

# The GWG Awards 2018 Shortlist Announced

Submitted by: The Good Web Guide Ltd

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We start our days online and sign off at night but are we getting the most out of the web and what it has to offer? The Good Web Guide (<https://www.thegoodwebguide.co.uk/website-of-the-year/>) set up its Awards' programme to address this, "celebrating websites and apps" that help people streamline their lives, whether it's for sending a personalised card, booking a holiday or to learn something new.

The eagerly anticipated the mission Good Web Guide Awards celebrate sites with these attributes, the ones we return to time and time again. This year is more exciting than ever with many exceptional websites entering, from internationally established sites to grass roots startups. The prestigious judging panel includes Whitney Bromberg Hawkings of FLOWERBX, Holly Tucker, co-founder of Not On The High Street, Nick Lisher of NextDoor and Lex Deak of Pia, the AI powered comparison site for investment and savings products, among others.

Whilst some entries have not reached the final stages, each and every website entry is valued with many taking part in the weekly interview series, Shine The Spotlight (<https://www.thegoodwebguide.co.uk/website-of-the-year/awards-2018/touchnote/20171>).

## THE 2018 SHORTLIST

We are delighted to announce the finalists for the mission GWG Awards; competition was fierce and only the very best sites made it. Top brands including Annoushka, Sheerluxe, Olivine Life, Kidly are just some of the names on the list. To see the full list, click here (<https://www.thegoodwebguide.co.uk/website-of-the-year/awards-2018/the-shortlist/20282>).

## ARON GELBARD TO ANNOUNCE WINNERS

We are delighted to announce that Aron Gelbard, co-founder & CEO of Bloom & Wild (<https://www.bloomandwild.com>), has kindly agreed to announce the winners at a reception held on Monday 12th November in London.

On agreeing to support this year's Awards, Aron said "I'm really honoured to have the chance to present The Good Web Guide Awards. It was an amazing moment for Bloom & Wild to be named Website of the Year a couple of years ago, and I'm very much looking forward to meeting this year's group of entrants and presenting the trophy to the winners!"

Bloom & Wild launched in 2013 with a mission to make sending and receiving flowers the joy that it should be, and, in doing so, has built the world's leading and most loved flower gifting brand. Available in the UK, Germany, France and Ireland, it is the top rated online florist in every market in which it operates.

For more information, visit [www.thegoodwebguide.co.uk](http://www.thegoodwebguide.co.uk) (<https://www.thegoodwebguide.co.uk>)

## EDITOR'S NOTES

Headline sponsor, The Mission is a technology-embraced marketing communications and advertising group employing 1,100 people in the UK, Asia and US. The group comprises two divisions: Integrated Agencies and Sector Specialist Agencies, which work together to provide Clients with the expertise and resource to make them more successful in today's challenging environment. Group members include April Six, bigdog, Bray Leino, Proof, RLA, Robson Brown, Solaris, Speed, Splash, Story and ThinkBDW. [www.themission.co.uk](http://www.themission.co.uk) (<http://www.themission.co.uk/>)

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Office Freedom, formerly Search Office Space, the world's first flexible workspace agent, reflects the wave of change sweeping across the commercial workspace industry. [www.officefreedom.com](http://www.officefreedom.com) (<https://www.officefreedom.com>)

The House Directory, the unrivalled online directory featuring over 3700 companies covering all aspects of interior and garden design and decoration. [www.thehousedirectory.com](http://www.thehousedirectory.com) (<https://www.thehousedirectory.com>)

The winning site will take home a number of prizes to perfect their online presence from the following companies:

A technical SEO audit by Zest Digital, an award-winning digital marketing agency that helps businesses to grow, fast. [www.zestdigital.co](http://www.zestdigital.co) (<https://www.zestdigital.com/>)

A content audit by Re:signal, an innovative, full service digital marketing agency that is on a mission to change the way companies market themselves online with extraordinary strategies and services powered by the best minds in digital marketing. [resignal.com](http://resignal.com) (<https://resignal.com/>)

## ABOUT THE GWG

The GWG offers its visitors a more taste driven and selective alternative to search engines whilst also championing small web-based businesses. Editorially driven with detailed reviews on websites and snappy web-related features, The GWG has grown its online presence with initiatives such as the extremely popular Guest Edited newsletters and the annual Website of the Year Awards, all enabling The GWG to become the definitive authority on everything that is good about the web.

For further information regarding The Good Web Guide Website of the Year Awards 2017, please contact Arabella Dymoke:

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