



Add a “Take a survey” button to your website

Source: <https://getsitecontrol.com/usecase/add-survey-button-to-website/>



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5 min read

If you want to survey your website visitors, pop-up survey forms are the best way to do that. However, if you want to avoid using popups and let visitors voluntarily participate, you can use a floating survey button that launches a form when visitors click on it.

This is what it looks like

One of the biggest advantages of this format is that the respondents can fill out the form right there without being taken to another page.

Once visitors start participating in your survey, you'll be able to download submissions in bulk, view them one by one, or aggregate them in any 3rd-party cloud app – Google Sheets, for example.

You can also receive instant email notifications each time someone fills out the form.

In this tutorial, we'll show you how to create a survey form like this one using

Getsitecontrol, an intuitive website form builder.

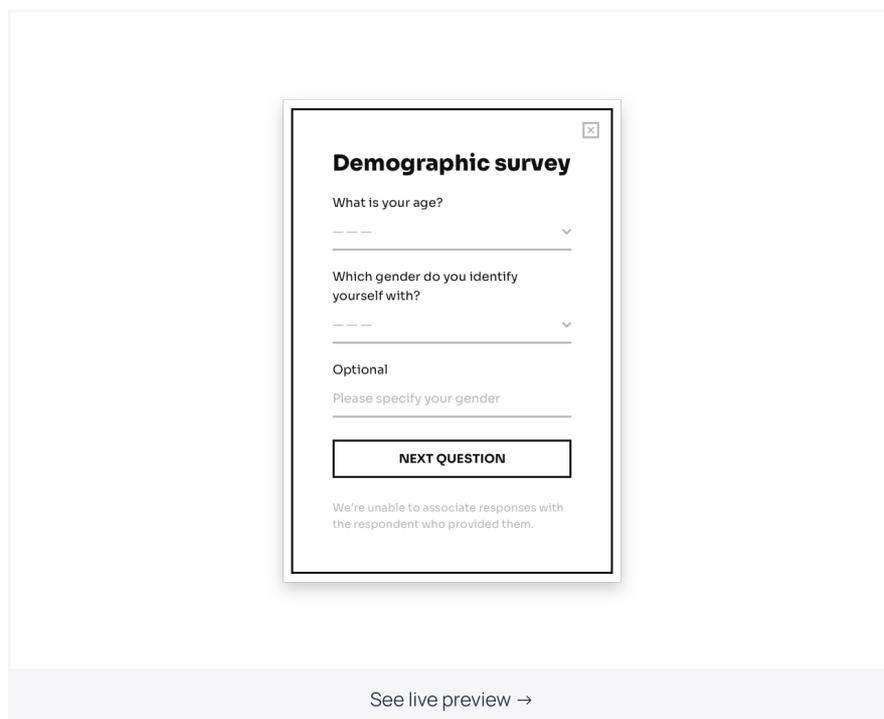
How to add a survey button to your website using Getsitecontrol

All you need is to select a survey form and a floating button from the template gallery, and then connect them on your website. Follow the guidelines below to see what the process looks like, step by step.

Step 1. Select a survey template

There's a wide choice of survey examples in the [Getsitecontrol template gallery](#). Whether you want to collect product feedback, measure your customer satisfaction level, or conduct marketing research, you'll be able to find the right form.

For this tutorial, we'll be using a [demographic survey](#), however, feel free to select any other form.



The image shows a preview of a demographic survey form. The form is titled "Demographic survey" and contains the following questions:

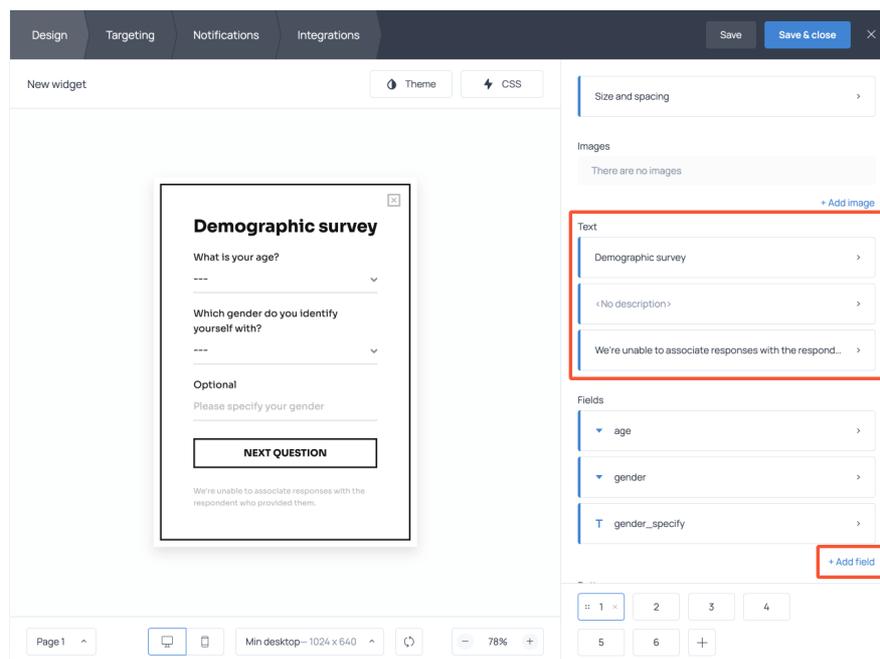
- What is your age?
--- -- --
- Which gender do you identify yourself with?
--- -- --
- Optional
Please specify your gender

At the bottom of the form, there is a button labeled "NEXT QUESTION" and a small disclaimer: "We're unable to associate responses with the respondent who provided them." Below the form preview, there is a link that says "See live preview →".

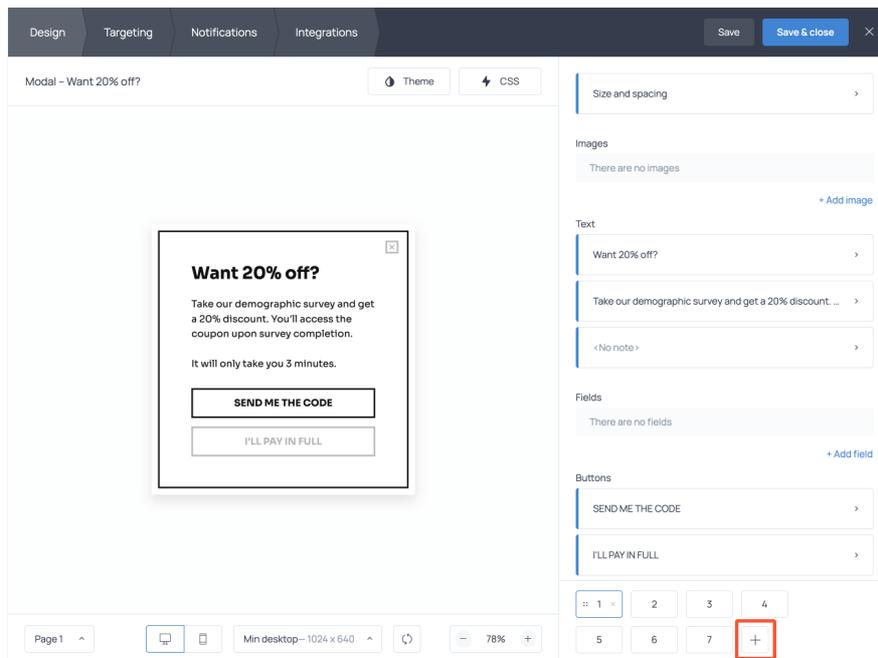
Once you find the right template, click on it and follow the prompts on the right-hand side to proceed to the Getsitecontrol dashboard.

