Google Analytics - the Importance of Conversion and Bounce Rates by Don Miguel

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Internet is the best venue for marketing your page. However, there is a difficulty in gaining knowledge regarding this aspect. Just in case you are planning to determine the effectiveness of your website, you should use Google Analytics. When we say Google Analytics, this is the study regarding the behavior of a page visitor in the internet.

This is basically a process that involves analysis, collection and measurement of the page's browsers. Moreover, this will help determine the webpage aspect which helps in achieving better and breakthrough business goal. This is a lot important for those who want to expand their business in the internet.

If you are planning to advertise your business online, you have to focus in increasing your conversion rate rather than increasing your bounce rates. Based from Google Analytics, the bounce rate is the percentage of visits in your site which is characterized by single page browsing. This is basically the state wherein a visitor has entered in your site, viewed the data in it and left the page without going in the other pages in your site. When speaking of bounce rate, this has nothing to do with the span of time that the visitor stayed in your page. On the other hand, conversion rate is basically the ratio of the content viewers of your site. Oftentimes, business page owners concentrate in increasing the bounce rate rather than the conversion rate. Ideally, the latter must be higher which is indicative that your page is capturing the amount of visitors you need.

The primary reason why there are high bounce rates in some sites is because of improper search engine optimization or SEO. If this is the case, the content of your page will not appropriately be delivered to you customers. Aside from that, improper page marketing is also another reason why there is increase in bounce rate.

In order to increase the conversion rate of your page, you have to adapt some of the strategies from Google Analytics. Initially, ensuring the right products in your homepage is a must. There are great instances when most visitors land on your homepage to look for the possible products they need. Once they found out that the homepage does not have what they are looking for, they will leave the site immediately. Another good tip is putting all the possible contact information in your page. If there is inability to put such information, the tendency is for your customers to leave. Thus, this will increase the bounce rate rather than the conversion rate.

On the other hand, there are some basic steps you have to be aware of in order to decrease the bounce rate in your site. Initially, you have to make your homepage creative and captivating. Adapting this technique will surely catch the attention of your page visitors. Also, you have to eliminate the useless content in your page. Only pertinent data must be present.

Lastly, you have to ensure that there is fast loading time for your page visitors. According to Google Analytics, if the loading time is short, your page viewers will not get bored.

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After 12 years in I.T. I decided to become a full time Internet Marketer and SEO Consultant. I use Article Marketing as the main source of traffic to my website and utilize a similar strategy for my clients.

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