Internet Standard Assessment Report

webaward

2009

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Internet Standards
Assessment Report

Industry Benchmarks for
Successful Web Site Development
Based on a Decade of WebAward Judging
by The Web Marketing Association

2009

ISAR Contents

Overview

Welcome to the Web Marketing Association State of the Internet Report for 2009. Our goal is to provide the Web development community with a specific benchmark by which to define the standard of excellence for Website development.

Our data is taken from a dozen years of judging Web sites during our annual WebAward competition. Since 1997, we have used a quantitative methodology that, over time, has allowed us to establish clear benchmarks for a significant number of industries. Our judges have reviewed 15,017 sites to date which is the basis for this report.

This year four new industries have been added to the Internet Standards Assessment Report for 2008. These categories were added in 2005 and now have three years worth of data and are eligible for inclusion. The industries are Architecture, Blog, Electronics and Photography.

Acknowledgments

A special thanks to all of the industry experts who have volunteered their time, talent, and expertise over the past decade in support of the WebAward competition. It is a true sign of personal leadership when industry professionals commit to support a program for the good of the entire World Wide Web.

We also would like to thank the individuals who assisted in the creation of this landmark study for the Web Marketing Association, including William Rice, President of the Web Marketing Association, Richard Lowell of Velocity Micro, and Catherine Gallo of Franklin Design Works.

Thank you mostly to all of the participants who entered their best websites into the WebAward competition for the past decade. This study is a tribute to your skills and the ever evolving communication tool that is the World Wide Web.

How the WebAwards began

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and web site design professionals who share an interest for improving the quality of online advertising, internet marketing, and website promotion.

The major initiative developed by the Web Marketing Association to set the standard of excellence for website development in 1997 was the WebAward Competition. Patterned after the best aspects of off-line advertising and marketing award programs, the WebAwards was designed to be more than just a beauty contest or popularity contest where the biggest brand wins the award. We never wanted to be the Oscars of the Internet. We preferred to be more like the "Good Housekeeping Seal of Approval" and "Road and Track Car of the Year."

The WebAwards was a program created by online marketers for online marketers. Most of the awards available, when the competition began, consisted of receiving a "Top 5% of the Web" logo that did more to drive traffic to the award's site than to the winner's site.

We developed and published specific criteria which were used by our panel of judges, made up of independent industry professionals, to fairly evaluate each site's strengths and weaknesses.

We felt it was also important to allow sites to compete against others in their industry, as well as against an overall standard of excellence. A wide range of industries were selected for our first award program and others were added over the years as needed. In 2009, there are 96 industry categories in which participants can compete.

Few Website award programs recognize the individual achievement behind the creation of today's top web sites the way we do at the Web Marketing Association. We believe it is important to recognize the people and organizations responsible for developing some of the most effective and best web sites on the Internet today. Winning a website award is also an internet marketing opportunity for the award winning web site.

But more than just an award program that Internet marketing experts use to increase a website's visibility, the WebAwards provide a benchmark by which all Website development can be judged. More than a decade's worth of judging scores define what Internet marketing professionals should strive for in their website marketing and design efforts. These historical results are now used to provide a point of reference and feedback to website marketing professionals who enter.

Today, WebAwards are used to reward individual and team accomplishments within an organization leading to higher overall moral. Individuals also find being recognized bt winning an award can have a positive impact on their career.

Judging Process

From the beginning, the Web Marketing Association has felt it important to have a clearly identified transparent judging process, not a backroom where some staff member picks a few finalists for "Big Name" judges to pick based on their personal preferences.

Here is how the WebAward judging process works:

Each site is assigned to three or more expert judges for evaluation. The Award Judges are informed of the mission statement and prospective audience for the site and provided a link with password, if needed, to enter and review the site. Award Judges are not told who submitted the entry or which category it is entered into. They then visit the site, starting with the URL provided on the entry form, and assume the role of a target user. After reviewing the site, they enter their scoring and record their observations and comments before moving on to the next site. At the conclusion of the judging, the two highest scores are averaged for the final score. Any lower scores are dropped, although the comments are retained and provided to the participants.

