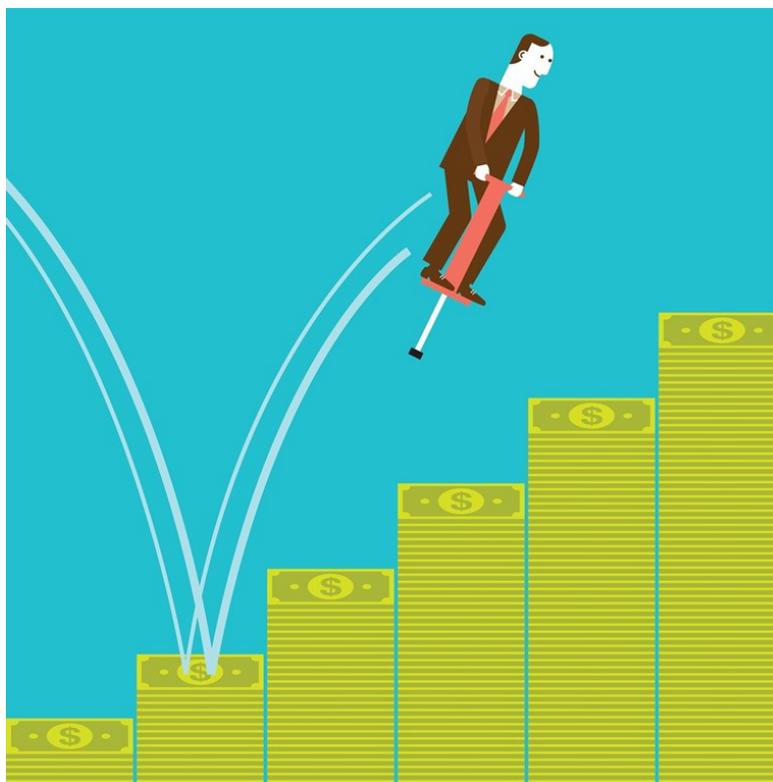# Your Next Sale May Have Just Bounced Away from Your Webshop

Here's What to Do About It

We've all experienced the dreaded 2-second bounce from visitors to your website. Someone came to the website and bounced (left) quickly without going further into your other pages. Bounces may not be a bad thing if you think of it as acting as a filter, so you only get visitors who are actually interested in what you are selling. However, it may indicate improvements are needed to keep visitors engaged.

HERE ARE SOME REASONS WHY YOUR VISITORS MIGHT BOUNCE:

- They found what they were looking for. (Hours of Operation, Contact Info)

- They couldn't understand what it is you do. (You know, those fancy overdesigned sites that are so confusing to figure out what they are selling)

- They understand what you do, but it is not what they are looking for. (You don't want to waste time on them either)

- Your website navigation was too difficult for them. (Keep it Simple, Keep it Simple, and don't forget to Keep it Simple)

- Your copy did not inspire them to learn more. (Most often it is because you are talking about your company, product, and not about what pains they have that you can solve)

- It just took too long to load. (Visitors just don't have time for that)

HOW DO I LOWER MY BOUNCE RATES?

1. Make sure you feature your Unique Value Proposition for your company so it is the first message a visitor gets. If it is clear, then it is a good indication that if they bounced, it is because they are not buying what you are selling. Think of it as your bait. You only want to attract those who would benefit from your offering.

2. Use white space in your design. It is easier for people to absorb your message if it is not packed into a cluttered webpage. Use white space as a design element that conveys that everything about your brand is simple to use and simple to buy.

3. Be sure you have a consistent header, logo, and navigation for your website. If you have chaotic choices for font sizes and type style, visitors may lose trust and judge that you are not organized enough to handle their issues.

4. Give your visitors a reliable site that does not have broken links. If your site has errors, they might decide your product likely does as well.

5. Deliver bite-size readable text with big catchy headlines, if you want them to consume what you have written.

6. Make sure your content can be accessed with minimal clicks. As soon as it becomes harder to navigate, your visitor will disappear.

7. Achieve sound functionality - this means no broken links, no errors, and forms that function as they should. But it also applies to the website working well across all browsers, operating systems, and mobile devices.

These are just some of the elements that keep a visitor on your site. Placement of features on your website can make a difference as well. Visitors expect your site to behave using standards they are familiar with. Be sure to place your logo in the top left of the page, main navigation in the header, and a search button to make everything your visitor is looking for is easier to find.

Nav-to-Net™ is a popular webshop solution created by Digital Vantage Point. We're here to make you fall in love with technology again by offering powerful webshops that are fully managed from within Microsoft Dynamics™ Business Central and NAV ERP. Contact us today to see how we do it.

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