

# GET YOUR WEBSITE VISITORS TO TALK

Learn **where** on your website to ask questions, **which** questions to ask and **who** to target.



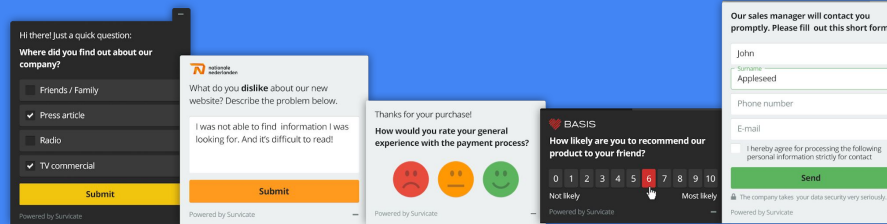
## YOUR PRESENTER FOR THE DAY

NICHOLAS - CUSTOMER EDUCATION SPECIALIST

[NICHOLAS@SURVICATE.COM](mailto:NICHOLAS@SURVICATE.COM)



# ACTION PLAN FOR TODAY



1. HOW TO INSTALL WEBSITE SURVEYS WITH SURVICATE
2. THE DIFFERENT TARGETING OPTIONS EXPLAINED
3. WHERE ON YOUR WEBSITE TO SHOW SURVEYS AND DESIGN
4. SHOWCASING THE BEST EXAMPLES OF WIDGET SURVEYS
5. QUESTIONS & ANSWERS



# INSTALLATION

## GET SURVEYS TO APPEAR ON YOUR WEBSITE

### One-click installation

Use one of plugins below to install Web Tracking Code easily.

 Install with Google Tag Manager

 Install with Wordpress

 Install with Segment

### Workspace key

Enter this code in Wordpress or Google Tag Manager.

NGBRCOXQxcpcarRfICElpPMHBoxSDeOw

1. **QUICK & EASY**
2. **ONE-CLICK**
3. **CAN BE DONE IN A MATTER OF SECONDS**
4. **AFTERWARDS, YOU'LL CREATE SURVEYS IN THE SURVICATE PANEL**



# THE DIFFERENT TARGETING OPTIONS EXPLAINED

BEFORE A SURVEY GOES LIVE, ASK YOURSELF:

- a) Where on your website to ask questions?
- b) Which questions to ask?
- c) Who to target?

**AN EYE-OPENING EXAMPLE TO FOLLOW...**



# HOW EXACTLY DID YOU FIND OUR WEBSITE?

Would you mind quickly telling us  
how exactly you found us?

Submit

**WHERE:** LANDING PAGE

**WHO:** ONLY NEW VISITORS

**OPEN-ENDED QUESTION**

WILL LET YOU DISCOVER **NEW SOURCES**  
**OF TRAFFIC**



**SURVICATE**

← Article

▶ Start

Duplicate survey

See answers



Questions

Design

Settings

Launch

Where should the survey appear?

manage the URLs the survey should be displayed on

When should the survey appear?

decide at which point of visitor journey the survey should be shown

How often should this survey be displayed?

decide how often the survey should be shown

Who should see your survey?

pick the segments of your visitors who will see the survey

Email reports

receive email reports

Feedback Hub

send survey responses to Feedback Hub

E-mail notifications

receive email notifications

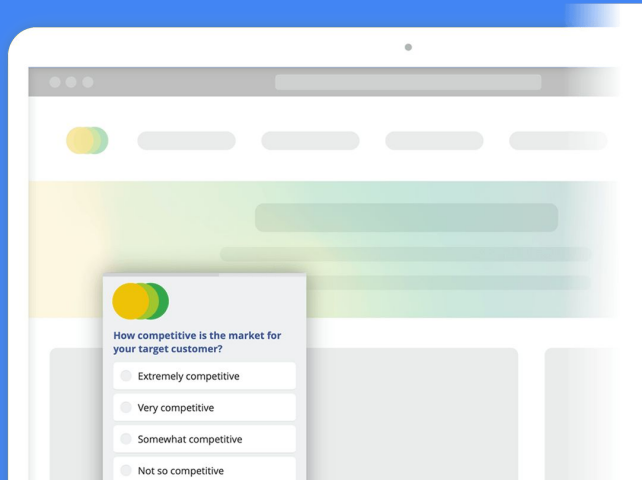


Save

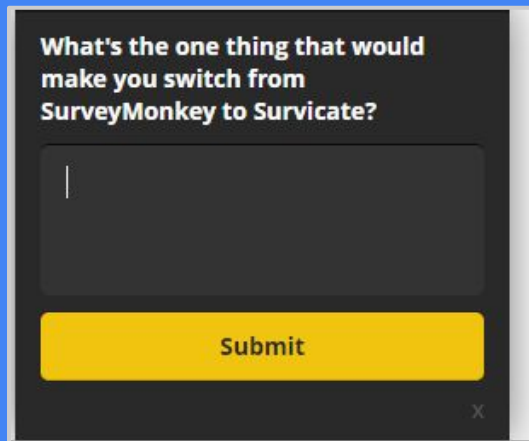
# WHERE ON YOUR WEBSITE TO ASK QUESTIONS

BEFORE A SURVEY GOES LIVE, ASK YOURSELF:

- a) Which sections of your website are essential to your business?
- b) Which sections of your website could do with additional insights?
- c) What are the most common friction points that you've discovered in your funnel?
- d) Which page fits best the nature of your question?



