SURVEYS

Choosing the right questions
for *your* audience

People are discovering your website.

What if you could personally interview each of them?

What would you ask?

What would you expect to learn?

Could you increase revenue if you knew more about them?

How would you change your website based on their responses?
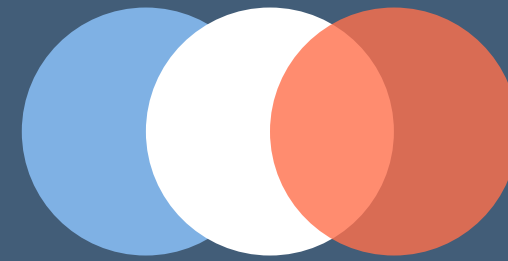
In this guide:

Site survey basics and how to set them up for your business

Which questions resonate with which audience segements

Example questions and their purpose

Best practices for rolling out a survey program

Understanding website surveys & how to set them up

● Survey widgets

Site surveys live on one or more pages of a website within a widget, typically found in the lower right or left corner of the browser window.

Delivery can include a reactive survey where the site visitor must click a CTA (Example: Want to take a quick survey?) or a proactive setup wherein the widget opens and serves the first question.

Either way, the survey is completed within the widget, allowing the visitor to remain on the page they'd been on prior to starting.

Survey topics, as we'll discuss later, range from user experience and accessibility to product availability and interest.

● Behavior triggers

Effective site surveys often include visitor behavior triggers. A triggered survey allows you to control who gets surveyed, whether you want to target visitors on a specific page, those who scroll to the bottom of an article, or another type of visitor behavior.

While surveys can be released across the entire site, you may consider offering them on specific pages to segment respondents even further.

If you're looking to understand overall visitor behavior, survey everyone on every page. If you're looking to figure out why a specific page isn't converting visitors or a product isn't selling, survey those going through that experience.

New survey checklist

✓ **Questions**

Which questions will help you learn more about your visitors? If you're having conversion issues, how can you get visitors to tell you what's happening?
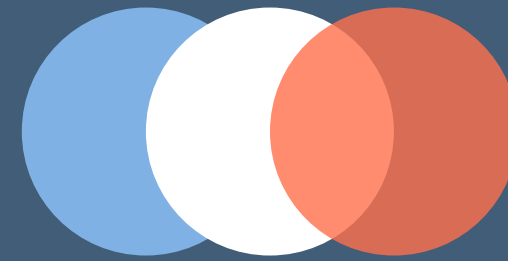
✓ **Targeting**

Use behavior triggers to target segments of your traffic. For example, you could only survey return visitors who've looked at 5+ pages without a purchase.

✓ **Reporting**

A good survey deserves powerful reporting. Include high-level metrics and, more importantly, key takeaways. If there are any notable comments, share those directly in reporting.

Reasons to survey

Better understand visitor intent & demographics

The most common reason to survey website visitors is to better understand visitor intent.

By asking questions about what they're hoping to accomplish, you can optimize everything from product descriptions to site architecture and key messaging.

In this instance, a basic three-question survey can get to the root of visitor intent and their ability to act on that wish within your site.

06.

● **What is the purpose of your visit to our website today?**

Compare products | Research | Contact customer service | Make a return

● **Were you able to complete your task today?**

Yes | No | Not yet

● **If you were not able to complete your task today, why not?**

Open comment field

Quickly resolve website experience issues

Whether you've spotted a problem by analyzing dynamic heat maps or are simply seeing a downturn in conversions for a product line, surveys can help you diagnose and fix the issue.

These open-ended questions should serve to form your hypothesis upon which you can build testing, optimization or further research.

You'll notice this is similar to the previous question set. The key in this instance is the answers are specifically about website functionality.

07.

● **Are you finding what you need today?**

Yes | No | Not yet

● **If no, what seems to be the issue?**

Size/color/type not available | Can't find product | Can't see product images | Trying to see shipping costs

● **What can we do to improve your experience?**

Open comment field

Build brand equity

A quick survey can help build brand awareness and connection by proving your good intent.

Show your visitors that you truly care about them accomplishing their goal and you may just increase the likelihood of a purchase.

These questions should center meeting a specific need at a specific point in the customer journey.

08.

Is this your first time shopping with us?

If yes, offer discount code or helpful links |
If no, thank them for returning and offer a referral discount code

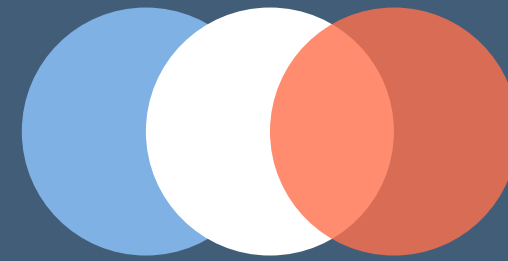### Which products are you most interested in?

Provide links to top products in that category |
Prioritize top categories in your website design

Is there anything you wish we sold, but don't?

Open comment field

Alternative use cases

SURVEYS: CHOOSING THE RIGHT QUESTIONS FOR YOUR AUDIENCE

● Promo code delivery

Use a survey widget to deliver promo codes to segments of your traffic. This, of course, requires you to have the technology in place to support promo code usage.

However, we've found that it can be very effective to offer specific visitors with codes that can provide that nudge they need to convert into customers. For example, prompt visitors who linger on your shipping FAQs with a promo for free shipping.

Many applications will ask visitors to sign up for an email list or provide a phone number for SMS marketing in order to receive the promo code.

● Net Promoter Score (NPS)

NPS surveying gives business owners a better understanding of the sentiment around their brand.

