

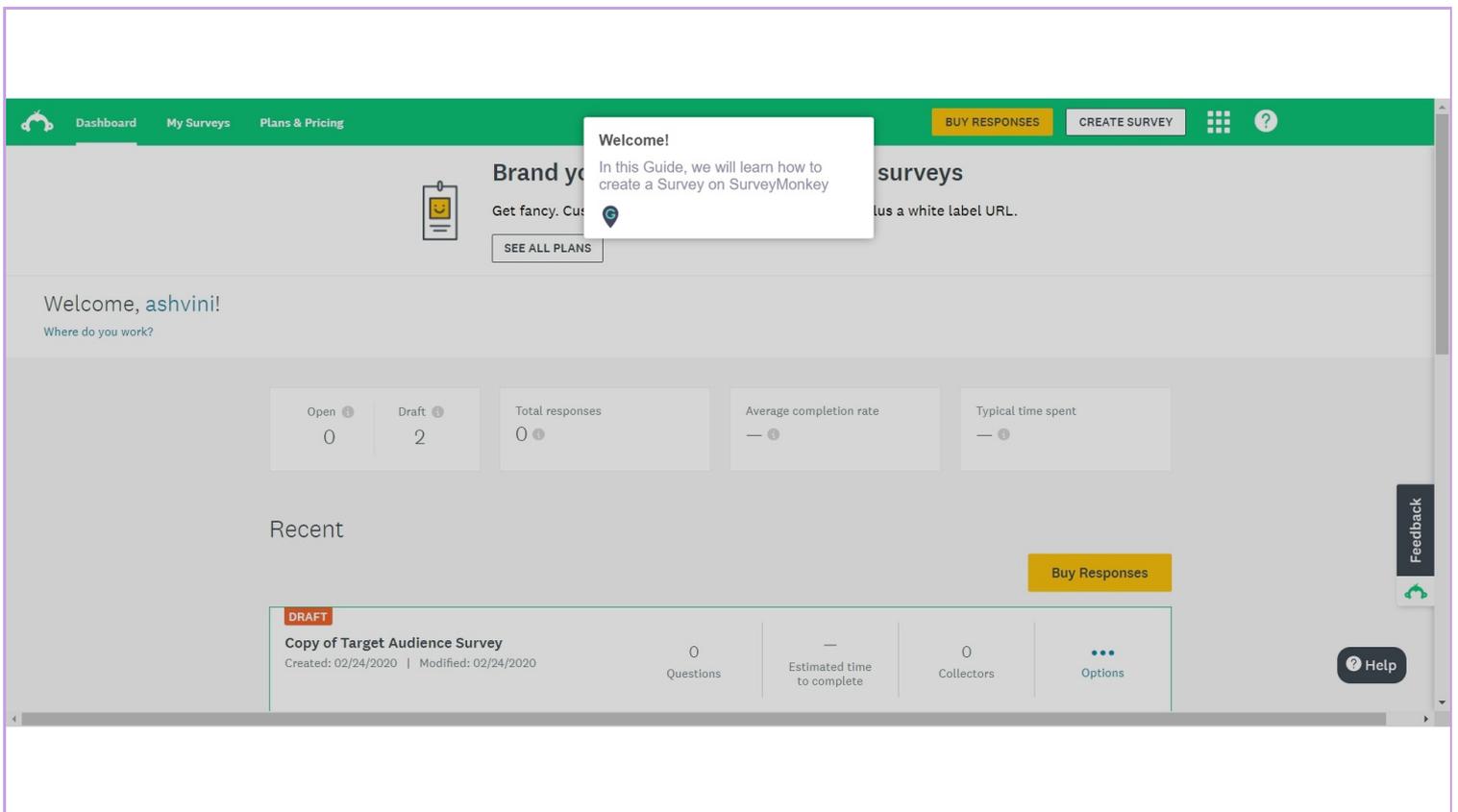


How to create a Survey on SurveyMonkey

