

8 Common Quiz Building Mistakes

Too few outcomes

- The more outcomes, the more fun it will be to take.

Making boring quizzes

- The whole point is for the quiz to be fun, relevant and engaging.

Creating quizzes that are too long

- About 10 questions is generally considered the “sweet spot.”

Writing questions that are too long or difficult

- An online quiz isn't the place for trick questions!

Creating negative outcomes

- Your outcomes should say good things about the quiz taker.

Not spending time on your title

- The title determines whether someone will click it or not.

Making your quizzes hard to share

- Use every possible method to make your quizzes easily shareable.

Promoting with your quiz

- Focus on fun. The promotion can come later.

No testing

- Don't launch a quiz without fully testing it to make sure it's works the way it's supposed to.

Setting it and forgetting it

- Monitor the use & results of each quiz, & use this feedback to create even better ones in the future.