Voice-of-Customer Surveys

for SurgeonGeneral.gov

# Site-Level Survey for Visitor Feedback

## Introductory Text

**Could you please take a few minutes to let us know what we can do to improve our website.** Click “Next” to participate in this quick survey.

## Questions

1. What were you looking for on SurgeonGeneral.gov today?
	* Learn basic information about the Surgeon General (leadership, roles and responsibilities)
	* Find Reports and Publications of the Office of the Surgeon General
	* Learn more about Office of the Surgeon General initiatives
	* Learn more about the National Prevention Strategy and the National Prevention Council
	* Get news and updates about the Office of the Surgeon General
	* I had nothing specific in mind when I came to the website today
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. For whom were you looking for information on SurgeonGeneral.gov?
	* Myself
	* My spouse, partner or significant other
	* My child, grandchild, or a child I know
	* My parents
	* A relative
	* A friend
	* No one in particular
3. Were you able to find what you were looking for?
	* Yes
	* Partially
	* No

**[If Q3 response is YES]**

1. How long did it take to find the information?
	* Immediately
	* Few minutes
	* A long time
2. Did you find the information helpful?
	* Yes
	* Partially
	* No

**[If Q5 response is YES]**

1. What did you like best about the content?
2. Based on today’s visit, how would you rate the following?
	* Overall site experience
	* Site design
	* Ease of navigation
3. What can we do to make SurgeonGeneral.gov better?
4. Would you recommend SurgeonGeneral.gov to a family member or friend?

**[If Q5 response is PARTIALLY or NO]**

1. What can we do to make the information more helpful?
2. Based on today’s visit, how would you rate the following:
	1. Overall site experience
	2. Site design
	3. Ease of navigation
3. What can we do to make SurgeonGeneral.gov better?
4. Would you recommend SurgeonGeneral.gov to a family member or friend?

**[If Q3 response is PARTIALLY or NO]**

1. Are there questions in general you didn’t find the answer to? If yes, what are they?
2. Based on today’s visit, how would you rate the following:
	1. Overall site experience
	2. Site design
	3. Ease of navigation
3. What can we do to make SurgeonGeneral.gov better?
4. Would you recommend SurgeonGeneral.gov to a family member or friend?

## Thank You Text

**Your feedback is important to us** and will help improve our website.

If you want to get updates about SurgeonGeneral.gov, you can stay connected through:

* Email updates
* Twitter
* YouTube

# Page-Level Survey

## Layout



## Questions

1. Was this page helpful?
	* Yes
	* No

**[IF Q1 RESPONSE is YES]**

1. I found this page helpful because the content on the page: (check all that apply)
	* Had the information I needed
	* Was trustworthy
	* Was up-to-date
	* Was written clearly
	* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What can we do to improve this page?

**[IF Q1 RESPONSE is NO]**

1. I did not find this page helpful because the content on the page: (check all that apply)
	1. Had too little information
	2. Had too much information
	3. Was confusing
	4. Was out-of-date
	5. Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What can we do to improve this page?