

Survey Logging Guidelines

Website/Blog

(Google search by business name & location)

0 = no website/blog

1 = basic website/blog: not updated in last month

2 = active website/blog: updated in last month

Website/Blog URL

If website/blog, log url

Email Sign-up

(If website, log email sign-up for newsletter, sales info, coupons, offers, events, etc.)

0 = no newsletter

1 = occasional newsletter (e.g. special sale, seasonal)

2 = regularly scheduled newsletter (daily, weekly, monthly)

Google Places

(Google search by business category & location)

0 = not listed in Places

1 = basic Places listing

2 = owner-verified Places listing

Google Places: # of Reviews

If listed in Google Places, log number of reviews.

Facebook

(search by business name)

0 = no Facebook page

1 = basic Facebook page: not updated in last two weeks

2 = active Facebook page: updated in last two weeks

Facebook URL

If Facebook page, log url.

Facebook: # Likes

If Facebook page, log number of “Likes”

Twitter

(look for @accountname on website/facebook)

0 = no Twitter account

1 = infrequent tweets (latest tweet > one week)

2 = frequent tweets (latest tweet < one week)

Twitter @

If Twitter account, log Twitter @name

Twitter: # Followers

If Twitter account, log number of followers

Yelp

(search by business name & location)

0 = no listing

1 = listing plus 4 or fewer reviews

2 = listing plus 5 or more reviews

Yelp: # Stars

If Yelp listing, log number of stars.

Yelp: # Reviews

If Yelp listing, log number of reviews.

Yellow Pages (yp.com)

(search by business name & location)

0 = no listing

1 = basic listing

2 = advertising presence (text, sponsored listing, display, etc;).

YP: # Stars

If Yellow Pages listing, log number of stars.

YP: # Reviews

If Yellow Pages listing, log number of reviews.

YouTube

(search by business name)

0 = no videos

1 = one or two videos

2 = three or more videos

YouTube URL

If videos, log YouTube url

Foursquare

(search by business name & location)

0 = no listing

1 = listing

Foursquare: # Check-ins

If Foursquare listing, log number of check-ins.

Foursquare: # Tips

If Foursquare listing, log number of tips.

NOTES

Add any information of value re: the digital presence/activity of the business.