

Bowen Craggs & Co Visitor research dashboards

Do you know who your visitors are, what they think and what they do on your website?

We have designed a simple survey to answer these questions for corporate websites.

In addition we allow another question to be answered: “how do our results compare with our peers?”.

Compare your results with anonymous and aggregated results from other participants in the benchmarking group.

We supply a basic question set. You can customise the response options to suit your organisation.

Customisation is restricted to ensure that the data gathered is appropriate for benchmarking. You can, however, brand the survey with your logo, fonts and colours to fit your style guidelines.

Our basic survey is short because this improves response rates and data quality; and the big questions can be answered with just a few well-chosen ones.

Supplementary questions can be added; more complex branching can be included; and multiple versions offered (if you wish to run different surveys on different websites or parts of a website), at extra cost.

We will work with you to agree the questions and response options, formatting and branding.

It is simple to implement using our easy-installer widget or you can deploy it yourself.

Data is gathered anonymously, but we will invite people to provide contact information should they be willing to take part in future work (for example, user testing).

The survey is intended to run continuously so as to provide a constant source of data – trending being one of the most important benefits of this service.

You can control the ‘presentation rate’ as well as ensuring visitors see the survey only once. You can turn the pop-up on and off as you wish and also have static links running on every page (for example, in the footer) or key pages, so that visitors always have an option to ‘give feedback’.

The survey is hosted on your behalf by Bowen Craggs & Co. as an independent research agency. We collect all the survey response data, securely, using Clicktools – an industry-leading survey platform.

We can supply you with the results, in Excel format and PDF, on request. However, the main delivery method is a web-based dashboard that you can log into to see your results. This will not be real-time, but will be updated at an agreed frequency – monthly or quarterly.

If you use Google Analytics, additional data can be gathered without asking the visitor more questions, namely: where did the visitor come from (search keywords, referring website, etc.); search term used (if the source was a search engine).

The survey platform is capable of supporting many languages and character sets.

The results are provided in a web-based dashboard, showing your private website visitor research and benchmarking by comparison with the survey peer group.

Direct feedback from your website visitors provides unique insight into customer and stakeholder needs. Our visitor survey will help you to understand your visitors, their perceptions and their goals.

By presenting visitor survey data in a dashboard we can help you ensure your website meets the needs of your visitors, find trouble spots, prioritise fixes and measure improvement.

Product comparison table

	Basic survey	Advanced survey
Customise introduction	Yes	Yes
Customise questions¹	Yes	Yes
Customise branding	Yes	Yes
Easy-installer tool²	Yes	Yes
Basic GA integration³	Yes	Yes
Online results dashboard⁴	Yes	Yes
Multiple languages⁵	Yes	Yes
Peer group benchmarking⁶	Yes	Yes
Advanced survey triggers	No	Yes ⁷
Per page feedback	No	Yes ⁸
Advanced GA integration	No	Yes ⁹
Monthly conference call	No	Yes
Scope	Single site	Multiple sites ¹⁰
Reporting frequency	Quarterly	Monthly

¹ You can adjust responses to suit your business, eg. include your company name and product/service-specific answers. There are some limitations when customising the standard questions to ensure that benchmarking is still possible.

² Use our free easy-installer tool to get up and running quickly – just paste a html code snippet into your site and edit a JavaScript settings file.

³ Gather data from Google Analytics to enrich the survey with source, search keywords used and referrer.

⁴ Login securely to a web-based reporting dashboard where you can segment and filter survey results.

⁵ English as standard. Additional languages incur translation cost.

⁶ As participants grow so the ability expands to benchmark your results against comparators.

⁷ Configure advanced triggers to present the survey under precise conditions eg. after X secs, after Y pages, after visiting a specific URL, only in a certain section of the site, etc.

⁸ In addition to overlay survey invitations, you can invite comments on specific pages with a feedback icon or link.

⁹ Pass survey data to Google Analytics for further analysis – connect survey responses with onsite behaviour.

¹⁰ At extra cost. Includes individual dashboards per site and an aggregated global view.

Who are your visitors?

Where do they come from?

Visitor comments

Which visitors achieve their goals?

How satisfied are they?

Why do they visit your website?

Net Promoter Score™

Do website visits change brand perception?

Keywords and referring websites



About Bowen Craggs & Co

Bowen Craggs is a unique web effectiveness research and consultancy group. We help you close the gap between what you *are* doing and what you *could* be doing with your online communications – principally websites, social media and apps. Our company helps many of the world's largest organisations, including 50 of the Fortune Global 500. We also produce the Financial Times Bowen Craggs Index of corporate web effectiveness, a detailed annual examination of complex business web estates. We do not build websites (this means you can rely on the independence of our advice) but help improve effectiveness with services that range from benchmarking to full strategy development. Our deliverables are typically clear documents and management presentations that combine deep analysis with actionable recommendations. It is a combination that makes clients return over and again. Visit www.bowencraggs.com or contact Dan Drury at ddrury@bowencraggs.com / +44 7786 707434