



「 STABLE WP 」

BOUNCE RATE BENCHMARKS REPORT

www.stablewp.com

STABLE WP ©

WHO IS STABLEWP

StableWP is a results-driven Digital Marketing & Web Design agency, specializing in helping businesses accelerate growth and scale online fast through a combination of SEO and PPC.

Our success comes from following scientifically tested and proven systems and strategies for continuously scaling digital marketing campaigns, optimized to reduce customer acquisition costs and significantly increase ROI.

356%

Average Growth

498%

Average ROI

17%

Avg. Conversion Rate

49%

Lower Customer Acquisition Costs

TRUSTED BY SOME OF THE BEST COMPANIES IN CANADA



WHAT IS A GOOD BOUNCE RATE?

Bounce rate is one of the universal signals of user experience (UX) on every website.

Since bounce rate is such a good reflection of UX, and UX has a strong impact on conversions, it's one of the most closely watched metrics in Google Analytics.

But measuring your own bounce rate in isolation doesn't tell you much. You still don't know if your bounce rate is too high, average, or even low. Which is why one of the most frequently asked questions we get is: What is a good bounce rate.

And the answer is always: It depends!

Not all bounce rates are created equal. You need to benchmark your bounce rate against other websites in your industry, site type, by channel, and device to get a clear picture of your performance.

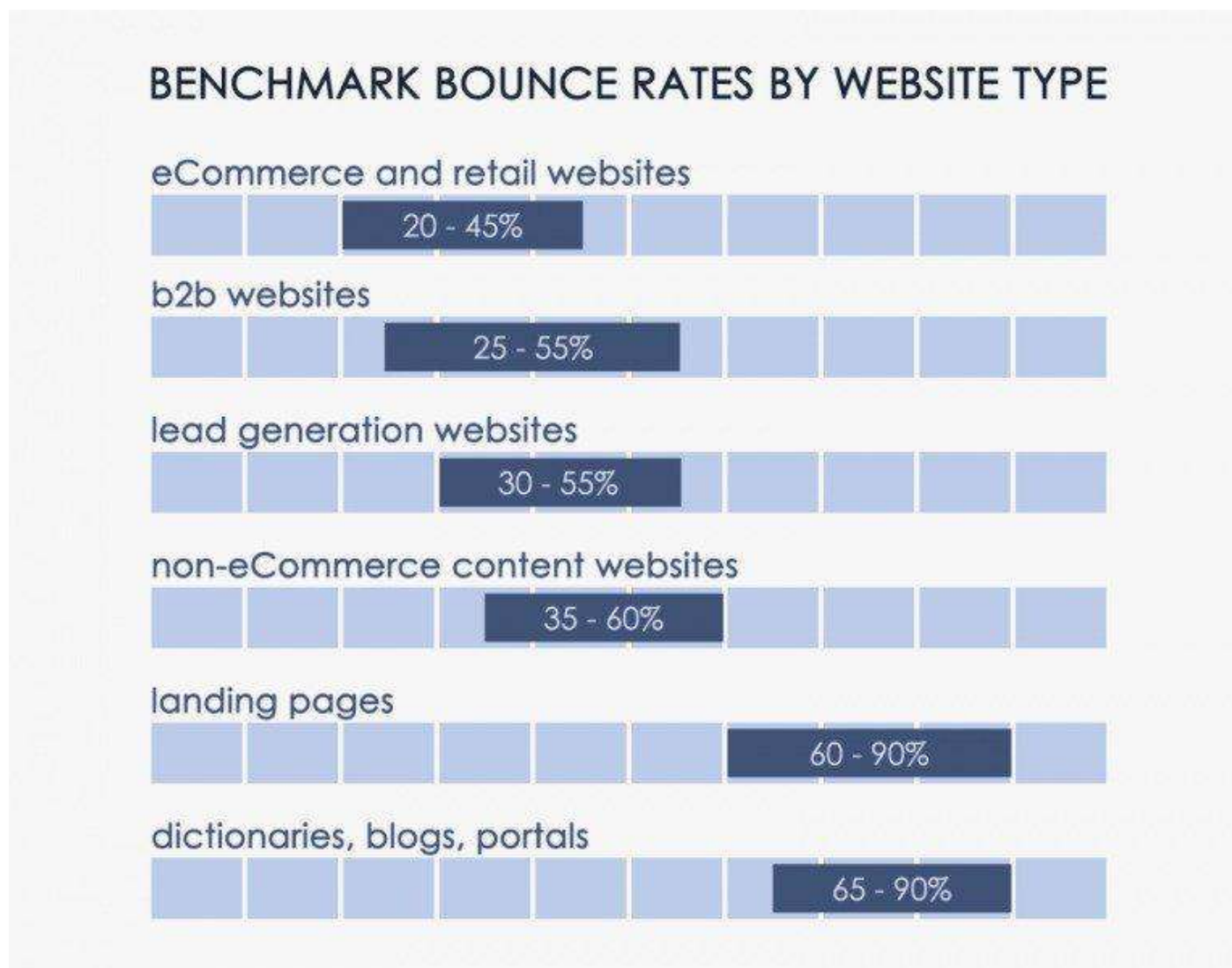
AND THIS REPORT IS AIMED TO HELP YOU DO JUST THAT, BENCHMARK YOUR BOUNCE RATE.