Entries are judged on the following seven criteria on a scale of 0-10 points:

- ○ Design
- ○ Innovation
- ○ Content
- ○ Technology
- ○ Interactivity
- ○ Copywriting
- ○ Ease of use

Each site is judged on each of the seven criteria, earning a score between 0 and 70 points. The highest score in a given category wins Best Website of that industry. If the remaining entries receive a score of 60 or greater, they receive the Outstanding Website WebAward. Entries receive the Standard of Excellence WebAward when their score is above the average of their industry for that year, but below 60 points. Only one Best Website of each industry will be given (except in the case of a tie). However, the Outstanding Web Site and Standard of Excellence WebAwards may have multiple winners in each category.

The scores each site receives is then uses as the basis for this ISAR study.

International Representation in the WebAwards

The WebAwards is truly an international award program. Since its beginning, representatives from 56 different countries have participated in the competition.

International entries are encouraged by the fact that the WebAwards accepts entries in multiple languages. English is certainly the preferred language and if the site has an English version that is the one that will be judged. Our expert panel of judges come from all over the world and possess many of the language skills required to review sites in Spanish, French, Italian, Russian, Chinese, Japanese, Greek, and Dutch. In fact, the WebAwards are the only international Web site award program to judge Web sites in multiple languages.

It is not surprising that the United States has received the most awards. They are responsible for nearly 7,300 WebAwards since 1997. 219 WebAwards have been won by Canadian organizations followed by United Kingdom 142 and Hong Kong with 100.

Germany leads the pack when it comes to averages score. Their entries have averaged a score of 56.8 followed by Sweden (54.7) Belgium (54.5), and Finland (53.8) The United States has an overall average of 51.7.

The countries with the lowest ISAR average is Japan (40) followed by Italy (44.9), India (45.6) and the United Arab Emirates (46.8).

MOST AWARDS BY COUNTRY

Canada: 243
Hong Kong: 133
United Kingdom: 125
Australia: 59
China: 49
Germany: 40
New Zealand: 32
Singapore: 30
Switzerland: 26

BEST OVERALL WEB SITES

Germany: 56.8
Sweden: 54.7
Belgium: 54.5
Puerto Rico: 54.3
Finland: 53.8
Canada: 53.2
Austria: 53.1
Taiwan R.O.C.: 52.9
New Zealand: 52.9
UK: 52.2

WORST OVERALL WEB SITES

United Arab Emirates: 46.8
India: 45.6
Italy: 44.9
Japan: 40.0
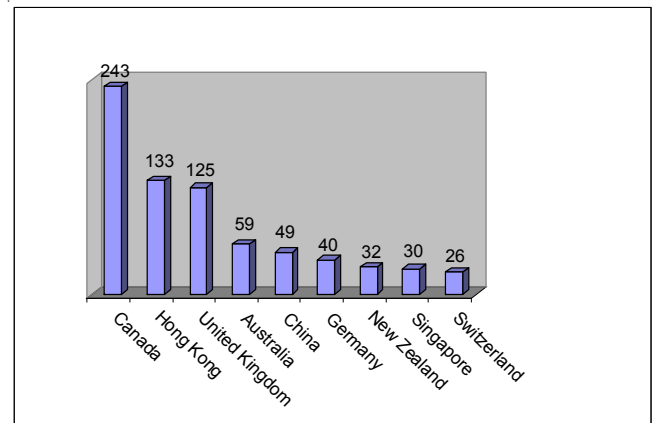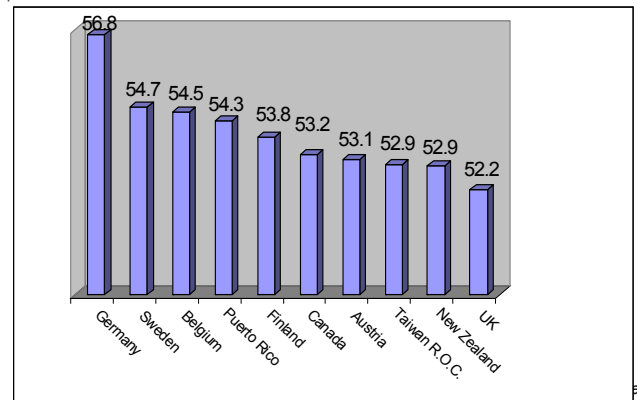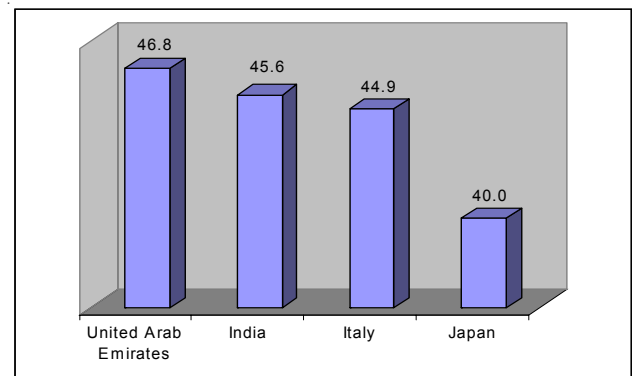
Industries Covered in the WebAwards

