

Embed Your Survey On Your Website Using an HTML Embed

SurveyGizmo's embed options allow you to easily include your surveys directly on your own website. In this tutorial, we'll cover how to set up the HTML embed option.

Demo: Website Feedback Survey

Website Feedback

We appreciate your time to give use feedback on our website. The feedback you provide will help us improve your future experience on our website.

1. Did you find our website to be useful?

Yes

No

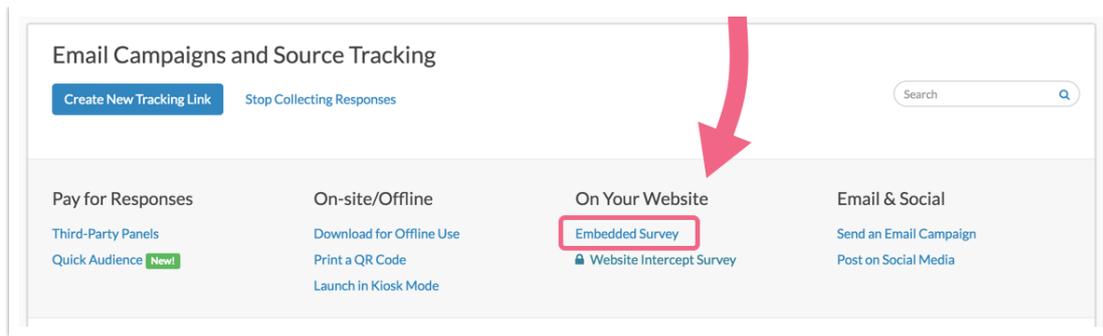
2. Please rate our website on the following criteria:
(Please Note: 5-stars is a perfect score. 1-star means an area that needs significant improvement.)

	Score
Usability	✖ ★★★★★
Design (Look and Feel)	✖ ★★★★★
Ease of Use	✖ ★★★★★

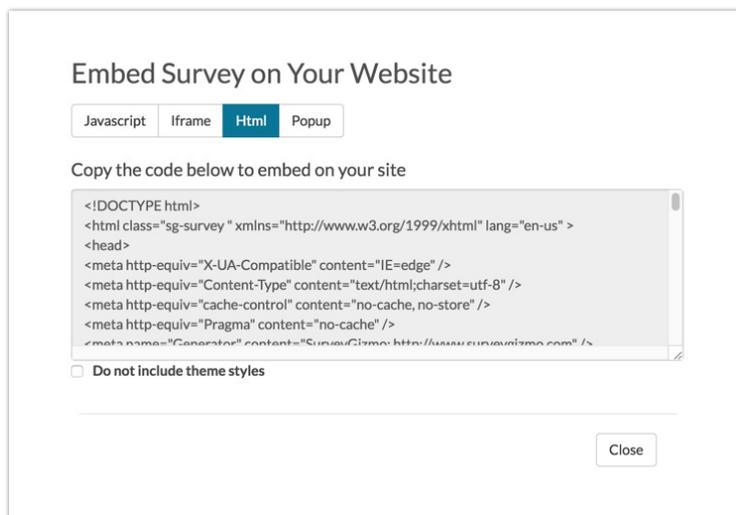
When should I use an HTML Embed?

Our **HTML Embed** includes the HTML code for the first page of your survey to paste on your website. The survey respondent is then redirected to www.surveygizmo.com once the respondent submits the first page (at this time the redirect does not support private domains).

1. To obtain the embed code to create a pop-up on your website, go to the **Share** tab of your project, click the link for **Embedded Survey** (located on the bottom-half of the share page).



2. Select **HTML** and copy and paste the code on your website.
3. If you would like, you can select the **Do not include theme styles** option to ensure your survey blends in with your website.



Making Customizations to Your Embed

If you'd like to make customizations to your embed you'll need to create a dedicated embed link. To do so, click the **Create New Tracking Link** button. As this option indicates, this will also allow you to track and segment responses by campaign.

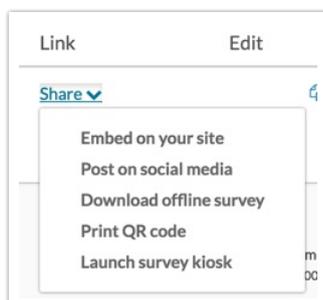
Give your dedicated link a name and go to the **Advanced** tab. From here you have the following options:

- **Duplicate Cookie Protection** - By checking this option, it will place a cookie on the respondent's browser that will stop them from answering the survey more than once using this embed. If they clear their cookies, however, they will be

able to take the survey using this embed link again. For more advanced duplicate protection, please go to your **Advanced > Response Settings** tab.

- **Quota** - This option allows you to limit the total number of responses this particular embed link will record. Once that quota is met, your respondents will no longer be permitted to submit their response.
- **URL Variables** - This option allows you to automatically pass unique URL variables through the embed link for each respondent that accesses the survey. Format this as a query string, without a leading '?' or '&'.
- **Language** - If you have multiple languages in your survey, you can choose which language will display by default in this particular embed. If you choose "auto" the system will automatically detect the language of the browser the respondent is using and display that option if it's available. If not, it will default to English.

To share this link click the **Share** dropdown and select the method you wish to use to share.



HTML Embed: What Does It Look Like?

Below is a Demo HTML Embed of a Website Feedback Survey.

Demo: Website Feedback Survey

Demo: Website Feedback Survey

Website Feedback

We appreciate your time to give use feedback on our website. The feedback you provide will help us improve your future experience on our website.

1. Did you find our website to be useful?

- Yes
 - No
-

2. Please rate our website on the following criteria:

(Please Note: 5-stars is a perfect score. 1-star means an area that needs significant improvement.)

	Score
Usability	✘ ★ ★ ★ ★ ★
Design (Look and Feel)	✘ ★ ★ ★ ★ ★
Ease of Use	✘ ★ ★ ★ ★ ★
Professionalism	✘ ★ ★ ★ ★ ★
Relevant Content	✘ ★ ★ ★ ★ ★

3. Do you have any comments or suggestions for our website?

Next

0%



HTML Embed and reCAPTCHA

If you plan on using a reCAPTCHA on surveys that are embedded on your website, you will need to register your website/domain with Google's reCAPTCHA service. Visit the [reCAPTCHA documentation](#) to learn more.

Limitations

- [File Upload & Cascading Dropdown](#) questions will not work on the *first page of an HTML embed*. They will work on any page following the first page.
- The [survey counter merge code](#) is not compatible with embedded surveys.
- The [Conjoint](#) question is not compatible with HTML embeds.
- [Question Logic](#) is not compatible with the first page of an HTML embed.
- Single Sign-On for survey respondents is not compatible with embedded surveys.

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