BOUNCE RATE BENCHMARKS BY SITE TYPE

Bounce rates vary wildly between different site types, so comparing a blog to an e-commerce site would be like comparing apples to oranges. That's why you need to compare your site to other similar type websites, to get a clear sense of your performance.

The following are benchmark bounce rate averages for the most common types of websites.



The highest average bounce rates are seen in blogs, dictionaries, and news websites (65-90%), while e-commerce and retail websites have the lowest avg. bounce rate (20-45%).

High bounce rates are also reasonable for single-page websites since there are no other pages to go to, and the visitors leave (bounce).

BOUNCE RATE BENCHMARK BY PAGE TYPE

When analyzing your bounce rate, it's also essential to benchmark your bounce rate by page type. Certain types of pages are expected to have high bounce rates because of their purpose and normal user behaviour.

YOU CAN EXPECT A HIGH BOUNCE RATE ON THE FOLLOWING PAGES:

BLOG POSTS – Blog posts and articles have high expected bounce rate (65% and higher). Visitors usually leave after getting the information they want from the article. Still, you can optimize your blog pages with internal linking, lead magnets, CTAs and other tactics to get more people closer to your goal.

CONTACT US PAGES – It's perfectly reasonable for this type of pages to have a high bounce rate because visitors access necessary information such as phone, email or address. The logical next step is to contact you through whatever means provided, and as a result, leave your page (bounce).

FORM SUBMISSION PAGES – For these pages, high bounce rates are almost always a standard because their primary purpose is to complete the submission process, so visitors leave immediately.

CONFIRMATION PAGES – These pages are usually the last step when a visitor completes a goal and is ready to leave, so bouncing is inevitable.

CHECKOUT PAGES – These pages are typically getting low traffic and high bounce rates. This is because checkout pages are usually the final conversion step, so it's expected for visitors to bounce right after.

CUSTOMER SUPPORT AND FAQ PAGES – A high bounce rate for these pages is usually a positive signal because visitors were able to get their questions answered and they don't need to look any further.

