



Surveying Your Website Visitors

Why it is important and how you go about it



Top Five Reasons to Survey

- Simple
- Cost Effective
- You don't know what you don't know
- Results are measurable, actionable and repeatable
- The results are yours to keep





Let's Do This

- Plan, plan, plan
- Who should you survey
- How large is a valid sample size
- What questions should you ask
- How much will it cost
- Technology needs
- Obtain buy in from your boss
- Mistakes to avoid



Resources

- <http://www.surveymonkey.com>
- <http://wufoo.com/>
- <http://surveygizmo.com>
- Foresee Results
- <http://www.4qsurvey.com/> (iperceptions)
- Light box technology
- DHTML overlay
- <http://www.marketmotive.com/training/tutorials/web-analytics/website-surveys-advanced-avinash-kaushik.html>
- <http://www.raosoft.com/samplesize.html>



Contact Information

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