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.