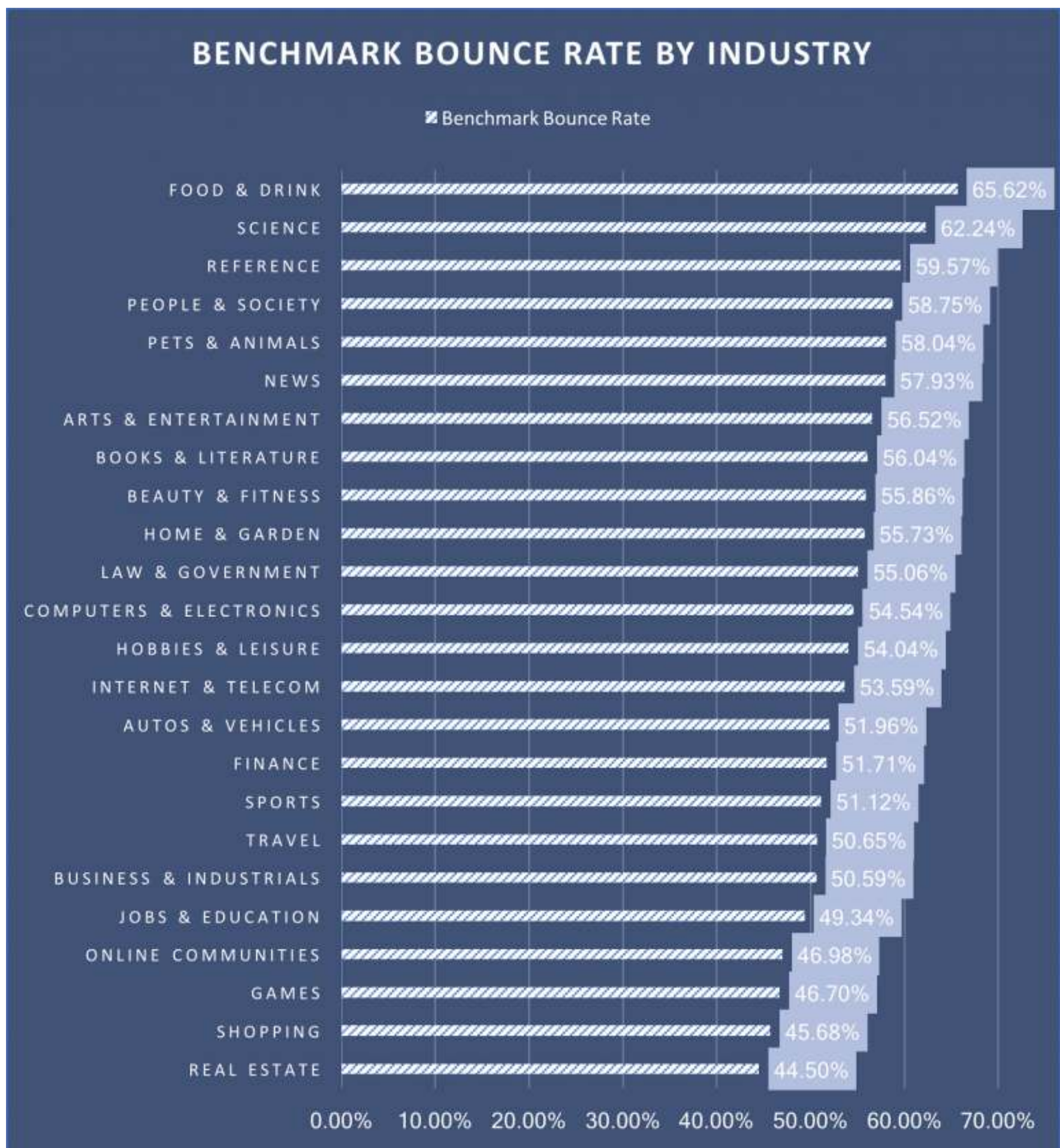
BOUNCE RATE BENCHMARK BY INDUSTRY

Different industries have different needs, which is reflected in their website design. For instance, restaurant websites goal is to provide info about their location, menu, and opening hours, so there isn't much content to browse through, leading to high bounces.

On the other hand, real-estate websites feature multiple pages with various properties. And since real-estate investments are on the high end, it's expected for visitors to look around and browse multiple pages, meaning lower bounce rates.

Benchmark your bounce rate against others in your industry to get a good sense of your performance.





As expected, the food and drink industry has the highest avg. bounce rates (65.62%), while online communities, games, shopping and real-estate have the lowest (46.98-44.5%).

For a more granular look, you can use Google Analytics Benchmarking feature to compare your bounce rate against others in your industry.

