



Web Site Mini-Guide: Quick Surveys

You can create any number of one-question surveys on your Web site. This guide describes how to set up these surveys and then incorporate them into your Web site.

Overview

One of the most important things you can do is to survey your market regularly, to make sure you provide what they want, not just what you think they need.

The Quick Survey module makes it very easy for you to create simple one-question surveys and collect the results. For example, you can use this for:

- Market research: "What is the biggest challenge you have with time management, your people, achieving your goals, (insert your topic area here)?"
- Feedback when people are leaving the site: "What could we do to improve this Web site?"
- Getting testimonials: "What was the single most important thing you learned from today's session?"
- Planning for a book: "What would you most like to know about (*the subject of your book*)?"

Example

On the next page, you'll see an example of a survey that was used to gather questions for an audio interview. Here are some of the key features of this survey:

- You write the introductory text for the survey, including formatting such as bold text.
- The survey asks a question, and leaves the user free to type in an open-ended answer.
- You can ask for additional demographic information, and choose which is optional and which is required (In this example, the person's name is required, but their e-mail address and organisation name are optional).
- You write the text at the bottom of the page.
- Although you can't see this on the page, you can also specify that the survey is only valid between certain dates.

Low-Cost Promotion

Candy Tymson and I are recording a new program about low-cost and no-cost promotion, both on and off the Internet.

Please help us to make this program as useful as possible by telling us **your biggest questions about promoting your business**. It could be about whatever you like - newspaper advertising, TV, radio, search engines, newsletters, whatever.

Just list your questions here.

Please tell us about yourself (fields marked with * are required)

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
Organisation	<input type="text"/>
E-Mail	<input type="text"/>

Please click the OK button to send your questions.

To thank you for taking part, I will give you a complimentary copy of my new special report, **10 Apparently Stupid Online Marketing Ideas That Could Make You Lots of Money in the Next 90 Days**.

After the user fills in the survey details and clicks the OK button, they get this page:

Survey

Thank you for taking part in the survey. You can now download the special report **10 Apparently Stupid Online Marketing Ideas That Could Make You Lots of Money in the Next 90 Days**.

[Click here to download](#)

(This bypasses the normal \$55 payment form, so that you get it free)

This page simply shows some text of your choice, which might be as simple as a thank-you message or (as in this case) it can have a link to download a report or an e-book. Alternatively, you can send the user to any other page on the Internet (for example, a thank-you page that you have created on your Web site).

When the user fills in the survey, the results are e-mailed to you immediately (or to some other e-mail address of your choice) and stored on the site in a form that you can download and import into, say, Microsoft Excel.

Administration

This is an E-Service facility, so log in from the E-Service site fsplugins.com (or your Web site administration page, if the E-Service options appear here).

Note: Depending on where your site is installed, you might have to change fsplugins.com to www.eservice.com.au. If you're not sure, please check with First Step.

Scroll down to the Quick Surveys section:

Quick Surveys

- ◆ [View surveys](#)
- ◆ [Add a survey](#)
- ◆ [Download survey results](#)

If you have already created surveys, click the "View surveys" link to see them:

Surveys

			<u>ADMIN</u>
Date	Survey	Links	
08-Jan-2005	Set Your Goals for 2005	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
20-Jan-2005	Biggest Business Challenge	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
25-Jan-2005	Is Your E-Mail Getting Through?	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
26-Jan-2005	Boot Camp 2005	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
07-Feb-2005	Why didn't you buy?	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>

We'll describe the options on this page in more detail later.

Creating a Survey

You create a survey by clicking the "Add a survey" link from the administration page, and that is what we will describe here.

Alternatively, if the new survey is similar to an existing survey, it might be easier to copy an existing survey, and we'll describe that in the next section.

When you click "Add a survey", you will see a form to fill in with the details of the new survey. As an example, we'll see how to create the "low cost promotion" survey shown as the example above.

Survey name

Name of Survey	Low-Cost Promotion
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This name is purely for your internal reference, and is never seen by the user.

However, do choose a meaningful name, because this is how the survey is identified in the list, and it's also how the survey is identified when you're downloading the results.

Start date

Start Date	2005/03/28 
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By default, the Start Date is today's date, which means that the survey can be completed at any time from now. This is usually correct; however, if you would only like to start the survey from a date in the future, change this date here.

The date format is yyyy/mm/dd, so you can change it directly here, or click the little calendar icon  to pop up a little calendar for you to choose a date:

March 2005						
Mo	Tu	We	Th	Fr	Sa	Su
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Note: If you **are** planning to set this to a future date, don't do this just yet. Create the survey first, then test it (as described below), then change it to the future date. Otherwise, you won't be able to test the survey!

Expiry Date

Expiry Date	<input type="text"/> 
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This is the last date for the survey. It is blank by default (which means that the survey never expires), but you can set a date here if you choose. Again, you can type it in directly or click the calendar icon to choose a date.