As with most Websites, www.webaward.org, the competition's official Website has undergone several major redesigns and reprogramming over the past decade. As a result, we have final scores for each entered web site back to 1997. However, we only have specific criteria scores beginning in 2003.

An industry category is included in this study if it has more than three years of data. Without a three year history, trends cannot be determined and data is less meaningful. It also takes several years for a new category to attract sufficient number of entries to be significant.

This year we have enough data to add fashion, healthcare provider, medical equipment, political and television Websites to the indivdual industry reports.

New categories added in 2009, such as Enviromental, Gay/Lesbian, Mobile, Public Utility, Science and Social Network will not be included until three years of data has been collected. Also categories Auction, Brokerage, Computer retailer, Institutional Services and ISP have been dropped and will not be included in the next report.

The association category was offered in 1997-2000 and then in 2004-2005. Due to a programming error, the category was not included in the 2001-2003 award programs. Auctions, Email and School categories also have years that participation was not included in the competition and therefore charts may not render correctly.

Selection of the appropriate industry is left to the discretion of the nominator. Web sites

The industries below are part of the annual WebAward competition for Web site development.

Advertising | Advocacy | Airline | Application Service Provider | Architecture| Arts | Associations| Automobile | B2B | Bank | Beverage | Biotechnology | Blog| Broadcasting | Catalog | Computer: Hardware | Computer: Software | Construction | Consulting | Consumer Goods | Credit Union | Design | Directory or Search Engine | Diversified Business | Education | Electronics| Email | Employment | Energy | Entertainment | Enviromental | Events | E-Zine | Faith-based | Family | Fashion | Financial Services | Food Industry | Game Site | Gay/Lesbian | General Interest | Government | Health Care | Healthcare Provider | Home Building | Hotel and Lodging | Information Services | Insurance | Interactive Services | International Business | Intranet | Investor Relations | Investment | Legal | Leisure | Magazine | Marketing | Manufacturing | Media | Medical | Medical Equipment | Military | Mobile | Movie | Music | Mutual Fund | News | Newspaper | Non-Profit | Online Community | Other | Pharmaceuticals | Photography| Political | Portal | Professional Services | Public Relations | Public Utility | Publishing | Radio | Real Estate | Regional | Restaurant | Retail | School | Science | Shopping | Small Business | Social Network | Sports | Technology | Telecommunication | Toy & Hobby | Transportation | Travel | TV | University

Most Awards Given to an Industry

The WebAwards has three different levels of Awards. The most coveted is the Best of Industry WebAward. This award is granted to the Web site which scores the most points within a given industry. Normally there is only one **Best of Industry WebAward** granted unless there is a tie and then both sites claim the award.

