



Look Book: 6 Beautiful Application Websites



Introduction

If you're running an award, scholarship, grant, conference, or fellowship program, you know how important your website is. It's where potential applicants go to learn about your offering, read requirements and criteria, and ultimately decide if they are going to apply. If you use an online platform to accept submissions, your website is also where applicants will enter their information and complete your application process. It's no wonder that so much thought and effort is put into the appearance of webpages. Having a visually appealing and easy to navigate website can make the difference between a visitor choosing to apply for your program, or closing their browser and walking away.

To help give you some inspiration, we have collected 7 of the best looking, and easy to use, application websites on the internet. These sites make it easy for visitors to learn about their programs, about the organizations that are offering them, and how to apply. Although we've included static screenshots, we also recommend you use the included hyperlinks to visit the websites on your own. You can click around and see why these are the best of the best.

PEABODY AWARDS

APRIL 9 NOMINEES ANNOUNCED

MAY 18 78TH ANNUAL PEABODY AWARDS CEREMONY

77TH CEREMONY HIGHLIGHTS

SUPPORT PEABODY

MAKE AN IMPACT EVERY DAY

Save the Date: 78th Annual Peabody Awards

Peabody Digital Network

Peabody Conversations: 13th

Peabody Conversations: Ca Burnett

Website URL:

www.peabodyawards.com

What it does well:

- Clear navigation header and visual slider
- Helpful dates prominently featured
- Excellent gallery of past winners

Peabody Awards

Started in 1940, the Peabody Awards annually recognize the best examples of storytelling in television, radio, and online media. The center piece of the website is a dynamic image slider, which allows visitors to cycle between 3 different hyperlinked images: one promoting the upcoming awards, one highlighting last year's ceremony, and one soliciting donations.

The themes of the main slider are echoed in the top of page navigation menu. Site visitors can click 'Awards' to see a gallery of past winners, dating all the way back to 1940. A 'Support' button at the center of the menu again draws visitors to make donations. The website is full of embedded video, which is not a surprise for such a media-focused awards program!

WELCOME TO THE SHORTY AWARDS



SEE THE LIST OF
**INFLUENCER
NOMINEES**

ENTER YOUR
**BRAND OR
ORGANIZATION**



THE VLOG SQUAD ACCEPTS BEST YOUTUBE ENSEMBLE

THE 11TH ANNUAL SHORTY AWARDS

Brand and organization entries for our flagship award show are open now. Voting is open for both the influencer side of the competition as well as the brands and organizations. You can vote once a day, per nominee, per platform. Best of luck to all!

VOTE

ENTER

Website URL:
shortyawards.com

What it does well:

- Multiple Calls to Action driving new entries
- Easy to use voting page with social sign in
- Consistent design elements across all pages

The Shorty Awards

The Shorty Awards celebrate the best of social media across multiple platforms and categories. The homepage of their website has one clear goal: drive submissions. When you first open the page, you can count four(!) unique CTAs urging visitors to either submit an entry or vote on others. This is a great way to make sure that visitors engage with your program in a meaningful way. The website has a clearly defined theme and color scheme, which appears on all of its pages.

Speaking of voting, The Shorty Awards have a great page for the public to cast ballots. It's easy to jump back and forth between categories. Voters are required to create an account, which is a good way to ensure that vote counts are fair and accurate. Voters can use Twitter or Facebook to log in, saving time and making sure that people don't leave the page without casting a vote.



WOMEN COACHES ACADEMY & ACADEMY 2.0



Website URL:

wecoachsports.org

What it does well:

- Good organization of different grant, scholarship and fellowship programs
- Powerful statistics driving donations
- Consistent color and font choices

WeCOACH

WeCOACH is a membership organization that promotes women coaches in sports. They offer a number of different application opportunities, so their website needs to be designed to promote multiple programs. They do this well with clear “Programs & Events” dropdown menu, which makes it easy to see what opportunities are available. Their website also exists to bring in donations, and it does that by giving visitors moving statistics linked to their cause.

