



## Woodstock, VT Area B&B Promotion – Part II

Here is another idea to help you promote your Woodstock, VT area B&B Business.

**Add a survey to your website.**

**Let your website visitors help you to design a better online marketing tool for your B&B business.**

You can ask all sorts of questions of your website visitors. Some people will not answer and some will. The ones that do answer can be considered to be more thoughtful and also more helpful. They also will tend to be more interested in the topic and closer to being a customer. Their thoughts on your B&B Website design, content level and layout will be of great value to you.

In this day and age all people will be using the Internet to conduct research. If they are planning a weekend away then they will be using the Internet to conduct this research. Give them what they want by asking them what they want.

Also, a modern Internet marketing approach is to engage your online visitors. Show them that you are interested in them and show them that you want to listen to them and improve what you do based on their inputs. This is a modern Internet marketing approach and it makes a great deal of sense.

If you own a B&B and therefore own a B&B Website then imagine how getting feedback from people that visit your will help you to improve your B&B website. Consider setting up a website survey. You may be surprised at what you find out about your website from your website visitors. You will certainly gain insights about how to make things better and this is good for business.

Below is a sample survey that you can use as you think about your own B&B Website survey. Engage your online visitors and they will engage you. If they engage you then they will be that much closer to becoming a guest at your B&B.



## Sample B&B Website Improvement Survey

**Is this the first time you have visited the website?**

**Answer Options**

Yes  
No

**How did you find my website?**

**Answer Options**

Search Engine  
Print Advertisement  
Road Sign  
Chamber of Commerce Website  
Link from Another Website  
Referral from a Friend  
Print Phone Book  
Online Phone Book  
Other (please specify)

**What is the PRIMARY reason you came to the site?**

**Answer Options**

Text box for open-ended responses

**What are the main things you look for in a B&B website?**

**Answer Options**

Most Important Item  
Next Most Important Item  
Other Items



**How important is it for my website to have information about the area?**

**Answer Options**

- Very Important
- Somewhat Important
- Important
- Not Very Important
- Not Important

**Did you find what you needed?**

**Answer Options**

- Yes, all of it
- Yes, some of it
- No, very little of it

**If you did not find any or all of what you needed, please tell us what information you were looking for.**

**Answer Options**

Write in text box for open-ended response.

**Please tell us how easy it is to find information on the site.**

**Answer Options**

- Very Easy
- Easy
- Average
- Difficult
- Very Difficult

**What is your overall impression of the site?**

<b>Answer Options</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>
Professional			
Informative			
Visually Pleasing			



**What is the likelihood that you will visit the website again?**

**Answer Options**

- Very Likely
- Likely
- Unsure
- Unlikely
- Very Unlikely

**Would you refer this website to others?**

**Answer Options**

- Very Likely
- Likely
- Unsure
- Unlikely
- Very Unlikely

**Please add any comments you have for improving the website. We welcome suggestions on specific areas for improvements, features you would like to see added to the site, and examples of what you consider good websites.**

**Answer Options**

Text box for open-ended response.

**What is your age?**

**Answer Options**

- Under 26
- 26-34
- 35-44
- 45-54
- 55-64
- 65+



**Where are you from?**

**Answer Options**

United States

Canada

Other (please specify)

**Final Comments for Woodstock Area B&B Owners**

A very significant trend in the past 2 years is to make your website interactive. Also, you may have heard about Web 2.0. Web 2.0 is when you not only talk to your website visitors but rather you engage them in a conversation. When you ask for feedback you are engaging them. This will be good for both them and for you.

If you use an online survey to engage your B&B Website visitors then you will be using a powerful Web 2.0 approach. You will gain insights into how to improve the user experience of visitors to your B&B Website and this will help you to improve your B&B Business.

You need to be online to promote your B&B business and an online survey that will help you to improve your most valuable B&B Online Marketing Tool – **Your B&B Website** – is a great way to get started.