

WBSU-2026

# Digital Marketing

## Introduction

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## Need - Want - Demand

- Need : Food – Not created by society / marketer
- Want : Desire for specific satisfier –
  - WB / Orissa : Rice, Punjab /UP : Roti, US: Burger
  - Shaped by Social force / Institution
- Demand = Want + Willingness + Capacity



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# Marketing

Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep & grow current customers by delivering satisfaction.

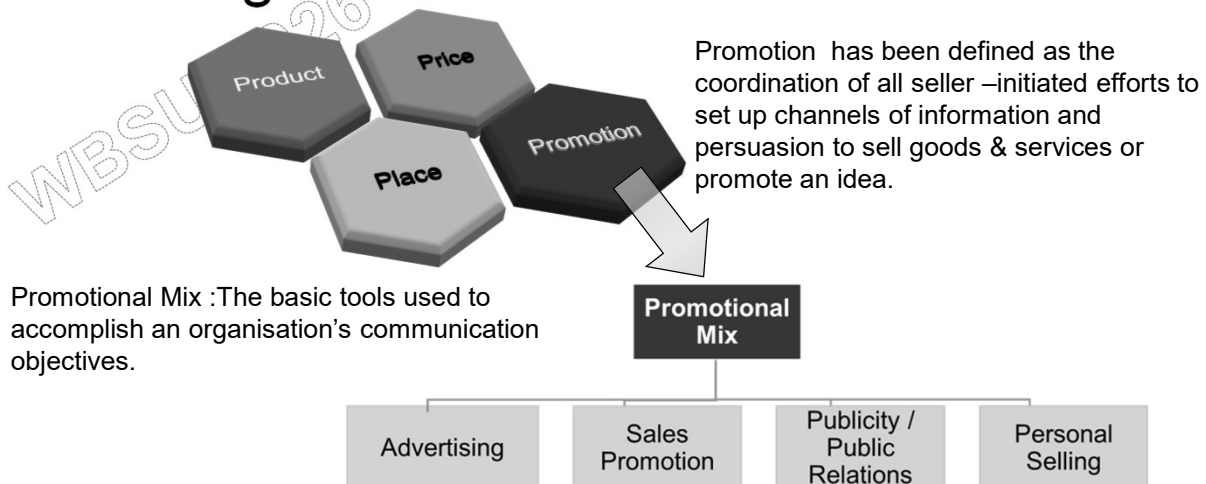
- Kotler

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



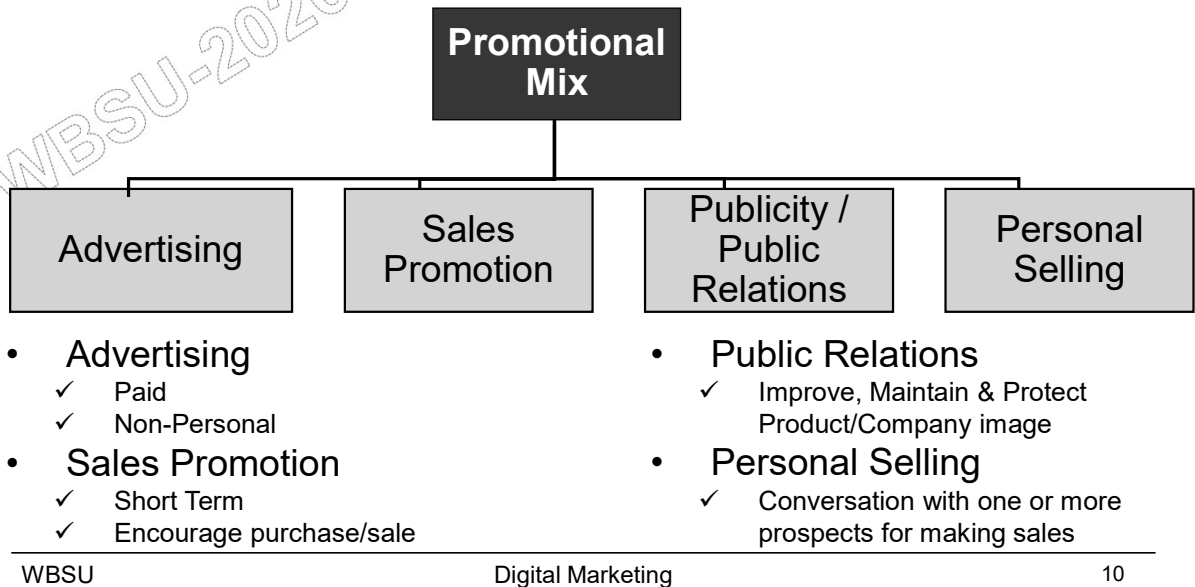
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## Marketing Mix - 4 Ps