# Step: 01

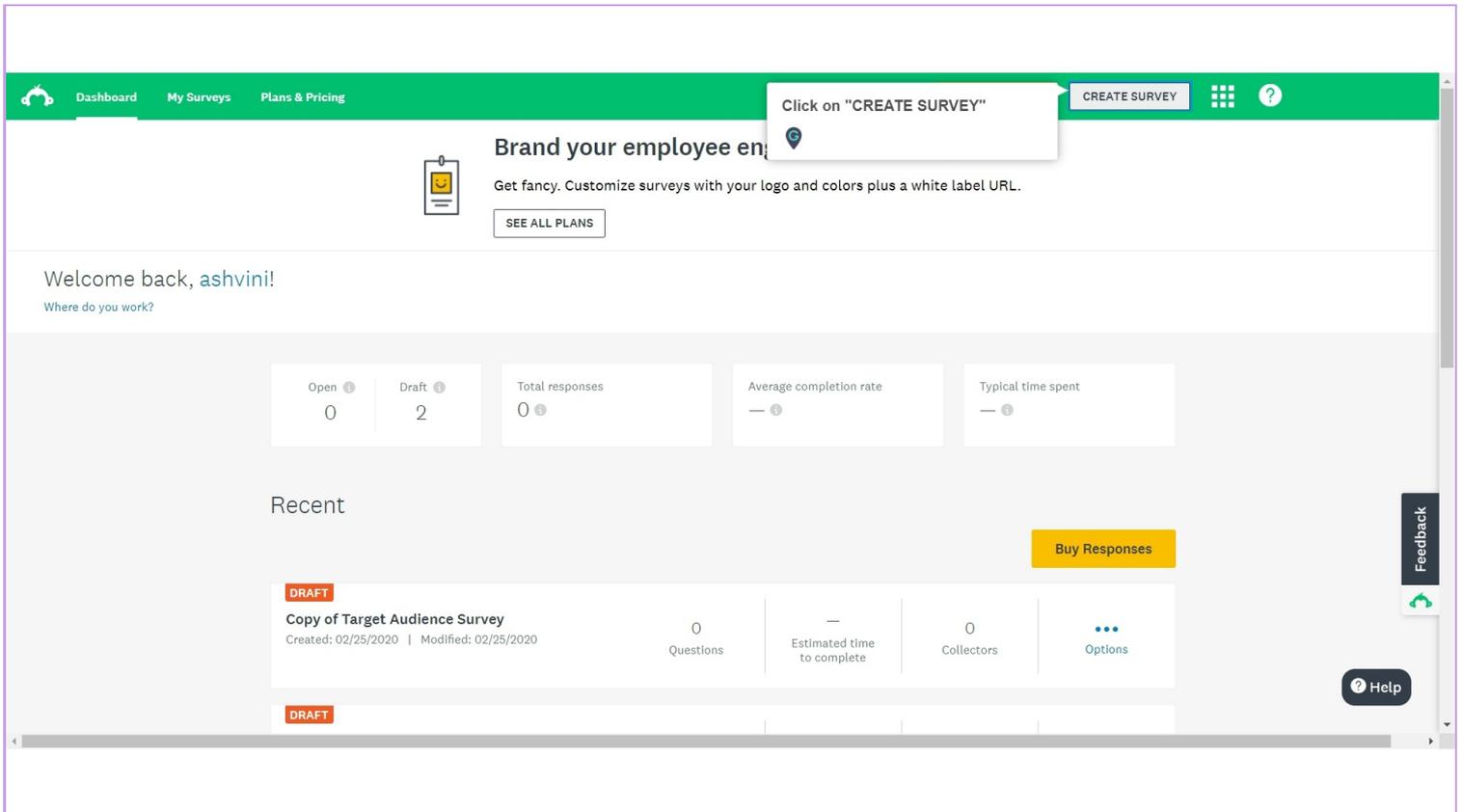
## Welcome!

