

QUITE A DIGESTIBLE GUIDE



How to understand your website visitors better with active feedback.

APPAREL & FASHION
ECOMMERCE EDITION

Introduction

In this guide...

This guide has been created to show you how to collect feedback from visitors on your website in the right way. It contains a choice of questions you could use when surveying your website visitors.

What you will learn:

- ✓ 50 questions you should ask your visitors and why.
- ✓ How to ask them in the right way.
- ✓ A few extra tips how to increase sales of your shop.

This edition is dedicated to apparel ecommerce website owners. We hope you'll like it and that it will inspire you to get to know your potential and current customers a bit better.

Kamil

Just before we start...

If you want to discuss our ideas, you can find me on Twitter @kamilrejent or drop me an email kamil@survicate.com



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The importance of active feedback gathering

Understanding your current and potential customers is a first and crucial step to growing your business.

Have you ever been approached by a clerk in a brick and mortar shop? I bet you have. What did he want? Correct! He wanted to know what you want, who you are, what you are looking for, do you want to buy something specific or just looking around.

He wanted to get to know you better to find out what and how to sell you.

An online shop is no different – gathering feedback can help you adjust the website and services to needs of visitors and make them more likely to buy. The key is to actively approach them and ask for feedback. Why? Let's be honest, people don't like filling out long questionnaires sent to their inboxes nor want they report issues with your website on your deeply hidden feedback page.

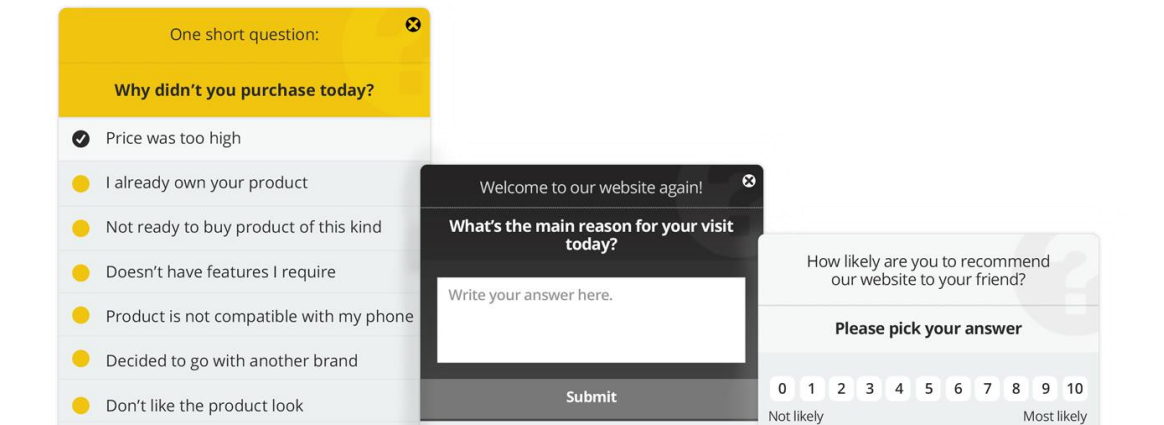
They usually respond only if their shopping experience was either fantastic or a total disaster. What's more – if you want to send a survey via email you need email addresses (not a big surprise). Thus, you limit yourself to asking people who complete the purchase and leave all the outstanding visitors with no possibility of sharing their thoughts.

Gathering feedback actively on the website helps you overcome this problem – people can share their opinions and ideas with no extra struggle. They will say what they think of your website and services, what are their characteristics or how they assess your competition.

The importance of active feedback gathering

Understanding your current and potential customers is a first and crucial step to growing your business.

How does actively collecting feedback work? It's not rocket science. You can use popular tools that are easy to install and use. Questions will appear in small boxes called widgets in a corner of your website. They allow you to show short surveys on your website so visitors can easily participate. We'll come back to this later.



There's only one catch – you have to ask the right questions. Not sure what questions you should ask to engage visitors? Don't worry, we've got you covered.

The set of questions included in this guide is based on the experience of our clients, our own and several experts in design and conversion optimization. They are clear, easy to understand and provide you with valuable answers. Let's start.

User experience

You spend a lot of time on your website design – we all do. But do your visitors like it? What’s more important – is it easy to use?

