



"THANK YOU FOR OUR WEBSITE EVALUATION. WE ARE IN THE PROCESS OF CORRECTING THE DEFICIENCIES IDENTIFIED. YOUR REVIEW IS VERY HELPFUL."

"MY IT PERSON SHARED WITH ME THAT THE JUDGES CAME UP WITH THINGS THAT EVEN HE NEVER THOUGHT OF! I GUESS IT WAS HIS WAY OF OFFERING UP HIS COMPLIMENTS, RESPECT AND ADMIRATION."

The six areas of evaluation are:

1. Usability

- Site should be designed to ensure browser compatibility, with technology and programming that work well and no broken links or script errors
- Navigation should be clear and simple, with information easy to find
- Site should load quickly and include a sitemap, search box, links back to homepage and an easy-to-use property search feature

2. Design and Website Content

- Styles, colors and company branding are consistent throughout
- Main copy is concise and explanatory, critical content is above the fold and copy includes basic consumer information on community and real estate services, market data, etc.
- Exceptional visual elements and sophisticated core design

3. Interactivity

- Website includes features that engage consumers such as interactive maps and blogs
- Links out to company social media sites and has live chat capability
- Gives consumers opportunity to provide comments, etc.

4. Customer Service and Client Respect/Internet Lead Management

- Easy to contact someone via email, phone, etc.
- Internet inquiries must be answered (in a professional and friendly manner) in less than two hours

5. LeadingRE Branding

- Links to RELOHomeSearch.com from your homepage or web navigation and LuxuryPortfolio.com (if applicable)
- Site shows you are a member of LeadingRE through logo use or verbiage

6. Search Engine Optimization (SEO)

- Basic written content creation and strategy focusing on neighborhoods and unique lifestyle attributes of the key markets you serve
- Competitive positioning on major search engines
- Effective use of titles, meta tags and page content

WQC Awards

Only companies that receive the 2010 WQC will be eligible to win the Website awards presented at the 2011 LeadingRE Annual Conference.

Categories include:

1. Best Overall Website
2. Best Visual Design
3. Best Interactivity
4. Best Property Search
5. Best ILM Process and Response Time
6. Best SEO