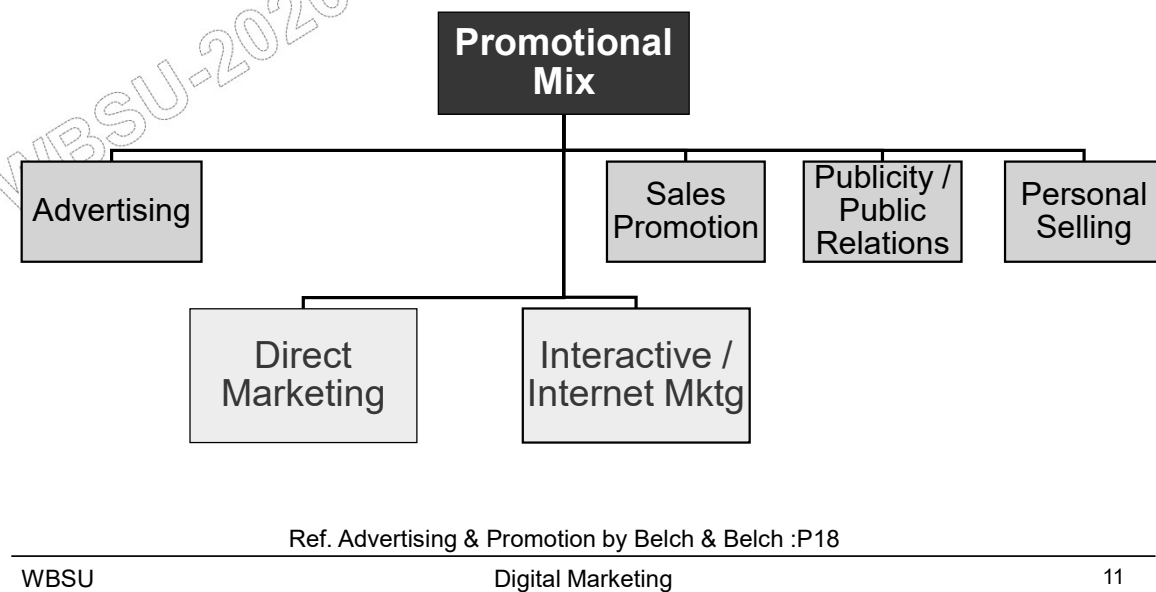
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## Promotional Mix – Traditional

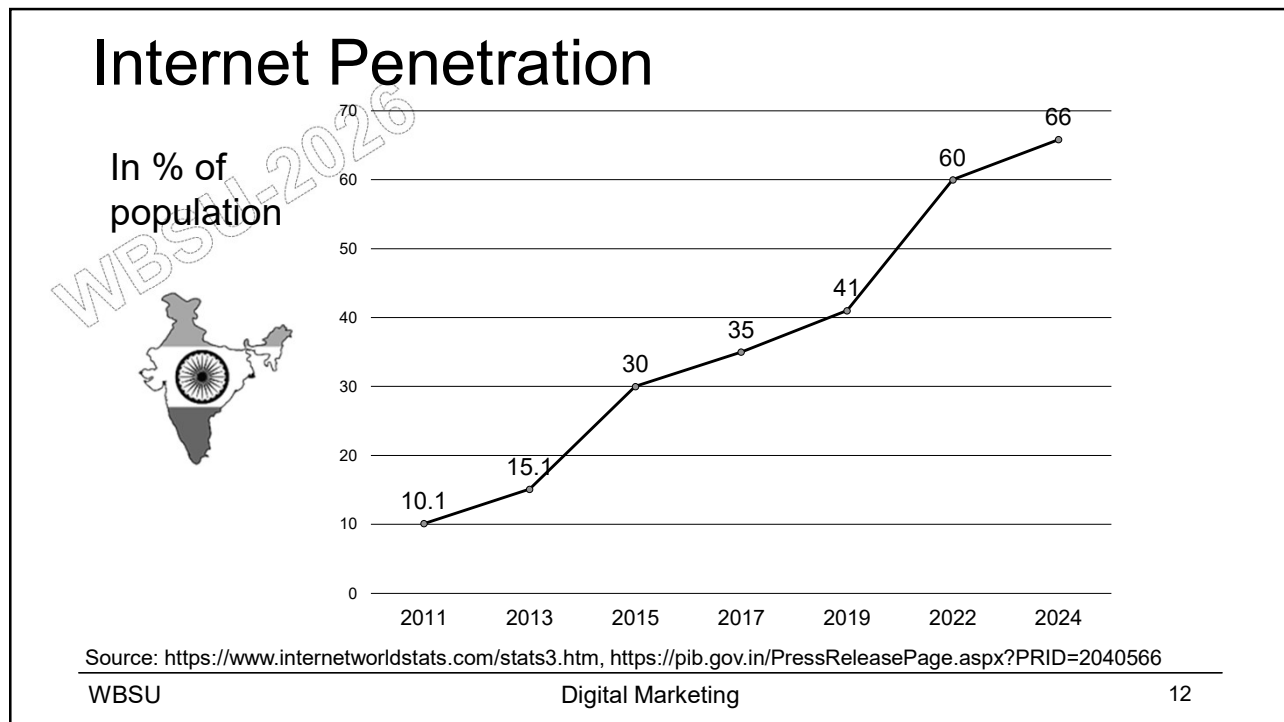


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## Promotional Mix – Modern







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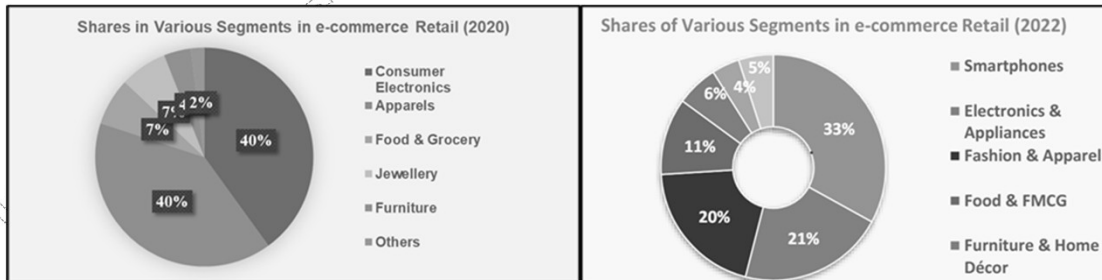
### Why Internet ?