Breaking down respondents into detractors, passives, and promoters, an NPS survey is an excellent benchmarking tool to better inform actions around the customer journey.

The normal NPS question is, "How likely are you to recommend [BRAND NAME] to a friend or colleague?"

Typical survey points may be return site visitors, after a customer service interaction or a certain time after purchasing.
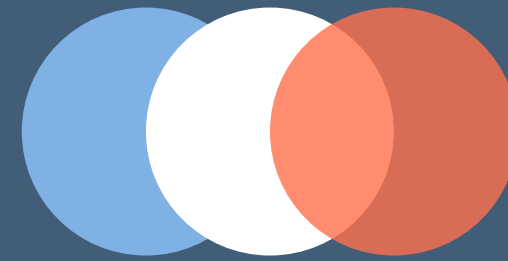
Key considerations

1

How many questions should I ask per survey?

You're not going to get many visitors to complete a 10-question survey.

Encourage completion by keeping things short and intuitive.

Avoid questions that make the visitor think deeply as even a momentary pause will lead to an increased abandonment rate.

2

Don't show to repeat visitors

You can do damage to a customer's perception of your business by offering them a survey they've already completed.

If you're evaluating tools to use for surveys, be sure to ask if there is a feature that allows proper audience targeting and tagging.

3

Use surveys to drive leads

Once a visitor decides to take the time to complete your survey, they've given you a trust signal. Consider taking advantage of that moment by offering a webinar, newsletter signup or content download.

If you do choose this route, ask for the minimal amount of information possible (email address-only preferred).

Ready to learn more about your site visitors?

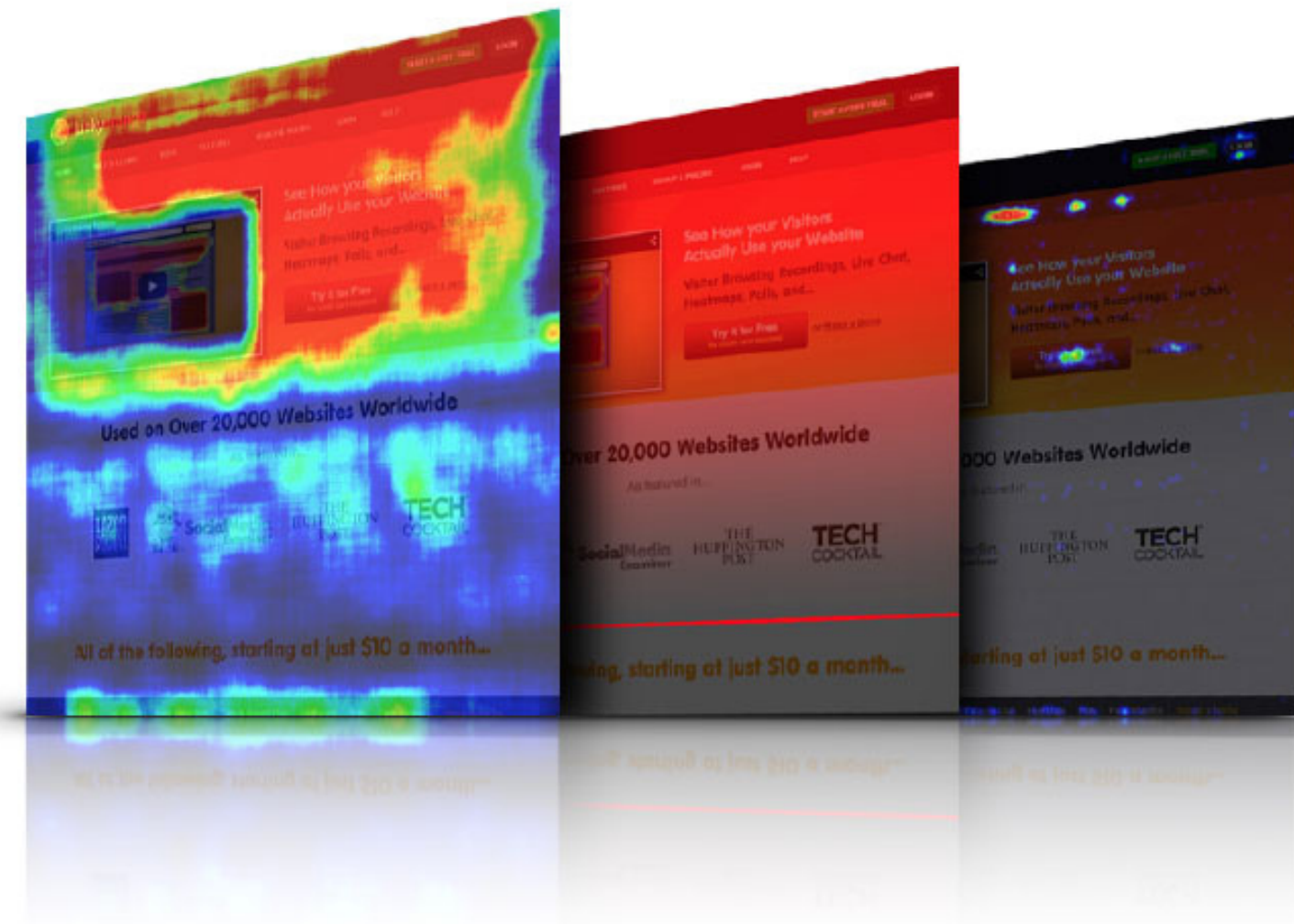Start your 7-day no credit card-required trial and get full access to:

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