



## WEBSITE COMPETITION

### 2016-17 National Online Competitions

**Submission Period:** Entries pulled from Firm Directory on 1/13/17

**Judging Period:** 1/14/17 - 2/10/17

**Results Announced:** Week of Feb 20, 2017

The National Website Competition is open to all firms participating in the VEI network. Judges will evaluate websites based on customer experience, such as first impressions, display of products/services, ease of use and ordering, value-added content and features, and overall look and feel.

#### Submission Criteria

Websites will be automatically pulled from the Portal to be entered into the competition. To ensure you're entered in this competition, your website must be added to your Firm Profile in the Portal. View step-by-step instructions for Adding a Firm Website at <https://veinternational.org/portal-support/add-a-firm-website/>.



#### Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

- *First Impressions* – How well does the Employee Manual orient the employee to the company and its mission?
- *Purchasing* – Add an item to the cart and proceed to checkout. How easily can a customer purchase a product or service? Judge based ease of finding the cart, and ease of adding an item to the cart.
- *Overall* – Rate this category based on your analysis of the entire website. Does the design and layout of the website support what the business does? Is there content such as photos, videos, and/or links to social media accounts? What would you think about this website if it was for a real business?
- *Overall comment*

#### Rubric

★ ★ ★ ★ ★	Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
★ ★ ★ ★	Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
★ ★ ★	Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
★ ★	Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
★	Well below standards	Major flaws or section missing.