Of the remaining Web sites, those scoring above 60 points – out of a possible 70 – are granted the **Outstanding Web Site WebAward**. This is a significant achievement and indicates the Web site demonstrated above exceptional qualities across the board.

The sites that have scored 50 or more points, but less than 60, receive the

Standard of Excellence WebAward. This award signifies that the Web site has passed a review and was seen as being above average in its overall Web development.

Non-profit Web sites have won more WebAwards than any other category, with 1,040 WebAwards. This may be attributed to also being the category with the most entries. Many non-profits appear to enter this category, as well as their specific industry, to improve their chances of winning a WebAward.

Other industries that are responsible for winning a significant number of WebAwards include consumer goods (479), health care (466), education (295) and automobile (291).
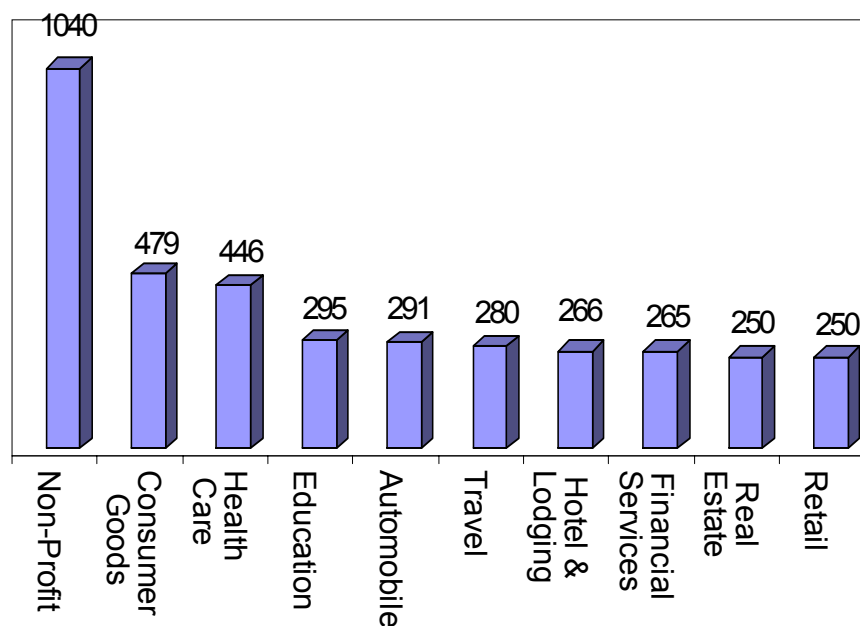
Overall Best Web Site

While every industry has Websites that are leaders and others that lag behind, the best overall industry for Web site development is determined by the overall average of each of the seven judging criteria scores.

The winner for best overall Web sites for 2008 was Movie industry followed closely by TV Websites. Movie and TV websites had each had one of the top three highest average scores in five of the seven categories.

The industries with the lowest average Web site scores were Institutional Services, Auction, Legal, and Faith-based. Each of these industries had outstanding sites, but overall they were significantly below the WebAward Index average.

BEST OVERALL WEB SITES

Industry	Score
Movie	8.29
TV	8.27
Entertainment	8.17
Electronics	8.13
Political	8.11
Beverage	8.07