	Default Channel Grouping	Acquisition			Behavior		
		Sessions ?	% New Sessions ?	New Users ?	Pages / Session ?	Avg. Session Duration ?	Bounce Rate ?
		91.73% 768,592 vs 9,291,574	48.23% 67.44% vs 45.50%	87.74% 518,376 vs 4,227,541	11.76% 4.60 vs 5.21	19.68% 00:02:53 vs 00:03:36	4.25% 41.06% vs 39.39%
<input type="checkbox"/>	1. Referral	-76.21% 142,154 vs 597,613	26.10% 42.17% vs 33.44%	-70.00% 59,946 vs 199,849	19.77% 6.36 vs 5.31	2.06% 00:04:08 vs 00:04:03	-44.53% 21.96% vs 39.60%
<input type="checkbox"/>	2. Organic Search	-87.35% 367,716 vs 2,906,884	44.79% 73.60% vs 50.83%	-81.68% 270,631 vs 1,477,621	-25.35% 4.14 vs 5.55	-36.16% 00:02:32 vs 00:03:59	24.65% 46.43% vs 37.25%
<input type="checkbox"/>	3. Social	-90.30% 49,950 vs 514,954	63.05% 86.03% vs 52.76%	-84.18% 42,972 vs 271,711	-36.28% 2.74 vs 4.31	-49.06% 00:01:16 vs 00:02:29	38.59% 61.26% vs 44.20%
<input type="checkbox"/>	4. Direct	-91.15% 144,963 vs 1,638,694	25.76% 70.73% vs 56.24%	-88.88% 102,530 vs 921,650	-0.01% 5.07 vs 5.07	-10.39% 00:03:24 vs 00:03:47	-13.72% 35.34% vs 40.96%
<input type="checkbox"/>	5. Display	-97.40% 11,964 vs 460,850	60.00% 69.72% vs 43.57%	-95.85% 8,341 vs 200,805	-22.58% 2.58 vs 3.34	-41.05% 00:01:11 vs 00:02:01	24.97% 69.65% vs 55.73%
<input type="checkbox"/>	6. Paid Search	-98.86% 23,162 vs 2,025,839	44.58% 64.77% vs 44.80%	-98.35% 15,001 vs 907,488	-22.71% 4.28 vs 5.53	-29.47% 00:02:26 vs 00:03:26	14.34% 43.31% vs 37.88%
<input type="checkbox"/>	7. (Other)	-99.85% 1,839 vs 1,256,069	73.89% 59.71% vs 34.34%	-99.75% 1,098 vs 431,279	10.44% 5.08 vs 4.60	-4.23% 00:02:55 vs 00:03:03	-22.11% 31.97% vs 41.05%
<input type="checkbox"/>	8. Email	-100.00% 0 vs 971,111	-100.00% 0.00% vs 22.51%	-100.00% 0 vs 218,628	-100.00% 0.00 vs 5.46	-100.00% 00:00:00 vs 00:03:51	-100.00% 0.00% vs 35.78%
<input type="checkbox"/>	9. Other Advertising	-100.00% 0 vs 347,251	-100.00% 0.00% vs 46.19%	-100.00% 0 vs 160,404	-100.00% 0.00 vs 4.27	-100.00% 00:00:00 vs 00:03:13	-100.00% 0.00% vs 45.35%

