

# SEO

# HUNTERS

*We've got you covered!*



Steve Hawkins

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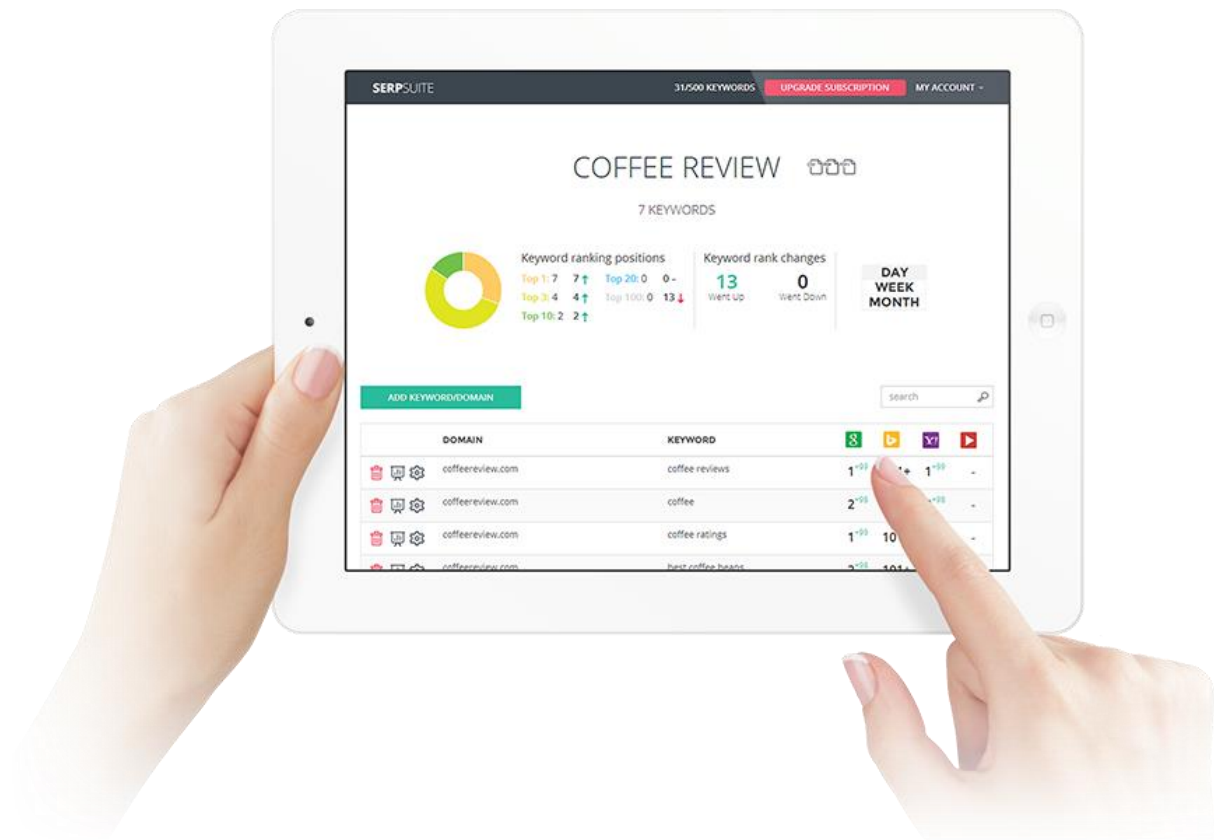
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## Bounce Rate