Questions included in this section will help you discover what elements cause friction, disengage potential customers. Improving them will help you increase conversion rate and provide better user experience.

What was your first impression when you entered the website?

Just like in a favorite store - the scent, the light, easy to find the end of season promotion - first impression of your website is very important. Many people will just leave your website right away if they can't find their way to accomplishing their goal or are just confused because they expected something else. Online window shoppers.

How easy is it to navigate on our website?

How do you know if your potential customers don't get lost while searching for your products to buy. Multiple categories, subcategories, catalogs etc. - visitors might get confused and lost. Improving navigation is one of the first steps to improve your sales.

On scale 1-10, how would you rate our website?

Asking a question like this one will help you measure overall users' satisfaction. However, further questions are needed to find out what's wrong when ratings are low - follow up with another asking for justification.

User experience

Is there anything on this site that doesn't work the way you expected it to?

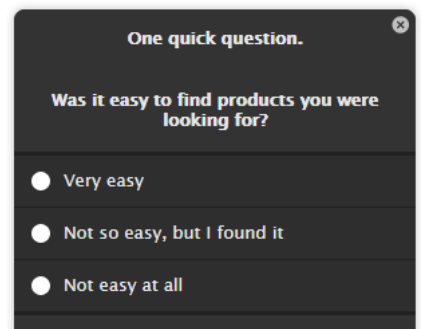
Very rarely you will be able to locate elements that don't work the way they should or at all. You are biased - you browsed your website a hundred times. But believe me when I tell you your visitors will find paths you didn't walk that are broken. Just ask, you'll see.

On scale 1-10, how would you rate our product pictures?

Pictures are incredibly important for your ecommerce potential customers. People buy with their eyes here! Having low-quality pics is like you were selling straight out of your dirty laundry basket. Do you sell clothes from that basket? Sure?

Was it easy to find products you were looking for?

This is a great question to find if the way you organized your product and categories is easy to follow by your potential customers. You can use it on your product page or a thank you page to survey your new customers.



One quick question. ✕

Was it easy to find products you were looking for?

Very easy

Not so easy, but I found it

Not easy at all

Was it easy to find and choose the right size?

So there are two things as far as the size is concerned. First - is it easy to find the product in the right size, or change the size on the product page. Second - is it easy for the customer to decide on the right one - L in one shop is not equal L in another. This may cause major friction as customers are afraid they will need to deal with returns and waste time and money.

Website content

Now you know what questions to ask to investigate user experience, but it's not enough. Make sure that your website provides visitors with all the information, content they need and expect. This will make them more likely to purchase and less likely to bounce.

Does the website provide all you need and expect?

Even if your customers are able to accomplish their goals easily, they might want something more. Example: you may find out it's easy to buy in your online shop with clothing, but users expect fashion tips and recommendations of stylists.

If you were in charge, what would you change on our website?

This question will help you find out what is the first thing to change according to your potential customers. You may uncover some minor issues with usability or huge conversion blockers. The cool thing about this question's construction is that it puts the person in a different perspective, in a mindset of a person that actually could change something.

What can we do to make this website more useful?

There is always a room for improvement. Ideas for changes, both small tweaks and major shifts in the design and usability should be based on a throughout data analysis and customer feedback. And believe me when I tell you - your visitors are willing to share such information with you.

Website content

What do you like best about our website?

It's not smart to profoundly change elements that your visitors love. You may have a different point of view on some of them, but the website is for them, not for you. Discover favorite parts before introducing any major changes.

What were you looking for?

Ask this question on Error 404 page to find out what people were looking for. Maybe an outdated link is posted somewhere on the web and people click on it? This way you show you want to improve and that you care. Follow up with a call to action redirecting them to a good starting point.

Did search results meet your expectations?

People often prefer to use a search box rather than to browse through categories and products. Find out if your search engine provides them with the result they expected. Following up negative answers with an open question may result with some new ideas for expanding your product range.

Did you find what you were looking for on this website?

Sometimes people come to your website because you create attracting ads but, in fact, they are looking for something else that you offer.

Website content

Is there anything missing on this page?

Shoppers might give you valuable ideas what elements you should include on your website. Example: people like reading reviews of products before they buy and they might expect you to include reviews on product pages.

