

AWARD JUDGING CRITERIA**Best Use of Search**

Judges will be looking for outstanding results in natural or paid-for search for those who can demonstrate an in-depth understanding of the medium as well as creativity, sound strategy and tangible ROI.

Planning & Design – 20 points

- How did you plan and design the campaign?
- How well has on-site optimisation been applied to the project?
- Is the campaign content relevant to the business goal and effective v campaign objectives?

Innovation – 20 points

- Does the project demonstrate effective use of emerging search technologies?
- Has social media been integrated effectively into the project?
- Does the project demonstrate a forward thinking, innovative approach to search marketing?

Implementation – 20 points

- Is there evidence of a multi-faceted, sustainable link building strategy?
- Is there evidence that effective tracking and measurement has been applied to the project?
- Does this project indicate a detailed understanding of the commercial objectives of the business?

Impact, Usability & Performance – 20 points

- Has the project had a positive impact on the overall website experience?
- Has the project had a positive impact on revenue and conversions?
- Has the project delivered on the needs of the target audience?

Results v Budget– 20 points

- How is ROI defined and measured?
- Has the project delivered an impressive ROI in terms of industry standards and/or client targets v budget?
- Has the project delivered an exceptional (quantifiable) increase in online awareness / visibility?