- ✓ Speed & Popularity-  
To reach 50 million customers-  
Radio took 38 Years 
-  TV took 13 Years
- Internet took 4 years 
-  Added 50M in 62 days in 2010, 5 days in 2014  
2.9 billion active users as of the second quarter of 2022

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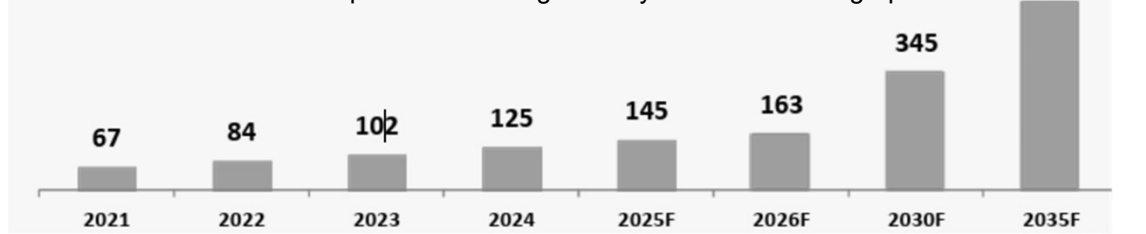
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# E-Commerce in India



## Indian E-commerce Market (US\$ billion)

Source: <https://www.ibef.org/industry/ecommerce/infographic>



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# Digital Marketing

*Marketing based on technological platforms e.g., Websites & E-mail using computer / smartphone / tablets to engage with prospect / stakeholders & customers.*

Ref. Understanding Digital Marketing by Damian Ryan & Calvin Jones

*Achieving marketing objectives through applying digital technologies and media.*

Ref. Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick

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# Digital Marketing

Digital marketing includes managing different forms of online company presence, such as company websites and social media company pages in conjunction with online communications techniques, including search engine marketing, social media marketing, online advertising, email marketing and partnership arrangements with other websites.

These techniques are used to support the objectives of acquiring new customers and providing services to existing customers that help develop the customer relationship through E-CRM .

However, for digital marketing to be successful there is still a necessity for integration of these techniques with traditional media such as print, TV and direct mail as part of multichannel marketing communications.

Ref. Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick

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## Impact on Marketing Mix

4Ps	Traditional Approach	Digital Impact
Product	One-size-fits-all	Customization, digital goods, real-time feedback
Price	Fixed pricing, limited offers	Dynamic, personalized pricing, transparency
Place	Physical stores only	E-commerce, global reach, omnichannel
Promotion	TV, print, radio ads	Targeted digital ads, influencers, SEO, content

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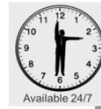
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# Advantages

- 24x7 Global reach – even on the move
- Effective personalization and targeting
- Facilitates brands to –
  - Reach the target audience in real-time
  - Promote products and services efficiently
- Enhanced engagement and conversion rate
- Cost-effective compared to traditional marketing
- Performance management with Real-time analytics
  - Tracking
  - Data-driven strategies
- Interactive
  - SMM
  - Marketing Mix



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## Digital Marketing

### Unit 2

## Website, Browser & Search Engine

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# Digital Marketing Channels

1. Website - Search Engine Optimization (SEO): Process of improving site's visibility in search engines drives more organic (unpaid) traffic.
2. Search Engine Marketing - PPC
3. Content Marketing
4. Social Media Marketing
5. Email Marketing

Ref://business.adobe.com/blog/basics/digital-marketing-campaign

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# Website

**Collection of publicly accessible web pages (document which can be displayed in a web browser) which are grouped together and usually connected in various ways. Often called a "website" or a "site".**

URL (Universal Resource Locator): Technical name for web address is uniform (or universal) resource locator (URL) - Complete web address used to find a particular web page. Standard method of addressing (like postcodes) that make it straightforward to find the name of a domain or a document on the domain.

While the domain is the name of the website, a URL will lead to any one of the pages within the website. Every URL contains a domain name, as well as other components needed to locate the specific page or piece of content.

Domain Name: Domain name of website is equivalent to physical address. Web browser needs a domain name to direct users to website.

