



## **LIVING STREAMS' WEB USAGE SURVEY SUMMER 2010 OUTLINE**

N.B. All questions only require tick box responses and contain where needed 'unknown' and 'not applicable' options. In addition, questions which are not applicable by virtue of the answer given to a previous question are automatically skipped.

### ***KEY QUESTIONS***

- Average Number of Visits to Website per Month
- Average Duration of a Visit to the Website
- Current Primary Conversion aim of Website
- Company official use of Social Media and Similar
- Does your Company have a written policy on Employee use of Social Media
- Does your Company aim for High Search Rankings
- Percentage of your website visits that are from non-paid search
- Company use of Paid Internet Advertising
- Does your company use email marketing
- For what purposes does your company use email marketing
- Average achieved email open rate
- Average Achieved Email Marketing click through (from email to website or equivalent)
- Company use of Online Video - what for and where