

Nominations for e-Commerce Awards close next week

Nominations for the seventh annual South African e-Commerce Awards, which are open to all South African e-Commerce websites based in South Africa, close on 15 August 2012.

The awards will run on a three round voting and evaluation process.

Round 1: Public voting

The full list of nominees will be available on the website on 16 August 2012, when the public voting opens. Public voting will determine the top 40 websites that will go through to the initial evaluation round. The e-Commerce website with the most public votes at the end of the voting process will win the award for The Public's Favourite e-Commerce Website. Public voting ends 16 September 2012.

Round 2: Initial evaluation

The public's votes from Round 1, together with the design evaluations will determine the top 20 websites for Round 3. The independent design company, Druff Interactive, will conduct the design evaluations.

Round 3: e-Commerce process evaluation

The top 20 websites will each receive a comprehensive assessment, including the evaluation of their ordering processes, customer service, design standards and ease of use. These evaluations will determine the winners in the 2012 South African e-Commerce Awards.

Winners will be announced on 15 November 2012 in the following categories:

- The Public's Favourite e-Commerce Website
- Best e-Commerce Store
- Best e-Commerce Services Website
- Best Group Buying Website
- Best Design, Standards & Ease of use
- Best Shopping Process

For more information, go to www.ecommerceawards.co.za.