There are two parts of domain name: goindigo.in

- a. Website's name
- b. Domain name extension e.g. .com, .in, .org, .edu, .gov .net.
  - Indicates type of business
  - Treated differently by search engine

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## Websites to Study

Sr	URL	Sr	URL
1	apollohospitals.com/	16	louvre.fr/en
2	asianpaints.com/	17	mercedes-benz.com/en/
3	bluehost.in/	18	nike.com/in/
4	dpsnewtownkolkata.com/	19	nikon.com/
5	ferrari.com/en-in	20	nytimes.com/
6	godaddy.com/en-in	21	pingdom.com/
7	haas.berkeley.edu/	22	pixlr.com/
8	harvard.edu/	23	redchillies.com/
9	hubspot.com	24	semrush.com/
10	hul.co.in/	25	singlegrain.com/
11	indiapost.gov.in/	26	surakshanet.com/
12	itcstore.in/	27	syska.co.in
13	kennyg.com/	28	tatapower.com/
14	kia.com	29	tesla.com/
15	ktm.com/in/	30	wix.com/

## Website: Get Started

Understand the target segment - what do they want.

Demographics : Activities, Interest, Preference, Pain points, Goals.

- **Structure:** How the website is organized and laid out to make it easy for visitors to navigate pages and find what they're looking for.
- **Content:** What it says & shows to provide valuable & engaging information that answers visitors' questions to solves their problems.
- **Style:** Looks & Feel. Consistent & appealing visual identity reflecting brand personality & values.

## PESO

PESO: A strategic communication & marketing framework that helps organizations plan, organize, and integrate their media & messaging efforts to reach and engage audiences more effectively.

<https://www.dinmo.com/audience-strategies/acquisition/peso-model/>

<https://spinsucks.com/communication/pr-pros-must-embrace-the-peso-model/>

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## Digital Marketing Channels

Sr	Channel	Primary Goal(s)	Typical Cost Model	Time to Impact	Key Metrics
1	SEO	Organic Traffic, Brand Authority, Lead Gen	Labor/Agency Fees	Long-term (6-12+ months)	Keyword Rankings, Organic Traffic, Backlinks, Domain Authority
2	PPC/SEM	Direct Sales, Lead Gen, Targeted Traffic	Pay-per-click (PPC)	Immediate	Click-Through Rate (CTR), Cost Per Acquisition (CPA), ROAS
3	Content Marketing	Brand Awareness, SEO Support, Lead Nurturing	Labor/Production Costs	Medium to Long-term	Time on Page, Downloads, Shares, Engaged Visit Rate
4	Social media	Community Building, Brand Awareness, Engagement	Labor/Ad Spend	Short to Medium-term	Engagement Rate, Reach, Follower Growth, Social Traffic
5	Email Marketing	Lead Nurturing, Customer Retention, Sales	Platform Fees (per subscriber)	Immediate	Open Rate, CTR, Conversion Rate, Unsubscribe Rate

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# Website

## Website Types

- Static: Displayed in web browser exactly as it is stored & stays same or "static" for every viewer.
- Dynamic: Dynamic websites interact with the user accessing the site and render content depending on the user's actions & settings.

SSL Certificate: SSL (Secure Sockets Layer) is a protocol for establishing authenticated and encrypted links between networked computers. Sites with SSL certificate shows a closed padlock icon to the left of the URL thereby, assuring the visitors that the connection is secured.



# Website : Different forms

1. Transactional e-commerce site: Enables purchase of products online- amazon.com, flipkart.com.
2. Services-orientated relationship-building website:
  - a) Provides information through website / e-newsletters to stimulate purchase / build relationships.
  - b) Products are not available here for online purchase.
  - c) Encourage offline sales & generate enquiries / leads.
  - d) Add value to existing customers by providing detailed information. Adidas.com, Ford.com, Microsoft.com, Nike.com.
3. Brand-building site: Provides an online experience to support the brand. Typical for low-value, high-volume FMCG brands. [hul.co.in, in.pg.com]

## Website : Different forms

4. Portal\* or media site: Provides information / news about a range of topics on the site or through links to other sites. Multiple options for generating revenue: advertising, commission-based sales, sale of customer data (lists). \*Portal: Gateway to information. [Yahoo.com, Google.com]
5. Social network or community site: Enables community interactions between different consumers (C2C model) through posting of comments and replies to comments, sending messages, rating content and tagging content in particular categories. [Facebook, LinkedIn, Twitter]

Ref. Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick, P24

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## Hosting

Storage of website information in a publicly-accessible computer (server) which is available 24x7. Usually done through a hosting service provider, e.g., Go Daddy, Hostinger etc. Server hosting offerings fall into three general categories:—

- **Dedicated Server:** Dedicated server hosting is single-tenant hosting—the server has exclusive access ALL the resources of a single hardware server.
- **Shared Server**
- **Virtual Private Server (Virtual dedicated hosting):** Single server is 'split' into several virtual servers. Users feel as though they're on their own dedicated server having complete administrative control over their own virtual space. Actually, they're on the same physical machine.

Factor for a company to consider when choosing a hosting provider is whether the server is dedicated to one company or whether content from several companies is located on the same server. A dedicated server is best, but it will attract a premium price.

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## Content Management System (CMS)

Software application used to create, manage, and modify content on a website without needing to write code from scratch (like HTML or CSS).

Why CMS?

- **No Coding Required:** Empowers non-technical users (business owners) to manage a professional website.
- **Collaboration:** Multiple people can log in at once.
- **SEO Tools:** Most CMS platforms have built-in tools or plugins (like Yoast for WordPress) that help to rank better on Google.
- **Consistency:** Templates ensure that every page of the site looks uniform without manually styling them.