In this Guide, we will learn how to create a Survey on SurveyMonkey



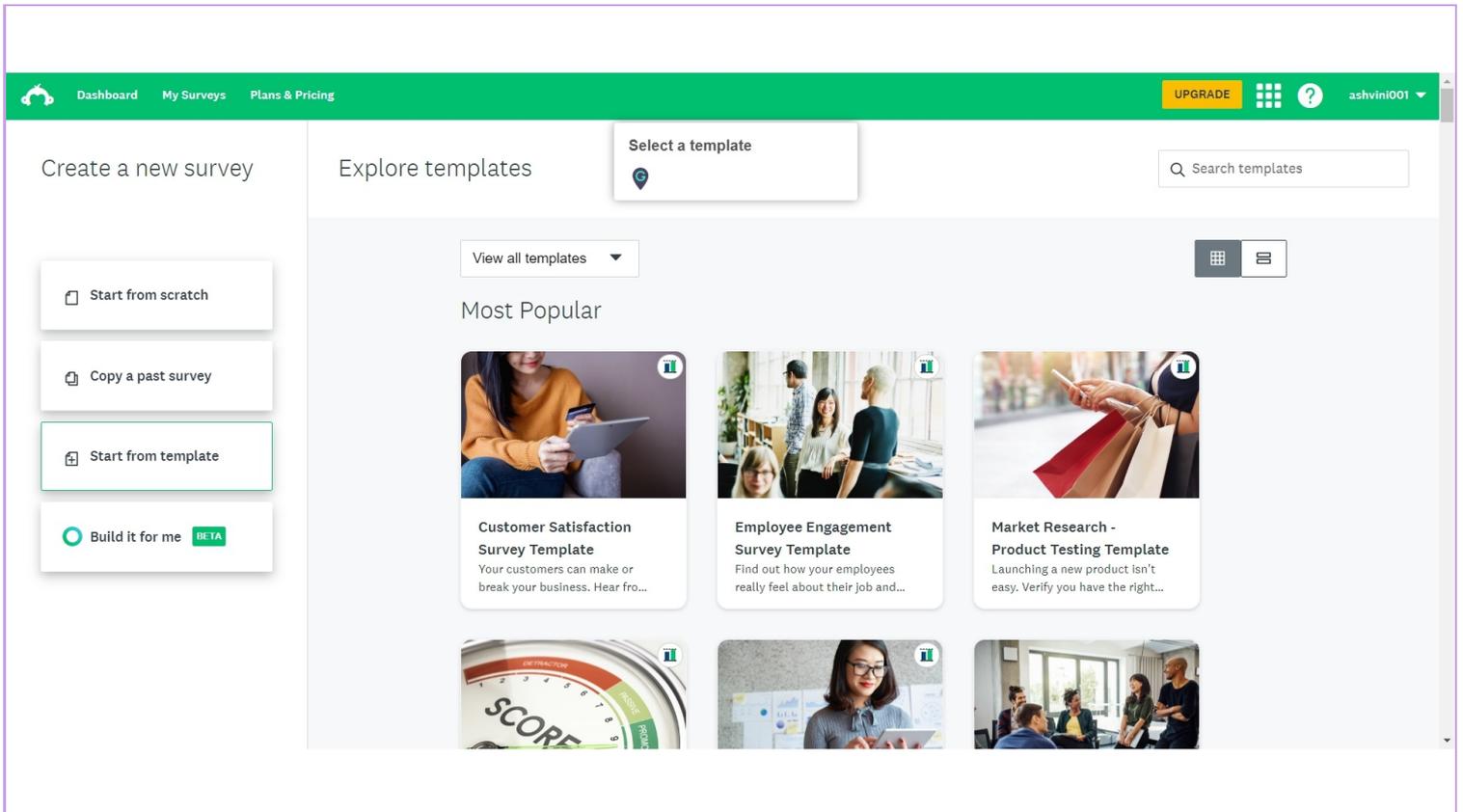
# Step: 02

Click on "CREATE SURVEY"