What content were you looking for at this particular page?

This question will show you why people visit certain pages. You might find out that people visit your blog looking for help when they want to return the product. What does that mean? Probably they can't find a "help" section.

Guest comment

I often use that question as it gives great insight into visitor's mind on a particular page level – endless source of micro tweaks ideas.

Erik Hoojer, Online Marketer and Growth Hacker.
Find him on [LinkedIn](#).

Is content on this website organized logically?

Organizing a website of a shop is a difficult task – many categories, types of products, etc. If your website isn't organized logically, then your visitors will get lost and be less likely to buy.

Website visitors

Google Analytics shows you approximate demographic breakdown of your audience. What it won't give you is information about a single user, their profile, personalities, challenges and their goals. Different people have different fashion expectations, preferences, and habits. Some like to follow trends, other just want to feel comfortable. Find out who they are to adjust your website and communication to their needs.

Which of the following brands do you like the best?

Different brands - different personas. This simple question gives you powerful insights about your potential customers. You can use that to tailor your communication, arrange cross-promotional activities or promote special deals for different segments of your shoppers.

Which of the following best describes you?

This one is great but demands from you creativity and some initial knowledge about who your visitors are. You could try to discover personality, attitude or even family situation. Answers should be adjusted to your target audience. For example: 'I wear sport shoes only when I train' vs. 'I wear sport shoes whenever I feel like'.

What is your age?

Knowing the age of a specific visitor can help you adjust communication or show a tailored offer. Use age brackets instead of asking your visitors to define it exactly - you'll get more answers, and it will be easier to analyze.

Website visitors

What's the biggest influence on your purchasing decision?

Information what impacts purchasing decisions will help you adjust communication strategy. If the price is the most important, offering a discount might convince the user to buy. If it's delivery time that matters the most, a discount won't work so well and you will just lose money.

In the past six months, have you criticized or spoken highly of our company?

This question will help you discover what people say about your company. If people criticize you, ask what was the issue and try to solve it quickly.

If you were in charge of our company, how would you persuade people like yourself to buy in our shop?

No one knows a specific group of people as well as its member. Answers to this question might give you some hints how to get to a group of people who might not be buying in your shop due to underutilized marketing channels.

Have you recommended us to anyone?

Word of mouth is one of the most powerful marketing techniques. Users' recommendations can help you acquire many new customers. The next step is to find out why people decided to recommend or not - you can follow up with an open question to find out.

Website visitors

How likely are you to recommend us to a friend or colleague?

Long story short – ask this question to calculate your Net Promoter Score® – a popular benchmark, which reflects users’ satisfaction. There is no universal benchmark of a good NPS® score, but you can track it in time to see if your actions influence it and how.

How did you discover us?

Google Analytics shows you pretty clearly what are the main sources of traffic. There is only one secret: ‘direct traffic’. Visits from many channels are hidden there and this question will help you understand how people find your website.

How often do you buy online?

Or where do you buy more often - online or offline? When you search for your clothes online, do you always finalize your purchase there? Or the other way around - do you search for products spotted in a shopping mall to buy online? Know the ROPO effect around your business.

DEFINITION

ROPO stands for Research Online, Purchase Offline - people look for information on the Internet but prefer to buy in a physical store.

How often do you buy winter shoes?

Or coat, trousers or underwear. Answers will give you interesting insights about your customers habits that may influence your business.

Website visitors

Are you looking for something for yourself or somebody else?

When making a decision about purchase this is extremely important - different criteria, different goals in mind - you may want to follow up with different arguments depending on the answer. When I buy clothes for myself, I pretty much know what I want. But when I look for something for my wife... well, that's quite a challenge every single time. Then, for example, I want to be 100% sure that optional return would be easy and fast.

How much do you spend on clothes monthly?

This will help you identify your milking cows... (cough!) I mean - your best potential customers. Up-selling, cross-selling, you-name-it-selling opportunities circle around, just identify them and close.

Is brand important to you?

Or how important it is? Would you say that well know brand comes always in line with high quality? Such questions also uncover preferences and mindset you could use in your promotion selection, communication, and better personalization.

Where do you get inspirations from?