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## Browser

Browser: Web browser software allows computer users to find and view information on the Internet. Web content stored on web server computers is accessed using web browser software which displays the information and allows users to interact and select links to access other websites. Web browsers commonly installed on computer, mobile and tabs to access websites are-

- ✓ Google Chrome
- ✓ Microsoft Edge, Microsoft Internet Explorer
- ✓ Apple Safari
- ✓ Mozilla Firefox

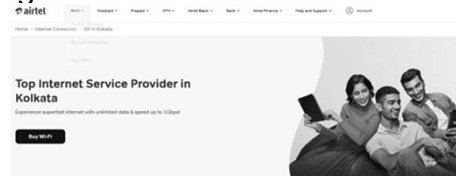
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# Internet Service Provider (ISP)

It is a company or organization that gives access to the internet. When any website is opened (stream movie or send an email)— all that data travels through your ISP's network before reaching the wider internet.

## Functions of an ISP:-

1. **Provide Internet Access**  
Through broadband (fiber, DSL, cable), wireless (4G/5G), or satellite.
2. **Assign IP Addresses**  
Every device online VoIP, needs an IP address; ISP provides it.
3. **Routing & Connectivity**  
Routes requests (like opening Google.com) to the correct server and brings data back to device.
4. **Additional Services**  
Email accounts, web hosting, domain registration, cloud storage, etc.



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# Web Browser & Search Engine

- Web browser is a software application for accessing information on the World Wide Web.
- Web browser is installed on computer / device to access websites for retrieving & presenting information
- Web browsers are used to reach search engine
- Search engine, a software designed to carry out searches in internet for specific keywords entered, matches exact keywords entered against the documents available on the internet and returns a list of documents in which the keywords were found
- Search engine needs a web browser to display its results.

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## Search Engine - Role

- Offers marketers the opportunity to get their products / services in front of online prospects at the exact moment they're looking for them.
- Ultimate forms of targeted, pre-qualified marketing
- Delivering timely, relevant, high-quality search results to their users.
- More users a search engine has, the more alluring it is to advertisers - more ad revenue it can pull in.

Ref. Understanding Digital Marketing by Damian Ryan & Calvin Jones

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## Search Engine

Computer function that searches data available on the Internet using keywords or other specified terms, or a program containing this function. - Google

A coordinated set of programs that -

1. Sends a spider (crawler) that Scans every page on every web site that wants to be searchable and reads it, using hypertext links on each page
2. Brings & Stores in an index / catalogue it Creates
3. Receives search request - Compares with index – Shows in SERP (Search Engine Result Page)

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## Search Engine – Process

1. **Crawling** : Purpose- To identify relevant pages for indexing and assess whether they have changed. Crawling is performed by robots (bots) - also known as spiders. These access web pages and retrieve a reference URL of the page for later analysis and indexing.
2. **Indexing** : Purpose- To enable the search engine to rapidly find the most relevant pages containing the query typed by the searcher. Search engine produce a lookup table of documents containing particular words.

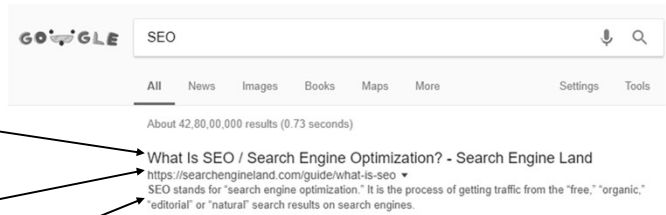
## Search Engine – Process

3. **Ranking or scoring** : Purpose - Sorting of result of indexing in terms of relevance. Ranking occurs in real time for the search query entered. First, relevant documents will be retrieved from a runtime version of the index at a particular data centre, then a rank in the SERP s for each document will be computed based on many ranking factors.
4. **Query request and results serving**: Search engine interface accepts the searcher's query. Query is then passed to a relevant data centre for processing. User's location is assessed through IP address. Ranking occurs in real time for a particular query to return a sorted list of relevant documents that gets displayed on SERP.

## Search Engine Result Page (SERP)

Every search result has three parts:

1. Title: The first blue line of any search result is the title of the webpage. Click the title to go to the site.



2. Uniform Resource Locator (URL): Web address of the web page in green, which indicates a protocol (http), a hostname & a file name .
3. Snippet: Below the URL is text that helps show how the page relates to query. The words searched for will show in bold to make it easier to decide if the page has what is being looked for.

## Your Money or Your Life (YMYL)

Topics that pose a significant risk of harm because their content can greatly affect individuals' health, financial security, safety, or the overall welfare of society are classified as YMYL (Your Money or Your Life) topics. Pages addressing clearly defined YMYL subjects demand the highest level of scrutiny when evaluating Page Quality.

- **YMYL Health or Safety:** Subjects that could adversely affect mental, physical, or emotional health, as well as any aspect of safety, including physical or online safety.
- **YMYL Financial Security:** Topics that might jeopardize an individual's capacity to support themselves and their families financially.
- **YMYL Government, Civics & Society:** Issues that could harm groups of people, affect public interest, undermine trust in public institutions, influence election and voting information, or pertain to governmental, civic, or societal matters impacting people's lives.
- **YMYL Other:** Subjects that could cause harm to individuals or negatively affect the welfare or well-being of society.