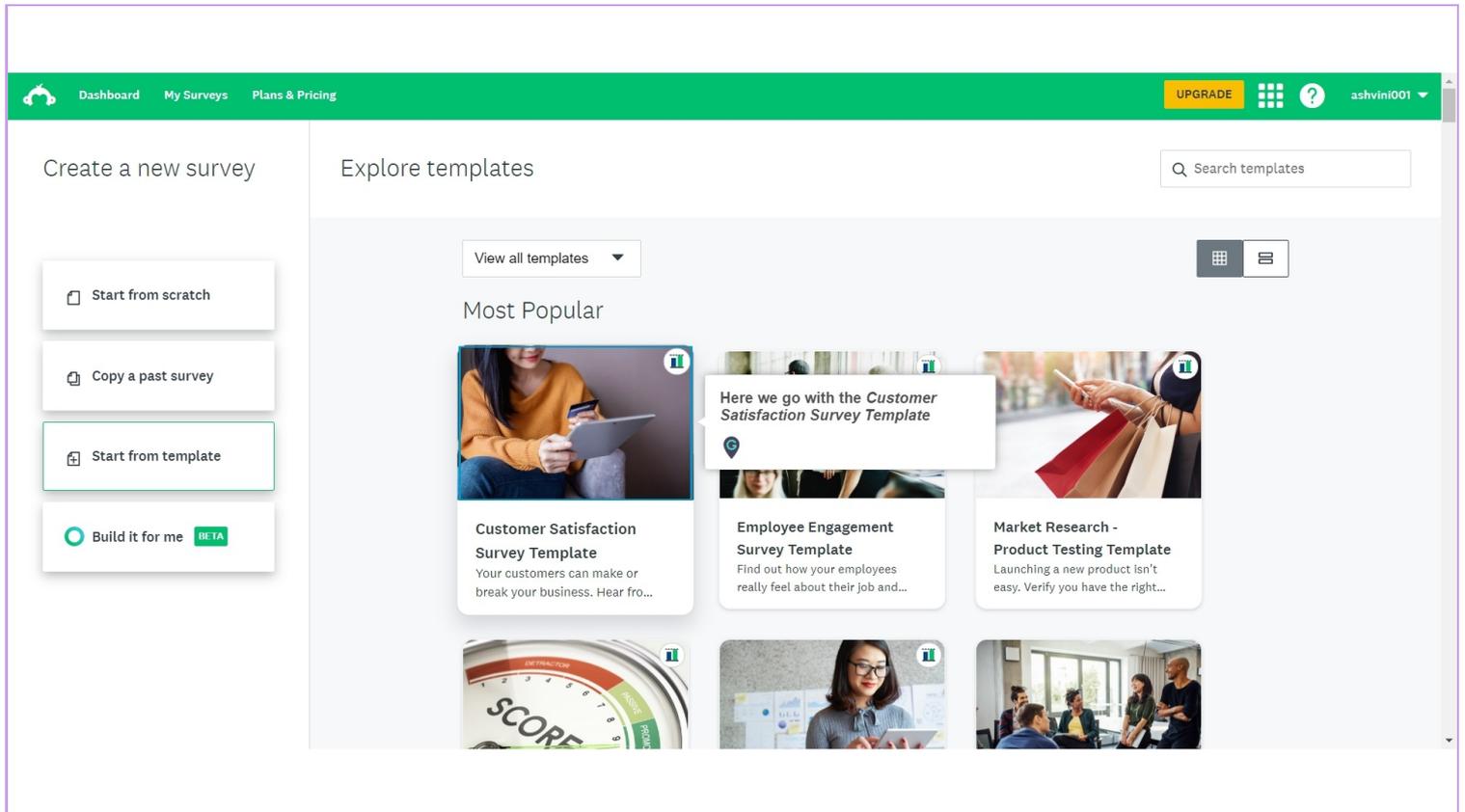
# Step: 03

## Select a template



# Step: 04

## Here we go with the Customer Satisfaction Survey Template



# Step: 05

Click on "USE THIS TEMPLATE"

The screenshot shows a web interface for a "Customer Satisfaction Survey Template". At the top left, there is a "Close" button. The main content area displays the survey title and two questions. Question 1 is a Likert scale from 0 to 10, with "NOT AT ALL LIKELY" at 0 and "EXTREMELY LIKELY" at 10. Question 2 is a multiple-choice question with four options: "Very satisfied", "Somewhat satisfied", "Neither satisfied nor dissatisfied", and "Somewhat dissatisfied/Very dissatisfied". A callout box with a location pin icon points to a green "USE THIS TEMPLATE" button, with the text "Click on 'USE THIS TEMPLATE'" above it. The right sidebar contains a "Benchmarks available" section with a paragraph of text, a "Questions" section showing "10", and a "Number of times used" section showing "487700+". At the bottom of the sidebar is a "USE THIS TEMPLATE" button with a right arrow. The bottom of the main content area has a green bar with "Device view" icons and "0 of 10 answered" with a progress indicator.