Step 2. Customize the form

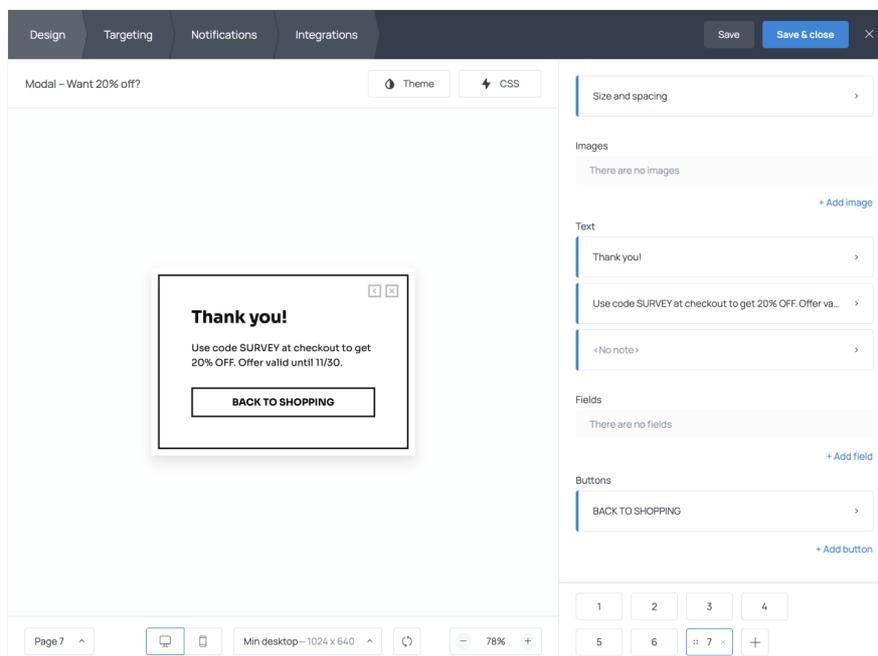
On the first screen, you can tailor the survey form to your needs: edit the copy and color theme; add, customize, or remove fields, or create new pages.



Suppose you want to add an intro page to explain what the survey is about and incentivize visitors to participate. Just hit the “+” button to create a new page, drag it to the front, and type your intro text.



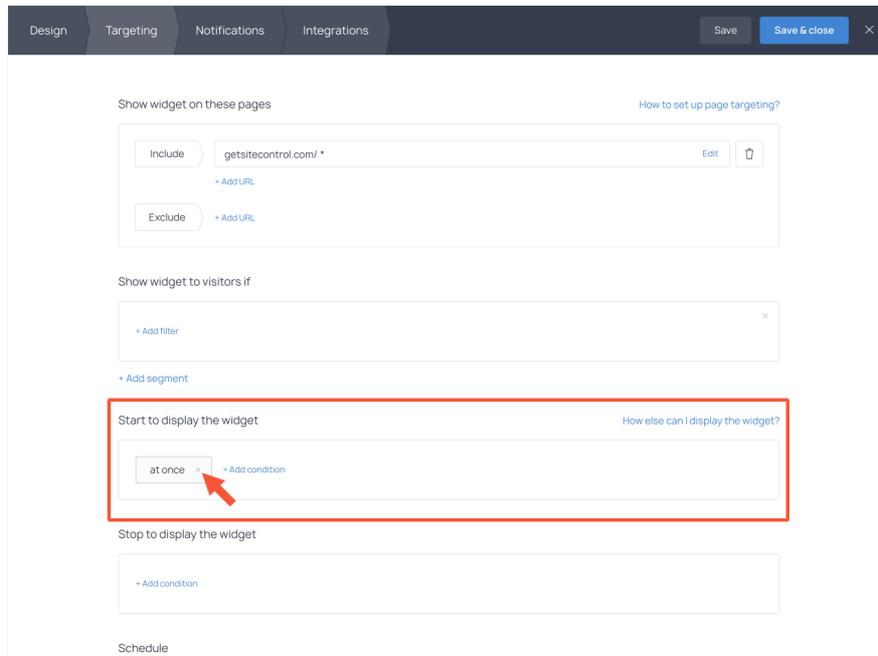
Similarly, you can create a submission success message that appears on the last page after respondents fill out the form.



For example, if you promised a discount code to those who participate in your research, this will be the best place to deliver your survey incentive.

Step 3. Adjust the display conditions

Once you're done editing the survey form, you need to make sure the form will only pop up when visitors click on the survey button. To do that, open the **Targeting** tab, scroll down to the **Start to display the widget** section, and remove the default 'at once' condition.



The screenshot shows the 'Targeting' tab of a survey tool. The interface includes a top navigation bar with 'Design', 'Targeting', 'Notifications', and 'Integrations' tabs. The 'Targeting' tab is active, and the 'Save' and 'Save & close' buttons are visible in the top right corner. The main content area is divided into several sections:

- Show widget on these pages:** This section contains an 'Include' field with the URL 'getsitecontrol.com/*' and an 'Exclude' field. There are '+ Add URL' buttons for both.
- Show widget to visitors if:** This section has a '+ Add filter' button and a '+ Add segment' button.
- Start to display the widget:** This section is highlighted with a red box. It contains a dropdown menu currently set to 'at once' with a red arrow pointing to it, and a '+ Add condition' button.
- Stop to display the widget:** This section has a '+ Add condition' button.
- Schedule:** This section is currently empty.

