Use Getsitecontrol as a website feedback widget

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Get to know your customers better! Encourage them to share their thoughts using custom forms as website feedback widgets. You can make the forms as simple or as complex as you want to get the information that will help you improve your products, services, and overall customer experience.

Keep reading to learn how to get feedback on your website using Getsitecontrol tools: suggestion boxes, contact forms, feedback tabs and buttons, surveys, ratings, and exit popups.

# So why do you need a website feedback widget anyway?

You probably know that most visitors will leave your website without taking any action. Among other things, that means you may never find out the answers to the most crucial questions:

- Did they actually found what they were looking for?

- Why did they abandon your website on a particular page (pricing/product page/F.A.Q.)?

- Do they have any suggestions, questions, or concerns?

And if you think someone will make an effort to find your contact info and write an email without being asked for it, you're most probably wrong.

As a rule of thumb, if you want to get feedback on a website, you'll have to proactively ask for it.

This is exactly where website feedback widgets come so handy.

See live preview →
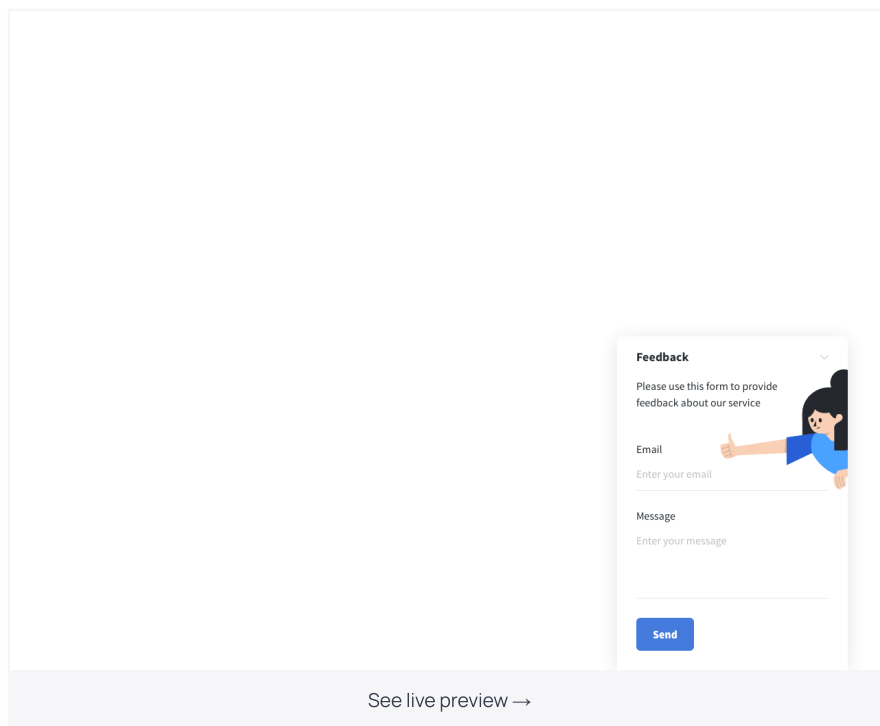
Technically, a feedback widget is a form that can be displayed as a modal popup, a floating bar, a tab, or a slide-in. You can select the pages it is displayed on, as well as the moment it is displayed.

Furthermore, you can choose whether all the visitors will see the form or just a part of them. For example, a simple feedback box can be displayed to 100% of your audience, but

you may want to proactively reach visitors from a particular location, a specific device, or those who have come to your website through a particular campaign (UTM). It all depends on your goals.

Here is how to create a website feedback widget

To start getting feedback on your website, you first need to decide what type of questions you are trying to find answers to and what type of responses you expect to receive. Assuming you already have an idea, let's get technical:

1. Log in to your Getsitecontrol account.

2. Click +Create widget and choose the solution type you need. Most probably you'll use a contact or survey form.

3. Select a webpage position for your widget: a classic modal popup, a slide-in, a bar, or a panel. Then choose the template based on your initial goal and click the Choose and customize button.

