

How To Investigate Poor Lead Quality in HubSpot



01

Analyze Traffic Sources

● **Where is the majority of traffic coming from?**

- Organic
- Referral
- Search
- Direct

Session bounce rate, average duration, and page view totals by source
Date range: In the last 30 days

SOURCE	BOUNCE RATE ↕	AVERAGE SESSION LENGTH ↕	PAGE VIEWS / SESSION ↕
Direct traffic	72.69%	3 minutes	2.43
Referrals	80.95%	16 seconds	1.37
Organic search	48.31%	116 seconds	2.34
Paid search	91.43%	4 seconds	0.1
Paid social	95.24%	2 seconds	1.05
Social media	75%	12 seconds	1.5

● **Identify the country location of traffic**

- Often times, traffic coming from countries outside the United States can be bots, spam, and/or poor traffic quality

Session totals by country
Date range: In the last 30 days

COUNTRY	SESSIONS ↕	% NEW SESSION ↕
United States	850	37.29%
Pakistan	47	17.02%
India	24	45.83%
China	5	100%
Tanzania	4	50%
United Kingdom	4	100%
Puerto Rico	3	33.33%
Egypt	3	66.67%

Findings

Based on the country origin of traffic, we need to filter out bad traffic and bad leads coming from organic and paid campaigns. The best way to do this is to adjust the form in order to further validate leads.

First, this landing page domain is a serious problem. I believe it is almost solely responsible for the extremely high bounce rate we are seeing from paid traffic. I know this is still an ongoing process but wanted to call it out.

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Secondly, country of origin shows that we are getting a lot of bot and spam traffic (which your leads are confirming as well)

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We need to edit the form in order to better qualify our traffic and make it more difficult for bots to fill out. There are a few things we can do:

- **Create a double-opt in**
- **Add a test question**
- **Add an unseen extra field or honey-pot**
 - A honey-pot in terms of form submissions means that you're setting up an extra field that bots will see and fill out, but that your real human users won't. It's basically behind the scenes filtering step that protects your forms. It doesn't add any additional steps for the real people trying to join your lists.
 - You can implement this by adding HTML and specifically styling it out using CSS.
- **<https://akismet.com>**

At the end of the day, we need to make our form a bit more complicated. Adding a question that requires a check box, or adding some custom code will be a good start. Or you can pay for a service.