

# WEBSITE JUDGING CRITERIA

## WEBSITE AWARDS PROGRAM

### Kentucky Association of Fairs and Horse Shows

- I. APPEARANCE
  - a. Creative
  - b. Eye Appealing
  - c. Easy to read
  - d. Pictures or other form of media such as slideshow or video
  
- II. ORGANIZATION
  - a. User friendly: easy to navigate and find information
  - b. Components are listed or tabbed for easy access to that information
  - c. Schedule of events is easy to find
  - d. Contact information is easy to find
  
- III. INFORMATION
  - a. Schedule of Events included
  - b. General Rules and Regulations included
  - c. Contact Number or Email
  - d. Admission Charges listed
  - e. Map of Grounds Location and Layout
  
- IV. MISCELLANEOUS

The above three areas are basic to every website. Extra consideration will be given to items which create added fair interest. For example:

- a. Articles on new fair events and attractions
- b. Articles on Fair History
- c. Music