Reasons Why Nobody Wants to Stay Longer on Your Website

Pop-up Ads = High Bounce Rate

Using pop-up ads is like dropping an enormous boulder between the reader and the page he or she is attempting to read. Pop-ups are the ultimate online distraction and frequently cause visitors to immediately bounce.

No Responsive Web Design = Lost Sales

Responsive design enables websites to adjust automatically for optimal display on desktop monitors, tablets and smartphones. In February 2014, for the first time, smartphones and tablets were used more than PCs to access the Internet.

Slow Loading Time = Visitors Gone Forever

Thanks in part to our smartphone addiction, attention spans are shorter than ever. Slow Web page loading time is a statistically recognized conversion killer—people are not going to wait around to read your content, no matter how good it is.

In studies by Akamai and Gomez, researchers found that people expect a Web page to load in two seconds or less. A whopping 88% of visitors subjected to slow loading times are unlikely to return to the site.

Poor Display = Bored, Apathetic Visitors

If you want people to read your online content, what you say and how you say it are equally important. A lot of site owners get in their own way by rendering good, fundamental content unreadable by overcomplicating how it displays and how it is expressed. Keep your content simple, clear and irresistibly readable.

They can't find what they're looking for

You're interested in a service and visit one of the first few google listings you stumble upon. But once you're inside, you can't seem to find the information you're after. There's either too much text to read, or not nearly enough.

Solution: Make things easy by utilizing visual hierarchy. Show the most important information a visitor would need to know first and foremost.

Your site won't stop bugging them

I recently visited a clothing store simply to look around at their merchandise. The saleswoman at the store would constantly ask me if I needed her help, or attempt to sell me a new product. I had no freedom to shop, and became quite annoyed with her endless attempts at getting me to buy a product. Eventually I left empty-handed simply because I had become so annoyed with the service. The same concept applies to your website.

Solution: Minimize distractions and refrain from utilizing pop-up screens for your "sign up now" mailing lists unless prompted by the user. Each time you prevent the user from accomplishing their task, you risk resembling an annoying salesman that won't get off their back.