SurveyNinja

Website feedback survey

10 questions. About 2 min to answer.

The visit

1. What did you come to our website for today? Required

Choose one answer.

- ○ Learn about products or services
- ○ Compare prices or plans
- ○ Buy or place an order
- ○ Get help with an order or account
- ○ Find contact details
- ○ Read articles or news
- ○ Just browsing
- ○ Other: _____

2. Did you find what you were looking for? Required

Choose one answer.

- ○ Yes
- ○ No

3. What were you looking for, and where did you get stuck? Required

_____

_____

_____

Navigation, look and speed

4. How easy was it to find your way around the site? Required

1 – Very difficult, 5 – Very easy

[1] [2] [3] [4] [5]

5. How do you like the look of the website? Required

Choose one answer.

- ○ Very appealing
- ○ Appealing
- ○ Neither appealing nor unappealing
- ○ Unappealing
- ○ Very unappealing

6. How fast did the pages load? Required

Choose one answer.

- ○ Very fast
- ○ Fast enough
- ○ A bit slow
- ○ Very slow

7. Which device are you using?

Choose one answer.

- ○ Phone
- ○ Tablet
- ○ Computer

What to improve

8. What information is missing or hard to find?

9. Based on this visit, how likely are you to recommend [Company] to a friend or colleague? Required

0 – Not at all likely, 10 – Extremely likely

0	1	2	3	4	5	6	7	8	9	10

10. What one change would make our website better for you?

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/website-feedback-survey

Survey template from SurveyNinja: surveyninja.io