



WESTERN ASSOCIATION  
OF CHAMBER EXECUTIVES

# Website Evaluation\* & Awards Entry Form

*\*“Many of our W.A.C.E. members have said that getting the evaluation and feedback from our judges is well worth the entry fee; being named an award recipient is icing on the cake.”*

**NOTE:** This entry form must be filled out completely to qualify. Please photocopy for additional entries.

W.A.C.E. will be judging local chamber web pages. Among the criteria used in the evaluation will be:

**Overall Design**—overall impression of the look and feel of the web site, graphics, ease of use and navigation, support of chamber brand, photography, feature rich, content prioritized by use and importance, etc.

**Content**—overall quality, timeliness and relevance of information, clear concise text, high quality photography, no typos or bad grammar, addresses primary audience(s), etc.

**Search Engine Optimization**—does the chamber web site appear on the first page listing of major search engines like Google, etc.

Awards may be made in categories based on chamber size, if required minimum point total is achieved.

While top web sites will be recognized at the association’s annual conference in February, **ALL** entries will receive written communication from judges. Judging will take place between December 1–10, 2022 (approx.)

**NOTE:** This entry form must be filled out completely to qualify. A separate entry form must accompany each site entered. Please photocopy for additional entries. *Specialty sites are not eligible.*

Chamber \_\_\_\_\_ Executive \_\_\_\_\_

Chamber Annual Budget \$ \_\_\_\_\_ # of Members \_\_\_\_\_

Website Address \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Statement of purpose of website \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What do you feel are the unique features of your website?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

This form and a check for appropriate entry fee(s) — \$35 per entry — must be received by **November 10, 2022**.

Return forms to: **W.A.C.E.**  
**Website Evaluation & Awards**  
P.O. Box 1736  
Sacramento, CA 95812-1736

or email to: [dave.kilby@calchamber.com](mailto:dave.kilby@calchamber.com)