WORST OVERALL WEB SITES

Industry	Score
Faith-based	6.61
Legal	6.54
Auction	6.46
Institutional Services	5.77
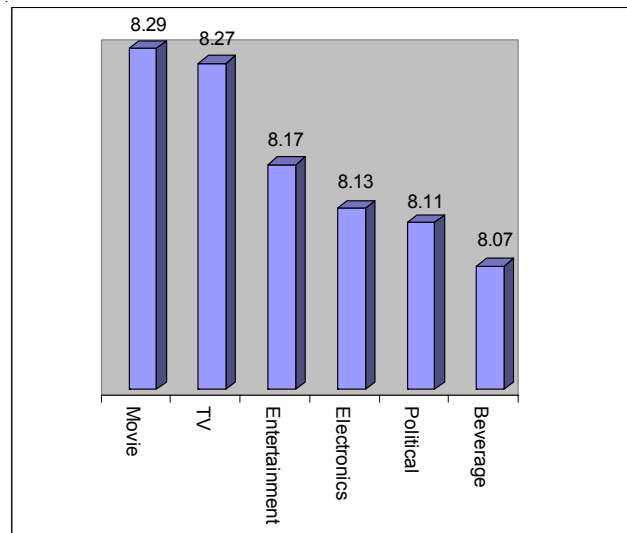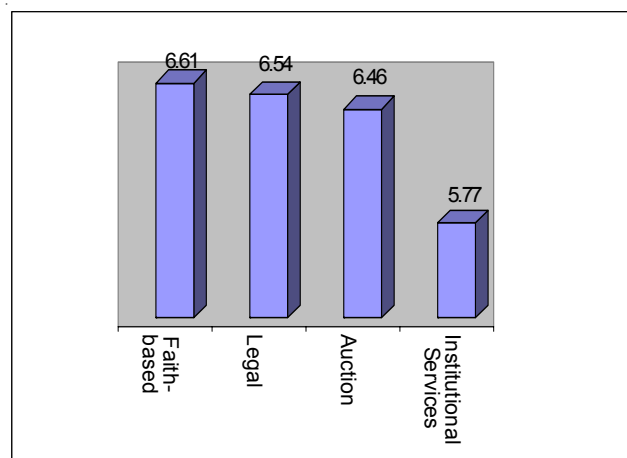
Below are the 2008 average scores for each industry recognized in the annual WebAward competition for Web site development. The overall ISAR Index average for 2008 was 7.37 out of a possible 10 points.

Industry	Overall	Industry	Overall
Movie	8.29	Medical	7.36
TV	8.27	Advertising	7.34
Entertainment	8.17	Telecommunication	7.34
Electronics	8.13	Shopping	7.31
Political	8.11	Broadcasting	7.29
Beverage	8.07	Health Care	7.29
Computer: Hardware	8.03	B2B	7.27
Media	8.03	Transportation	7.27
Leisure	7.94	Non-Profit	7.26
Music	7.94	Healthcare Provider	7.26
Automobile	7.87	Photography	7.24
Food Industry	7.84	Publishing	7.24
Sports	7.80	Magazine	7.23
Technology	7.79	Manufacturing	7.21
Catalog	7.74	Directory or Search Engine	7.20
Events	7.74	News	7.20
Game Site	7.71	Internet Service Provider	7.19
Consumer Goods	7.69	Construction	7.19
Family	7.69	Computer: Software	7.16
Travel	7.67	Employment	7.16
Architecture	7.67	School	7.16
Fashion	7.67	Intranet	7.14
Application Service Provider	7.64	Public Relations	7.13
Consulting	7.64	Insurance	7.11
Advocacy	7.61	Professional Services	7.11
Hotel and Lodging	7.61	Radio	7.11
Retail	7.60	Real Estate	7.09
Investment	7.59	Computer: Retailer	7.07
Regional	7.59	Education	7.07
Diversified Business	7.59	Blog	7.04
Design	7.56	International Business	7.04
Other	7.54	Military	7.04
Portal	7.54	Restaurant	7.04
Online Community	7.53	University	7.03
Bank	7.49	Small Business	7.01
Pharmaceuticals	7.47	Credit Union	7.00
Arts	7.46	Associations	6.99
Mutual Fund	7.44	Newspaper	6.97
E-Zine	7.44	Investor Relations	6.94
Financial Services	7.43	Medical Equipment	6.90
Toy & Hobby	7.43	Home Building	6.87
Airline	7.41	Information Services	6.87
Biotechnology	7.41	Government	6.86
Energy	7.41	Email	6.71
Interactive Services	7.39	Faith-based	6.61
General Interest	7.37	Legal	6.54
Average	**7.37**	Auction	6.46
Marketing	7.36	Institutional Services	5.77

Design

They say that you shouldn't judge a book by its cover – but since the cover is the first thing you see, it is the first thing that naturally gets judged. The same goes for Web sites. How your website looks sets the expectation for the first-time visitor on what they can expect from the site. A good design leaves the door open for further exploration, while poor or dated Web site design will hurt the sites credibility and the user may go elsewhere for their needs.

