Website feedback

Tell us about your visit to our website. It takes about two minutes, and you can skip anything that does not apply.

Questions marked * are required.

Completed by _____ Date _____

1 Your visit

Why we ask: So we can tell why people come and whether the site gives them what they need.

1. What brought you to the site today?

Tick one.

- ◯ Researching a product or service
- ◯ Comparing options
- ◯ Looking for help or support
- ◯ Checking prices
- ◯ Getting in touch
- ◯ Just browsing
- ◯ Other: _____

2. How did you find us?

Tick one.

- ◯ Search engine
- ◯ Social media
- ◯ A link on another site
- ◯ An ad
- ◯ Someone told me about you
- ◯ I typed the address
- ◯ Other

3. Did you find what you were looking for? *

Tick one.

◯ Yes ◯ Partly ◯ No

If you did not choose "Yes" in question 3.

4. What were you looking for?

Tell us what you couldn't find...

_____

_____

_____

_____

5. Which device are you using?

Tick one.

◯ Phone ◯ Tablet ◯ Laptop or desktop

2 Using the site

Why we ask: To find the pages and features that slow people down, so we fix those first.

6. How easy was the site to use?

Circle one.

Lowest (1) (2) (3) (4) (5) Highest

If your answer to question 6 is 3 or less.

7. What was confusing or frustrating?

A step, a page or a word that got in your way...

8. How would you rate these parts of the site?

Tick one in each row.

	Poor	Fair	Good	Excellent	Did not use
Menus and navigation	○	○	○	○	○
Search	○	○	○	○	○
Page loading speed	○	○	○	○	○
Text you can read easily	○	○	○	○	○
Look and feel	○	○	○	○	○
Using it on a phone	○	○	○	○	○

9. Page with an issue (optional)

10. If you could change one thing about the site, what would it be?

Your top fix...

11. Email (if you'd like us to follow up)

Thanks!

Your feedback helps us make the site better for everyone.