4. On the Content tab, you can change copy and a call-to-action, and also add or remove form fields.

5. If you'd like to change the look of the template, you can do it on the Appearance tab: change the colors for the widget and, if necessary, its size and paddings.

6. To set up the moment your widget will appear on the page, go to the Targeting tab. Here you can also make your widget visible on selected pages only.

7. Click Save & close to save the changes. When you are ready to publish the widget, activate it.

You'll receive notifications about new messages to your email and will be able to reply to them right from your inbox.

In the process, you can preview the widget and check how it will look on your website from various devices and screen sizes.

Website feedback widgets you can use

The first and the most obvious way to suggest visitors leave their feedback is through a floating contact button, and we've noticed this is the option most Getsitecontrol users choose for their websites. However, if you want to encourage user engagement in a more active way, consider other options as well.

Floating bars

Bars are the second most popular form used to collect feedback on a website, and that is easy to explain. They are always in sight, they look unobtrusive, and they fit more text than a tab or a button. The latter allows you to place a more enticing call-to-action that will attract more visitors.

Slide-ins

This form of widgets is more eye-catching than a floating bar or a tab, yet less obtrusive than a modal popping up in the middle of the page. Slide-ins appear from the right or left bottom corner and it's best if you set them to display after a visitor has scrolled down at least 30-50% of the page or spent some time exploring your content.

Think of it this way: on the one hand, you don't interrupt user experience with a massive suggestion box right away, on the other hand – you only engage with those who had enough time to form an opinion or a question.

Exit popups

Pay attention to exit-intent popups and their power to convert abandoning users into customers. It's been established that the moment someone is leaving your website appears to be quite convenient to offer a deal or at least ask for feedback.

See live preview →
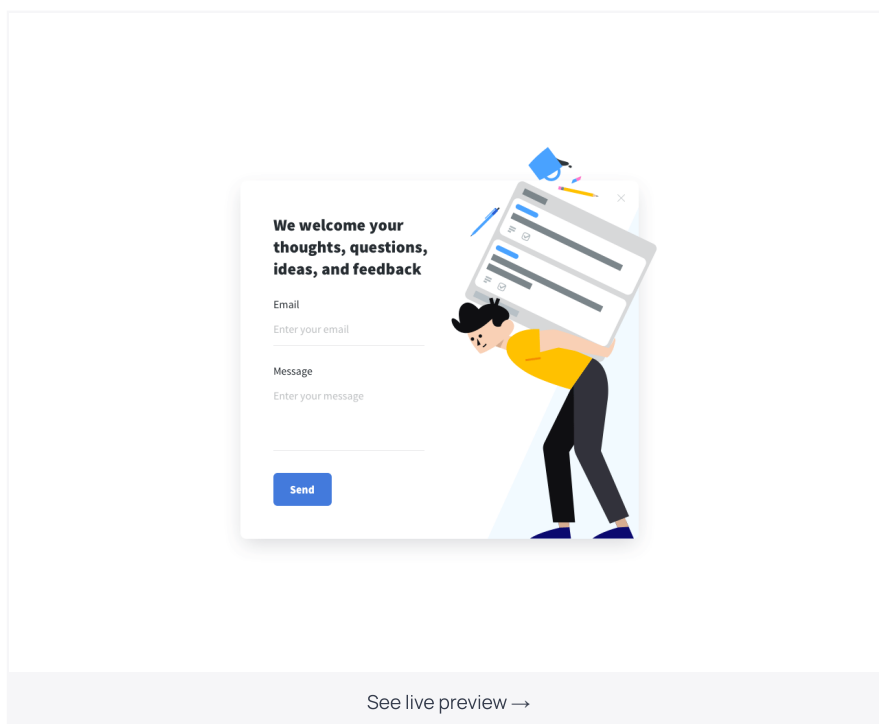
Most likely you already have a couple of ideas on why people abandon your website. Why

not use exit popups to validate them? Suggest abandoning visitors share their opinion about the experience, ask them to rate your website, or even consider adding a website exit survey to collect feedback in a more organized way.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of Receive feedback section.