Creating a Competitive Website

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In 2017, more than 400 active websites, which were developed and managed by VEI firms, received over 7,000 ratings during the judging window

Getting Started

- Discuss with all members of the firm what makes a good/bad website

- Review and analyze:
  - Real world websites- find several examples from actual companies within your industry. Employees can do an indepth analysis of what does/does not work
  - VE company websites
    - US Firm Directory lists all firms AND their corresponding website. One of the best ways for employees to explore and find companies
    - 2017 VEI National Competition Website Results
    - 2017 International Trade Show- Website
    - *You can also still find the 2016 competition results here*

Agree on the criteria

DO	DONT
• Easy to navigate	• Use crazy colors, backgrounds, or images
• Consistent throughout	• Have inconsistent logo/branding
• Clear page/section labels	• Poor layout
• Use of high quality photos or images	• Popups/ads
• Easy checkout process	• Links that don't work
• Limited clicks needed to get to checkout/cart	• Movement/ or sound that distracts from the buying process

Doing the research

- There are many free (or paid) website platforms to choose from in order to host your site:
  - Squarespace
  - Weebly
  - Wix
  - Tumblr
  - eHost
  - Google Sites

- Have employees compare and contrast. Decide on which platform will work BEST for your business.

Before you go "Live"

- Employee-Peer Reflection should focus on **constructive** criticism
  - "DO NOW" activity
    - Visit our site and write down what you think is best/worst about the site
  - Suggestion box topic
    - How can we improve customer engagement on our site?
  - Discussion board (broad or focus on one area of the site)
  - Pro/Con list
  - Have a "Gallery Walk". Print out each page of your website and employees walk around your office to view it page by page.
  - Have staff members fill out a competition rubric based on their own site. The web development team will collect and analyze.

Kyler Coutts Nov 17, 2015

we need to add our email address and phone number on page so companies can add us to email list. Plus add social media links.

Katherine Atkinson Nov 17, 2015

there should be more descriptive descriptions on the products to make people really want to buy them but overall it looks really good! :)

Brent Costantino Nov 17, 2015

The logo needs to be in the background, also the background has a classy look, but it doesn't give me the vibe of dessert. Especially since there are signs for BLT's.

Christian Wichman Nov 17, 2015

I think the color scheme of our logo and the background need to match. Website is creative I like it. Maybe we could sell a variety of lollipops instead of just one flavor.

Robert Schweizer Nov 17, 2015

when you click lollipops , it brings you to the cakes page... and we need more lollipop quantities , i suggest a small amount a medium amount and a large amount. perhaps 20 lollipops for 10$ and then price the medium amount closer to the large so the customer will be inclines to buy the largest because it seems like a better deal

Andrew Yenesel Nov 19, 2015

To Katie Atkinson, I agree with the descriptions but I am not a great writer. If you or anybody would like to take a stab at it, feel free, I'll add your paragraph right in. To Wich, working on more flavors. To Kyler, we have a contact option at the bottom of the home page and I'm adding a About us page with contact options. Social Media links are completed. Robbie, I agree on the sizes. We thought about that and agreed, we just wanted to get a good group of other options up before we went into more depth on just one product but I'll try to work on that today.

Review & Reflect

- Focus Groups
  - Other business classes…..
    - Social Media Marketing
    - Webpage Development
    - Graphic Design
    - Introduction to Business
  - Teachers/admins

GREAT way to get other students/admins to see what is going on in your office

- Survey your customers
  - Follow up via e-mail
  - Survey right through website if applicable

VE

Sample Rubrics

- [Basic](#)

- [Advanced](#)

Scoring for National Website competition

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.

Entering the Competition

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. *Deadline is usually mid-January*.

View step-by-step instructions for Adding a Firm Website at https://veinternational.org/portal-support/add-a-firm-website/.

E-COMMERCE WEBSITE

2016-2017 National Online Competitions

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.

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* – Do you know what the company does? Do you like the look of the site? Does it look professional and trustworthy?
  - *Purchasing* – After adding an item to the cart and proceeding to checkout, how easily can a customer purchase a product or service? Was it easy to find and add 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? Are there spelling and/or grammatical errors?
  - *Overall comment*

Additional VE Site Features
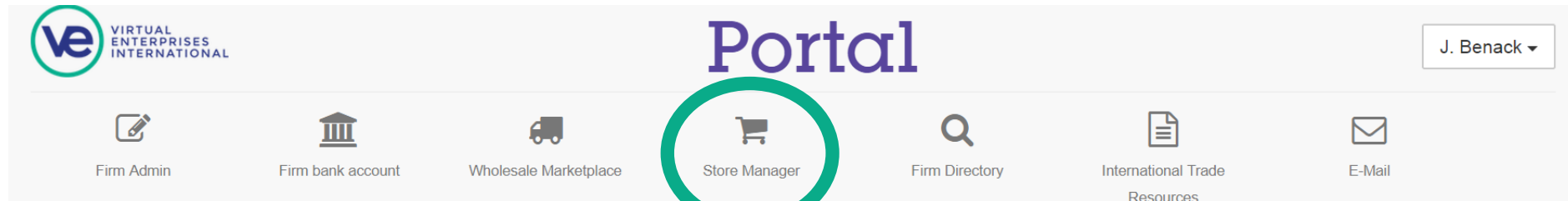
Thank you

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