# YMYL

Type of Topic	Clear YMYL Topic	May be YMYL Topic	Not or Unlikely YMYL Topic
<b>Information</b> Could significant harm result from inaccurate information?	<b>Evacuation routes for a tsunami</b> <b>Explanation:</b> Inaccurate information on evacuation routes could cause significant harm to people.	<b>Weather forecast</b> <b>Explanation:</b> In most situations, slightly inaccurate information about the weather forecast will not cause harm. People often ask family members "what's the weather today".	<b>Music award winners</b> <b>Explanation:</b> This topic is unlikely to cause harm.

Source: <https://developers.google.com/search/blog/2022/12/google-raters-guidelines-e-e-a-t>

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# E-E-A-T

## Experience, Expertise, Authoritativeness & Trustworthiness

- **Expertise:** Does the creator have the necessary knowledge or skill? (e.g., A medical article written by a doctor).
- **Authoritativeness:** Is the creator or website an authority? (e.g., Government sites for tax laws).
- **Trustworthiness:** Is the page honest, safe, and accurate? This is the most important factor.

Google employs many human "Raters" who use the guidelines to manually grade search results.

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# Page Quality Rating

## Factors of Page Quality Rating

- The Purpose of the Page
- MC (Main Content) : Reason the page exists - any part of the page that directly helps the page to achieve its purpose.
- Quality of MC plays major role in Page Quality rating .
- Website Information / information about who is responsible for the Information /creator of MC.
- Supplementary Content (SC) can help a page achieve its purpose from overall experience.
- Many pages have advertisements (Ads) .
- E-E-A-T

# Search Engine Marketing (SEM)

SEM: Promoting an organization through search engines to meet its objectives by delivering relevant content in the search listings for searchers and encouraging them to click through to a destination site.

TWO key techniques of SEM-

1. Search Engine Optimization (SEO) : Improving results from natural listings which does not attract any fee.
2. Paid search (pay-per-click) marketing (PPC) delivers results from the sponsored listings within the search engines. With this type of marketing, marketers only pay for impressions or clicks that result in website visitors.

Sl	Basis	Search Engine Optimization	Paid Search Marketing
1	Meaning	Process of getting more visibility / traffic through free organic results	Process of getting more visibility / traffic through paid ads
2	Method	Uses organic or natural search	Uses paid search
3	Expense	Less expensive	More expensive
4	Traffic	Traffic in website is uncertain to predict	Traffic on website is controllable

PS: In the US or Europe, SEM is sometimes used to describe paid search advertising.

\*Ref. Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick, P484

## Search Engine Optimization (SEO)

A structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrases.\*

SEO is the process of affecting visibility of website through search engine's unpaid (organic) results. SEO listing enhances both quality and quantity of website traffic without attracting any fee per click.

Implementation of SEO needs understanding of What people are searching online - the words they're using: **keywords**.

SEO may target different kinds of search e.g., text, image or Video for which marketers need to create content in website accordingly.

More frequently a site appears in the search results list, more visitors it will receive from the search engine's users, and these visitors can be converted into customers.

\*Ref. Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick, P30

## SEO Advantages

- Significant traffic driver - Global reach across all boundaries.
- Highly targeted - Gets visitors searching for products and services. Such visitors are expected to have intent to purchase.
- Potentially low-cost visitors - No media cost for ad display / click-through. Costs arise solely from the optimisation process where agencies are paid to improve positions in the search results.
- Dynamic - Search engine robots will crawl the home page of popular sites daily - new content is included relatively quickly for the most popular pages of a site.
- Measurable results
- 24x7 marketing

# Keyword

- Words and phrases searchers enter into search engine.
- Website owners want keywords on website to be relevant to what people are searching for.
- Any phrase through which site ranks favourably in Google's search result.
- Relevant keyword have a better chance of appearing on SERP.
- Single word or Combination of words as below-
  1. Head –Term Keyword : with 1-2 words e.g., Classic Movies.
  2. Short Tail Keyword : <3Words.
  3. Long Tail Keyword : Satyajit Ray Movies.
  4. Navigational Keyword : Used to locate brand / website e.g., Facebook, You Tube.
  5. Informational Keywords : e.g., Best Oscar Movie.
  6. Transactional Keywords : e.g., Buy vegetable online.