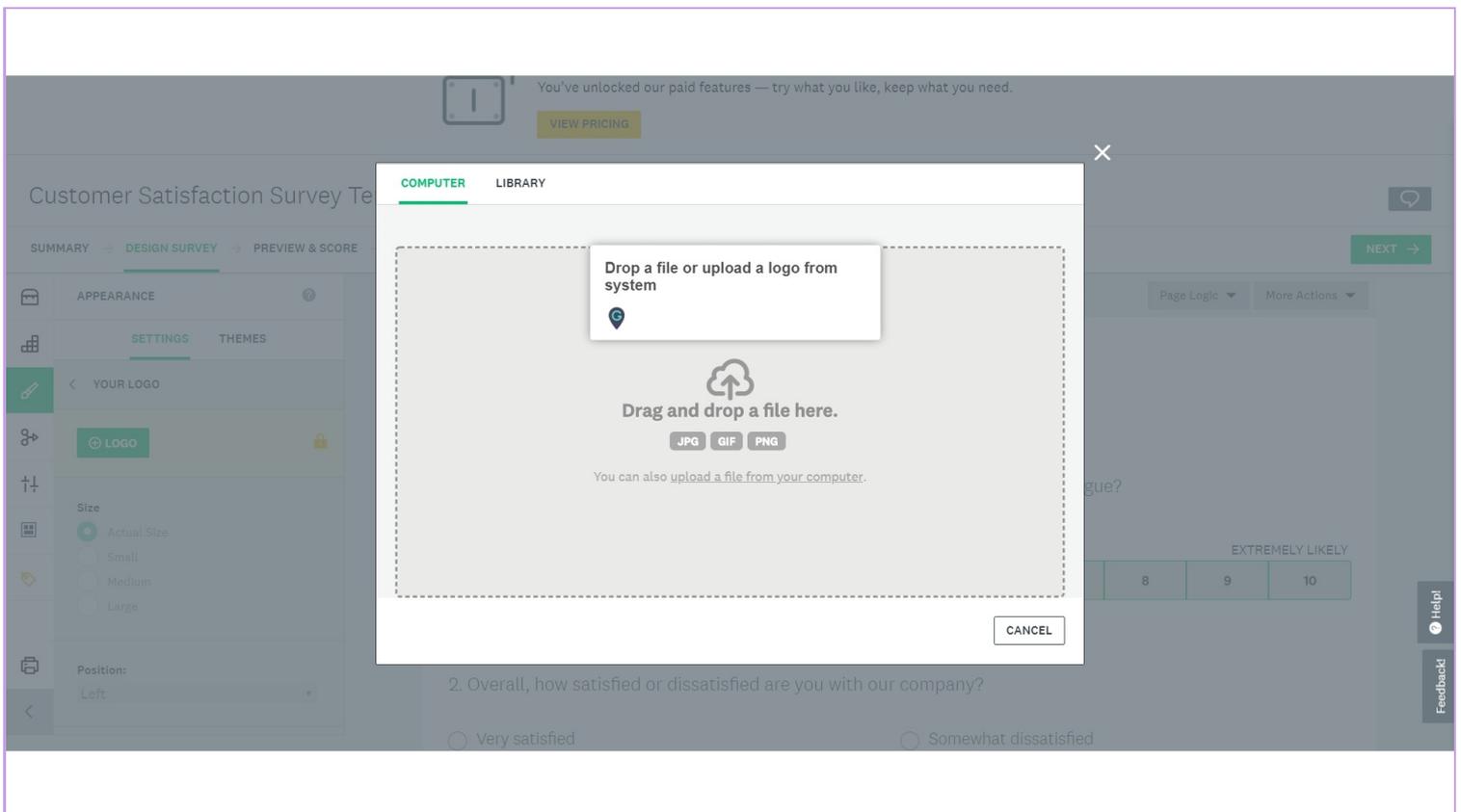
# Step: 06

Click on "LOGO"

