

16th Annual w3 Awards Categories

New Categories *

Website

General Websites Categories

Activism

Sites encouraging or promoting change, movement, reform, revolution, or involvement.

Architecture and Design

Sites that feature architecture and design, including commercial and residential structures, homes and apartments, exterior and interior design, industrial design, etc.

Art

Sites primarily to display or promote art of any style; art, galleries, auctions or those focused on discussion and criticism or art.

Associations

Sites for industry and trade associations as well as special interest groups.

Automotive

Sites providing information or commerce for the automotive industry, including corporate works, model overviews and demos, dealers (new or used), new and used sale ads, car parts or repairs, customizing, and detailing.

Banking/Bill Paying

Sites providing information on banking and bill paying services both on and offline, including online transactions, consumer related saving, lending services and financial advice.

Beauty and Cosmetics

Sites promoting beauty and cosmetic-related products, including hair, makeup and skincare, as well as commentary, tips and aid on health and personal care.

Biotechnology

Sites dedicated to the advancement of biotechnology. This can include information, application, and research, as well as any other form of discussion directly related to the field of biotechnology.

Blog - Business

Sites that serve as weblogs or online journals for professional and business related topics and discussions.

Blog - Personal

Sites created to serve as weblogs or online journals for individuals or personal experiences.

Branding

Works that work to develop the overall scope or image of a particular product or service. The end result can be achieved through both traditional and innovative forms of advertising and or Marketing.

Cause Awareness *

Sites that promote a cause or cause-related events, activities, or organizations.

Charitable Organizations

Sites for charities and organizations whose primary purpose is helping those in need or promoting and advancing other worthwhile causes.

Children/Youth

Sites containing content exclusively produced for children, adolescents, and teens.

Community

Sites creating a connection and/or communication through shared interests, opinions, and similarities. These works can target a broad audience or small focus group.

Computer/IT

Sites for computer software, including business or consumer software products, programs, and services, as well as all other information related to software.

Construction

Sites that provide information or instruction on building residential, commercial, industrial or public works projects. Includes contractors, building companies, professional developers, and individual homebuilders.

Consulting

Sites providing support, information, and solutions for those seeking advice or guidance, includes both business and personal consultation. Includes firms, agencies, experts, and individual specialists.

Consumer Electronics

Sites promoting products and services such as handheld devices, PDAs, computers, televisions, stereos, home audio/Video equipment, home theater systems, Video game consoles and other similar products.

Consumer Goods

Sites for consumer goods, products or services.

Corporate Communications

Sites that serve as contacts and promotions for corporations, organizations, or business professionals. These works may market or provide information for products, services, and individuals involved within a particular company.

Corporate Social Responsibility

Sites that promote a company or organization's mission to upgrade civil and social life.

Crisis Communications *

Sites that provide information, give directives, or offer support during a crisis.

Cultural Institutions

Sites for parks, museums, zoos, gardens, theaters, aquariums, coliseums, and any other cultural organization.

Education

Sites that are education focused, support education, or provide online assistance and service. This category includes content for students of any age, children through adults, as well as tools and information for educators and scholastic administrators.

Employment

Sites featuring job and employment posting, career services, recruiting agencies, advice/informational works, career placement, or other career or job related functions.

Energy

Sites providing information on the conservation, production, and consumption of energy as well as general energy related issues.

Entertainment

Sites promoting entertainment of any form, including concerts and shows, movies, films, music, television shows, comedians, etc.

Environmental Awareness

Sites promoting eco-friendly thinking and awareness and to provide a better understanding of environmental issues. Also includes sites for eco-friendly products, services, or goods.

Events

Sites marketing specific events including concerts, sporting events, seminars, festivals, tours, or miscellaneous special interest events.

Family/Parenting

Sites discussing family issues and concerns, child care/safety, pregnancy, parenting tips, counseling and other resources offering guidance and direction.

Early Entry Deadline is May 7, 2021 - w3award.com



16th Annual w3 Awards Categories

New Categories *

Website

General Websites Categories Cont.

Fashion

Sites promoting clothing, design, and fashion trends. These include works selling fashion apparel or promoting designers and manufacturers, fashion news and general information.

Financial Services

Sites providing financial insight and/or information. These include online stock trading, retirement, financial news, loan information, credit cards, or investment services.

Fitness

Sites or blogs that promote physical fitness. These include recreational services, lifestyle, fitness and health clubs.