The website has a lot of color in it, which can be tricky if it isn’t executed properly. WeCOACH does a nice job of making sure that the coloring and fonts are consistent across all of the different pages on their site. Even the CTAs on their homepage match the unique styling.



A DESIGN AWARDS PROGRAM BUILT FOR NEW YORK CITY

The NYCxDESIGN Awards celebrates outstanding achievement across major areas of design—
from architecture to interiors, products to accessories, craft to technology.

ENTER NYCxDESIGN 2019 TODAY!

Submissions close on April 5.

Website URL:

[nycxdesignawards.secure-
platform.com](https://nycxdesignawards.secure-platform.com)

What it does well:

- Simple menu for easy navigation
- Stylish banner
- Multiple Calls to Action pushing visitors to enter

NYCxDESIGN Awards

It makes sense that a design award would have a good looking website! The NYCxDesign Awards are organized by Interior Design Magazine. The website doesn't try to do too much; it's main goal is to get visitors to enter a submission and provide some basic information about the program.

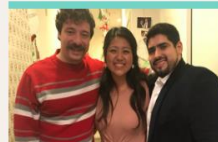
The banner and styling of the homepage matches other marketing materials that Interior Design produces for the awards, which makes sure that entrants and attendees have a consistent brand experience. The homepage has two different CTAs that drive visitors to start an entry, and they do a nice job making sure that you know when submissions will close.



2019 Regional Finalists

These 251 Regional Finalists have made it through the next stage of selection!

THE LATEST



Website URL:

coca-colascholarsfoundation.org

What it does well:

- Travelling navigation menu
- Promotes both current programs and past scholars
- Helpful timeline with multiple relevant dates for entrants

Coca-Cola Scholars Foundation

Long website pages that require a lot of scrolling can be a big no-no for user experience. One way to keep those long pages without compromising visitor experience is a travelling navigation menu. The top-of-screen menu on the Coke Scholars Foundation website follows the user down the page, making sure that they can jump to other pages. The website also does a nice job of balancing information about open or upcoming applications with promotional content about past winners. For application websites, it's always a good idea to show the benefits that potential entrants will see if they win.

The “For Scholars” page has a very helpful timeline showing when applications open, when they close, and other relevant events. Informing visitors of important dates should be a primary goal for your website if you want to make sure that deadlines aren't missed!

THE CLEANIE AWARDS

Just Announced: 2019 Submissions will
Open on April 22, 2019!

[VIEW 2018 HONOREES](#)[SIGN UP HERE TO BE NOTIFIED](#)**EXPAND YOUR BRAND FOOTPRINT**

Searchable content announcing your win is not to be missed!

**SHOW OFF**

You built a great tech that is helping boost the economy and addresses climate change, why not get recognized for all the hard work?

**MADE FOR CLEANTECH BY CLEANTECHIES**

We are the ONLY Award focused on the Cleantech industry. For our community, by our community.

Copyright © 2018 The Cleanie Awards

Website URL:

cleanieawards.secure-platform.com

What it does well:

- Concise homepage, not a lot of scrolling required
- Good pitch for why someone should apply
- Call to Action allowing visitors to sign up for updates

The Cleanie Awards

The website for the Cleanie Awards is beautiful in its simplicity. On a standard sized monitor, the homepage doesn't require any scrolling to see all of its content. That content immediately informs visitors that submissions for the awards are not yet open, but they have an opportunity to be notified right when they do become available. Providing a 'be notified' CTA is a great way to get a visitor's contact information so that you can make sure they do end up entering when submissions open.

The homepage also has three solid pitches for why someone would want to apply. In just a few short sentences, visitors quickly know what the awards are, why they would want to enter, and what benefits they would get if they win. Sometimes simple is best!

Thanks for reading!

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like the ones in this book

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