Your E-Mail Address

Send E-Mail To	online@firststep.com.au
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The survey results are sent to this address. By default, this is your standard e-mail address, but you can change it here if you choose.

You can also send it to two or more addresses by separating them with commas – e.g.

joe@example.com,bill@example.com

Page Title

Page Title	Low-Cost Promotion
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This is the title of the survey page. The user *does* see this, so choose something that makes sense to them.

Header Text

Text at Top of Page HELP
Candy Tymson and I are recording a new program about low-cost and no-cost promotion, both on and off the Internet.
Please help us to make this program as useful as possible by telling us **your biggest questions about promoting your business** . It could be about whatever you like - newspaper advertising, TV, radio, search engines, newsletters, whatever.
Just list your questions here.

This is the text that appears above the space for them to fill in their answer. You can use Smart Text here to format the text. For more about Smart Text, click the "HELP" link shown here or visit www.fsplugins.com/smart_text.

Required/Optional Fields

Required Survey Fields	<input checked="" type="checkbox"/> First Name <input checked="" type="checkbox"/> Last Name <input type="checkbox"/> Organisation <input type="checkbox"/> Job Title <input type="checkbox"/> E-Mail <input type="checkbox"/> Phone <input type="checkbox"/> Address <input type="checkbox"/> Town/Suburb <input type="checkbox"/> State/County <input type="checkbox"/> Post/ZIP Code <input type="checkbox"/> Country
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Optional Survey Fields	<input type="checkbox"/> First Name <input type="checkbox"/> Last Name <input checked="" type="checkbox"/> Organisation <input type="checkbox"/> Job Title <input checked="" type="checkbox"/> E-Mail <input type="checkbox"/> Phone <input type="checkbox"/> Address <input type="checkbox"/> Town/Suburb <input type="checkbox"/> State/County <input type="checkbox"/> Post/ZIP Code <input type="checkbox"/> Country
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You now choose any additional demographic information from the list shown. For each field you choose, you can specify whether it is required or optional.

Research shows that the more information you ask for, the less likely it is for somebody to complete the survey. So ask for as little information as possible. And if you can make it optional rather than required, that's better.

That said, sometimes it's essential to get certain information, and in that case make it required.

Footer Text

Text at Bottom of Page [HELP](#)

Please click the OK button to send your questions.

To thank you for taking part, I will give you a complimentary copy of my new special report,
****10 Apparently Stupid Online Marketing Ideas That Could Make You Lots of Money in the Next 90 Days**.**

You can write some text that appears at the bottom of the survey page. As before, you can use Smart Text for formatting.

Thank You Page

Text For Thank-You Page [HELP](#)

Thank you for taking part in the survey. You can now download the special report
****10 Apparently Stupid Online Marketing Ideas That Could Make You Lots of Money in the Next 90 Days**.**

[*<https://secure.qiservices.com.au/cgi-bin/cgiwrap>, Click here to download]

OR Web Page Address

Finally, you specify what happens after the user completes the survey. You can either type in some text (as shown above) or you can direct the user to any Web page address of your choice.

It's easier to just write some text, because the software takes care of converting that into a working Web page. However, if you would like to take the user to an existing page, then the latter option is more appropriate.

After you finish these steps, click the "Add" button and the new survey will now appear in the list of surveys:

28-Mar-2005 Low-Cost Promotion	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
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Linking to the survey

The easiest way to display the survey is to click the "WEB PAGE" link next to the survey of your choice:

28-Mar-2005 Low-Cost Promotion	WEB PAGE QUESTION CODE THANK-YOU CODE	<input type="button" value="Change"/> <input type="button" value="Delete"/> <input type="button" value="Copy"/>
--	---	---

This opens a new window showing the survey, and you can copy the Web page address – e.g.

<http://fsplugins.com/quicksurvey/firststep/5>

For example, if you would like your newsletter subscribers to complete a survey, send them this link in an e-mail message.

Testing the survey

To test the survey, click the "WEB PAGE" link as described above and fill in the survey yourself. It's worth checking these things:

- Review and proofread all the text carefully.
- Make sure that you've correctly selected which demographic fields to make optional, and which are required.
- After completing the survey, check the text on the thank-you page carefully. If it has any links (e.g. to download a free e-book), click the links to make sure they work.
- Check that the survey results are e-mailed to you correctly.
- Download the survey results, then delete them from the server (as described in "Downloading Your Results" below).

After testing, if you plan to start the survey in the future, go back in and edit the Start Date for the survey. Then test the "WEB PAGE" link again and you should see that it reports that the survey is not yet available.

Creating a separate survey page

In most cases, it's sufficient to simply use the survey page by using the link above. However, there might be times when you would prefer to paste the survey into one of your own Web pages.

For example, if you're selling products on your site, you might desire a pop-up window when somebody does not buy, with a survey asking them why they didn't buy. In this case, you have to paste the survey code into the pop-up window.

