

For clients using Statcounter.com

Visitor Numbers and Bounce Rates.

The **Summary Stats** page on Statcounter.com includes a trend chart to help you track key metrics over time and displays a range of totals and averages.

Four key traffic metrics are reported on this page:

Page Views

Each time a page is viewed on your website by any visitor is called a Page View.

Sessions

When someone visits your website, browses one or more pages, then leaves, this is called a session.

New Visitors

A new visitor is somebody who had never visited your website on a different day, week, or month before.

Visitors

A visitor represents a unique person visiting your website for that day, week, or month. In short, a single visitor can have multiple sessions with multiple page views from each of those sessions.



Source: Statcounter.com

Recent Activity

Recent Activity pages such as Visitor Activity and Visitor Paths show you detailed information about each visit in chronological order, as your visitors navigate your website.

The Reports dashboard gives you an at-a-glance view of how your website is doing by showing aggregate stats for metrics such as location, visit length, traffic sources, popular pages and more. You can also drill down on each aggregate stat and view the full report for deeper analysis.

Bounce Rates: What's good, what's Bad, and why it matters

Let's start with a hard truth: We can't convince everyone who visits our website to stay on it, look around and take the action you want them to take. This is why bounce rates matter.

Bounce Rate reflects the quality of traffic visiting our webpages and if our content meets visitors' expectations. It is also a useful indicator of where problems might be occurring on the website.

Bounce Rate represents the percentage of visitors who enter the site, only view one page, and then leave (bounce away) rather than continuing to view, or take action such as clicking on a link, filling out a form, or making a purchase.

A high Bounce Rate lets you know that your site (or specific pages on your site) has issues with content, user experience, page layout or copywriting.

What's an average 'acceptable' Bounce Rate?

An average Bounce Rate range will be between 41 and 51%. However, a "normal" Bounce Rate depends a lot on your industry and where your traffic comes from.

Average Bounce Rate scores for most typical websites:

20% – 45% for E-commerce and retail websites

25% – 55% for B2B websites

30% – 55% for lead generation websites

35% – 60% for non-ecommerce content websites

60% – 90% for landing pages

65% – 90% for dictionaries, portals, blogs and generally websites for news and events

Types of webpages with reasonably high Bounce Rate numbers:

Blog posts have an expected 65% or much higher bounce rate numbers. Visitors usually leave after getting value from the relevant information in an article.

Contact us pages have an acceptable and understandable high Bounce Rate percentages because visitors often access a website for basic information, e.g. phone, email, or address.

Form submission pages always have high bounce rate numbers because the visitors' main purpose is to complete the submission process, read the confirmation reply and leave immediately.

Confirmation pages are usually the last step when a visitor completes a goal and is ready to leave, so the bouncing is inevitably high.

Checkout pages are not landing pages and entry traffic to these pages is often low. So it is not a concern that the corresponding bounce rate will be high.

FAQ pages often have high Bounce Rates on websites which offer accessible customer advice, clarification of information and provide support. This is usually a positive signal because visitors have had their questions answered and don't need to call customer support.

If you have any questions please call me or email to discuss!

Your website success is important to me.

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