Do you read fashion blogs, magazines? Do you follow latest trends, celebs on Instagram or prefer to mix up your own style from what you find? Again - it does uncover a lot about personality, goals, motivations. But also you can find marketing ideas on where to focus your activities on, where to invest more and which channels to kill.

Visitors' behavior

Data from Google Analytics will help you understand what happens on your website - how many people visit the website, which pages they browse etc. Answers to questions from the previous section will tell you who your visitors are. Now it's time to find out why they behave as they do. The most important is to find out why people visit your website and if they manage to accomplish their goals. Why? Here's one example: people spend a lot of time on your website. Seems to be a good sign, right? Not necessarily - they might simply be lost and unable to achieve their goals. Investigate this issue to make sure that quantitative data doesn't fool you.

What is the goal of your visit?

People might be coming to your website to buy, read your blog, compare you to other shops or anything else. Discover what are their goals to adjust your website to meet their needs or to guide them to actions desired by you.

Did you accomplish the goal of your visit?

If users can't easily complete their goals, they will simply leave your website. Result? They will never complete the goal that you desire. If people can't accomplish their aims ask a follow-up question why it happens.

How much effort did you put into accomplishing the goal?

Just a piece of information that users can accomplish their goal is not enough. Asking this question will help you reveal possible problems with usability.

Competition

Apparel ecommerce market generates annual sales of more than [\\$50 billion in the USA alone](#). Every shop owner tries to get a chunk of the cake, which makes this market incredibly competitive. Many shops offer similar products and target the same audience. As a case of Apple and similar companies show us, differentiation can be the key to placing your business one step ahead of your competition. Find out what your visitors think of your competition to find ideas on differentiating your shop.

Which other shops did you consider before choosing us?

Ask this question on a thank you page when a customer is still involved so very likely to answer. Knowing which options customers considered will show you why you are better than them. You can always follow up with the question below to get better insights on your position relative to other shops.

Why did you choose to use our shop rather than alternatives?

This question will show you what are your competitive advantages over competitors. Highlighting them can help you increase sales and attract more customers.

PRO TIP

People love the personal touch. Surprise them with a hand-signed card added to the package and they will come back to your shop or even share it with their friends.

What makes us stand out from other e-shops?

What is the one thing that makes you unique? You can always choose to go with lowering your prices, but this should be your last resort. You can win over customers with small things that matter and make a difference.

Competition

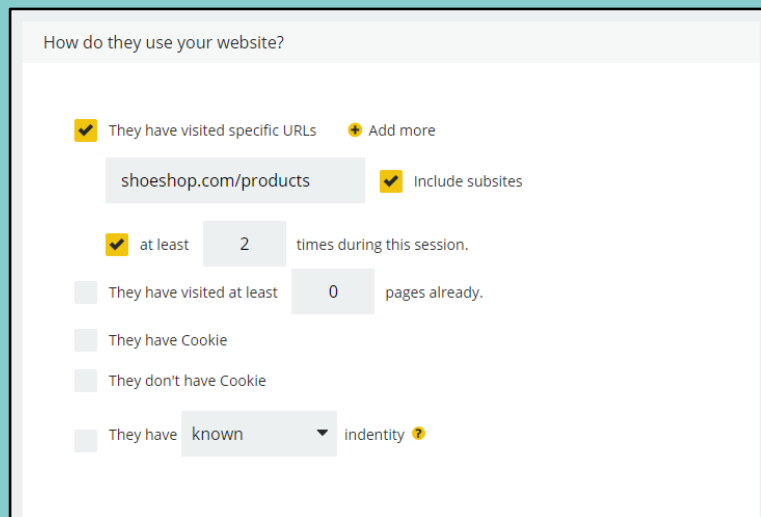
Do you buy all clothing from us or shop in other stores as well?

It's valuable to know if you provide your customers with all products they need or if they for some reason buy products of your competition. You may find ideas on how to expand your offers that way or change your services. The next step is to ask why people buy in other stores.

✓ GOOD PRACTICE BREAK

Use [tools](#) that allow precise segmentation of your website visitors so that you can survey them depending on who they are, where they're coming from, how they behave.

It helps you achieve high response rate and does not disturb their website experience



How do they use your website?

