

# How to Minimize Bounce Rate?

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If large share of your web traffic is from search engines and the 'Bounce Rate' is high, you need to do something very seriously about it to reduce bounce rate. Bounce rate is defined as the percentage of single-page visits or visits in which the person left your site from the entrance page. This metric is used to measure visit quality. A high bounce rate generally indicates that site entrance pages are not relevant to your visitors.

An easy way to minimize bounce rate is to show your visitors what they are searching for. Often, people leave a website and move to another because they are not able to find the relevant material. So, how can you reduce the bounce rate? Well here is a solution that might be effective in reducing your website's bounce rate.

When a visitor lands on your site from a search engine result page, he is in need of a certain information / service your page might satisfy. It often happens the visitor go away just after reading that page, for various reasons. Why not to try suggesting him more posts on the topic he is interested in at that moment, so that he might visit more pages? This will definitely help in bounce rate reduction.

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