The screenshot shows the 'Customer Satisfaction Survey Template' design interface. At the top, a notification states: 'You've unlocked our paid features — try what you like, keep what you need.' with a 'VIEW PRICING' button. The main navigation bar includes: SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS. A 'NEXT' button is on the right. The left sidebar is titled 'QUESTION BANK' and contains a search bar and categories: Recommended Questions, Previously Used Questions, All Categories, Community, Customer Feedback, Customer Satisfaction, and Demographics. The main workspace shows a yellow callout box with a location pin icon and the text 'Click on "LOGO"'. Below this is the survey question: '1. How likely is it that you would recommend this company to a friend or colleague?'. A Likert scale is displayed with 11 points from 0 to 10, labeled 'NOT AT ALL LIKELY' on the left and 'EXTREMELY LIKELY' on the right. A second question is partially visible: '2. Overall, how satisfied or dissatisfied are you with our company?'. On the right side of the workspace, there are 'Page Logic' and 'More Actions' dropdowns, and a vertical 'Feedback' button.

## Step: 07

### Drop a file or upload a logo from system



# Step: 08

## Click on "THEMES"

The screenshot displays the 'Customer Satisfaction Survey Template' interface. At the top, there is a navigation bar with the title 'Customer Satisfaction Survey Template' and an 'UPGRADE' button. Below this is a progress bar with steps: SUMMARY, DESIGN SURVEY (highlighted), PREVIEW & SCORE, COLLECT RESPONSES, ANALYZE RESULTS, and PRESENT RESULTS. A 'NEXT' button is also present.

The main content area is divided into two sections. On the left is the 'APPEARANCE' settings panel, which includes a 'THEMES' tab (highlighted with a red box and a callout bubble that says 'Click on "/>

# Step: 09

## Select themes

The screenshot displays the SurveyMonkey editor interface for a 'Customer Satisfaction Survey Template'. A dropdown menu titled 'Select themes' is open, showing options for 'MY THEMES' (including 'Create custom theme') and 'STANDARD THEMES' (including 'Simple', 'Full Color', 'Highrise', and 'Dewdrop'). The main editor area shows three survey questions:

- Question 1: 'How likely is it that you would recommend this company to a friend or colleague?' with a Likert scale from 0 (NOT AT ALL LIKELY) to 10 (EXTREMELY LIKELY).
- Question 2: 'Overall, how satisfied or dissatisfied are you with our comp...' with radio button options: 'Very satisfied', 'Somewhat satisfied', 'Neither satisfied nor dissatisfied', 'Somewhat dissatisfied', and 'Very dissatisfied'. Action buttons 'EDIT', 'OPTIONS', 'LOGIC', 'MOVE', 'COPY', and 'DELETE' are visible above the options.
- Question 3: 'Which of the following words would you use to describe our products? Select all that apply.'

Additional UI elements include a 'SUMMARY' tab, a progress bar (CORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS), 'UPGRADE' and 'NEXT' buttons, and a sidebar with 'APPEARANCE', 'SETTINGS', and 'THEMES' sections.

# Step: 10

## Click on "Options"

The screenshot displays the 'Customer Satisfaction Survey Template' editor. The top navigation bar includes 'SUMMARY', 'DESIGN SURVEY', 'PREVIEW & SCORE', 'COLLECT RESPONSES', 'ANALYZE RESULTS', and 'PRESENT RESULTS'. A 'NEXT' button is visible on the right. The left sidebar contains 'APPEARANCE', 'SETTINGS', and 'THEMES'. Under 'THEMES', there is a 'MY THEMES' section with a 'Survey Format' dropdown menu. A tooltip points to the 'Options' icon in the 'Survey Format' menu, with the text 'Click on "Options"'. The main survey area shows three questions:

1. How likely is it that you would recommend this company to a friend or colleague?  
A horizontal scale from 0 to 10 is shown, labeled 'NOT AT ALL LIKELY' on the left and 'EXTREMELY LIKELY' on the right.
2. Overall, how satisfied or dissatisfied are you with our company?  
Four radio button options are listed: 'Very satisfied', 'Somewhat satisfied', 'Neither satisfied nor dissatisfied', and 'Somewhat dissatisfied', 'Very dissatisfied'.
3. Which of the following words would you use to describe our products? Select all that apply.