The advent of WYSIWYG (what you see is what you get) HTML editors, a whole new breed of do-it-yourselfers, have taken to creating websites. Unfortunately, good design is more than just adding text and graphics to a page. Today's best designed pages have a sense of balance that blends type, graphics, and rich media with the sites architecture to create an enjoyable user experience.

Best Designed Web Sites

This year, Movie Websites were recognized with the highest design scores. Other industries that excel in Web site design include Beverage, Electronics, Entertainment and Music Websites. Each of these industries tend to be consumer focused with vibrant content and audience expectations that allow and require that they be on the cutting edge of Web development.

BEST DESIGNED WEB SITES

Industry	Score
Movie	8.7
Beverage	8.5
Electronics	8.5
Entertainment	8.4
Music	8.4
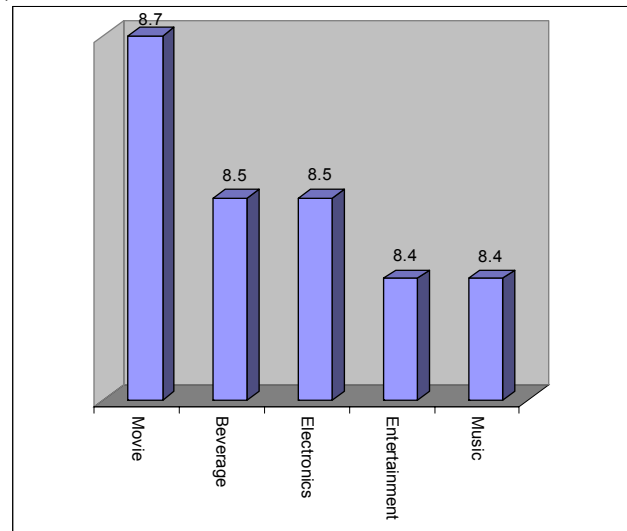
Worst Designed Web Sites

The industries that scored the lowest average design scores include Institutional Services, Auctions and Computer Retailers. All of these industries tend to concentrate more on the content and information delivery - often in a stark, utilitarian format - rather than a highly designed entertaining experience.

WORST DESIGNED WEB SITES

Industry	Score
Computer Retailer	6.3
Auction	6
Institutional Services	6
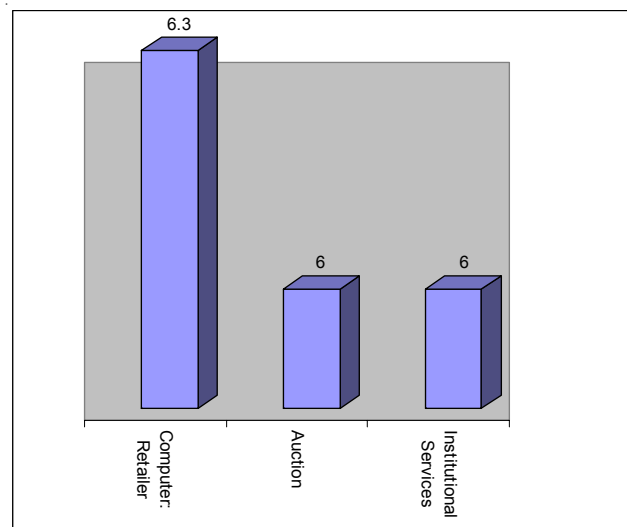
Below are the 2008 average design criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average design score for all industries for 2008 was 8.2 out of a possible 10 points.

