

Website Visitor Survey Templates

Use these templates to invite your website visitors to complete high-impact surveys

- Setup instructions
- Pre-survey invitation visitors will see on your website (via overlay)
- Survey questions

Setup instructions

The goal of this survey is to understand what's on your audience's mind *while they are visiting your website*.

This survey should pop up after a visitor has stayed on your website for at least 10 seconds. If they agree to complete the survey, it should take five minutes or less for them to complete.

If you already have a preferred survey tool, great! Otherwise, we recommend installing Hotjar on your website (Hotjar offers a free plan) and using their [Survey feature](#).

Pre-survey invitation visitors will see on your website (via overlay)

Inspired by conversion copywriter Momoko Price's ebook [Finding High-Converting Value Propositions](#)

Survey overlay headline:

We need your help!

Survey overlay copy:

We're trying to make this site more useful and would really love your input.

Would you mind answering 5 (very short) questions?

[BUTTON]: Yep, I'm happy to help

Survey welcome screen:

We really appreciate you sharing your experience. 🙏

We know you're super busy, so we promise to only ask a few key questions.

This should take less than 4 minutes to complete.

Survey questions

1. Which of these best describes you?

- a. I'm considering signing up a [PRODUCT TYPE] for the first time.
- b. I know I need a [PRODUCT TYPE], I'm just trying to find the best option.
- c. I know exactly what I want, I'm here to sign up for [PRODUCT NAME] right now.
- d. Other (click to type details)

2. Which of these best describes you [IDENTIFYING DETAIL: COMPANY, ROLE, ETC]?

- a. [IDENTIFYING DETAIL OPTION 1]
- b. [IDENTIFYING DETAIL OPTION 2]
- c. [IDENTIFYING DETAIL OPTION 3]
- d. Other (click to type details)

3. What do you currently use to [SOLVE YOUR PROBLEM]?

- [Open text field]

4. Is there anything you dislike or want to change about your current solution?

- a. Yes, specifically (click to type details)
- b. No, my current solution is fine.

5. What matters MOST to you about a [PRODUCT CATEGORY]?

- [Open text field]