

Best Practices for Creating Highly Engaging Quizzes

Diversify

- The more outcomes your quiz has, the more fun it will be. But don't get too complex.

Research

- Get ideas for your quizzes by looking at sites like BuzzFeed and social media.

Focus on the Participant

- The best quizzes are about the quiz taker, such as a personality quiz.

Simplicity

- Make your quiz questions short and easy to answer.

Get Visual

- Use images to gamify and simplify your quizzes.

Write Backward

- Start your quiz from outcomes, and then write questions to match the outcomes.

Be Actionable

- Always wrap up your quiz with a call to action.

Headline

- Create simple, snappy titles for your quizzes.

Make it Shareable

- Make your quizzes as easy to share as possible, especially on social media.

Test

- Test your quiz to make sure it works properly before it goes live.