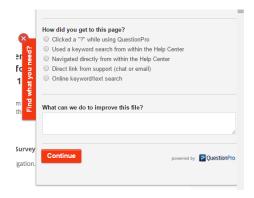# Creating a Website Feedback Survey

First, plan.

- What's the primary purpose for the survey?
- What questions will you ask?
- Will this be page-specific, or a site-wide tab?
- Plan a title and description to catch interest (20-character limit).
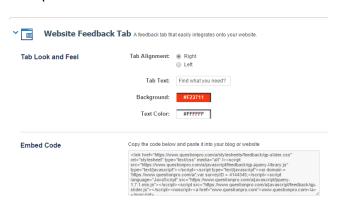- Decide how long you'll be keeping the feedback tab on the page or site.

Next, create.

- Create from scratch or use a template.
- Remember the thank-you page.

Then, get the code and use it on your site!

- Send Survey → Website Embed → See Options → Website Feedback.
- Select your settings.
- Copy the code.
- Paste it in the HTML for your site.

More info in the Help Center: http://www.questionpro.com/help/621.html

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Best Practices: Website Feedback Surveys

When is a website feedback survey tab best used?
1. To get feedback on a specific page.
2. To gather signups for a newsletter or blog.
3. To promote special offers in return for feedback.
4. To get feedback in general about your site.

Where should I place a feedback tab on my site?
1. If the purpose is to get general feedback, place the same survey tab on every page of your site.
2. If the purpose is to get feedback on a specific element on a specific page, keep it limited only to the relevant page.
3. Place the code further down the page so that the rest of the page loads before the survey tab loads.

Website Feedback Survey Design Tips
1. Catch attention with a pop of color.
2. Create a catchy title for the tab (20-character limit).
3. Keep the survey itself short.
4. Use simple questions and straightforward text.
5. Test it out before the tab goes live.
6. Don't forget the thank-you page.

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