

Survey checklist – 18 steps to a pitch-perfect project

Not sure where to start with your new survey project? Or you're ready to launch, but want to check whether you haven't skipped any important steps?

Use the following checklist to make sure you've done all that's necessary in order to conduct your perfect survey:

- [Create](#) a new survey
- [Add all questions](#) (in 1 language)
- [Add page titles](#), especially when it's a long survey
- Add [branching](#) and [page display logic](#)
- Add a [design](#)
- [Test](#) your survey!
- [Translate](#) your survey (with the translation file)
- [Test](#) your survey in the other languages!
- Select a [distribution channel](#)
- Write your [email invitation](#) and [reminders](#) ([some tips](#))
- Add a [banner](#) to your mails
- [Send test mails](#)
- [Import contacts](#)

- Set up [automatic email notifications](#)
- [Test](#) the survey as one of your contacts
- Set up [a soft launch](#)
- [Launch](#) your survey
- [Review your results](#)