**Creating a Custom URL Distribution for a Qualtrics Survey**

### **1. Prepare Your Survey in Qualtrics**

Before creating a custom URL, ensure your survey is fully designed and ready to be distributed. Make sure all questions, logic, and settings are finalized.

### **2. Access Your Survey**

1. **Log in to Qualtrics:**
   * Go to the Qualtrics website and log in to your account.
2. **Select Your Survey:**
   * Navigate to the survey you want to distribute by selecting it from your list of projects.

### **3. Create a Survey Link**

1. **Navigate to Distributions:**
   * Go to the “Distributions” tab from the survey’s dashboard.
2. **Choose Distribution Method:**
   * Select “Survey Link” from the distribution options.
3. **Generate Link:**
   * Click on “Get a Survey Link” to generate a unique URL for your survey.

### **4. Customize the URL**

You can customize the URL for your survey by adding parameters to track specific details or to pre-fill certain fields. Here's how:

1. **Access Survey Link Options:**
   * Under the “Survey Link” section, click on “Customize.”
2. **Add URL Parameters:**
   * **Embedded Data:** If you want to include embedded data (e.g., user ID, campaign source), you can append parameters to the URL. For example, https://yourcompany.qualtrics.com/jfe/form/SV\_XXXXXX?userID=12345.
   * **Pre-fill Information:** To pre-fill survey fields, use URL parameters that match the field names. For example, if you have a text entry question with a field name “Name,” you can pre-fill it with https://yourcompany.qualtrics.com/jfe/form/SV\_XXXXXX?Name=JohnDoe.
3. **Use URL Builder:**
   * Qualtrics provides a URL builder for more complex customizations. You can access it by clicking on “URL Builder” or “Add Parameters” in the Survey Link settings.

### **5. Test Your Custom URL**

Before distributing the custom URL, make sure to test it to verify that it works as expected:

1. **Send a Test Invitation:**
   * Use the “Send Test” option to send the survey link to yourself or a colleague.
2. **Check Embedded Data and Pre-filled Responses:**
   * Ensure that the parameters are correctly reflected in the survey responses.

### **6. Distribute Your Custom URL**

1. **Share the Link:**
   * You can distribute the custom URL via email, social media, or any other communication channels. Make sure to use appropriate tracking and analytics if necessary.
2. **Monitor Responses:**
   * Go back to the “Responses” tab to track and analyze the data collected from the custom URL.

### **7. Document Customizations**

For future reference or replication, document the following:

1. **URL Structure:**
   * Note down the base URL and any parameters used for customization.
2. **Purpose of Parameters:**
   * Document what each parameter is used for, such as tracking or pre-filling information.
3. **Test Results:**
   * Record the results of your test to ensure everything works as planned.

### **Example Custom URL:**

https://yourcompany.qualtrics.com/jfe/form/SV\_XXXXXX?userID=12345&campaign=summer2024

In this example:

* SV\_XXXXXX is the survey ID.
* userID=12345 is an embedded data parameter.
* campaign=summer2024 is another parameter for tracking purposes.

### **1. Customize Survey Look and Feel**

**a. Log in to Qualtrics:**

* Go to the Qualtrics website and log in to your account.

**b. Select Your Survey:**

* Navigate to the survey you want to customize from your project list.

**c. Go to Survey Options:**

* Click on the “Survey” tab to open survey options.

**d. Click on “Look & Feel”:**

* This option allows you to modify the appearance of your survey.

**e. Customize Your Survey Theme:**

* Here you can choose a pre-built theme or create a custom theme. Click on "Edit Theme" to start customizing.

### **2. Edit Survey Theme**

**a. Add Custom CSS:**

* In the “Look & Feel” editor, go to the “Advanced” tab.
* You’ll find an option for “Custom CSS.” This is where you can input custom styles to change fonts, sizes, colors, and more.

For example:  
css  
Copy code  
.Header {

font-family: Arial, sans-serif;

font-size: 24px;

}

.Footer {

font-family: 'Times New Roman', serif;

font-size: 14px;

}

* You can use CSS to target specific elements and adjust their appearance as needed.

**b. Upload a Custom Logo:**

* In the “Look & Feel” editor, you’ll find an option to add or change the logo.
* Upload your logo file and adjust its placement and size as needed.

**c. Adjust Colors and Fonts:**

* You can also use the editor to adjust colors and fonts for different survey elements. Look for options to customize colors for the header, footer, and other parts of the survey.

### **3. Customize Survey Link**

**a. Branding Options:**

* Qualtrics does not directly allow you to change the design of the survey link itself (e.g., the URL), but you can use tools like URL shorteners or branded links if you need a custom URL.

**b. Test Your Customizations:**

* Preview your survey to ensure that your customizations look as expected.

### **4. Apply Changes and Publish**

**a. Save Your Changes:**

* After customizing, make sure to save your changes in the “Look & Feel” editor.

**b. Publish Your Survey:**

* Once you’re satisfied with the design, publish your survey to make it live.

**c. Share the Survey Link:**

* You can now share the survey link with your respondents. If you used a URL shortener or branded link, make sure it redirects properly to your Qualtrics survey.

### **Additional Tips**

* **Testing:** Always test your survey on different devices and browsers to ensure it displays correctly.
* **Support:** If you run into specific issues or need advanced customization, consider reaching out to Qualtrics support or consulting their documentation for additional guidance.

By following these steps, you should be able to effectively customize the design of your Qualtrics survey to match your branding and design preferences.