

Website Visitor Survey Resources

Use these resources to invite your website visitors to complete surveys

- [Pre-survey invitation visitors will see on your website](#)
- [Survey questions](#)

Pre-survey invitation visitors will see on your website

Reference: Momoko Price's stellar ebook [Finding High-Converting Value Propositions](#)

Pop-up headline:

We need your help!

Pop-up copy:

We're trying to make this site more useful, and would really love your input.

Would you mind answering 5 (very short) questions?

[BUTTON]: Yep, I'm happy to help

Survey welcome screen:

We really appreciate you sharing your experience with [PRODUCT]!

We know you're super busy, so we promise to only ask a few key questions.

This should take less than 4 minutes to complete.

Survey questions:

1. Which of these best describes you?

- a. I'm considering buying a [PRODUCT TYPE] for the first time, not sure it's for me yet
- b. I know I want a [PRODUCT TYPE], I'm just trying to find the best option
- c. I've bought a [PRODUCT TYPE] from you before, I know exactly what I want
- d. Other (click to type details)

2. What [EXISTING SOLUTION TYPE] do you currently use to [SOLVE YOUR PROBLEM]?

- a. [DESCRIBE COMPETING SOLUTION]
- b. [DESCRIBE COMPETING SOLUTION]
- c. [DESCRIBE COMPETING SOLUTION]
- d. Other (click to type)

3. Is there anything you dislike or want to change about [YOUR CURRENT SOLUTION]?

- a. Yes, specifically (click to type details)
- b. No, I love my current solution

4. What matters MOST to you about a [PRODUCT CATEGORY] like [PRODUCT NAME]?

- a. [DESCRIBE KEY PRODUCT ATTRIBUTE]
- b. [DESCRIBE KEY PRODUCT ATTRIBUTE]
- c. [DESCRIBE KEY PRODUCT ATTRIBUTE]
- d. [DESCRIBE KEY PRODUCT ATTRIBUTE]
- e. [DESCRIBE KEY PRODUCT ATTRIBUTE]
- f. Other (click to type)

5. Is there anything holding you back from buying a [PRODUCT TYPE] right now?

- a. Yes (click to type)
- b. No, I'm ready to buy right now!