Website Usage Survey

# Purpose

The purpose of this brief survey is to help us understand website usage among employees, customers, prospects and contractors in order to gain a better understanding of their online behavior.

Our goal is be proactive with monitoring habits, interests, and participation across our web properties, so please provide constructive feedback that we can incorporate into our strategy. All surveys will be completed anonymously, so please be candid with your feedback and provide details.

# Instructions

Some questions are Yes/No, while others provide a scale to rank your answers.

Please circle the response that best represents your view. Please circle N/A for any questions that you are unsure of, or don’t have enough experience to comment on.

Following is an example of the scaling system.

EXCEEDS EXPECTATION UNACCEPTABLE

10 9 8 7 6 5 4 3 2 1 N/A

# General

## Age

0-12 13-17 18-25 26-40 41-50 51+

## Job Function

Sales Marketing Research Consultant Manager Executive Student OTHER

## How often do you visit our website?

Daily Weekly Monthly Yearly NEVER

## How likely are you to return to our website?

VERY LIKELY VERY UNLIKELY

10 9 8 7 6 5 4 3 2 1 N/A

## How likely are you to recommend our website?

VERY LIKELY VERY UNLIKELY

10 9 8 7 6 5 4 3 2 1 N/A

## What is your primary reason for using our website?

Networking Keeping in Touch Sharing Socializing Research OTHER I DON’T USE IT

## Which features on our website do you like and why?

## Which features on our website do you dislike and why?

## What changes and/or new features would you like to see on our website?

## How did you find our website?

SEARCH AD REFERRAL SOCIAL SHARE LINK OTHER

# Other Channels

## How often do you visit our Facebook Page?

DAILY WEEKLY MONTHLY RARELY NEVER

If you DO visit our FACEBOOK page regularly, please tell us how you are currently using it:

If you DO NOT visit our FACEBOOK page regularly, please tell us why you are not using it:

## How often do you read our Blog?

DAILY WEEKLY MONTHLY RARELY NEVER

If you DO read our BLOG regularly, please tell us how you are currently using it:

If you DO NOT read our BLOG regularly, please tell us why you are not using it:

## How often do you visit our LinkedIn Group?

DAILY WEEKLY MONTHLY RARELY NEVER

If you DO visit our LINKEDIN Group regularly, please tell us how you are currently using it:

If you DO NOT visit our LINKEDIN Group regularly, please tell us why you are not using it:

## How often do you follow our Tweets?

DAILY WEEKLY MONTHLY RARELY NEVER

If you DO follow our TWEETS regularly, please tell us how often you click our links:

If you DO NOT follow our TWEETS regularly, please tell us how often you click our links:

## If we added a new Social Media channel, how likely would you be to use it?

VERY LIKELY UNLIKELY

10 9 8 7 6 5 4 3 2 1 N/A

## Thank you for completing this website survey. We appreciate your help!