

# WEBSITE UX, DESIGN & FUNCTION HONOURING EXCELLENCE IN DIGITAL EXPERIENCE

---

This award is for the website that combines stunning design with excellent user experience and performance. A great website should serve as the hub of a brand's digital presence, combining beauty, functionality, and results.

## WHAT JUDGES ARE LOOKING FOR:



### **VISUAL APPEAL:**

Modern, clean, and consistent design that reflects the brand.



### **USER EXPERIENCE:**

Easy navigation, fast load times, and logical layout.



### **MOBILE RESPONSIVENESS:**

Optimised for use across all devices.



### **SEO & PERFORMANCE:**

Optimised site structure, metadata, and loading speed.

## TIPS FOR ENTRANTS:

Provide a link to your site and specific pages relevant to the criteria.  
Use screenshots and/or screen recordings to showcase user experience.  
Include analytics where possible (bounce rate, conversions, time on site)