



TMAC SCORING CRITERIA / MATRIX

BEST TRAVEL WEBSITE (includes BLOG)

Content – Writing and Multimedia (Photos / Video ... etc.)

Criteria	Description	Points
<p>Imparts useful and interesting information to the reader.</p> <p>Is it a valuable resource for the reader?</p>	<p>Details, facts and recommendations are presented in a way that's engaging and enticing for the reader.</p> <p>Includes essential information and is intrinsically useful.</p> <p>Information adds value for the reader (can teach something new, demystify a topic, answer a question, inspire visitation to a destination etc.)</p> <p>Information is relevant to the goal of the article.</p>	15
<p>Establishes authority on the subject matter, in a well-researched manner.</p> <p>Gives readers a strong sense of the destination, experience, or topic.</p>	<p>Presents a familiar topic with a unique perspective.</p> <p>Provides “next level”, original and insightful guidance or advice.</p> <p>The writer's experience in destination shines through (recommendations/tips, purposeful anecdotes, review/reflections).</p> <p>Presents a well-rounded view of the topic.</p>	15
<p>Clear structure and intent.</p>	<p>Tone, style and structure is appropriate for the intended audience and enhances the information.</p> <p>Content is focused and achieves a specific objective.</p> <p>Flow, organization and structure enhances readability. Ex) Headings, sub-headings, bullet points are used when appropriate.</p>	10
<p>Writer's voice.</p>	<p>Writer's tone, personality and perspective is evident and enhances the content.</p> <p>Writer's voice shows insight and provides backstory.</p> <p>Writer's voice connects with readers and gives life to the content.</p>	15
<p>Writing Style.</p> <p>SEO (Search Engine Optimization).</p>	<p>Effective combination of facts, anecdotes and scene-setting.</p> <p>Effective use of sensory details (where appropriate). Descriptions are engaging and easy to visualize.</p> <p>Variety in word choice and sentence structure.</p> <p>SEO is natural/seamless and doesn't overwhelm or distract from the content.</p>	15



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Multimedia (photos, video, audio files, maps, and other interactive storytelling features).	<p>A variety of photos and / or other multimedia are used to showcase the destination and are placed in proximity to relevant text. Photos and other multimedia support and enhance the text and illustrate the writer's experience in destination.</p> <p>Photos go beyond being "snapshots" and show command of photography composition techniques such as clear focal point/subject matter, sharpness, framing, colour, leading lines etc.</p> <p>Photos and other multimedia are engaging and transport the reader to the destination (make them feel like they are there).</p>	15

Website Design

It is acknowledged that some sites will have ads as a means of earning revenue from their site. Provided that this does not significantly take away from the aesthetics and usability of a site, do not subtracts points for the presence of display ads.

Criteria	Description	Points
Aesthetics	<p>Website design is visually welcoming and engaging.</p> <p>Has a professional looking design. Appears trustworthy.</p>	5
Navigation and Usability	<p>Content is organized and easy to find (menu structure, search bar, post grids, category pages, destination/thematic landing pages etc.)</p> <p>Website loads fast.</p>	5
Branding	<p>The website's brand/mission is clear from the homepage.</p> <p>Website content stays true to the brand/mission.</p> <p>Contains an "About Me/Us or other form of Overview" page with information about the writer(s) and the website.</p>	5
TOTAL SCORE		100