



## Top 10 Online Survey Best Practices

1. Have One well defined Objective
  - Narrow down what you *want* to know into one isolated problem that you *need* to fix.
  - Keeps your survey well focused and prevents adding “just one more question”.
2. Keep it Short
  - Aim for no longer than 10 minutes to complete.
  - 5 minutes or less is ideal for a good response rate.
3. Design for Easily Measurable Results
  - Use mostly closed ended questions to make it easier to analyze, spot trends and create a base line. *E.g.) What service(s) of ours do you use? Massage, Hair Stylists, Nails*
  - Avoid using too many open ended questions which provide text answers that require time to read, code, and trend. *E.g.) What do you like about our organization?*
4. Ask only One Thing per Question
  - Avoid asking too much in one question. *E.g.) How satisfied are you with our online ordering process and customer service?*
  - Respondents may be satisfied with one and not the other. You don’t give them an option to tell you that.
5. Avoid Biasing the Responses
  - Ask questions in a way that doesn’t trend answers in a particular way.  
*E.g.) Are you Very satisfied or **just** Somewhat satisfied...  
“Always” or “Never” will often bias responses in the opposite direction.*
6. Be Selective with Required Questions
  - Making the majority of questions required will likely decrease your response rate.
  - Require only the questions that you need answered in order to make a business decision.
7. Order Matters
  - The first question should be easy and interesting to get them off and running.
  - Put the profile/demographic questions at the end to avoid scaring people off.
8. Create a Flow
  - Group questions that cover similar topics together.
  - Use text boxes to introduce each section and page breaks to end each section.
9. Send it to the Right People
  - The objective and how well you know your customers will determine your survey audience.
  - For a good response rate, send it to the segment of your audience that will care about the topic(s).
10. Share the Results and Actions with Respondents
  - Let respondents know what you’ve learned and what actions you are taking as a result.
  - Following up with respondents validates the relationship, sends the message that their opinions make a difference and they are more likely to complete your next survey.