Additional UI elements include 'Page Logic' and 'More Actions' buttons in the top right, and 'Help!' and 'Feedback!' buttons in the bottom right.

# Step: 11

## Select options accordingly

The screenshot shows the 'Customer Satisfaction Survey Template' editor in the myGuide platform. The interface includes a top navigation bar with 'SUMMARY', 'COLLECT RESPONSES', 'ANALYZE RESULTS', and 'PRESENT RESULTS' tabs. A yellow 'UPGRADE' button and a chat icon are in the top right. A green 'NEXT' button is also present. A left sidebar contains an 'OPTIONS' menu with settings for Quiz, Survey Title, Exit Link, Progress Bar, Page Titles, Page Numbers, Question Numbers, Required Asterisks, and Language. A tooltip 'Select options accordingly' is positioned over the 'Exit Link' option. The main content area displays three survey questions: 1. A Likert scale question about recommending the company, with a scale from 0 (NOT AT ALL LIKELY) to 10 (EXTREMELY LIKELY). 2. A radio button question about overall satisfaction with five options: Very satisfied, Somewhat dissatisfied, Somewhat satisfied, Very dissatisfied, and Neither satisfied nor dissatisfied. 3. A text question asking for descriptive words for products. The right sidebar contains 'Page Logic', 'More Actions', 'Help!', and 'Feedback!' buttons.

# Step: 12

## Click on "Survey Format"

Customer Satisfaction Survey Template

UPGRADE

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

NEXT →

Page Logic More Actions

OPTIONS

- Quiz OFF
- Survey Title ON
- Exit Link OFF
- Progress Bar ON
- Page Numbers OFF
- Question Numbers ON
- Required Asterisks ON
- Language ENGLISH

Click on "Survey Format"

1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY EXTREMELY LIKELY

0 1 2 3 4 5 6 7 8 9 10

2. Overall, how satisfied or dissatisfied are you with our company?

Very satisfied  Somewhat dissatisfied

Somewhat satisfied  Very dissatisfied

Neither satisfied nor dissatisfied

3. Which of the following words would you use to describe our products? Select all that apply.

Help!

Feedback!

# Step: 13

## Select the suitable option

The screenshot shows a survey editor interface. On the left, a sidebar titled "SURVEY FORMAT" contains three options: "One Question at a Time" (selected with a green dot), "Classic", and "Conversation BETA". A tooltip above the "One Question at a Time" option says "Select the suitable option". The main area displays a survey preview with three questions:

1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

EXTREMELY LIKELY

2. Overall, how satisfied or dissatisfied are you with our company?

Very satisfied  Somewhat dissatisfied

Somewhat satisfied  Very dissatisfied

Neither satisfied nor dissatisfied

3. Which of the following words would you use to describe our products? Select all that apply.

The interface includes a top navigation bar with "SUMMARY", "COLLECT RESPONSES", "ANALYZE RESULTS", and "PRESENT RESULTS" buttons, along with "UPGRADE" and "NEXT" buttons. A bottom sidebar contains "Help" and "Feedback" buttons.

# Step: 14

## Click on "NEXT"

Customer Satisfaction Survey Template

UPGRADE

Click on "NEXT"

NEXT →

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

SURVEY FORMAT

- One Question at a Time
- Classic
- Conversation **BETA**

1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

EXTREMELY LIKELY

2. Overall, how satisfied or dissatisfied are you with our company?

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

3. Which of the following words would you use to describe our products? Select all that apply.

Page Logic More Actions

Help!

Feedback!

