

Best Mobile Web Sites and Best Mobile Apps of 2017 Named by Web Marketing Association

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The Web Marketing Association is pleased to announce the winners its sixth annual international MobileWebAward competition. This award program recognizes the individual and team achievements of Web professionals all over the world who create and maintain the best mobile Websites and the best mobile applications. The complete list of winners for each of the 86 industries covered can be found at www.mobile-webaward.org.



“Smartphones and tablet computers are exploding and companies are racing to be allow users to connect and interact with them using mobile devices,” said William Rice, president of the Web Marketing Association. “The goal of the MobileWebAwards is to both recognize the people and organizations responsible for developing some of the most effective mobile Web sites and mobile apps on the Internet.”

This year’s top awards include:

TMP Worldwide won Best of Show Mobile Website for Walmart Careers with a Mission- Walmart has a rich history of recognizing and honoring Veterans. To speak to this audience on how Walmart can be a resource to veterans for careers, in the community, and the various commitments they make. It’s an invite to those who want to support veterans and their families, and a resource if you are looking for employment which they will guarantee if you’ve honorably discharged. The entry also won Best Military Mobile Website.

Extra Solid Media, LLC won Best of Show Mobile Application for UMass Dining Services. The Award-Winning Dining of University of Massachusetts Amherst app makes it simple to access all of the favorite campus dining locations with daily menus, operating hours, real-time traffic reports, special offers, and more.

Scorpion was named Top Interactive Agency for the 2017 MobileWebAwards competition. They received 17 awards, including: Best of Show Mobile Website, Best Small Business Mobile Website, Best Automobile Mobile Website, Best Professional Services Mobile Website, Best Health Care Mobile Website, Best Legal Mobile Website, Best Financial Services Mobile Website, Best Other Mobile Website, Best Fashion or Beauty Mobile Website and 9 Outstanding Mobile Website Awards.

Two organization were recognized with the Outstanding Mobile Interactive Developer for winning five or more MobileWebAwards. They are TMP Worldwide and TravelClick Inc.

A complete list of winners can be found on the award program's Website.

The MobileWebAwards were judged on seven criteria seen as requirements for a success mobile website or mobile app. They include Creativity, Impact, Design, Content, Interactivity, Ease of use and Use of the medium. Each mobile website or mobile app entry is judged against other entries of the same format in its industry category and then against an overall standard of excellence.

The Best of Industry winners receive a statue reminiscent of a personal mobile device, it could be yesterday's smart phone, today's tablet, or tomorrow's device. It is crafted of fine jet black crystal with the iconic "W" accent in 24kt plated gold and personalized with your award information. The award is entirely hand crafted by, Society Awards, the makers and designers of other notable award programs such as the Golden Globes, Emmys, MTV VMAs, and CLIOs to name a few, and presented in its own custom gift box.

The 2017 MobileWebAwards are sponsored by the following leading organizations: PR.com, EContent Magazine, iContact, SEO Inc, Webmaster Radio, and Website Magazine. The Web Marketing Association thanks these companies for their commitment to the entire online marketing community.

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