SURVEY

TEMPLATES

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING $1 / DAY

How to use these templates

Here are a few guidelines you should follow in order to get the most actionable intelligence from your surveys:

1. Survey Platforms and Tools

This is a list of the platforms and tools you can use when creating your surveys:

- Survey Monkey
- Typeform
- Google Forms
- Client Heartbeat [Paid Only]
- Zoho Survey
- Survey Gizmo
- Survey Planet
- Campaign Monitor GetFeedback

- Checkbox Survey
- FluidSurveys
- WorldApp KeySurvey
- Outside Software eSurveysPro
- SoGoSurvey
- SurveyPlanet

2. Decide Upon a Goal

Don't create a single, all-encompassing survey. Define one specific goal, one specific thing that you want to understand about your audience and customers, and design your survey with that goal in mind.

You will probably need several different surveys for each of your individual projects. Make sure you have a clear vision of how you're going to use the answers you will get from people.

3. Offer incentives

If you want people to feel compelled and answer your survey, offering incentives can be helpful. Options range from discounts to free ebooks, free 1-0-1 sessions, or any other valuable experience you can offer.

4. Make it Personal and Conversational

You don't need to address your visitors in a weird way, just because you're surveying them. Use the same voice and tone that you use in your blog posts and content, and make sure you make them feel they're a part of something special.

5. Make it Short

Your surveys shouldn't have more than 20 questions, and you should make it easy for people to go through the entire survey without getting bored or tired.

6. Make it as User-Friendly and Smooth as Possible

Use a platform that you've better for bugs. Make sure it's mobile-friendly, a good percentage of your visitors will be using mobile devices and they could complete your survey while waiting at the doctor's office or sitting on the subway.

7. Create Actionable Questions

Whenever writing your questions, or picking from our templates, ask yourself this: "What kind of action will I take with the answer to this?" "What decision will it help me make?"

If the answer is "Nothing," or you simply don't know, just exclude that question from your Survey.

8. Adapt the Questions to Your Business and Context

You will need to adapt the questions we're providing in the templates below to the reality of your business.

For example, in our templates we're asking visitors to rate several different sites. You will want to change these links to websites that are relevant to your industry and to what you're trying to understand about your audience.

SURVEY QUESTIONS FOR VARIOUS MARKETING SCENARIOS

A. BLOG OR CONTENT FEEDBACK QUESTIONS

1. **Please rate this content out of 5 stars** (Multiple choice)

2. **What about the content did you like?**

3. **What about the content did you not like?**

4. **What other subjects would you like to read about?**

5. **What would make our blog more valuable to you?**

6. **What is your favorite blog and why?**

B. BRAND AWARENESS & COMPETITION QUESTIONS

7. **Have you heard of xxx brand?**

8. **How does [competitor] compare with [your product]?**

9. **Have you used [competitors] before? (Multiple choice)**

10. **Have you used [category] software before?**

11. **Tell us about the last time you used [type of software]**

12. **When you research a new product, what tools do you use?**

C. CONTEXTUAL USABILITY OR UX QUESTIONS

13. Why did you come to [your product or website] today?

14. What are you trying to accomplish on [your product or website] today?

15. Were you able to complete your task today?

16. Was the task difficult?

17. Why were you not able to complete your task today?

18. How confident are you that you've completed this task?

19. Why did you choose not to make a purchase today?

D. CUSTOMER ANALYSIS QUESTIONS

20. Are your target customers individuals, companies or organizations, or a mix of both?
Multiple choice: Individuals; Companies or organizations; Mix of both;

21. How many customers does your company have currently?

22. How competitive is the market for your target customer?
Multiple choice: Extremely competitive; Very competitive; Somewhat competitive; Not so competitive; Not at all competitive.

23. Does your product or service require a one-time payment or repeated payments?
Multiple choice: One-time payment; Repeated payments.

24. What is the minimum number of times your target customer is likely to purchase your product or service?

25. Is your product or service typically used by the same customer once or multiple times?
Multiple choice: Once; Multiple times.