Food & Beverage

Sites marketing food and drink items including candy, fresh and frozen food, perishable and canned goods, soft drinks, juices, and water. Also works providing recipes, recommendations, or instruction on food and beverage related topics.

Games and Gaming-Related

Works featuring an online gaming experience for individuals or multi-player applications. Works for games of any type including sports, action/adventure, fantasy, skill, or reason.

Government - Federal

Sites promoting all things pertaining to government affairs on a Federal level. These include works that enable action, offer support and help, present government documents and forms, and provide a link to services available by Federal government agencies and organizations.

Government - Local

Sites promoting all things pertaining to government affairs on a local level. These include works that enable action, offer support and help, present government documents and forms, and provide a link to services available by local government agencies and organizations.

Government - State

Sites promoting all things pertaining to government affairs on a State level. These include works that enable action, offer support and help, present government documents and forms, and provide a link to services available by State government agencies and organizations.

Health

Sites providing information and advice on physical health and overall personal well-being. These may include medical works, diagnosis and treatment, as well as general health discussions. Health also includes mental health, educational and fitness works.

Health Care Services

Sites for hospitals, clinics, nursing homes, and health care providers.

Home Renovation

Sites promoting the process of renovating or making additions to one's home. Includes both interior and exterior projects.

Hotel and Lodging

Sites that provide information on travel accommodations and reservations.

Humor and Comedy

Sites dedicated to laughter, including jokes, rhymes, parodies, and anything providing comic entertainment.

Innovative / Experimental

Sites that push the envelope and create new ideas of what is considered trailblazing thought on the web. Entries should display emerging techniques.

Insurance

Sites providing information or guidance on services regarding insurance for home, auto, life, business or any other available coverage.

Law and Legal Services

Works for firms, attorneys, pro-bono legal aid, litigation, mediation, and legal guidance. Works that provide content on laws, rights, trials, court systems or legal council.

Magazine

Sites that are dedicated to business or consumer magazines, can include offline magazine works or works published only online ('zines).

Manufacturing

Sites relating to the production of goods or services available to consumers; includes factories, distributors, warehouses, and wholesalers.

Marketing

Sites for the promotion of products and services through various types of advertising and branding. Sites for customer-focused strategies and services.

Movie and Film

Sites dedicated to promoting and introducing films, movies and Video. These include promotional sites, news, magazines, film reviews and archives.

Music

Sites dedicated to the sharing of music or music related information. These sites may provide listening samples and demos or promote music education and awareness. Includes musician and record labels' sites, concert promotion, or provide general insight.

News

Sites developed for the distribution of current events and up to date information.

Non-Profit

Sites for non-profit organizations whose primary purpose is helping those in need or promoting and advancing other worthwhile causes.

Performing Arts

Sites dedicated to the advancement or presentation of performing arts. Includes theatre, opera, dance, comedy, music, and drama, as well as the performers and producers of each.

Pets & Animals

Sites dedicated to the animal kingdom. Includes zoos and reserves, pet sellers, shelters etc.

Pharmaceuticals

Sites Marketing or detailing prescription or non-prescription drugs, medical advice and recommendations, online pharmacies, or corporate sites providing information on pharmacology.

Podcasts

Sites dedicated to podcasts or podcast information. These sites provide a listening experience or promote awareness, includes individual or podcast portals, includes general information about podcasts or provide technical support and troubleshooting.

Politics

Sites providing information on campaigns or candidate sites, political views and ideals, news, or general promotion for a cause or platform.

Professional Services

Sites for professional services including consultants, financial advisors, accountants and general service providers.

Public Relations

Sites relating to the development and connection of an organization to its intended audience for a particular topic, issue, or messaging objective.

Publishing

Sites for the production and distribution of various forms of information including both printed and electronic material.

Early Entry Deadline is May 7, 2021 - w3award.com



16th Annual w3 Awards Categories

New Categories *

Website

General Websites Categories Cont.

Real Estate

Sites for the sale or rental of residential or commercial property, including listings, brokers, real estate agents, holding firms, time shares, and any other resource relating to real estate.

Religion and Spirituality

Sites focusing on religion or faith, honoring God(s) or any other divine entity. These include sites which provide information about the history, practice, and advancement of spirituality, church, temple, and religious organization sites, online support.

Restaurant

Sites for restaurants, bars, diners, fast food chains, and eateries.

