

2007 Michigan Press Association Best Web site Contest Winners



Division A

1st Place- *Detroit Free Press*

Excellent navigation available on every page. This is a better choice than the left bar navigation that forces the user to scroll down the page. The content is fresh, comprehensive and fits well for Internet delivery. The site does not offer as many opportunities for user interaction as it might. "Play Event Search" is an excellent way to bring interactivity to the site, and additional ways should be considered. The community section is exceptionally good, covers all ages and most groups.

2nd Place- *Traverse City Record-Eagle*

The server was very slow on my first visit. Left bar navigation is clear and readable and the small navigation bar on the masthead in stories is convenient. The search choices below the masthead are a good idea. Popups are annoying, but the web cam is a plus. Listing letters to the editor by date only is not very appealing.

3rd Place- *Detroit Metro Times*

Good variety of advertisers and types of ads, LB, LF, skyscrapers, buttons. Seems to do a good job covering the arts and culture of the Detroit area. Easy to find events and places.

Division B

1st Place- *Lansing State Journal*

This site has got some great content and interactivity. Although everything is well organized, the over use of outline boxes makes it seem very cluttered. With both content and advertisements using this outline box format, they visually compete with each other.

2nd Place- *Midland Daily News*

Very clean and simple with an excellent structure.

3rd Place- *Livingston County Press & Argus*

Great site. Good interactivity and RSS feeds. I think the site would benefit from a more consistent structure to all the pages.

Division C

1st Place- *The Daily News, Iron Mountain*

Visual design a little busy on the homepage, but good advertising/revenue options. Easy to use and navigate. First thing seen community photo galleries, great revenue generator. Great sports pages!

2nd Place- *The Mining Journal, Marquette*

Really like the interactive/virtual newsroom with examples.

3rd Place- *The Daily News, Greenville*

I liked the scrolling story titles. Home page too much space dedicated to advertising. I liked the ability to scroll through the editions, pictures. Lots of ads, but for a reader it is a bit too much on the homepage.

Questions on the website contest email
colleen@michiganpress.org