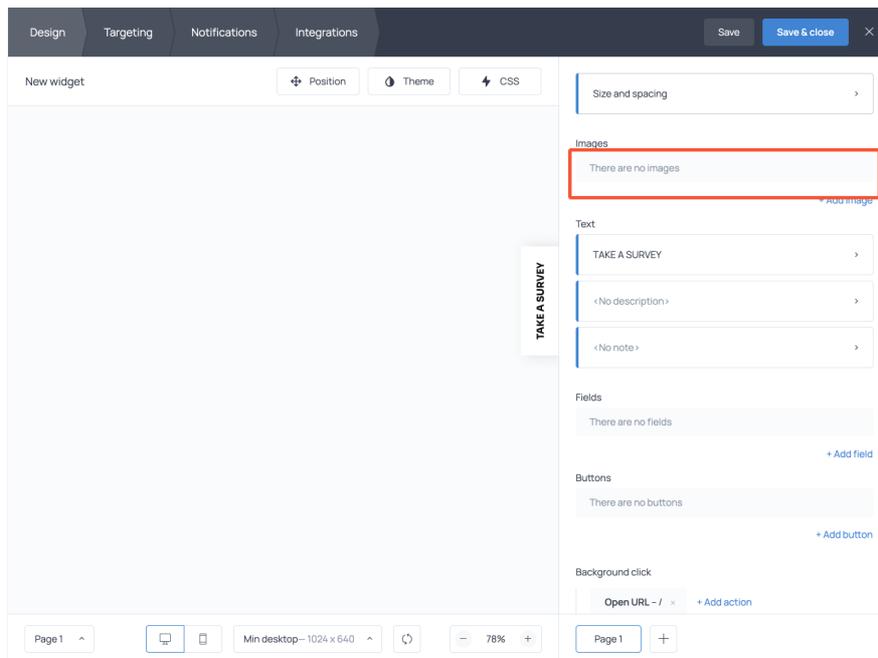
Keep the rest of the default settings unchanged.

If you want to receive email notifications each time someone fills out the form, type your address in the **Notifications** tab.

Once you're finished customizing the survey, hit **Save & close** in the top right corner and follow the prompts to activate the form.

Step 4. Select a survey button template

Now that the form is ready, all you need is to choose the survey button that will be used to launch the form on your website. Use the quick-start template gallery on the right to select the button you like. Then proceed to add it to the dashboard and edit the text on the button.

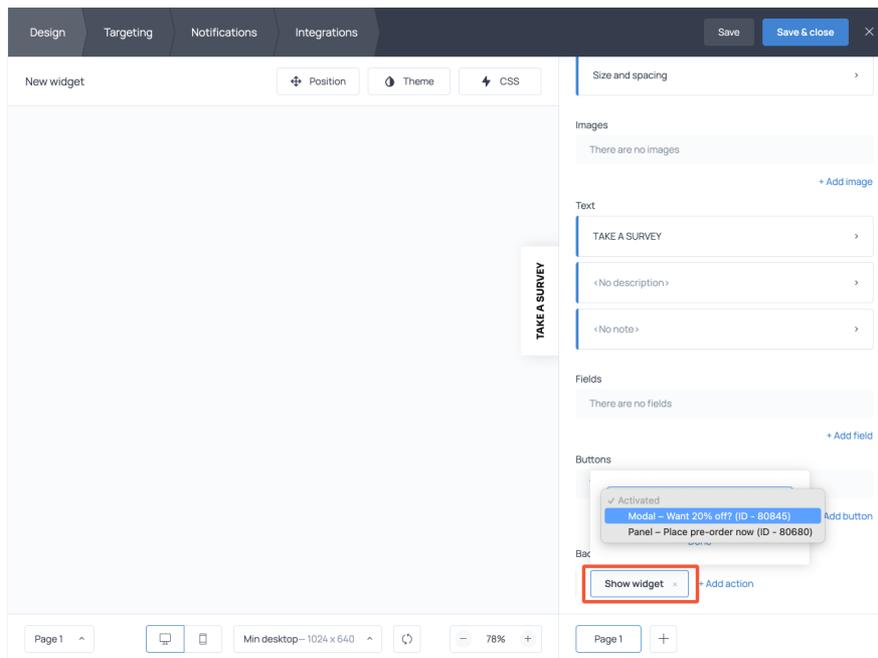


💡 Instead of writing “Take a survey”, consider a more incentivizing call to action. For instance, if you’re offering a discount in exchange for participation, you can type “Get 20% discount”.

