

Radiant Website Design, Ltd. It's a new day for your business

It's 11 p.m. Do you know what your bounce rate is?

If anyone took my advice last month and installed Google Analytics you'd see a statistic called "Bounce rate". It is the percentage of viewers that come to your site and then leave immediately. Up to 50% is considered normal. Google uses this statistic as one way of measuring the quality and relevance of a website. If a large percentage of people are making the decision that a site is not worth looking at then Google ranks it lower in the search results. So what would cause someone to leave a site immediately and what can you do about it?

1) **Content is not relevant:**

You may have optimized your site and got the #1 listing for "widgets" but if site is actually about "gadgets" then people will leave because it's not what they were looking for.

2) **Site takes too long to load:**

Sites using a lot of Flash animation and large graphics take longer to appear on the screen than text or small pictures and some people won't wait. If they must be used, also supply text to read while the other loads.

3) **Unintentional bounce:**

If you're an affiliate to another business and get a



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commission for all sales that come through your site then the link to the other business could be causing an unintentional bounce. Put the link on another page besides home and a link to that page on the home page and all that will be recorded is that the viewer went to another page within the same site which is not a bounce.

4) There's no reason to stay longer:

Viewers will leave quicker if they aren't given a reason to stay. So provide videos to watch, blogs to comment on, links to related topics on other pages.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Happy Thanksgiving, everyone!

Next month: Are you using that picture legally?

Until we *Geek* again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.