- They have visited specific URLs ⊕ Add more
shoeshop.com/products Include subsites
- at least times during this session.
- They have visited at least pages already.
- They have Cookie
- They don't have Cookie
- They have identity ⊕

What could we be doing that other websites do well?

Guest comment

This question will help you collect clever ideas your competitors have. You can try to implement them or create something even better.

Joe Leech, UX Consultant, author of the book [“Psychology of Designers”](#)

Purchase path

Optimizing purchase path is definitely a big driver of growth for you shop. Finding out why people abandon carts or decide not to buy can help you find out what's wrong and what can be improved.


What prevents you from buying?

Or why did you decide to abandon your shopping cart? Be direct - ask why people don't buy. You will collect feedback on your website, products, and pricing. Utilize the moment when people want to abandon your website without completing desired actions.

✓ **EXIT INTENT TARGETING**

Cart abandonment is one of the biggest problems that ecommerce face - according to statistics even up to [70% of shoppers abandon carts](#). Discovering why people do that can help you reduce abandonment rate and increase sales. You can do that with Exit Intent Targeting Technology, which tracks users' behavior and detects the moment visitors are most likely to leave the page to trigger cart abandonment surveys or special promos. [TRY IT FOR FREE >>](#)

When should the survey appear?

- Right after the page loads
- When a user has been on the page for seconds
- When the visitor is about to leave the page 
- When the visitor has scrolled % of the page

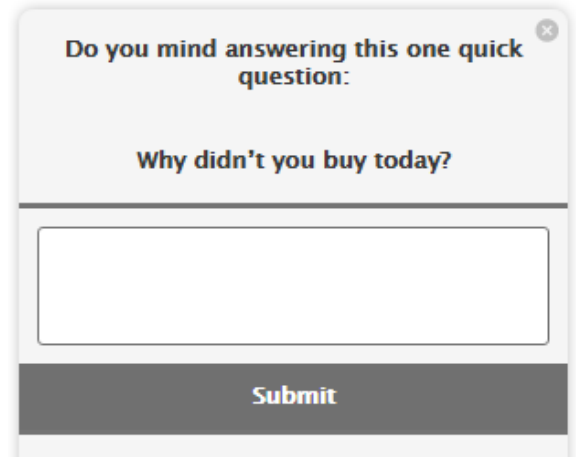
Purchase path

❑ *What one thing almost caused you not to buy?*

Ask this question on a “Thank you” page after completing the order. Popular answers will suggest what are the biggest problems - probably many users dropped out from the purchasing process when they faced them.

❑ *Why didn't you buy today?*

People visit and leave your website for hundreds of reasons. Maybe they are just looking for different options, yours is strongly considered, but that's just not the moment yet. If you limit the choice to most common objections you may try to motivate them to finish the purchase with time limited offer.



Do you mind answering this one quick question:

Why didn't you buy today?

Submit

❑ *What's your preferred delivery method?*

Offering delivery methods that visitors expect is one of the fastest ways to increasing sales. Find out what are the most popular methods - some users expect free or very cheap delivery while others want you to deliver as quickly as possible.

❑ *What is your preferred payment method?*

Many people simply won't buy anything if you don't offer their preferred payment methods. Implementing popular choices should increase your sales immediately.

Offer

Offering products that visitors need and want to buy is the key to success. Easy to say, not so easy to do when you run a fashion ecommerce - people's preferences vary and you can't satisfy everyone. Still, discovering what other products visitors want you to offer or what colors they prefer can help you adjust offer and increase sales.

What other products would you like to see in our shop?

The limited offer might cause some visitors not to buy at all - many people like buying everything in one place. Expanding your offer can also help you attract more visitors. Check out a case study of RaveNectar to find out how asking this questions helped them improve their store. [CLICK HERE >>](#)

Testimonial

„We fell in love with the easy to use interface and the sexy widget design. We wanted to provide a fun way to answer some of the most common questions from our customers that would hold them back from making a purchase”

Jordan Lejuwaan, RaveNectar Owner

Should we offer this product in any other colors?

Find out if you provide your products in all colors that visitors want. You may think *‘hey, I feel like at this point this ebook is starting to serve some silly, pointless questions just to fill the space...’* - well, tell it to my wife - few months ago she was searching the whole Internet for a wedding dress in a color my manly imagination could not handle to render.

