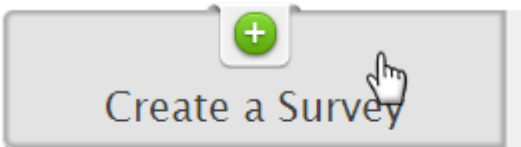
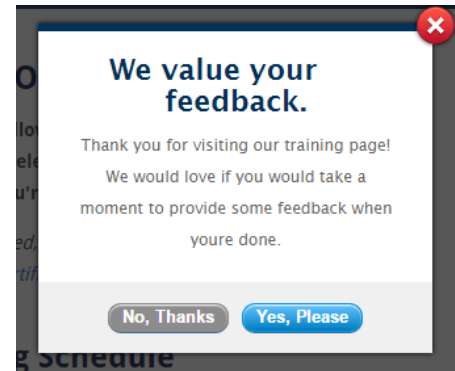


# Creating an Exit Survey

## First, plan.

- What's the primary purpose for the survey?
- What questions will you ask? Keep in mind they will be taking this as they leave your site.
- Plan a title and description to catch interest.
- Decide how often you want to gather responses (every visit, or just their first visit)?



## Next, create.

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

## Then, get the code and use it on your website!

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

A screenshot of the survey configuration interface. It shows two radio button options: "Show Once - Only on first visit" (selected) and "Show Always - Once per day". Below these are two text input fields: "Title: We value your Feedback" and "Description: Thank you for visiting our website. You have been selected to participate in a short survey to let us know how we can improve your experience." Below the description field, there is a text box containing the following code:

```
<script>var config = new Object();config.surveyID = 4151034;config.home = 'https://www.questionpro.com/af/';</script><script src='https://www.questionpro.com/aj/ajavascript/jquery-1.7.1.min.js'></script><script language='javascript' type='text/javascript' src='https://www.questionpro.com/aj/ajavascript/exitSurvey.js'></script></script><a href='http://www.questionpro.com'>www.questionpro.com</a></noscript>
```

More info in the Help Center: <http://www.questionpro.com/help/469.html>

# Best Practices: Exit Survey

## When is an exit survey best used?

1. To measure the overall experience a visitor has on your website.
2. To gather feedback on a specific element of a site visit.

## Where should I place an exit survey on my site?

1. If you place the code on every page of your site, that means it will open on the first page they visit, regardless the page they open. An alternative would be to determine which pages are the most visited on your site and place it on one of those pages.
2. If measuring a specific aspect of a site visit, or measuring an experience on a specific page of a site, place the exit survey only on that page.
3. Keep in mind that when a visitor agrees to take the survey, it will open a second screen behind the active screen and refresh with the survey when a visitor either moves away from your site on the active tab or closes the tab that had your site displayed.
4. It is best to place the code further down the page so that the rest of the page loads before the exit survey.

## Exit Survey Design Tips

1. Create a catchy title (25-character limit).
2. If offering a reward for participation, mention it in the invitation text.
3. Always include at least one open-ended text question.
4. Keep the survey itself short.
5. Test it out before you go live.
6. Don't forget the thank-you page.