Ref. SEO 2017 : Learn Search Engine Optimisation with Smart Internet Marketing Strategies by Adama Clarke

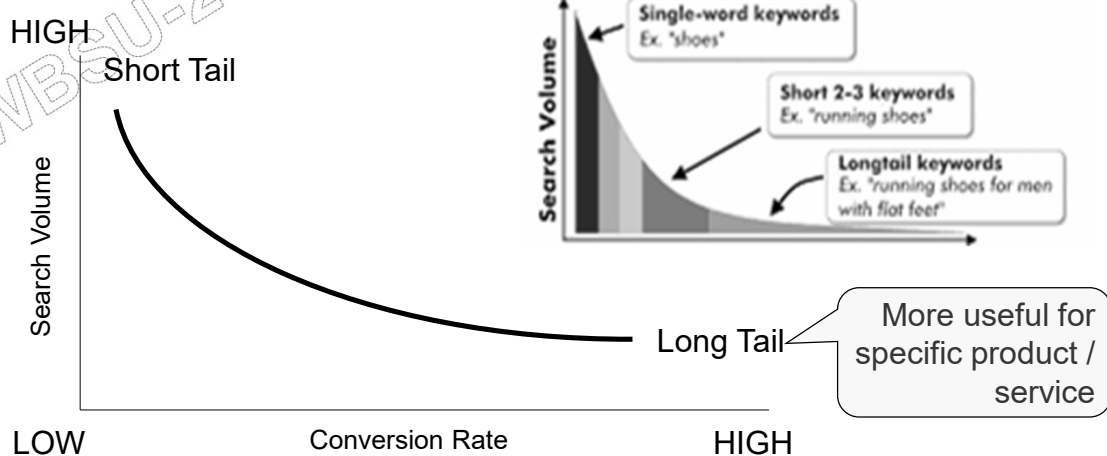
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## Keyword: Short Vs Long



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## SEO: On Page SEO

What can be done to own website

- Page Title (Title Tag): Putting the main keyword near the beginning.  
Example: Best Digital Marketing Course in India
- URL: Short, clean, keyword-based
- Meta Description: Keyword used naturally (helps clicks, not ranking directly)
- Headings (H1, H2, H3): H1 must include the main keyword, H2 & H3 can use variations
- Content Body: First 100 words spread naturally throughout the content using LSI keyword Latent semantic indexing. LSI keywords are words or phrases conceptually related to a target keyword. Example: For “credit cards,” related terms might include “money.”
- Image Alt Text– Describe the image using keywords

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## Meta Description

A Meta Description is the short text that describes the content and the purpose of a page. It is the specific HTML tag written in the website's code to summarize a page.

A Snippet, is the actual text that Google chooses to display under the title in search results. They often look the same, but the differences are-

- Control: Website owner has 100% control over meta description. Google has the final say over the snippet, which it generates dynamically based on the user's specific search query.
- Consistency: A meta description is static (one per page). A snippet is dynamic; Google might show different snippets for the same page depending on what the user searched for.
- Source: A meta description is always the written tag. A snippet can be pulled from the meta description, but if Google finds it irrelevant or low quality, it will pull text directly from the page content instead.

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# SEO : Off Page SEO

On-page SEO focuses on optimizing a website's content, structure, and HTML elements to improve search engine rankings. Conversely, off-page SEO involves actions outside a website to build authority, reputation, and visibility across the web.

On-page SEO vs. Off-page SEO		MOZ
On-page	Off-page	
Optimizes content, structure, and HTML elements	Builds authority, reputation and visibility outside the site	
Includes keyword optimization, meta tags, internal linking, and site speed improvements	Involves in earning backlinks, brand mentions, and citation	
Ensures search engines can crawl and understand content	Signals trust and relevance to search engines through external validation	
Example: Optimizing title tags and meta descriptions to improve click-through rates	Example: A reputable site linking to your content boosts credibility and rankings	

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# Mobile Marketing

Marketing to encourage consumer engagement when using mobile phones (particularly smartphones) or tablet devices.

Offers-

- ✓ Access to information
- ✓ Empowerment
- ✓ Unification of communities
- ✓ Ubiquity
- ✓ Relevance

Presence everywhere or in many places especially.

- ✓ Location specific
- ✓ Time specific
- ✓ Person Specific

*Mobile Technology has been the single most transformative tool for development.*  
 - Jeffrey Sachs  
 American economist & Director of the Earth Institute at Columbia University

**Communication**

- Personal
- Targeted
- Immediate
- Actionable

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## Mobile Marketing: Key Features

1. **Personalization**  
Messages can be tailored based on user behavior, preferences & demographics.  
Example: Sending customized app offers or reminders.
2. **Location-based Marketing**  
Location or proximity-based marketing is mobile marketing based on the GPS built into phones or based on interaction with other local digital devices. Uses GPS and location data to send offers when customers are near a store or relevant area. Example: "Get 20% off if you visit our café nearby!"
3. **Instant Communication**  
Mobile marketing enables **real-time interaction** through SMS alerts, push notifications, or chatbots.
4. **High Engagement Rate**  
Mobile users check their phones frequently, increasing visibility and engagement with marketing messages.
5. **Multi-Channel Integration**  
Combines with other channels like social media, email, and apps to create a **seamless customer experience**.