School/University

Sites for schools including pre-schools, elementary, jr. high and high school, both public or private, also includes trade schools, colleges, universities and institutions providing continuing education opportunities.

Science

Sites distributing information or encouraging the study of science. These include experiments, research projects, science museums, clubs/organizations, laboratories, and those promoting academic exploration.

Self Promotion

Sites to promote or market advertising or interactive agencies, firms, individuals and/or other creative professionals.

Services & Utilities

Websites dedicated specifically to provide or promote a service.

Shopping

Sites providing consumers with online shopping including the sale of products and services, retail corporate Websites, and general product support.

Social/Networking

Sites that connect us and help us communicate through the Internet. These sites can be business or personal. They may use technology to form a group or form a community around a shared connection. Includes social networking, dating, club, interest.

Sports

Sites for sporting news, teams, scores, statistics, predictions, sporting events, history, rules and regulations. Includes fantasy, fan, and general information sites.

Strange and Unusual

Sites that seem odd or tend to stray away from the norm. This category includes sites that promote a new way of thinking or present non-traditional ideas and behavior as well as those that are considered a bit bizarre.

Student

For students of any age who have designed or developed web sites, applications, or projects for academic purposes or as part of a personal portfolio. Exclusively for works created and inspired by students.

Telecommunications

Sites for the promotion of cellular phones and accessories, phone service, long distance service, ring tones, Video, can be both mobile or land-line focused service or information.

Television

Sites which act as online versions or promotions of television programs, movies, and commercials, includes cable network sites, television service providers, as well as those providing information and insight into television.

Tourism

Sites that promote travel destinations, activities, and attractions. Includes promotional and informational Websites, city, country or regional sites, as well as chamber of commerce sites.

Training *

Sites that feature teaching, or developing, any skills and/or knowledge that relate to specific roles within a company or organization

Transportation

Sites for all aspects of transportation, including various modes of travel and all that makes it possible.

Travel

Sites that provide travel services and information. These include online agents for purchasing tickets, hotel rooms, rental cars, vacation packages and other travel services. Includes online travel guides, travel writing, and travel tools.

Veteran & Service Support *

Sites created for, or featuring, persons who served in the active military, naval, or air service.

Web Applications/Services

Websites, applications, widgets and desktop apps that allow the user to perform daily activities online such as editing photos, finding jobs, searching for real estate, or any other typically offline activities.

Website Redesign

Dedicated to Sites that have undergone a redesign and/or rebrand.

Wine, Beer, & Spirits

Sites that put the drink in eat, drink and be merry. Includes distributors, producers, and individual brands.

Website Features Categories

Best Art Direction

Only the art direction used in the piece is judged.

Best Copywriting

Only copywriting judged.

Best Customer Survey/Questionnaire *

Only the use of a survey or questionnaire within the piece will be evaluated.

Best Editorial Experience

Individual and multi-part article enhanced by the addition of interaction design components and increased interactivity.

Best Home Page

Only home or welcome page judged.

Best Practices

Sites that serve as a benchmark for the most innovative and advanced practices in Web development.

Best Structure and Navigation

Only information architecture judged.

Best Technical Achievement

A site using new, innovative technology that improves the overall experience.

Best Use of 3D Color *

Only the use of 3D color within the piece will be evaluated.

Best Use of Animation

Only animation will be judged.

Early Entry Deadline is May 7, 2021 - w3award.com



16th Annual w3 Awards Categories

New Categories *

Website

Website Features Categories Cont.

Best Use of Data Visualization

Only data visualization aspects of a site will be judged.

Best Use of Emerging Technology

Sites that are utilizing new technology or an upgrade of an existing technology will be judged.

Best Use of Photography

Only photography used throughout the site and the ways in which it contributes to the overall site experience and interaction will be evaluated.

Best Use of Video or Motion Graphics

Only Video or motion graphics will be judged.

Best User Experience

Only the design, utility, and efficiency of the site will be judged.

Best User Interface

Sites that sets an industry standard of excellence for user interface design by creating a seamless experience for users.

Best Virtual or Remote Experience *

Only the remote or virtual experiences within the piece will be evaluated.

Best Visual Appeal - Aesthetics

Only aesthetics of the visual design judged.

Best Visual Appeal - Experience

Only visual design in regards to the overall experience will be judged.

Best Visual Appeal - Utility

Only visual design from a usability standpoint will be judged.

Early Entry Deadline is May 7, 2021 - w3award.com

