



## Create an amazing questionnaire in 10 steps

If you're looking to create a great questionnaire, then SmartSurvey is here to help you achieve that with our powerful and easy-to-use online questionnaire builder. Here's our 10-step guide to creating an amazing questionnaire.

- 1** **Try and keep the questionnaire short and engaging for your audience.** Choose a topic and stick to it to maintain focus. This can be harder than it sounds as the temptation for “just one more question” can be strong, but brevity usually pays dividends.
- 2** **Make sure that your questions are as short and as easy to understand as they can be.** The easier it is to respond to your questionnaire, the more responses you’ll get. Write in the language you expect your audience to use. Match the tone of voice of your questions to the tone you’d use in your other communications with that audience.
- 3** **Create and write your questions before getting in to the survey tool.** Although SmartSurvey includes a powerful WYSIWYG editor for setting up your questions, it’s usually best to do this in a word processor package first.
- 4** **When you’re using multiple-choice questions, avoid having answers that allow the respondents to “sit on the fence”** and not give an answer, because in most circumstances “don’t know” or “Neutral” answers don’t help you much.
- 5** **Be aware of common conventions when using rating scales.** Use high numbers for positive associations and low ones for negative associations. This usually means asking how “good” something is on a scale rather than how “bad”. The second case often confuses respondents.
- 6** **If you plan to collect personal information, then consider if this is really necessary to achieve your project goals.** Many respondents will refuse to answer questionnaires that ask for this kind of data.
- 7** **If you do still want to collect personal data, then putting these questions at the end of the questionnaire, after a page break** will still allow you to view any answers given up to that point as partial responses.
- 8** **Give your questionnaire a stylish and engaging look and feel** by choosing from one of our huge library of pre-made responsive themes.
- 9** **Reinforce the branding of your questionnaire by uploading a logo.** You can also add photos and other images to add visual interest and clarity to your questionnaire.
- 10** **Test your questionnaire by previewing it using our live preview function.** where you can check how the survey will appear in desktop PCs, tablets, or smartphones without needing to have any other devices to hand.

It really couldn't be simpler to create a fantastic questionnaire, so what are you waiting for?  
Sign up for a free account at [www.smartsurvey.co.uk](http://www.smartsurvey.co.uk) and create your first questionnaire today!