goals of your website and each individual page. Those goals will determine how important bounce rate is for your site.

[\\*https://support.google.com/analytics/answer/1009409?hl=en](https://support.google.com/analytics/answer/1009409?hl=en)  
[\\*\\*http://blogs.adobe.com/digitalmarketing/uncategorized/advanced-content-analysis-weighted-bounce-rate/](http://blogs.adobe.com/digitalmarketing/uncategorized/advanced-content-analysis-weighted-bounce-rate/)

# What's the average bounce rate?

What's a good bounce rate? How do I compare to other B2B companies?

B2B marketers are always asking – how does my website stack up compared to everyone else? Is a 50% bounce rate acceptable?

To help marketers get a sense of an average bounce rate, we ran a quick survey of a fourteen different B2B marketers. The results were surprising.

## The Survey

We asked marketers two simple questions:

- How many unique page views do you receive each month?
- What's your bounce rate?

## The Results

The **average bounce rate** was 61 percent.

The **lowest** rate was 36 percent, and the **highest** was 77 percent.

The **median** bounce rate was 62 percent. In fact, 57 percent of all participants reported a bounce rate between 60 percent and 69 percent.

## Bounce Rate Increases as Page Views Grow

In our survey, websites with fewer than 30,000 monthly unique page views average a 57.6 percent bounce rate.

Sites with more than 30,000 unique views average a 69.4 percent bounce rate.

## What does it mean for you?

Most B2B websites drive visitors towards some type of conversion. Typically, that involves completing a form on their website. Because of that, a lower bounce rate is better.

If your bounce rate is less than 60 percent, you're on target. Keep up the good work.

Less than 40 percent? You're best in class.

Greater than 70 percent? You probably have some work to do.

### **How do you stack up?**

While this survey was informal, we hope the data provides some clarity for how your website is performing.

While this data provides a good benchmark, when thinking about your bounce rate, make sure to take into account the specific goals and structure of your website.

# 6 Ways to Decrease Site Bounce Rate

Your website is attracting thousands of new visitors, but your bounce rate is more than 60%. If you could decrease your bounce rate, your conversion rate would sky rocket, and your business would take off.

So, why are people bouncing from your site? And, more importantly, what can you do to fix it?

## Why Your Bounce Rate is High

Why are visitors leaving your site after only one page view?

Most often, visitors leave because they didn't find what they were expecting. This could be related to your site design, content or calls to action. In order to fix your bounce rate, you're going to have to do a better job at giving visitors what they want.

## How to Decrease Your Bounce Rate

Let's take a look at common tactics that will help you keep – and convert – more visitors.

**1. Speak plainly.** Marketers have a bad habit of confusing customers with overly-complex language. Potential customers want to know: What is this? How does it help me? How much does it cost?

Fancy, esoteric headlines do nothing to help the customer. Instead, write in simple, plain language.

*Don't write:* "Transform the way you do business."

*Do write:* "A simple way to store all your data in one place. Then, easily build reports and dashboards."

Don't confuse visitors by trying to be too cute. Tell them what they want to know.

Tip: Use [Hemingway app](#) to make sure your writing is clear and readable.

**2. Have a clear and specific call to action.** What does your customer need to do next? Visitors need clear instructions. That could be downloading an ebook, signing up for a free trial or requesting a sales demo.

Regardless, make sure your call to action:

- Is visible throughout your page
- Is distinct and easy to identify on the page
- Has clear language. Don't use "click here." Use "Get the 7 Sales Tips Ebook."

Finally, make sure there is only a simple call to action. You don't want to confuse the visitor with multiple offers and different instructions.

### **3. Make sure each page matches the referral offer.**

Your site needs to give visitors what they were promised when originally coming to your site. If traffic is coming from an ad program, retargeting campaign or email newsletter, you most likely offered the visitor something specific. Make sure that offer is available on the page.

For example, if you offered the visitor an ebook or white paper, make sure the user can immediately download that piece of content.

**4. Stop sending bad traffic.** Some traffic sources just won't be a good fit for your products. Visitors from these sources will consistently have a high bounce rate, even if you follow best practices on your website.

Stop sending that traffic to your website. If the traffic is

from an ad campaign, stop using that ad network. Instead, focus your efforts on attracting traffic that will convert.

### **5. Make it easy to ask questions**

Often, website visitors will have questions about your product, pricing or other services. While that information may be available somewhere on your website, it's easier for a potential customer to spend 5 minutes speaking with a member of your team to get the right information for their questions.

While providing a company phone number is a good start, the need to pick up the phone and call will cause many visitors to bounce from your site.

Live chat on your website is a better way of handling this that has lower friction. With live chat enabled with video, your website visitors can ask questions via text, and your team can initiate video conferences and screen sharing to quickly answer their questions.

**6. You need an attractive website design.** If your site design isn't clean and attractive, many users will be skeptical of your website. It's a surefire way to a high bounce rate.

Use services like [UsersThink.com](https://www.usersthink.com) to test your website design and validate that visitors trust it.

You should also make sure your site looks good on desktop, tablet and mobile devices. If you haven't yet, now's the time to work with your design team to implement responsive design.

Need evidence to convince the team about responsive design?

[Voices.com saw a 65 percent increase in conversion rate](#) after implementing responsive design.

## **Wrapping Up**

When trying to improve your bounce rate, it's important to consider the goals for each specific page. Have a high bounce rate on almost every page? You may need to fix something universal such as your website design or overly-complex language. Have a problem with specific pages? You may need to work on your calls to action or by surfacing the right content based on the visitor persona.

Think about what type of change could have the best impact on your bounce rate and get started. Good luck!

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