Industry	Design	Industry	Design
Movie	8.7	Medical Equipment	7.4
Beverage	8.5	Online Community	7.4
Electronics	8.5	Pharmaceuticals	7.4
Entertainment	8.4	Portal	7.4
Music	8.4	Telecommunication	7.4
Leisure	8.3	Directory or Search Engine	7.3
TV	8.2	Intranet	7.3
Diversified Business	8.1	Newspaper	7.3
Food Industry	8.1	Non-Profit	7.3
Architecture	8	Photography	7.3
Automobile	8	Public Relations	7.3
Events	8	Publishing	7.3
Fashion	8	Shopping	7.3
Game Site	8	Toy & Hobby	7.3
Sports	8	Employment	7.2
Computer: Hardware	7.9	General Interest	7.2
Consumer Goods	7.9	Health Care	7.2
Media	7.9	Healthcare Provider	7.2
Average	**8.2**	Insurance	7.2
Advocacy	7.8	Interactive Services	7.2
Family	7.8	Investor Relations	7.2
Hotel and Lodging	7.8	Magazine	7.2
Technology	7.8	Professional Services	7.2
Travel	7.8	Restaurant	7.2
Investment	7.7	Broadcasting	7.1
Retail	7.7	Catalog	7.1
Application Service Provider	7.6	Email	7.1
Consulting	7.6	Internet Service Provider	7.1
Design	7.6	Radio	7.1
Energy	7.6	News	7
Advertising	7.5	Real Estate	7
Marketing	7.5	Small Business	7
Mutual Fund	7.5	Associations	6.9
Other	7.5	Blog	6.9
Political	7.5	Education	6.9
Regional	7.5	Faith-based	6.9
Transportation	7.5	Military	6.9
Airline	7.4	School	6.9
Arts	7.4	Government	6.8
B2B	7.4	Home Building	6.8
Bank	7.4	International Business	6.8
Biotechnology	7.4	University	6.8
Computer: Software	7.4	Information Services	6.7
Construction	7.4	Credit Union	6.6
E-Zine	7.4	Legal	6.5
Financial Services	7.4	Computer: Retailer	6.3
Manufacturing	7.4	Auction	6
Medical	7.4	Institutional Services	6

Innovation

Innovation is by far the most challenging criteria included in the WebAward judging. What is commonplace in one industry may be groundbreaking in another. Innovation occurs when a site dares to take a risk and deliver a "Wow" factor to the user experience. It can occur in the design, content, or use of technology. It can result from the blending of each of the criteria which allows the Web site to stand out from the rest of the crowded Internet.

Great creative breakthroughs usually happen only after intense periods of struggle and negotiation. It is sustained and focused effort towards a specific goal – not luck, not wishing, not caffeine – that ultimately prepares the ground for great creative insights. Thomas Edison was right when he said "discovery being 99 percent perspiration and 1 percent inspiration."

Best Web sites for Innovation

This year, Movie site took top honors for highest average innovation scores. TV, Electonics and Entertainment Websites also posted top innovation scores.

It appears that an edgy design is a good indication of innovation and the judges reward those industries willing to take risks when they can make them pay off.

Worst Industries for Innovation

The industries with the lowest innovation scores was Institutional Services, followed by Legal, Faith-based and Newspapers. Many of these sites are gateways to data. Change and innovation has not been a driving force in developing the user experience. The also tend to score at the low end of the use of technology criteria as well.

Across all industries, innovation scores usually were among the lowest average scores compared to the other criteria. This makes sense and reflects the true dilemma of innovation – while individual sites might themselves be innovative, if the entire industry is innovative, then what is seen as innovation has become the norm and is no longer innovative.