# Step: 15

After previewing, click on "NEXT"

The screenshot displays the SurveyMonkey 'Preview & Score' interface for a 'Customer Satisfaction Survey Template'. The top navigation bar includes 'Dashboard', 'My Surveys', and 'Plans & Pricing', along with 'UPGRADE' and 'CREATE SURVEY' buttons. A progress bar shows the current step as 'PREVIEW & SCORE' among 'SUMMARY', 'DESIGN SURVEY', 'COLLECT RESPONSES', 'ANALYZE RESULTS', and 'PRESENT RESULTS'. The survey content includes two questions: a Likert scale question about recommending the company and a radio button question about overall satisfaction. A 'Device View' toggle is visible at the bottom left. On the right, a 'SURVEYMONKEY GENIUS' sidebar shows a 'Perfect' score, a 57% completion rate, and a 2-minute estimated time to complete. A 'NEXT' button is highlighted in the top right corner, with a tooltip that reads 'After previewing, click on "NEXT"'. A 'COLLECT RESPONSES' button is also visible at the bottom right of the sidebar area.

## Step: 16

Select the way in which you would like to collect responses to your survey?

Customer Satisfaction Survey Template

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → **COLLECT RESPONSES** → ANALYZE RESULTS → PRESENT RESULTS

How would you like to collect responses to your survey?

Select the way in which you would like to collect responses to your survey?



**Send surveys your way**

Send your surveys by email, embed them on your website, share a link on social media or a web page, and more.



**Target your ideal respondents**

Buy responses from the right demographics on our global survey panel, SurveyMonkey Audience. Get results in minutes.

Feedback

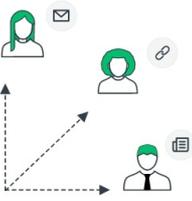
## Step: 17

Let's select "Send surveys your way"

Customer Satisfaction Survey Template

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → **COLLECT RESPONSES** → ANALYZE RESULTS → PRESENT RESULTS

How would you like to collect responses to your survey?



**Send surveys your way**

Send your surveys by email, embed them on your website, share a link on social media or a web page, and more.



**Target your ideal respondents**

Buy responses from the right demographics on our global survey panel, SurveyMonkey Audience. Get results in minutes.

Let's select "Send surveys your way"

Feedback

# Step: 18

## Let's select "Get Web Link" as an option

Share a web link via email, on your website, or post to social media. You can also schedule a recurring web link

Customer Satisfaction Survey Template

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → **COLLECT RESPONSES** → ANALYZE RESULTS → PRESENT RESULTS

### How would you like to collect responses to your survey?

- Send by Email**  
Create custom email invitations and track who responds. Send follow up reminders to those who haven't responded.
- Get Web Link**  
Share a web link via email, on your website, or post to social media. You can also schedule a recurring web link.
- Post on Social Media**  
Post your survey on Facebook, LinkedIn, or Twitter.
- Share in Messenger**  
Let others take your survey directly in Facebook Messenger.
- Embed on Website**  
Embed your survey on your website or a link to your survey in a popup window.
- Embed in Mobile App**  
Integrate your surveys and responses directly in your mobile app for customer feedback about their in-app experience.
- Add Data Manually**  
Manually enter responses to your survey. Ideal for entering responses offline.
- Kiosk Survey**  
Turn your device into a survey station and collect responses anywhere you go.

Let's select "Get Web Link" as an option

Share a web link via email, on your website, or post to social media. You can also schedule a recurring web link

Feedback

# Step: 19

Lastly, you can analyze and present results

Customer Satisfaction Survey Template

SUMMARY → DESIGN SURVEY → PREVIEW & SCORE → **COLLECT RESPONSES** → ANALYZE RESULTS → PRESENT RESULTS

### Survey Collectors

[BUY RESPONSES](#) [ADD NEW COLLECTOR](#)

NICKNAME	STATUS	RESPONSES	DATE MODIFIED
<a href="#">Web Link 1</a> Created 3/2/2020	OPEN	0	Monday, March 02, 2020 12:40 PM

COLLECTORS: 1 of 1

### Add a new collector

- Web Link**  
Ideal for sharing via email, social
- Email**  
Ideal for tracking your survey
- Buy Targeted Responses**  
Find people who
- Social Media**  
Post your survey on Facebook,
- Website**  
Embed your survey on your
- Manual Data Entry**  
Manually enter
- Facebook Messenger**  
Get feedback in

Feedback

# Thank You!

[myguide.org](https://myguide.org)