



TMAC SCORING CRITERIA / MATRIX

Category: Best Self-Published Travel Website

Type: All Media Forms

Description: This category is for those who publish a travel website (including blogs). Whether it's sharing things to see, do and eat in a destination, crafting itineraries, or telling stories, the writing should reflect the author's experience of a place and travel and aim to better the reader's experience.

Judging Considerations: Submissions are to be judged on three (3) submitted articles, along with the overall holistic website design and usability. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
<p>Style & Creativity</p> <p><i>Originality and Voice:</i></p> <ul style="list-style-type: none"> ● Does the writer present topics with a unique perspective? ● Is the writer's tone, personality, and perspective clearly evident and engaging? ● Does the writer's voice show insight and provide backstory to give life to the content? <p><i>Literary Craft and Engagement:</i></p> <ul style="list-style-type: none"> ● Is there an effective balance of facts, anecdotes, and scene-setting? ● Are sensory details used effectively to make descriptions engaging and easy to visualize? ● Does the writing demonstrate variety in word choice and sentence structure? <p><i>Visual Storytelling:</i></p> <ul style="list-style-type: none"> ● Are photos and other multimedia engaging and evocative? ● Do the photos and multimedia support and enhance the text and clearly illustrate the writer's experience? 	<p>10</p>

<ul style="list-style-type: none"> Do the photos go beyond simple "snapshots" by demonstrating command of photography techniques (e.g., clear focal point, composition, sharpness)? 	
<p>Quality of Content</p> <p><i>Blogger Identity and Mission:</i></p> <ul style="list-style-type: none"> Is the website's brand/mission clear from the homepage, and does the content stay true to that brand/mission? Does the site contain an "About Me/Us" page or other overview with information about the writer(s) and the website? <p><i>Substance and Value:</i></p> <ul style="list-style-type: none"> Does the content provide original and insightful guidance or advice? Does the information add intrinsic value for the reader (i.e. teach something new, demystify a topic, answer a question, inspire a visit)? Is the information in each article relevant to the goal, and does it present a well-rounded view of the topic? Is the content focused, and does it achieve a specific objective? Are the tone, style, and structure appropriate for the intended audience? <p><i>Usability:</i></p> <ul style="list-style-type: none"> Is the overall website design intuitive, visually welcoming, and trustworthy? Is the content organized and easy to find (e.g., clear menu structure, search bar, category pages, etc.)? Does the website load quickly and efficiently? Does the on-page structure (headings, sub-headings, bullets) enhance readability and flow? Is SEO natural/seamless, and does it avoid overwhelming or distracting from the content? <i>*It is acknowledged that some sites will have ads as a means of earning revenue from their site. Provided that this does not significantly take away from the aesthetics and usability of a site, do not subtract points from the presence of display ads.</i> 	<p>10</p>
<p>Impact</p> <p><i>Personal Experience and Authority:</i></p>	<p>10</p>

<ul style="list-style-type: none"> • Does the writer's personal experience shine through (e.g., unique recommendations/tips, purposeful anecdotes, insightful reflections)? • Are the details, facts, and recommendations presented in a way that is engaging and enticing for the reader? 	
<p>Overall excellence</p> <ul style="list-style-type: none"> • Reflects the “wow” factor: Does the website demonstrate a consistent, high standard of execution across all criteria—Style, Quality, and Impact? Does it leave a lasting impression and inspire connection, curiosity, or exploration? Does the website stand out as a significant contribution within its category or niche? 	5
Total	35