

Jaguar Clubs Of North America, Inc. Website Excellence Award Criteria



A Club's website is a great tool for getting information out to current members and recruiting prospective members. A website is the digital face of the Club. It provides a view into the activities, people, vehicles and culture of the Club. It is a place to showcase the Club's members, Jaguars, Board, past and future activities, newsletter, etc. It provides information to help turn website visitors into Club members. The Website Excellence Award winners set the standard for creating and engaging with the online Jaguar community.

General

1. Easy to navigate through
2. Is reasonably up to date (last 30 days)
3. Helps a prospective member join the Club and JCNA
4. Attractive design, artistic
5. Exciting, interesting, fun
6. Accessible to everyone (not members only)
7. Nominations must be received by December 31 for the year under review

Content

1. Shows current Club contact information
2. Shows future events and calendar
3. Shows past activities
4. Shows photos of activities
5. Shows what people do and have done, not just cars
6. Includes technical info
7. Includes Forum info

Working Links

1. Link **from** JCNA web site Home Page
2. Link **to** JCNA web site Home Page
3. Link to Club newsletter
4. Link to a historical archive of the Club newsletters
5. Links to resources
6. Links to videos
7. Links to social media (e.g. Facebook)

Club: _____

Website Address: _____

Webmaster: _____

Email nominations (include the information above) to Bob Matejek at awca@jcna.com