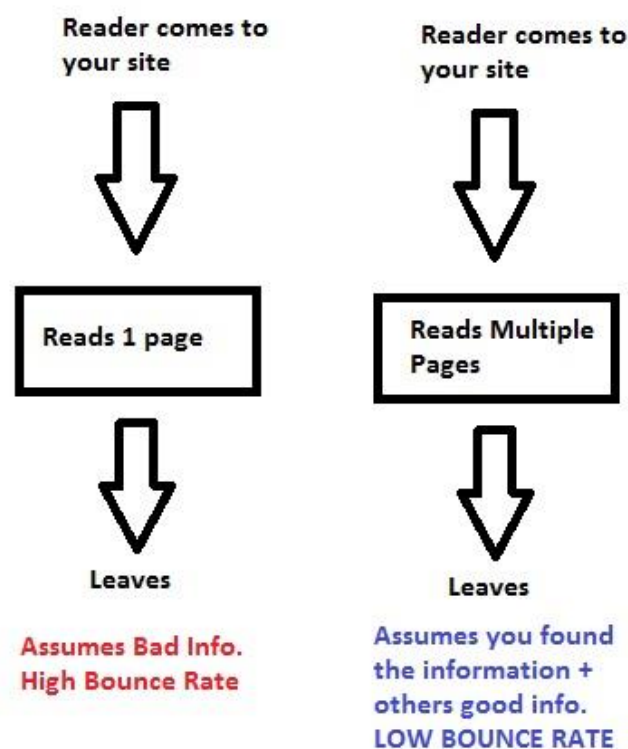
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### What is bounce rate?

**Bounce rate is measured by a combination of how long a user stays on your site reading your content and how many pages the user navigates within your site.**

The issue with bounce rate is that most of us do not pay enough attention to it but in reality it is vitally important when it comes to the success of your site.

Let's us look at how Google sees your site



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Just like with ads on our sites; high bounce rate also incurs huge penalties but bounce rate penalties are actually site wide whereas ad penalties are page specific.

This is one reason why it's important to review the bounce rate on your website at regular intervals and implement tweaks and strategies to reduce it, if it climbs too high.

Most sites with a high bounce rate normally resemble the follow scenario:

*A visitor comes to a website but leaves after visiting just one page for a short period of time. Regardless if the visitor has found the perfect information to fulfil his needs then leaves the website without visiting other pages, the site bounce rate is still affected.*

*The visitor could also view two different pages but the time spent on those pages is not long enough to absorb the information which is picked up by the search engines and can affect your bounce rate page score.*

The bounce rate on your website can also be further affected if a percentage of the visitors do not return to the website for future visits. The search engines would expect that engaging content would make the user want to return.

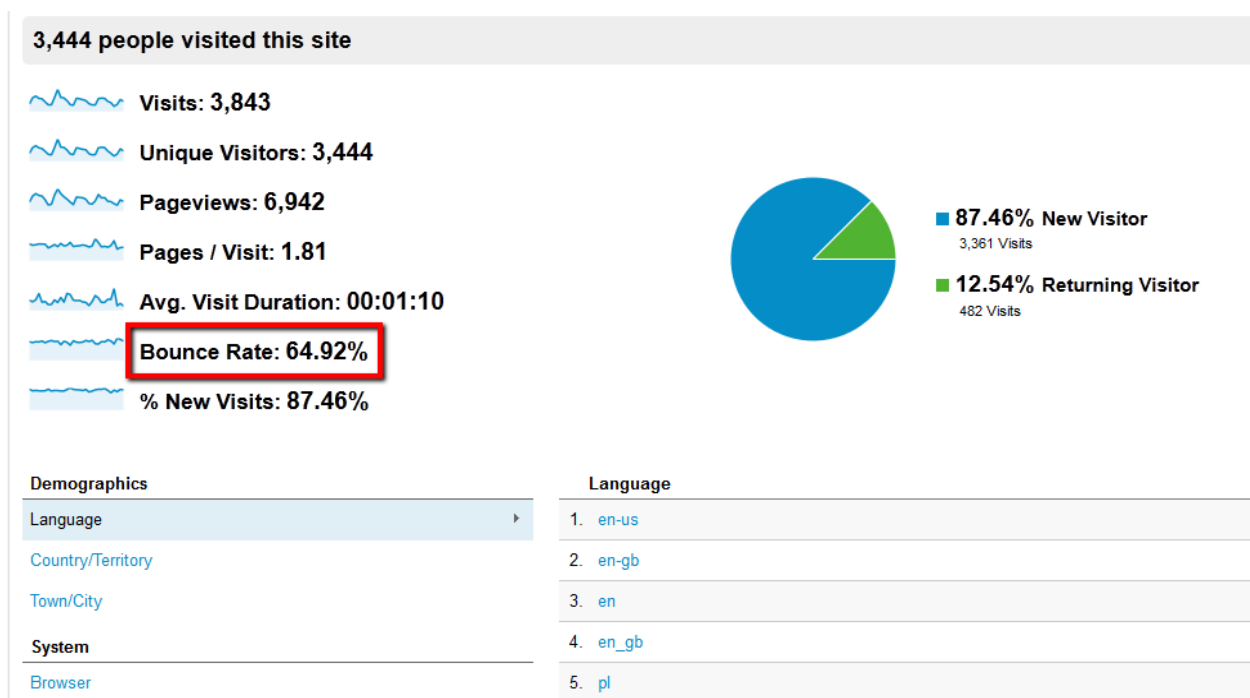
## What bounce rate should I aim for?

