



BOUNCE RATE CHECKLIST

ATTRACT THE RIGHT VISITORS

- Choose the right keywords that match your content
- Write attractive meta descriptions

MAKE YOUR BLOG ATTRACTIVE & USER FRIENDLY

- Make sure there is plenty of white space
- Choose a pleasing color scheme
- Create a menu that makes sense in a central location with a search function
- Keep your side bar simple and use it for images and links to other things on your blog, not just ads
- Make your social media sharing buttons easy to use and easy to find
- Create a landing page that makes people want to click around to find out more
- Be mindful of where you place Ads (keep them off to the side of content as much as possible)
- Keep pop-ups to a bare minimum OR even better - have none at all

CREATE GREAT CONTENT

- Write content using lists and bullet points
- Create images and graphics for most posts so readers can share
- Limit external links, but if you have them, send any external links to another window
- Use larger fonts and utilize headings (stay away from cursive / script fonts)

PROVIDE PLEANTY OF REASONS FOR VISITORS TO CLICK AROUND

- Use back links to other blog posts you've written
- Provide a reason for readers to subscribe to your email list (freebie's and opt-ins)
- Use actionable words like "Must" or "Need to see"
- Split long posts into multiple posts (Example: Part 1 and Part 2)
- Track what visitors are reading most and put links to that post in as many locations as possible