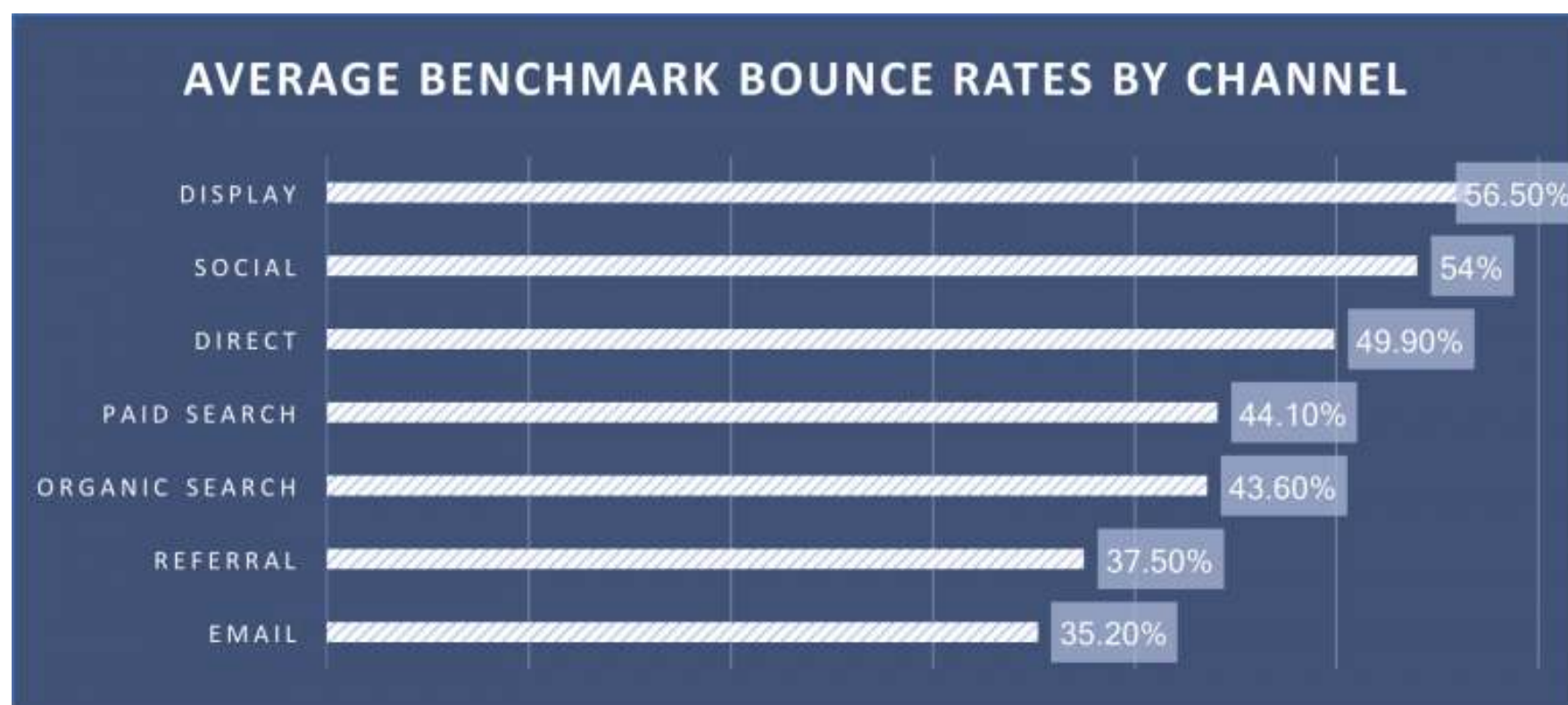
GA Benchmarking allows you to compare the bounce rate with others in your industry, but also across various locations, devices and channels, which leads to our next benchmark.

BOUNCE RATE BENCHMARK BY CHANNEL

Benchmarking your bounce rate by channel is especially important if you want to analyze the return on investment (ROI) of advertising campaigns or understand the quality of your leads.

Comparing your bounce rate can help you identify underperforming channels and pinpoint problematic areas. It can also help you uncover channels that bring in the best traffic, so you know which ones to focus on the most.

Benchmark your bounce rate across seven main channels: display, social, direct, paid search, organic search, referral and email.