A good bounce rate should be in the region of **35%** and anything higher can be flagged by google and possibly incur a site penalty within panda.

If you site has been penalised for a high bounce rate you need to reduce this bounce rate below 50% to start the recover from the incurred penalty.

But don't worry on this as there are few ways we can check the bounce rate on our site and also reduce it.

You can use There is a few ways you can check the bounce rate of your site which we will show but the one I use most often is within Google Analytics.



I generally use analytics on my money sites as I have seen no evidence to say that it will affect your sites position.

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As you can see with the example above this site has an issue with its bounce rate as it is higher than 35% but we will show you how you can help reduce this on your site and also reveal a cool piece of software that will also help to reduce your bounce rate long term.

Another tool that you can use to check your bounce rate if you do not wish to install Google Analytics on your site is

<http://clicky.com/> which you can install and get the basics free of charge or you can use

<http://www.openwebanalytics.com/> which is also free of charge.



## Ways to Reduce your Bounce Rate

### 1) Create great Content on your site.

Note just good content but content that people want to read, bookmark and send onto their friends.

### 2) Don't use spun content

Using spun content on your main web site is a BIG NO NO. Don't do it as you will be penalised for a poor readability score, so keep the content unique and of good quality.

### 3) Split up articles

If you have long long articles on your site, split these up over a several pages. This firstly improves the readability but also removes the over whelm that large article portrait to the reader.

You can set up pagination on your site easily if you have a wordpress site with a plugin and the ones we recommend are

Wp-pagenavi.2.82 or higher and wp-pagenavi-style which can be found either using your control panel within WP or by downloading them and then uploading to the site.

<http://wordpress.org/extend/plugins/wp-pagenavi/>

<http://wordpress.org/extend/plugins/wp-pagenavi-style/>

Here is an example of pagination on a website



As you can see the information on this page has been split into 2 pages which will help your bounce rate naturally, when doing this always find the best part of the article/information that will make people want to click on the 2<sup>nd</sup> page otherwise the whole exercise will have been a waste of time.

## 4) Add images to your posts and articles to give them more appeal.

Adding images to your articles gives the article more appeal but also break up the text in the article. If a use sees a long text article it may seem like too much effort to read the article, so they leave the site and this affects your bounce rate.

## 5) Add related articles

In order to keep people on your site you need to add links to related articles. This will increase the navigation on your site and thus reduce the bounce rate.

## 6) Add videos

If you add videos in the article content this will help to keep the reader on your site longer.



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## Recommended Tools and resources:

### Link Alchemist:

Don't let wasted links kill your rankings.. Link alchemist created thousands of links to ensure that the 80% (for an average website) of your links to your website help your site rank better..

[Click To Find out more here](#)

### Seo Link Robot:

Fantastic tool and simply the best and cheapest in its class Create accounts, post articles to account, web 2.0, article directory, rss feed submission, social Bookmarking + much more but more importantly better value cost wise than all of its competitors..

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### Doc Marketing Robot:

Create diverse high pr document sharing links by auto creating accounts / PDF's and auto drip feed posting to pdf sites. High quality links

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