

Survey Your Site Visitors!

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Survey Your Site Visitors!

By Brent Niland

Survey Your Site Visitors! by Brent Niland

The Internet is changing the face of marketing research. Time was when research involved among other things, printing and mailing surveys, data entry, and long distance telephone calls. Because of the time, effort, and expense involved, surveys were done infrequently or not at all. Without valuable information collected from surveys, marketing opportunities and client feedback were often missed. The Internet is changing all of that.

Online surveys provide a fast, efficient, and flexible way to learn more about your customers and prospects. The speed of response and the flexibility of online surveys can provide an organization with critical information quickly. A product concept developed in the morning can be tested and results received the next day! Strategic decisions can be made in a fraction of the time.

Online surveys can take different forms. Below are examples:

·General Website Survey – This survey is placed on a website and is open for all site visitors to take. Because the survey is open to all, the sampling cannot be controlled or considered a statistically valid poll. However, general website surveys can be significant for two reasons:

oWhile not scientific, the information collected can provide an organization with valuable information. For example, a professional baseball team asked the following question on their website, "What item would you most like to see offered at the concession stands next season?" Following this question, several food items were listed. The number one response was, cheese curds(of all things!). Although this cannot be considered the definitive answer to proceed with cheese curds next year it does give the team reason to test market the product next season. Without this information, the team would have missed a potential opportunity to provide their fans with the food they desire and additional revenue from concession sales.

oWebsite surveys can also increase repeat visits to the website. A well done, fun survey that changes frequently can provide the motivation for site visitors to return to the website repeatedly. It is also important to provide the respondent with the real time results of the survey once they have submitted their responses. This provides the satisfaction of seeing how their responses stack up with other respondents.

Survey Your Site Visitors!

·Market Research Survey – The market research survey involves developing a survey for a targeted population. If you are a diaper manufacturer you may want to purchase a list of women between 20 and 35 with children under 3 years old in the home, for example. The difference between purchasing a list for a standard survey and a list for an online survey is that you are buying their e-mail addresses rather than their home address or phone number. A market research survey involves the following steps:

oThe development of a survey in a password-protected area of your website.

oPurchase of an opt-in e-mail respondent list. (Opt-in lists are available from companies like Survey Sampling, Inc.) Make sure sample size is proportionally related to the size of the population you are targeting.

oSend broadcast e-mails to members of the list. The e-mail will instruct recipients to click on the link to take them to the password-protected survey. An incentive will help boost the response rate.

oUpon completion of the survey, the database of answers can be queried to pull information based on selected variables. The data can also be exported to a statistical software application for further analysis.

oUpon completion of the survey, a new survey can be developed using the online administrative screens provided by high-end survey developers and the process starts over again.

The advantages of the online market research survey are numerous. From the development time to the delivery of results, these surveys present distinct advantages over traditional research methodologies.

Online surveys can also be designed to appear in a pop-up box at specified locations on a website. Such surveys will ask the visitor if they have a few seconds to take the survey and then proceed to ask them a few questions about their site experience to that point. By asking a series of questions the company can ascertain if the site is well received by the visitor. If not, the survey should provide specific clues to improve your site.

To summarize, online surveys offer the following benefits over standard surveys:

·Speed of set up – using web-based administrative screens, online surveys can be set up and delivered quickly.

·Data entry – Respondents do the data entry, so no data entry staff is required. Additionally, accuracy is greatly improved since no data is being rekeyed.

·New designs and concepts can be presented online. Respondents can view new products, packaging and other offerings online while they are responding to the survey. Standard surveys required mailing package concepts to the respondent in advance. The costs associated with printing, postage and data entry, combined with the time inefficiencies, make online surveys far superior in most instances.

·Results are tabulated quickly for fast analysis.

·Early results are showing better response rates. One company that has typically surveyed their employees in the past by traditional means has seen a response rate improvement from 25 to 50% since moving their surveys online.

Survey Your Site Visitors!

The opportunities to learn from your customers using the Internet are enormous. By surveying your customers, prospects, and employees online you can uncover opportunities and address issues faster, more accurately and at greatly reduced expense.

Do You Know What Your Customers Think About You?

By Andrew Lanciani

Do You Know What Your Customers Think About You? by Andrew Lanciani

Whether you offer products or services, you may find yourself wondering what your customers or subscribers think about your offering and how you can improve it.

Below are just a few of the questions you can get answered about your product or service by simply surveying your customers.

- What do they like and not like about it?
- What do they think about potential new features?
- Who are your customers?
- How much are they willing to pay (or how much more would they pay) for your product or service?

If you have a Web site, you may also have specific questions about it as well.

- What do your visitors like and not like about your site?
- Why are they visiting your Web site, but not purchasing?
- What does your average visitor look like, e.g., demographics, online usage, or online purchasing?
- Why do your visitors come to your site, and what are they looking for?
- Is your site meeting your visitors' needs?
- What other services should you add to your site?
- How does your site rate on attributes that are most important to your visitors?

As an example, when I first started marketing my service, I asked my site visitors what they were looking for when they came to my site. I found that I was delivering my service in a way that was the exact opposite of what they desired. Consequently, I completely transformed my offering and began delivering my service to satisfy my target.

Once you decide which questions you would like to ask, you are ready to create your survey. Many survey creation options are available, spanning from do-it-yourself services to hiring someone else to carry out the entire process. Take some time to

Survey Your Site Visitors!

decide on the many options and choose those that work best for your purpose and budget.

Once your survey is complete, select a method to collect responses. Several methods can be used, and each can be accomplished quickly and easily if you use the right tools.

1. Survey via email.

If you have an opt-in email list of your customers or subscribers, then you are sitting on a goldmine. With such a list, you can efficiently survey your customers, providing you with valuable feedback and the potential for making more money.

To survey via email, simply include the surveys in an email to your list. Your response rates will be higher if your list is fresh and you have interacted frequently with the list members.

2. Place a pop-up survey on your site.

If you are interested in the opinions of customers and prospects visiting your site, you can utilize pop-up surveys to intercept people with a survey as they enter or leave specific pages on your site.

If you use pop-up surveys, it is usually better to intercept visitors once they leave a particular page, as opposed to when they first enter a page. This method allows a visitor to view the page of interest first before being interrupted. In addition, you should activate the window once per unique visitor. This will ensure that your customers are not annoyed by having to deal with more than one survey invitation.

Pop-up surveys yield relatively high response rates. Depending on the demographics of your visitors and content on your site, pop-up surveys typically yield response rates between 10 and 40%.

3. Place a survey link or button on your site.

This option is less intrusive than pop-up surveys and will likely yield much lower response rates. If you use this method, place your link prominently on your site where people will see it.

Survey Your Site Visitors!

In conclusion, surveys are a powerful means of gathering valuable information from your customers. You may be surprised to learn how many will tell you what they really think about you. Ask some questions and find out what your customers truly want. The information you gain could be exactly what you need to take your offering to the next level.

Andrew Lanciani, an experienced marketing researcher, is president of Insiteful Surveys, an online survey company that enables individuals and businesses to quickly, easily, and inexpensively create their own online surveys, and collect valuable data. To open a free account,

visit <http://www.insitefulsurveys.com?fec>



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Survey Your Site Visitors!

