

AWARD JUDGING CRITERIA**Website Entries**

This covers the Consumer, B2B, and Not for Profit Site of the Year categories. Judges will be looking for a site that ticks all of the boxes for innovation and best practice but also works as a cohesive whole.

Creative – 20 Points

- Does the site have a clear and distinct creative identity consistent with the client's brand?
- Is it audience and medium appropriate?
- Do design, visuals and copy work in harmony?
- Does the creative enhance the objective of the website?
- Does it make use of emerging design trends for 2019?

Development – 20 Points

- Does it respond quickly to user actions?
- Is it maintained so all contact forms, interactive content and links work?
- Is online security provided for websites providing user registration/login facilities?
- Does it demonstrate effective use of existing and new tech to implement leading edge functions?

UX – 20 Points

- Is the site easy to navigate with simple menus making it easy to find information?
- Have distinct user journeys been planned and executed across the site?
- Does it demonstrate the latest UX trends?
- Does the site deliver a consistent experience across all major browsers and devices?
- Is the experience enjoyable or engaging as well as functional?

SEO & Performance – 20 Points

- Is it easy to find in search engines? Does it rank highly on search engine tools?
- Does it follow SEO best practice?
- Does the site harness the use of caching and cookies to improve load times
- Does the site load quickly and progressively, even with slower internet connections?
- Does the site perform well across all devices?

Results v Budget – 20 Points

- How has the site performed against the objectives set in the brief?

- What positive impact has the site had on the client's organisation? (qualitative and quantitative)
- Does the finished site and output deliver better than average ROI / value for the client's budget?
- How does the client feel about the finished site (feel free to provide full client testimonials in supporting material)?