

## Website Vendor Panel Selection:

### Essential Criteria:

All Digital Agencies featured on our approved panel have been assessed based on a set of criteria and rated accordingly. Applicants who wish to engage a vendor who is not a member of either panel should ensure that those vendors are admitted to the relevant panel (subject to meeting the qualifying criteria) prior to engaging them to complete work as part of the DTD programme. Once they achieve an overall satisfactory score they are added to the panel. The following outlines a summary of where they are assessed.

Essential Criteria	Description
<b>Platforms</b>	Website must be built on industry standard platforms such as Wordpress as they provides a standard content management systems that are versatile and easy to tailor to your specific business needs and goals.
<b>Site Ownership</b>	We ensure that all businesses have full ownership of the site after it goes live so they are not tied to an agency.
<b>Website Speed</b>	A fast website delivers higher conversion and a better user experience. We request the vendor outline the speed they typically achieve with websites and review 3 of their previous website builds to verify this using Google page speed insights tool.
<b>Team Available</b>	We assess the skills of the proposed website delivery team and require they offer people and/or skills in Project Management, Design, Programming, SEO and Analytics.
<b>Turnaround Time</b>	As part of the project we want to ensure that a website is delivered to a very high standard but also is delivered within a reasonable timeframe. We ask each Vendor the typical timeframe they can design and develop a website within.
<b>Type of Websites</b>	The agencies can indicate if they are prepared to build standard websites, bespoke websites or both. We reward Agencies that commit to delivering both.
<b>Post Live Support</b>	When a website goes live there can be post-launch issues so we require that each Vendor provide support after the website goes live.
<b>Tourism Experience / Tourism Case Studies</b>	We require Vendors to evidence experience of working with tourism businesses. Vendors are required to supply 3 case studies of tourism websites they have designed and developed. We rate these case studies

	based on design, UX, user journeys, SEO and speed.
<b>SEO Optimisation</b>	We require Vendors to evidence their level of SEO knowledge and their SEO approach when developing websites.
<b>Accessibility</b>	We rate Vendors on the level of Accessibility they typically deliver for their websites. We expect Vendors to be able to produce websites to the WCAG 2.2 standard.