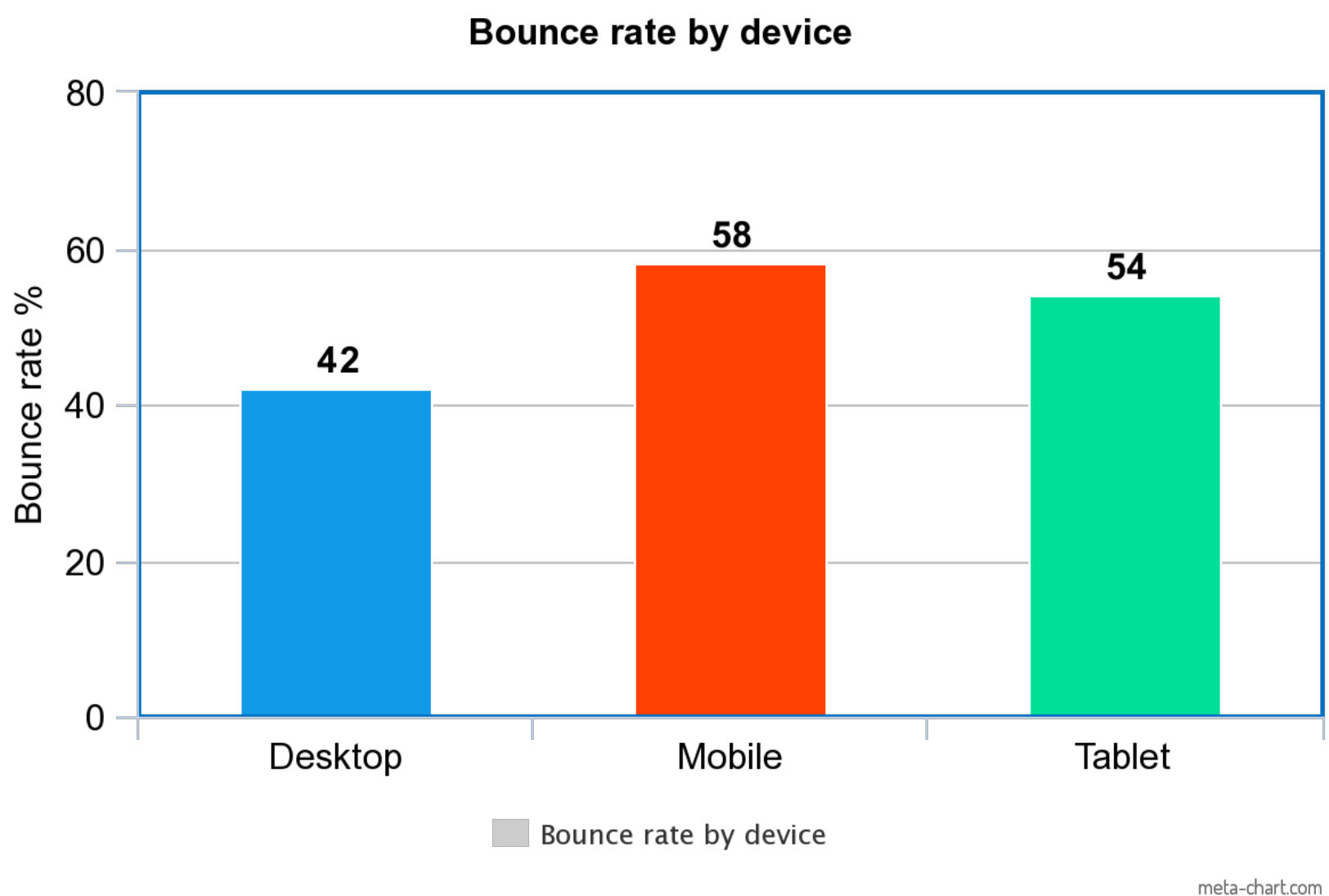


The highest avg. bounce rate is expected from visitors coming from display ads since it's the least targeted traffic.

On the other hand, email and referral have the lowest avg. bounce rate. This is completely understandable since visitors coming from these channels are already primed to be interested. These are people coming from backlinks on other websites, newsletters, marketing emails, etc., They voluntarily opted-in or clicked on your link, which signals that they're interested and want to know more.

BOUNCE RATE BENCHMARK BY DEVICE

Finally, let's look at the bounce rates by device, since this metric can vary significantly depending on the device people are using.



The highest avg. bounce rate is on mobile devices (58%), which is intuitive since people are looking for quick information and don't tend to peruse websites for very long. High averages may also indicate that many websites are still not optimized for mobile.

On larger screens, bounce rate tends to be lower, so desktop gets on average 42% bounce rate, with tablets falling somewhere in between (54%).

It's important to benchmark your bounce rate across various devices to see how you stack up. This is especially true today, with the growing popularity of mobile devices.

KEY TAKEAWAYS

To start to your bounce rate analysis, it is essential to benchmark and learn how your site compares against other similar sites. Determine if you're lagging behind, and if so, by how much.

The next step is to set your own baseline and optimize your site and achieve your optimal bounce rate.



THANKS TO:

<https://conversionxl.com/>

<https://www.customedialabs.com>

Next steps

Need help growing your business?!

Get a free strategy call now!

Toll free: 1888-760-9982

Local: 647-478-6383

Email: info@stablewp.com

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