



# What Is Bounce Rate? What To Avoid And How To Improve It



## WHAT IS BOUNCE RATE?

The bounce rate is the percentage of visitors who land on your site and leave without exploring other pages.

For example, if your bounce rate is 80%, 80% of the visitors only look at the page they first land on and do not check out any other pages on your site.

To calculate it, you use this formula:

Bounce rate = (Total number of visitors who leave after one page / Total number of visitors who enter the page) \* 100

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