

## Which type of viral online quiz should I make?

“What sort of viral online quiz should I make for my site?”

Our team at Riddle gets asked this a lot.

Riddle’s quiz maker has so many ways to create interactive content. Heck, we feature [15 different ways](#) to create a viral online quiz – from personality tests to pop quizzes, lists to polls and surveys.

And each type of viral online quiz has their own strengths.

Some are faster to create and suited for quick boosts in audience engagement. Others take a bit more time, but are more likely to go viral and convert users to potential customers via lead generation.

Don't stick to just one type of viral online quiz. Mix things up – it keeps things fresh for your audience.

## **Which viral online quiz? (Time vs. virality)**

Word of mouth traffic is incredibly powerful. People trust their friends and family – and are far more likely to view content they share.

Social sharing is integrated into every type of Riddle, including Facebook, Twitter, Messenger, and Whatsapp.

But when you're deciding which type of viral online quiz to make, some are more likely to be shared than others:

## **Which viral online quiz? (Personality tests and quizzes rock!)**

Why do quizzes and personality tests always top the virality charts?

People love discovering something new about themselves – then sharing that with their friends. It could be something silly (“Which cat breed are you?”) or serious (“Can you spot the fake news stories?”).

The user gets a result specific to them:

- “You're a Siamese! Proud, classy, and determined – you stand out from the crowd.”
- “You're super smart – you got 10/10 in the ‘Can You Spot the Fake News Story?’ quiz!”

It's human nature – flattering results like these are what most people love to share.

From the classic IQ test to the 'World's hardest geography quiz' or 'What dog are you?', well-written quizzes and personality tests are irresistible.

However, writing a good viral online quiz or personality test takes more time – so if you're a bit time crunched, we also recommend trying out other Riddle content types. (If you're super keen, [you should check out our free e-book Quizmaster](#) – chock full of tips and best practices from our 25 years of quiz writing experience.)

### **Quiz (Oakland Raiders [example](#))**

The American pro football team Oakland Raiders created this [online quiz](#) to engage their fans:

- Virality: ????
- Time to create: ?????

### **Personality test (Red Bull [example](#))**

Always innovative, Red Bull crafted [this personality test to engage fans of hockey star Mitch Marner](#):

- Virality: ?????
- Time to create: ?????

## **Which viral online quiz? (Check out the list!)**

Lists (or listicles) are a powerful way to sum up information – especially for mobile devices. Check out your favorite news site or your Facebook feed, and you'll see headlines like:

- “Top 10 iPhone secrets”
- “7 ways to write the perfect resume”
- “13 car-buying secrets”

Upvote lists add an extra level of interactivity to this format – and let your audience upvote their favorite items. More than a passive piece of content, watch your list evolve to reflect your users' opinions.

Now, these types might not be the most viral online quiz, but they're pretty good. Plus, both types of list can be rapidly created – you can convert existing long-form content into a list format in just minutes.

### **Lists (Arsenal FC [example](#)):**

The English Premier League team Arsenal FC loves using Riddle's listicles to educate and engage their audience – [like this example](#):

- Virality: ??
- Time to create: ??

### **Upvote list ([BBC Three example](#)):**

The British national broadcaster BBC uses upvote lists – where listicle meets poll – to get their audiences' opinions.

Give each viewer a set # of votes – and they choose their favorites. The upvote list constantly updates and reorders based on the audience's combined feedback.

- Virality: ???
- Time to create: ??

## Which viral online quiz? Polls and surveys...

Polls and surveys round out our list of Riddle viral online quiz types. Designed for quick engagement, you can create and embed these on your site in less than a minute.

Users love to be asked their feedback, and people who vote or respond to a survey end up spending 31% more time on your site. You've turned a passive reader into an active participant.

Awesome at engaging your audience, these types of viral online quiz tend to get less shares than quizzes or personality tests. They're shorter experiences – and most importantly, they don't return the type of user-specific result that people love to share.

But for a very little amount of work, polls and surveys are brilliant for getting your audience involved.

### Opinion polls ([Minute Media example](#)):

- Virality: ?
- Time to create: ?

### Reaction polls ([BBC Sport example](#)):

- Virality: ?
- Time to create: ?

Our easiest and fastest content format, reaction polls' feature a compelling animation that gets up to 25% of all page visitors to vote. Simply add an image and type a question – and you're all set.

## Surveys ([Which? example](#)):

- Virality: ?
- Time to create: ??

The prestigious consumer protection organization Which? frequently use Riddle's survey format to collect feedback from their members and the wider public. Quick to create and easy to embed – surveys are a valuable addition to their editorial and research teams.

## Your viral online quiz – can we help?

If you have any questions about creating the perfect viral online quiz, list or poll, just drop us a line at [hello@riddle.com](mailto:hello@riddle.com).

We love to provide tips and best practices on creating the right Riddles for your content and marketing strategy.

(And you won't have long to wait... We're [big customer service geeks at Riddle](#) – our entire team from the CEO to developers race each other to answer our community's emails first.) :)

Happy Riddling!  
Mike  
Co-founder

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