

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS  
TAMI Award Judging Criteria

Category: Technological Services – Website

**DESIGN** – 1-5 points for each item, maximum 20 points

1. To what degree is the website logically ordered? Does the site's structure make sense and is it easily navigated?
2. To what degree is the website aesthetically pleasing? The page demonstrates an attractive use of graphics, color, and page layout. Supports organization branding. Background coordinates with text colors and graphics. Animation, graphics (if any) are justifiable.
3. Rate the speed of entry into the initial site and the ease of information retrieval.
4. The entry has a responsive design for use on mobile platforms.

**CONTENT / NAVIGATIONAL ELEMENTS** – 1-5 points for each item, maximum 20 points

1. The site is current, grammatically correct and complete (links functioning).
2. The site conveys information about the organization that encourages communication (contact information, mailing addresses, phone or fax numbers, e-mail addresses, etc.)
3. To what extent is the information interesting, meaningful and important?
4. Does the site offer opportunities for the public to conduct business online (pay utility bills or traffic tickets, sign up for recreation activities, apply for employment, download forms, etc), access information databases (search specific addresses to see what building inspection permits have been issued, etc.)

**OVERALL IMPRESSIONS AND RESULTS** – 1-5 points for each item, maximum 5 points

1. What is your overall impression of the site?