Step 5. Connect the survey button to the form

The last step is to connect the survey button and the form you’ve created earlier.

Find Background click, remove any default option, and hit + Add action. Proceed to Show widget and select your survey form from the list.



Keep in mind that you can change the color, font, and position of the survey button, too. Feel free to toggle with the **Theme** controls to achieve a better match with the style of your website.

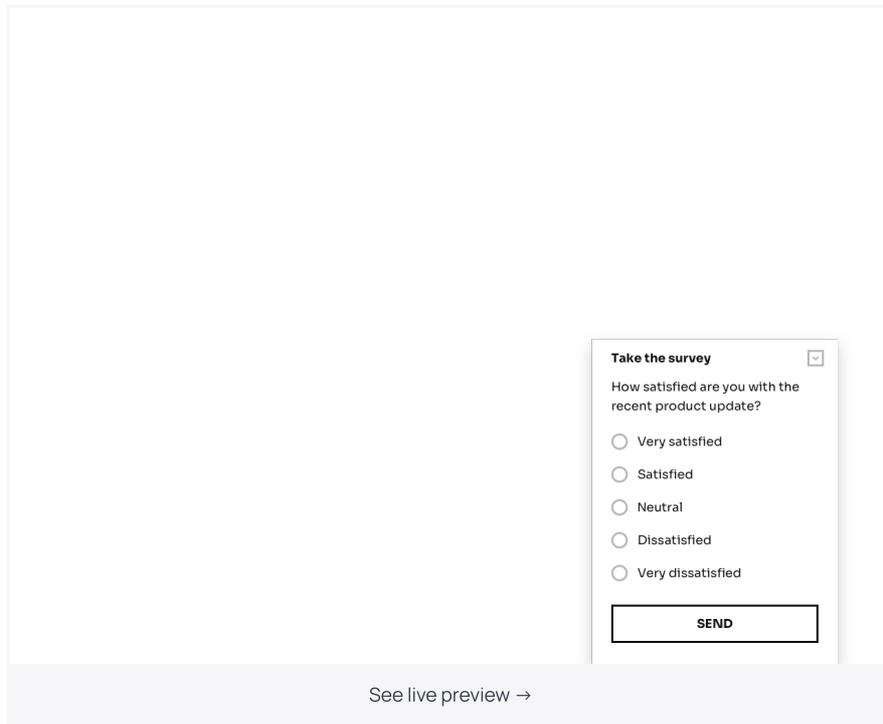
Once ready, hit **Save & close**, activate the button, and it will instantly go live on your website.

More survey button examples for your website

Although the floating button is the most common format to feature a survey, there are other options you may want to consider.

