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# Best Practices in Survey Design

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# Top-Ten Best Survey Practices

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## Agenda

- ✓ The enemies of survey effectiveness
- ✓ The process of building surveys
- ✓ Top-ten best practices
- ✓ Questions and answers

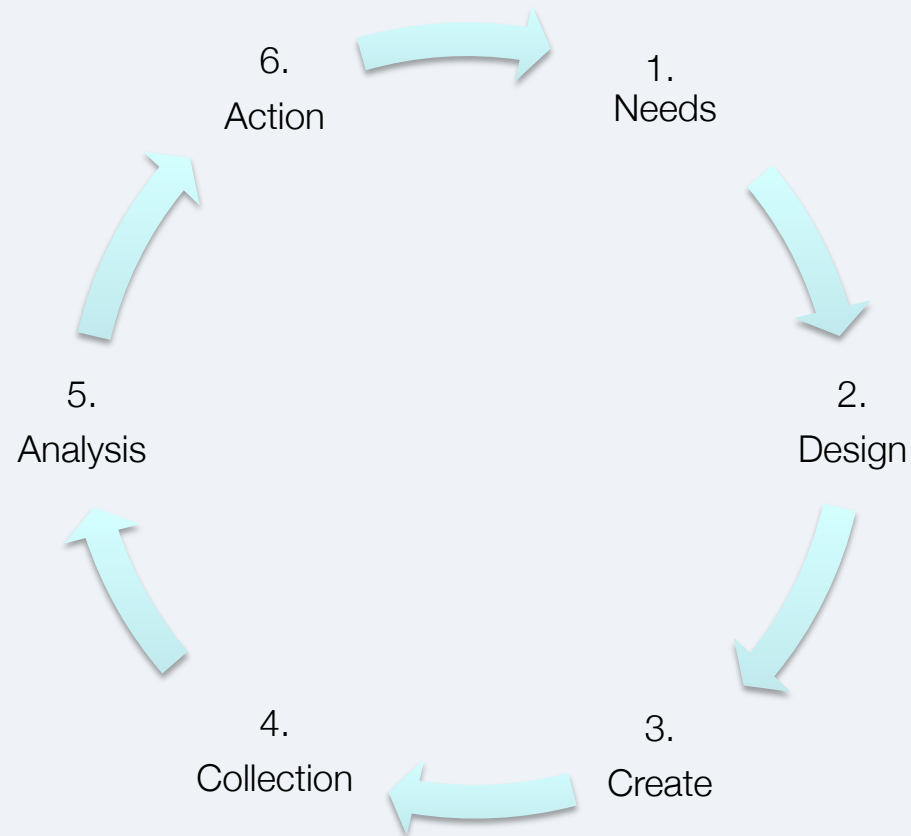
# Enemies of survey effectiveness

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- ✓ Fatigue
- ✓ Straight-lining
- ✓ Distrust
- ✓ Bias
- ✓ Lack of familiarity of your audience

# Overview of the survey process

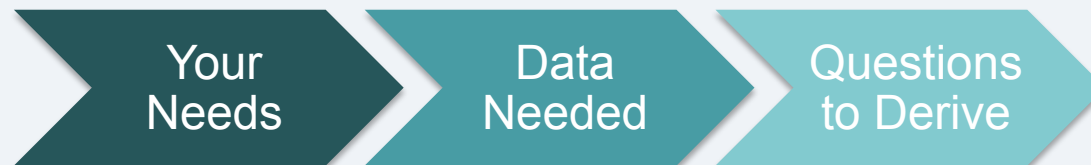
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# Best practice #1

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**Start with your objectives,  
not questions**



## Best survey practice #2

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### Introduce your survey

Welcome to MarketingSherpa's 4th Annual Survey on Business Technology Marketing and thank you for your time.

This dynamic survey is driven by your answers. The average completion time is 7 minutes.

Your answers are 100% anonymous, unless you choose to participate in a follow-up interview with one of our researchers. Details about this program are on the 'Thank You' page at the end of the survey.

## #2 Introduce your survey

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- ✓ Purpose, audience, qualifications
- ✓ Amount of time to allow
- ✓ Mention any incentives
- ✓ Degree of anonymity
  - Personal info
  - Aggregate data w/ demographic & geo info
  - Complete anonymity

## Best survey practice #3

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### Use appropriate scales

- ✓ Length
- ✓ Odd or even?
- ✓ Neutral points / not applicable

## Best survey practice #4

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**Use concise, common language  
for questions and options**

**8. Are any of the following big barriers within your organization to creating and/or testing improved landing pages? (Check any that apply to your marketing department)**

- The IT or Web department don't have time or resources to create pages for us and we can't do it without them
- Our agency's creative costs for new landing pages can bust our budget
- Our analytics aren't good enough. I can't tell which landing pages or tests really improved our conversion rates and helped us land profitable new customers.
- Our marketing department is overloaded already, we don't have time to be frequently testing landing page improvements.
- Top level management is not convinced this is a priority.
- Management likes to have creative input into landing pages... but they don't really know what they are doing or what best practices are.]

VS . . . .

**8. For your organization, which of the following internal factors are significant barriers toward creating and/or testing landing pages? *Check all that apply to your marketing department.***

- IT has no time - and we can't do it without them.
- Our agency costs are too high.
- Insufficient web analytics to test our landing pages accurately.
- Marketing department has no time to test landing page improvements.
- Top level management is not convinced this is a priority.
- Top level management over-manages these projects.

## Best survey practice #5

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**Know the difference between what is  
“interesting” and what is “useful”**

Avoid “nice-to-knows”

## Best survey practice #6

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# Optimize the user's experience

### Why optimize?

- Reduce fatigue, increase completion rate
  - Increase validity
  - Willingness to take additional surveys
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- ✓ Use multiple pages, but not too many
  - ✓ Show only applicable questions
  - ✓ Use branching, show/when & show/hide to shorten your survey (or at least appear shorter)

Tip: Come to our other SurveyGizmo webinars to learn these skills.

## Best survey practice #7

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### Guard against straight-lining

- ✓ Find straight-lining by viewing reports with original option order turned on
- ✓ Filter with time limit
- ✓ Randomize options
- ✓ Reverse the language
- ✓ Add a red herring question

## Best survey practice #8

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### Test, test, test

- ✓ Usability testing: Time, readability, spelling
- ✓ Functional testing: logic, actions, behavior
- ✓ Review test data against survey objectives

## Best survey practice #9

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### Use incentives

- ✓ Rewards
- ✓ Share the results
- ✓ Vest them in the use of the data
- ✓ Charitable donations

## Best survey practice #10

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**Act, rinse, repeat**

## Contact info

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- For more info about SurveyGizmo

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