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## Mobile Marketing: Types

- **SMS & MMS Marketing**  
Promotional text messages and multimedia messages.
- **Location-Based Marketing (Geo-fencing)**  
Targeting prospects based on their current or recent location based on user-defined geofencing.
- **App\* based Marketing & In-App Advertising**  
Offers floated for App users & Ads displayed within mobile applications.
- **Mobile Search Ads**  
Ads that appear when users search via mobile browsers.
- **QR Codes**  
Scannable codes that direct users to websites or offers.
- **Push Notifications**  
Alerts sent directly to users' devices from apps.
- **In-game Mobile Marketing**  
Advertisements within mobile games to reach engaged players without disrupting their experience; e.g., banner ads, rewarded video ads, playable ads

*\* Designed to run on smartphones / tablets, apps provide users with rich mobile content by deploying the handset's multiple native capabilities. Apps are available for download from app stores hosted by the mobile operating systems (e.g., App Store & Play Store)*

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# Mobile Website

Techniques to make website viewed with all types & sizes of screen

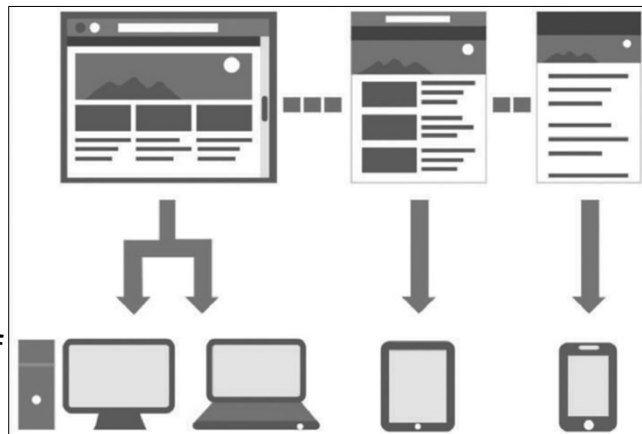
1. Responsive Web Design-
  - a. Same HTML code on same URL regardless of the users' device (desktop / tablet / mobile)
  - b. Can render the display differently based on screen size
  - c. Google recommends "Responsive Web Design" as it's the easiest design pattern to implement and maintain.
2. Dynamic serving-
 

Same URL regardless of device - different version of HTML for different device types based on what the server knows about the user's browser.
3. Separate URLs-
  - a. Different code to each device on separate URLs.
  - b. Tries to detect the users' device & redirects to the appropriate page

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# Responsive Web Design

- Today's multiple-device-using consumers need content in the right format in real time
- Blocks of content are moved & rescaled based on-screen resolution
- Enables a single version of the site and content to be maintained which adapts for different resolutions.

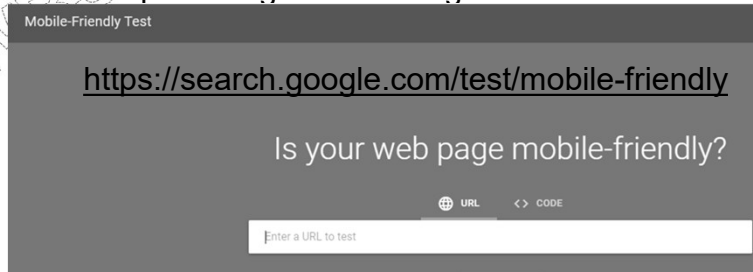


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# Mobile Website

Mobile-friendly websites : Readable and immediately usable

- In non-mobile-friendly site users pinch & zoom to read
- Frustrating experience may prompt to abandon site / switch site
- Desktop site might be redesigned to work on mobile

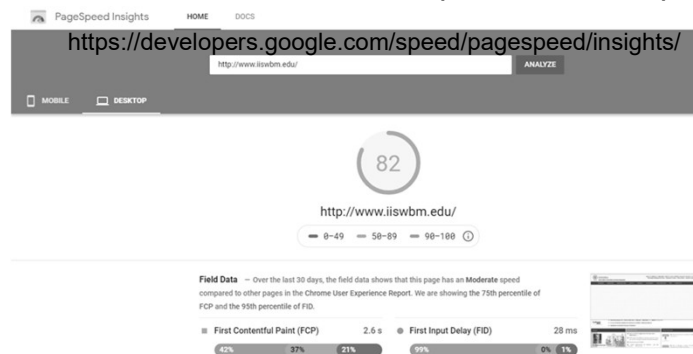


Mobile Optimization : Process of ensuring that visitors accessing the site from mobile devices have an experience optimized for the device.

# Website Speed

Speed is the key

- Site speed is part of Google's ranking algorithm
- 40% shoppers will wait no more than 3 seconds before abandoning retail or travel site – "Bounce"
- Analyze **SPEED** performance of the site : mobile compared to desktop -



## Bounce Rate

Percentage of visitors who come to the website and leave without visiting any other page.

- **Bounce Rate = Total number of one-page visits / total number of entries to a website.**
  - ✓ Homepage of a website receives 1,000 visitors over the course of a month,
  - ✓ 500 of those visitors leave the site after viewing the homepage without proceeding to any other pages
  - ✓ Bounce rate of the homepage = 50%.
- Measurement of a website's overall engagement.
- Low bounce rate - Not hitting the back button on the browser after clicking the search engine results.

## Exit Rate

Visitors leaving website from a particular page even though they might have got to the page from a different page within the site. (i.e. they weren't classed as a "bounce").

- **Exit rate = Number of exits / number of pageviews for the specified page.**
  - ✓ A page of a website receives 1,000 visitors over a defined time.
  - ✓ 700 of those visitors leave the site from that page
  - ✓ Exit rate of that page = 70%
- Indicates performance of specific pages of website
- Identifies pages need improving the most.
- High exit rate on the last step of checkout (e.g. payment page) without payment (conversion) - needs investigating