REDUCE YOUR ECOMMERCE

BOUNCE RATE USING THESE TIPS

Article from Revalsys Technologies

This article explains about the tips to use to reduce ecommerce bounce rate

What Is Ecommerce Bounce Rate?

Ecommerce bounce rate is the percentage of people who visit one page on your website and leave without clicking on the other pages of the site. The ideal bounce rate for ecommerce websites is 20-30%, while the average bounce rate is 33.9%.

Ways To Reduce Ecommerce Bounce Rate

Increase The Website's Speed

Users abandon websites that have a page load speed of more than two seconds. Check your website's speed before and after optimising your product's pictures and descriptions.

Make The Search Bar Prominent

Search is the beginning of your customers' purchase process on your website. Have a large search bar – it should be able to fit 27 characters. To make it easy to spot, have it in a unique, bright colour and include the magnifying glass icon, words like "search", or phrases like "begin typing here". And to simplify and speed up the search process, enable the search bar with autocomplete.

Don't Hide Extra Costs

You might be tempted to hide costs like taxes, delivery, charges, etc. to entice your customers to purchase your product, but these costs will eventually show up at the checkout stage. This will result in your customers not only cancelling their purchase, but also losing trust in your brand. Transparency is key to improving your relationship with your customers and reducing bounce rates for your business.

Enhance The Readability Of The Content

Make your content easy to read by dividing it into multiple smaller paragraphs and having an appropriate spacing between the lines and paragraphs. Avoid getting too technical and descriptive – think about what information your customers could be looking for in your product and talk about them. Have important sections like the features of your product or important announcements in coloured bullet points to attract attention to them.

Avoid Irrelevant Popups

Seeing unnecessary popups like live chat popups in the midst of browsing or purchasing products is a major turnoff for your customers. This can disrupt their purchasing process or even turn them off your website. However, you can have popups for your ongoing/expiring offers or the latest launches.

Optimise The Meta Description

The meta description is a brief detail of your webpage's title that appears in online searches. It is what your potential visitors will look at to decide whether or not to visit the page. It plays an important role in increasing your website's click-through rates, and in turn, its search engine ranking. Include your target keyword in the description and make sure it naturally fits into it. Keep its word count between 150-160 characters and include a call-to-action.

Incorporate High-Quality Images

Ecommerce is a visual medium, and product images are one of the main elements of your website. Make sure that they are relevant and of good quality. Avoid adding unnecessary elements to them, and ensure that they can be zoomed into without pixilation. Also incorporate images in the other pages of the website to make it visually appealing.

Enhance The Mobile Experience

A lot of your visitors will be accessing your website on the go using their mobile devices. Take their experience into consideration. Mobile-friendly websites also have a higher search results rank. To increase your website's mobile page load speed, compress its images to reduce their size, cut down on the amount of text, and leave white space. Touch-friendliness is another very important factor for websites – make sure that your website is thumb-friendly for an easy scrolling experience, and that important buttons like calls-to-action are large enough to click.

Allow Opening Of External Links In New Tabs

External links are those that do not belong to your website. When external links open in the same tab as your website, your visitors have to keep clicking on the back button to come back to your website. This can cause them the "back button fatigue" or even make them lose your page. Closing the new tab to return to your website is easier for your visitors, and can increase your traffic.

Reduce The Number Of Broken Links

Broken links are bound to occur for your website as you are constantly updating content related to your products and other information. But the last thing you would want for your users is to abandon your website after coming across an error message on a product page. You must get your website checked for broken links at least once a month.

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