

**SA Publication Forum  
Publication Competition  
2013**

**Publication: Exxaro**

**Category: Websites**

**Judge: Henriette Wagener/Paul vd Merwe**

**Judging criteria for websites**

**Image**

Does the website reflect a positive image of the company and can it be used as a marketing tool?

**Yes, the website is very attractive and creates a great image of the company.**

**14/15**

**Objectives and target audience**

Does the website address the target audience? Does the website contain relevant information that the user would expect to find? Does the content reflect and enhance the user's depth of knowledge and understanding of the company and important issues addressed by this website?

**The site ticks all the boxes when looking at the interest of the user and the information available.**

**13/15**

**Technology**

Does the website comply with the latest technology available?

**The technology used in this website is up-to-date and functional. Although the features are technologically advanced, the user does not feel overwhelmed and the technology enhances the user experience.**

**15/15**

**Accessibility and Navigation**

Does the layout and technology make the website more accessible? Can the user find their way through the website?

**The site is easy to navigate. The video is impressive and easy and fast to access.**

**9/10**

**Graphics and the use of images**

Does the website make use of images and graphics to the benefit of the user?

**The images are brilliant and link to the relevant copy.**

**14/15**

**Immediacy**

Is the website current and updated?

**The website is current. The information is new and fresh.**

**9/10**

**Language usage and editing**

Do the quality of the language and the style of writing speak to the user?

**Clear and comprehensive.**

**8/10**

**General style**

Does the publication have an original style and personality and is the style consistent throughout the website?

**This is a very impressive and attractive site.**

**9/10**

**Total: 91/100**

**General comments**

**Well done Exxaro!**