# LANDING PAGE SURVEYS



What's the one thing that would make you switch from SurveyMonkey to Survicate?

Submit

X

- Did you find the information you were looking for?
- What's the one reason for switching from SurveyMonkey to Survicate?
- Where exactly did you hear about us?

GETTING YOUR LANDING PAGES RIGHT

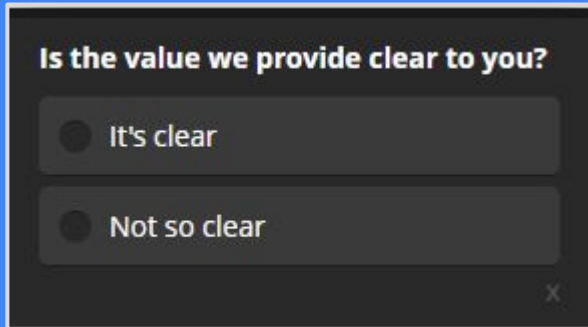
IS THE KEY TO SUCCESS





# HOME PAGE SURVEYS

- How well do you understand our value proposition?
- Invitation forms



Is the value we provide clear to you?

It's clear

Not so clear

X

**WHENEVER YOU'RE MOTIVATED  
TO GET THE HIGHEST RESPONSE RATE POSSIBLE**

**CAUTION ADVISED. SURVEYS ON HOME PAGE MAY BE  
DISCOURAGING.**



# POST-PURCHASE / SUCCESS / CHECKOUT SURVEYS

Was there anything in the buying process that almost stopped you from purchasing?

Yes!

No!

X

- What was the main thing that helped us win you over?
- What's the one thing that made you choose us over our competitors?

**CAPTURE A CUSTOMER WHEN THEY'RE HAPPY -  
UPON COMPLETING A DESIRED ACTION**

**IDENTIFY AREAS OF IMPROVEMENT  
DOUBLE DOWN ON SUCCESS FACTORS**



# CANCELLATION / CHURN PAGES

What made you quit? Please say it openly - we rely on your honest feedback.

Submit

X

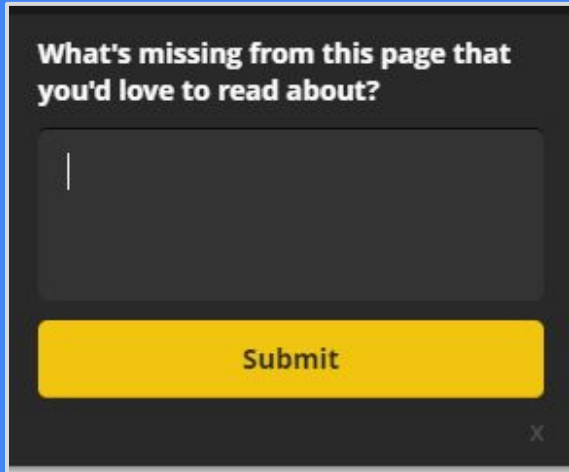
- What's stopping you from giving us a try?
- What's the one thing we didn't do that would've made you stay?

UNCOVER WHAT PROMPTS PEOPLE TO QUIT  
IMPROVE YOUR RETENTION RATES

MOSTLY CONCERNS SAAS OR SUBSCRIPTION-BASED  
COMPANIES  
ENCOURAGE CANDID FEEDBACK



# LACK OF ACTIVATION / FREQUENTLY ABANDONED PAGES



What's missing from this page that you'd love to read about?

Submit

- We're sad to see you go. What made you quit?
- What's the one thing you'd expect to see on this page?

IDENTIFY PAGES WITH HIGH EXIT RATES

USE SURVEYS ON YOUR WEBSITE AND IN YOUR APPLICATION ALIKE

DISCOVER WHY PEOPLE FAIL TO ACTIVE OR LEAVE YOUR WEBSITE TOO EARLY



# DESIGN OPTIONS WITH SURVICATE



## Design surveys with confidence

- Multiple survey templates and question types, including NPS, CSAT and more.
- Apply conditional logic to ensure you get the most crucial answers.
- Use previous answers and respondent traits to personalize survey experience like never before.
- Create your branding with themes, logos or go wild with custom CSS.



# SHOWCASING THE BEST EXAMPLES OF WIDGET SURVEYS



# QUICK RECAP - WHAT WE'VE DISCUSSED

1. HOW TO GET SURVEYS TO APPEAR ON YOUR WEBSITE
2. WHO TO TARGET - ASK THE RIGHT PEOPLE AT THE RIGHT TIME
3. THE MOST COMMON SPOTS FOR WEBSITE SURVEYS
4. INSPIRING REAL-LIFE EXAMPLES OF WEBSITE SURVEYS







+






Chat   Questions   Polls   People


The webinar has not been started yet. Your attendees will land on a waiting page.  
The chat messages' history will be public once you start your webinar.

 **Nicholas Podgorski** 12:48 PM     
hello!

 **Nicholas Podgorski** 12:48 PM     
Feel free to ask any question you like here

Say something nice...     

Type enter to submit your message



# QUESTIONS & ANSWERS





REACH OUT TO US AT

**SUPPORT@SURVICATE.COM**

