DEVELOPING A TOP 10% WEBSITE

Presented by:

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In 2016, more than 400 active websites, which were developed and managed by VE 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
    - VE websites
        - [US Firm Directory](#)
        - [2016 VEI National Competition Website Results](#)

DO	DON'T
▪ Easy to navigate	▪ Crazy colors/backgrounds/images
▪ Consistent throughout	▪ Long load time
▪ Clear page/section labels	▪ Inconsistency in your logo/branding
▪ Use of high quality photos or images	▪ Poor layout
▪ Easy checkout process	▪ Popups/ads
▪ Limited clicks needed to get to checkout/cart	▪ Lack of easy navigation
	▪ Links that don't work

Picking your team

- Graphics, Design, or Marketing Department
- 2-3 individuals
- One head "Webmaster" to make final decisions
- Creative but detail orientated and organized

Hosting Your Site

Many free (or paid) website platforms to choose from:

- [Squarespace](#)
- [Weebly](#)
- [Wix](#)
- [Tumblr](#)
- [eHost](#)
- [Google Sites](#)

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Description

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.

Registration

I want to judge	I want to compete

How do you get to the Top 10%?

- Entering this national competition is EASY!
  - Simply enter your website URL by the deadline and your site will be added to the pool to be evaluated

- Business professional, teachers, and students in your firms can ALL serve as judges

- In 2016, 400+ VE websites were awarded 7,000+ ratings

- Judged on:
  - Customer Experience: First impression, display of products/services
  - Ease of use and ordering
  - Value added content features
  - Overall look and feel

How do you get to the Top 10%?

- Customer Experience: First impression, display of products/services
- Ease of use and ordering
- Value added content features
- Overall look and feel

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.

VIRTUAL ENTERPRISES INTERNATIONAL

School: _____　　Company Name: _____

	1 - 6	7 -13	14 - 20	21 - 25	Score
Essential Components • Name, Company Description, and Disclaimer* • Products and Pricing • Order Form • Contact Info • Functionality	* Very few of the essential components are provided. * Components are presented in an unprofessional manner *Many links are not functional. *Lacks Disclaimer	* Some of the components are provided. * Components are presented in a somewhat professional manner. *Several links are not functional *Includes Disclaimer	* Many of the components are provided. * Components are presented in a mostly professional manner *Most links are functional. *Includes Disclaimer	* All or most of the components are provided. * Components are presented in a most professional manner. *All links are functional. *Includes Disclaimer	
Organization & Efficiency • Site Navigation • Product presentation • User-friendly and intuitive • Space utilization and layout	* Products are not presented in a logical, rational manner. * No apparent organization; website is difficult to navigate. * Space is not effectively utilized.	* Products are presented in a somewhat logical, rational manner. * Site is somewhat organized and user-friendly. * Space is barely effectively utilized.	* Products are presented in a mostly logical, rational manner. * Site is mostly organized and user-friendly. * Space is effectively utilized.	* Products are presented in a logical, rational manner. * Site is very organized and user-friendly. * Space is maximized without compromising aesthetics.	
Marketing Effectiveness • Brand image • Appropriate for target audience • Logo and Company Info • Appropriate & consistent fonts • Effective use of multimedia & interactive elements (ie. social media, games, polls, videos, etc.)	* Brand image is unclear * Not appropriate *Fonts are distracting and unreadable *Optional use of multimedia and interactive elements detract from brand image	* Brand image is somewhat clear * Somewhat appropriate *Fonts lack consistency or appeal *If included, multimedia and interactive elements little or no value to brand image	* Mostly clear brand image * Mostly appropriate *Fonts consistent with brand image *Optional use of multimedia and interactive elements support the brand image	* Clear brand image * Appropriate *Fonts are appealing and consistent with brand image *Multimedia and interactive elements are highly effective marketing tools	
Presentation & Aesthetics • Complexity of design & use of graphics • Uniqueness • Meets industry standard for professional appearance	* Design is basic and/or not well executed. * Images are not retouched and inconsistent w/ message *No evidence of originality or new thoughts * Website is memorable because of its shortcomings.	* Design is beyond basic and fairly well executed. *Images may need correction but are consistent w/ message *Little evidence of inventiveness * Website is somewhat polished and professional.	* Website is well designed and the design is well executed. * Images mostly retouched and consistent w/ message *Elements shows some evidence of originality and inventiveness * Website is mostly polished and professional.	* Design is exceptional and very well executed. *Images retouched and consistent w/ message *Elements are fresh original and inventive * Website is very polished and professional.	
Content • Language • Mechanics	* Unclear and poorly-written language * Many grammar and or spelling errors	* Language is not well-written but mostly clear * Some grammar and or spelling errors	*Language is well-written, but may lack clarity * Very few grammar and or spelling errors	* Language is clear and well-written * No grammar and or spelling errors	
The following disclaimer must appear on all submitted websites: *This is an official Virtual Enterprises International (link to http://veinternational.org) firm website and is for educational purposes only. (2014-2015 – Firm Name)*					**Total**

04/08/14

Additional VE Features

- "Buy Buttons"

- A Direct Debit payment system means that VEI firms will be paid at the time of purchase.

- Accepts pre-paid credit cards

- Ability to add in promotional codes

- Feedback from website competition….. Coming soon.