7 Best Strategies to Decrease Website's Bounce Rate

What is the Bounce Rate?

The **bounce rate** is referred to as the percentage of the users who leave the webpage without any action like clicking a link or filling a form or making a purchase.

Importance of Bounce Rate

- The bounce rate might help in increasing the conversion rate.
- It can increase your google ranking factor.
- It might tell you that you have issues with content, user experience.

According to the survey, the average bounce rate range is between **41% to 51%**. However, the dependency of the bounce rate is on the industry you are dealing with.

The basic reasons people bounce back are...**Continue Reading**