E. CUSTOMER PROFILE QUESTIONS

26. What are your biggest professional goals?

27. What are your biggest professional responsibilities?

28. What are your biggest personal goals?

29. How much time do you spend on [your product category]?

30. In a given week, how many hours do you spend working on tasks related to [your product category]?

31. What is the hardest part of your day?

32. What is your position with the company? (Multiple choice)

33. How many years of experience do you have in your profession?

34. What is your profession?

35. How often do you use the internet?

36. What tasks take up the most time of your day?

37. What's the hardest part about being [role, demographic, position, category]?

38. What is the most frustrating part of your profession?

39. If you could have any job you want, what would it be?

40. What is your favorite part about being a [their profession]?

41. What is your least favorite part about being a [their profession]?

42. What is your level of involvement with [product category] in your company?

F. MEDIA CONSUMPTION QUESTIONS

43. How often do you access news from any of these media channels?
Multiple choice: Once a day or more; 4-6 days a week; 2-3 days a week; Once a week; Less than once or never access
Media channels: Television, Internet, Newspaper, Radio, Podcasts, Mobile News Updates, RSS Feeds.

44. How do you access news online?
Multiple choice columns: Almost always; Most often; Sometimes but not often; Never/rarely
Multiple choice rows: Visit a dedicated new website (cnn.com, searchenginejournal.com, etc.); Search through a news aggregator; Search trough a Search Engine; News section of general interest portals (MSN, Yahoo, etc.).

45. What is the website that you usually go when you're looking for information regarding [your

46. Why do you use this particular website?

47. How many times in a day do you visit the following websites? This includes through Newsletters, RSS, Email, search.
Multiple choice columns: Once every day or more; 4-6 times a week; 2-3 times a week; Once a week; Never visited; Have visited the site in the past.
Multiple choice rows: Give a list of websites that are relevant to your industry, and general news websites from your country.

48. Rank the following categories in order of propensity to visit them.
Multiple choice dropdown: Rate 1 to 10.
Multiple choice rows: Finance; Sports; Business; Entertainment; Politics; General News; Travel; Technology; International; Any other.

49. Have you bought anything online?
Multiple choice: Yes; No.

50. If "No", then why?
Multiple choice: Due to lack of credit card; Lack of credibility of transactions online; Instant requirement cannot be fulfilled; Better to buy durable items by experiencing them; Have not done it in the past, so reluctant; Other _____.

51. What is the average time you spend on a particular news portal?

52. What is the type of news you are looking when you read news online?
Multiple choice: Regional; Local; National; International; All of them; Other.

53. What do you think is the best form of advertisement to catch your attention? rank them in order of preference.
Multiple choice: Banners on Sites; Google Search Ads; Video Ads; Audio Ads; E-mail; Company Newsletters

54. How many times do you read about the product online before buying it?
Multiple choice: Always; Most often; Sometimes; Very Rarely; Never.

G. PRODUCT OR PROBLEM VALIDATION QUESTIONS

55. Have you used xxx type of software?

56. How often do you use the following types of software (Matrix style question)

57. What product do you wish you had but doesn't exist?

58. Is it difficult to [problem]?

59. Who takes care of [your product category – example: marketing] in your [office/home]?

60. What is the most frustrating part of using [product or software category]?

62. How important is [your product value] to you?

63. Tell us about the last time you used [product, process or software category]

64. How different would your job be if [process] was easier?

65. **Would improving [process] save you or your business money? How much?**

66. **Would improving [process] save you or your business time? How much?**

67. **What do you think could be done to help with [process]?**

68. **What does an ideal solution to [process] look like?**

69. **Would you ever use a product that did [your solution]?**

70. **Would you start to use that product right away?**

71. **What might prevent you from using this product?**

72. **How much would you be willing to pay for this product?**

73. **How much would you be willing to pay for this product?**

74. **How disappointed would you be if [your product] went away overnight?**

H. SEGMENTATION & DEMOGRAPHIC QUESTIONS

75. **How many employees work at your company?**

76. **What is your gender?** (Multiple choice)

77. **What is your age group?** (Multiple-choice ranges)

78. **What is your income level?** (Multiple-choice ranges)

79. **What is your marital status?** (Multiple-choice ranges)

I. WEBSITE OR PRODUCT FEEDBACK QUESTIONS

80. What do you think of our product?

81. Does our product solve your problem?

82. How likely are you to tell your friends about our product?

83. What could be done to improve our product?

84. What would make you want to tell your friends about this product?

85. What's most appealing to you about this product?

86. What might improve your experience with using this product?

87. What motivation do you have to continue using this product?

88. What features do you wish we offered?

89. How would you describe [your product] in one or more words?

90. If [your product] was a car, what car would it be?

91. If you wrote a review of [your product] how would you rate it out of 10?

92. Overall, how easy was [your product] to use?

93. If you could change one thing about [your website or product] what would it be?

94. What features could you not live without?

95. How upset would you be if [your product or website] was no longer around?