Panel

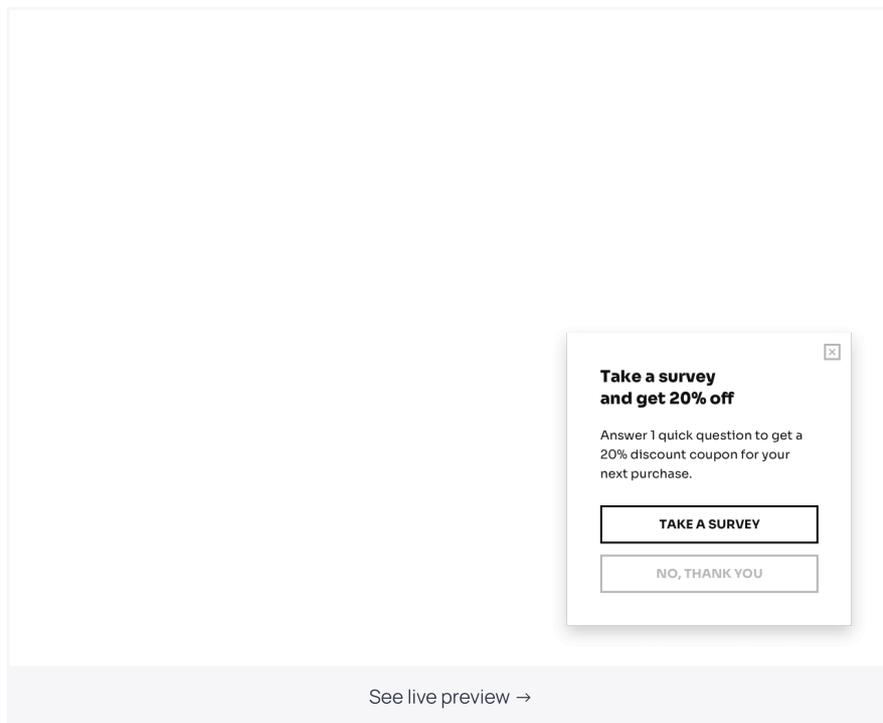
If your survey consists of one or two questions only, a panel might be a suitable option for you. Click on the template below to see what it looks like in action.



Essentially, it serves as a “Take a survey” button that expands into a form instead of launching a popup when visitors click on it.

Slide-in

If your goal is to encourage more visitors to participate in a survey, consider using more eye-catching formats, such as a modal popup or a slide-in.

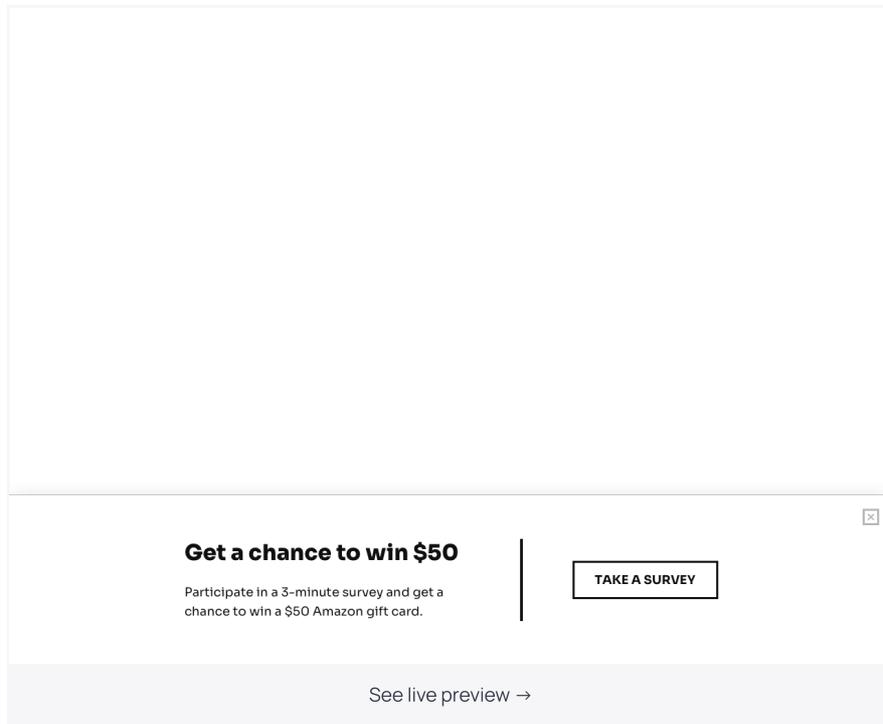


In this scenario, the “Take a survey” button opens the first page of the survey and the “No thank you” button closes the slide-in entirely. The template above contains just one question, however, you can add new pages and have as many of them as you want.

In some cases, you may need to display a survey on concrete pages or after a visitor has interacted with your website – for instance, after they’ve completed a purchase. To specify the conditions for where and when to display a survey, use [targeting settings](#).

Sticky bar

Finally, you can place a survey button on a sticky bar at the top or bottom of a page.



With this template, you can place survey questions right on the sticky bar or launch a [pop up survey form](#) upon button click.

Add a survey button to your website and start collecting insights

Surveying your visitors is the only way to collect the information your web analytics tool is unable to collect. With Getsitecontrol, you can easily conduct sitewide research or survey specific audience segment. Go ahead and register an account to get started today.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of [Collect feedback](#) section.