

IHS DAILY BUSINESS GUIDES

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Adding A Quiz To Your Website

Increasing visitor traffic to your website is a key objective of many businesses. Adding an interactive tool to your website is one way to gain more visitors. Many options are available, from customer surveys and calculators to exchange rates. But if you want to add a touch of fun to your website, one of the most common options is a quiz.

More than just entertainment, quizzes can offer an excellent way to engage with your visitors. Even better, quizzes receive more shares on social media – far more than any other content format.

In this IHS Daily Business Guide, we consider why quizzes are a great addition to your site, which type of quiz can work for you, how to create a quiz and best practices.

WEBSITE QUIZ BASICS

1 Visitor Engagement:

Interactive quizzes can capture your visitors' attention, keeping them on your site longer, with the added benefit of reducing bounce rates.

2 Understanding Your Audience:

'Players' will allow you to collect valuable data: preferences, interests, and feedback. Consider the data to be accurate market research.

3 Lead Generation:

Lead capture forms for quiz players can provide email addresses and other contact information that will help build your email marketing list.

4 Content Promotion:

A good quiz title and content description can promote your brand, specific content, products, or services, guiding users to relevant products or services.

5 Social Shares:

Entertaining or informative quizzes are one of the most shared social media content.

6 Informative, Educational, Entertaining:

Encourage knowledge and learning via each quiz interaction.

7 Competitions And Prizes:

Hosting prize-based quiz competitions can attract a larger audience; however, you should consider that the entrants may not be your target audience.

CREATING A WEBSITE QUIZ

WordPress websites have many plugins or tools to add any feature you want, including quizzes. The majority of quiz builders offer the following:

- Multiple quiz types
- An Optin process before viewing the quiz result.
- Social shares to increase quiz popularity.
- Quiz redirection to ask alternative questions based on the previous answers.
- A/B testing at different quiz stages.
- Built-in analytics to know your audience better.
- Specific time limits for answering quiz questions create a sense of urgency and excitement.

The most popular quizzes for engaging visitors include:

1. Personality quizzes,
2. Trivia quizzes, and
3. Knowledge assessments.

BEST PRACTICES FOR OPTIMIZING QUIZZES FOR SEARCH ENGINES

There are several Search Engine Optimisation (SEO) practices you can use to optimize website quizzes

- Ensure your quiz content is relevant and valuable to your audience.
- Use descriptive titles and meta descriptions for your quiz pages.
- Add ALT texts to images within quizzes for accessibility and SEO.
- Consider adding relevant keywords naturally in your quiz questions and results.
- Additionally, make sure your quiz is mobile-responsive, as Google favours mobile-friendly content.
- Promote your quiz on social media and other platforms to increase engagement, positively impacting SEO.

REQUIRE WEBSITE QUIZ ASSISTANCE?

Looking for help? The IHS Marketing Team can provide support for all your marketing needs,

including quiz creation, video development, website and social media audits, actions and activity.

Visit the www.insidehs.com/dailyupdate page for more information. Follow Inside Hospitality Solutions on [LinkedIn](#) and subscribe to our [monthly newsletter](#).

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