To do this, click the "QUESTION CODE" link next to the survey of your choice:

28-Mar-2005 [Low-Cost Promotion](#) [WEB PAGE](#) [QUESTION CODE](#) [THANK-YOU CODE](#)

This takes you to a page with the exact HTML code for the survey:

You can copy this HTML code and paste it directly into a Web page.

```
<p>Candy Tymson and I are recording a new program
about low-cost and no-cost promotion, both on and
off the Internet.
<p>
Please help us to make this program as useful as
possible by telling us <strong>your biggest questions
about promoting your business</strong>. It could be about
whatever you like - newspaper advertising, TV,
radio, search engines, newsletters, whatever.
<p>
Just list your questions here.

<form method=post
action="http://127.0.0.1/eservice/cgi-bin/sendmail.pl">
<input type=hidden name="account" value="firststep">
<input type=hidden name="mail_from"
value="online@firststep.com.au">
<input type=hidden name="mail_to"
value="online@firststep.com.au">
<input type=hidden name="mail_subject" value="Quick Survey
```

Highlight all the text in the box (click in the box and click Control-A, which should highlight everything), then copy it (click Control-C). You can then paste this into the Web page of your choice, using your preferred Web page editor.

Similarly, if you would like to copy the thank-you text into your own Web page, click the "THANK-YOU CODE" link and copy/paste the text in the same way:

28-Mar-2005 [Low-Cost Promotion](#) [WEB PAGE](#)
[QUESTION CODE](#)
[THANK-YOU CODE](#)

Copying a survey

As mentioned above, when you're creating a new survey, instead of creating it from scratch, you can copy an existing survey. This is very useful when the new survey is similar to the old survey.

To do this, find the old survey in the list and click the "Copy" button:

28-Mar-2005 [Low-Cost Promotion](#) [WEB PAGE](#)
[QUESTION CODE](#)
[THANK-YOU CODE](#)

This opens a form that is very similar to the form you saw when adding a new survey, except that all the fields are filled in already:

Name of Survey	Low-Cost Promotion
Start Date	2005/03/28
Expiry Date	
Send E-Mail To	online@firststep.com.au
Page Title	Low-Cost Promotion
Text at Top of Page HELP	
Candy Tymson and I are recording a new program about low-cost and no-cost promotion, both on and off the Internet.	

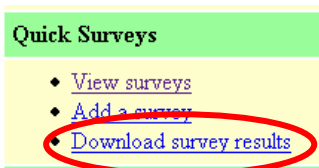
Simply go through this form and make the required changes.

Make sure you change the "Name of Survey" field; otherwise, you will have two surveys in the list with the same name, which could be confusing.

Also check the "Start Date" and "Expiry Date" carefully, and make sure you adjust them for the new survey.

Downloading Your Results

Click the "Download survey results" link on the E-Service administration page:



This will show you a list of possible results to download:

Click one of the options to export it. After this, you will see a page with all the information to be exported. Use your browser's **Save As** option (in the File menu) to save this page as a text file of comma-separated values.

Count	Title	From	To	Delete?
1	Quick Survey 02Jan2005 Biggest Business Challenge	02-Jan-2005	02-Jan-2005	Delete
3	Quick Survey 06Apr2005 Blogs for Information Experts	06-Apr-2005	06-Apr-2005	Delete
17	Quick Survey 07Feb2005 Why didnt you buy	09-Feb-2005	09-Mar-2005	Delete
8	Quick Survey 08Jan2005 Set Your Goals for 2005	08-Jan-2005	27-May-2005	Delete
7	Quick Survey 11Feb2005 What are your income streams	14-Feb-2005	20-Feb-2005	Delete
9	Quick Survey 14Apr2005 Product Creation	16-Apr-2005	21-Apr-2005	Delete
1	Quick Survey 15Jan2005 Is Your EMail Getting Through	22-Jan-2005	22-Jan-2005	Delete
3	Quick Survey 18Feb2005 How will you shift your income	21-Feb-2005	22-Feb-2005	Delete
37	Quick Survey 22Aug04	22-Aug-2004	02-Sep-2004	Delete
16	Quick Survey 22Sep04	22-Sep-2004	06-Nov-2004	Delete
18	Quick Survey 25Jan2005 Is Your EMail Getting Through	26-Jan-2005	28-Jan-2005	Delete
4	Quick Survey 26Jan2005 Boot Camp 2005	26-Jan-2005	27-May-2005	Delete
17	Quick Survey 28Mar2005 LowCost Promotion	28-Mar-2005	30-Mar-2005	Delete
48	Quick Survey 8Sep04	04-Sep-2004	16-Sep-2004	Delete

The columns in this list are as follows:

- Count: The number of results (in other words, the number of times the survey was completed).
- Title: The survey title. Click this to display the form results and download them. Instructions for doing this are at the bottom of the page, below the list.

- From/To: The date of the earliest and most recent results.
- Delete?: Click this link to delete that set of results. **WARNING:** This deletes the results permanently, so make sure you have downloaded them first.

The list is sorted by the Title column, but you can click other column headings to change the sort order.