Do we offer the size that fits you?

Making the size table easy to find is not enough - quite often people need different sizes than regular ones. But even more important it is to make it clear how to choose the right size as it differs across regions and suppliers. Plus you can follow up with information about your return policy

Next steps

Now you know how to survey website visitors correctly. How can you put information included here into practice?

1. Don't start with wondering about which questions to choose – first focus on what you want/need to know, where are some blind spots in your analysis and strategy.
2. Only then pick questions to investigate those areas – use those provided here, or reach out to us at hello@survicate.com With targeting options you can deploy multiple surveys without a fear of overwhelming your visitors with too many surveys.
3. When you collect enough feedback to draw meaningful conclusions, implement changes and test them.
4. If tests provide positive results, repeat the process to improve another element of the website or find out something else about the visitors.
5. If results of tests are negative, try something different until you get positive results.

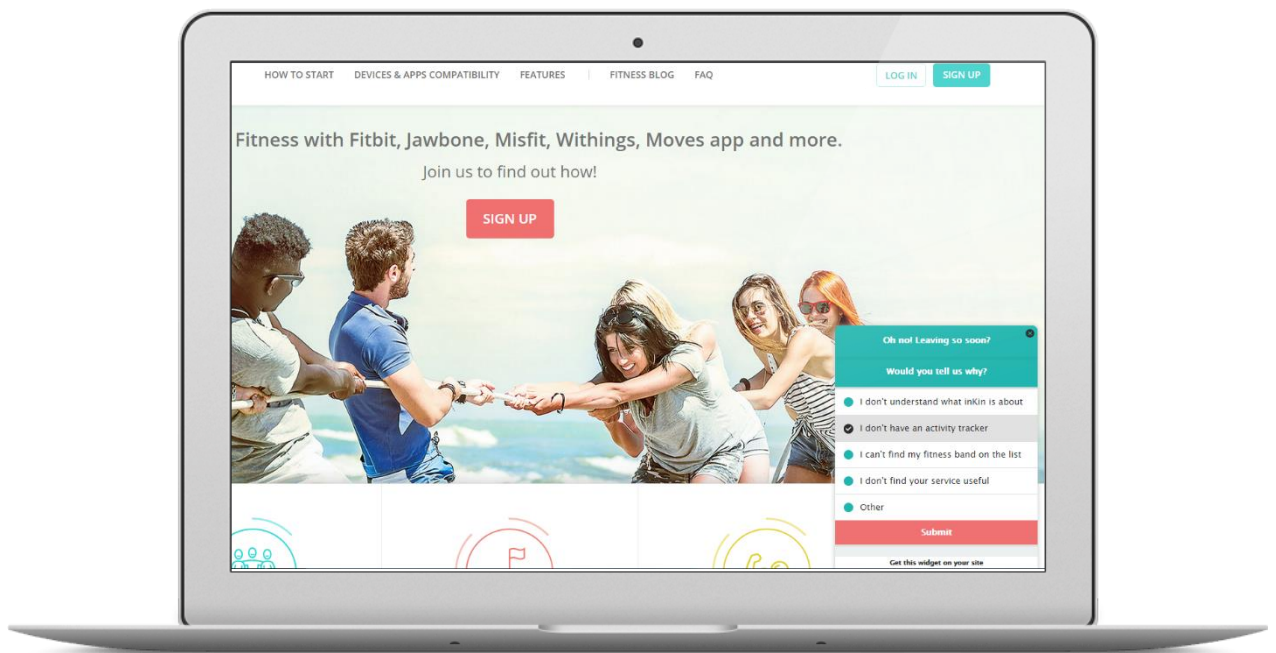
This should be a constant process – collect feedback, analyze, change, test. Rinse and repeat.

Don't hesitate to ask different questions than those included here – be creative!

About Survicate

Survicate allows you to run short surveys on your website and actively collect feedback from visitors. Ask them questions and find out what they think of your website, competition or offer. Discover and remove friction points to increase sales of your ecommerce website.

What is more, you can show special promotions and redirect visitors to different landing pages based on answers received! It is easy to use and installation requires no coding skills.



START YOUR FREE ACCOUNT >>