

## 1 Standard Compliance and Cross-Browser Compatibility

Website should be designed to ensure maximum compatibility and should address issues that can arise with each of the major browsers and the different rendering styles of each browser/platform combination. Minimum requirements include:

- Breadth of browser compatibility (Explorer 7.0, Chrome, Firefox, Safari)
- Reasonable speed of loading pages (less than 5 seconds)
- Minimum and maximum monitor resolutions (minimum 800 x 600)

WQC Awards\* also take the following criteria in to account:

- Universal audience appeal, including multilingual translations
- Use of audio and video broadcast, use of streaming media
- Mobile applications and emerging device capability

## 2 Functionality and HTML Quality

Each website must also meet the following functionality standards:

- The technology and programming of the site work well
- No broken links or script errors occurring within the site

WQC Awards\* also take the following criteria in to account:

- Workability of Flash, ActiveX, rollovers, applets, etc.

## 3 Creativity/Graphic Design and Website Content

The website's use of color, graphics and layout should have a consistent theme and offer visitors a sense of comfort and user-friendliness, including the following:

- LeadingRE branding, linking to RELOHomeSearch.com from your home page or web navigation\*\* and LuxuryPortfolio.com (if applicable)
- Inclusion of appropriate information about the company and its management team and associates and comprehensive contact information in easy to find locations
- Good property search ability and detailed property descriptions
- Basic consumer information on community and real estate services
- Additional rich content for consumers (market data, corporate blog, etc.)

WQC Awards\* also take the following criteria in to account:

- Exceptional visual elements and sophisticated core design
- Clever synergies of visual elements
- Effective use of video content
- Presentation engages consumer and shows significance to their target audience

## 4 Overall Website Usability

Usability is the way the website's design assists the user in finding important information and accomplishing anticipated tasks.

- Ease of use and consistent navigation with minimal clicks required to access essential information

WQC Awards\* also take the following criteria in to account:

- Innovative property search
- Inclusion of site map and search function for all content

## 5 Human Interactivity / Web 2.0 Elements

Today's websites are interactive and often integrated with many social networking platforms. To that end, you should have:

- Website features that engage consumers, such as interactive maps, blogs, etc.

WQC Awards\* also take the following criteria in to account:

- Active blogs, current newsletters, newsgroups, live chat, opportunity for consumers to provide comments, etc.

## 6 Customer Service and Client Respect

Website visitors must receive the same service any customer would when walking into your office. The leads are potentially just as relevant and demand the same respect, so the company should demonstrate:

- Company policy for Internet Lead Management process and strategy
- Ease of contact and responsiveness, maximum of 2 hours

WQC Awards\* also take the following criteria in to account:

- Process for the timely management of requests and complaints from customers
- Customer testimonials

## 7 Search Engine Optimization Strategy

In order to remain competitive in an online world you need to have an SEO strategy:

- Basic written content creation and strategy focusing on neighborhoods and unique lifestyle attributes of the key markets you serve
- Integration of content on RELOHomeSearch.com\*\*
- Integration of listings on RELOHomeSearch.com\*\*
- Brand presence on major search engines

WQC Awards\* also take the following criteria in to account:

- Effective use of titles, meta tags and page content
- Competitive positioning on major search engines
- Legitimate SEO practices

## 8 Benchmarked Results and Monetization

To achieve effective website quality, site metrics need to be measured and reviewed:

- Total number of unique website users (submitted to LeadingRE) via our website traffic survey\*\*
- Documented reports regarding lead generation/management
- Service/satisfaction surveys of customers
- Number of assigned leads from traffic
- Number of closings from assigned leads

WQC Awards\* also take the following criteria in to account:

- Web analytics applied to ongoing promotion strategy
- Stickiness metrics

\*WQC Awards will be presented at the 2010 Annual Conference.

\*\*These items are also requirements for the RHS Incentive Program.