BEST WEB SITES FOR INNOVATION
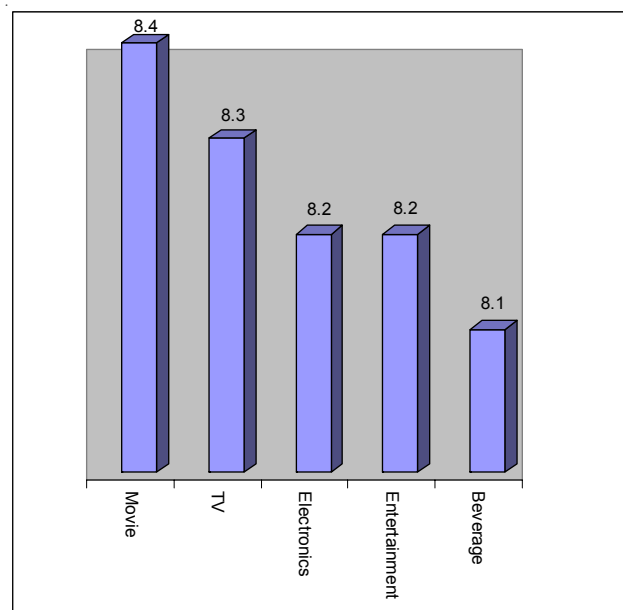
WORST WEB SITES FOR INNOVATION
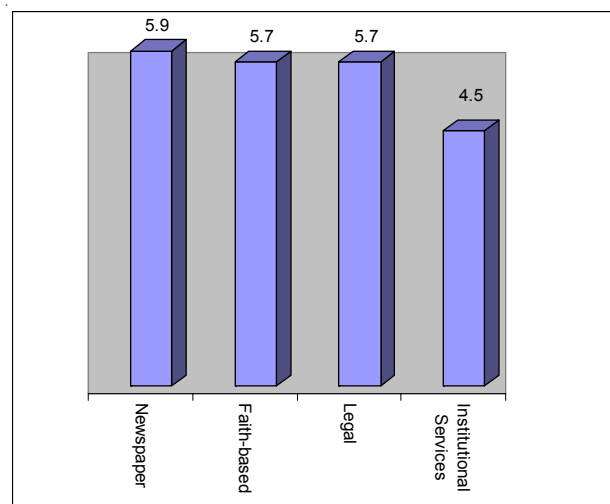
Below are the 2008 average innovation criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average innovation score for all industries for 2008 was 7.8 out of a possible 10 points.

Industry	Innovation	Industry	Innovation
Movie	8.4	Investment	6.9
TV	8.3	Medical	6.9
Electronics	8.2	Airline	6.8
Entertainment	8.2	Construction	6.8
Beverage	8.1	Manufacturing	6.8
Game Site	7.8	Pharmaceuticals	6.8
Media	7.8	Directory or Search Engine	6.8
Political	7.8	Intranet	6.8
Music	7.7	Restaurant	6.8
Automobile	7.7	B2B	6.7
Leisure	7.6	Computer: Software	6.7
Food Industry	7.6	Non-Profit	6.7
Fashion	7.6	Shopping	6.7
Computer: Hardware	7.6	Employment	6.7
Advocacy	7.6	Health Care	6.7
Technology	7.6	Insurance	6.7
Diversified Business	7.5	Education	6.7
Events	7.5	School	6.7
Sports	7.5	University	6.7
Consumer Goods	7.5	Mutual Fund	6.6
Travel	7.5	Publishing	6.6
Regional	7.5	General Interest	6.6
Average	**7.8**	Healthcare Provider	6.6
Architecture	7.4	Professional Services	6.6
Toy & Hobby	7.4	Blog	6.6
Family	7.3	Internet Service Provider	6.5
Design	7.3	Real Estate	6.5
Biotechnology	7.3	E-Zine	6.4
Online Community	7.3	Investor Relations	6.4
Portal	7.3	Magazine	6.4
Hotel and Lodging	7.2	Email	6.4
Advertising	7.2	News	6.4
Marketing	7.2	Associations	6.4
Arts	7.2	International Business	6.4
Catalog	7.2	Information Services	6.4
Radio	7.2	Medical Equipment	6.3
Consulting	7.1	Public Relations	6.3
Energy	7.1	Small Business	6.3
Financial Services	7.1	Home Building	6.3
Photography	7.1	Military	6.2
Broadcasting	7.1	Government	6.2
Retail	7	Credit Union	6.2
Application Service Provider	7	Computer: Retailer	6
Other	7	Auction	6
Transportation	7	Newspaper	5.9
Bank	7	Faith-based	5.7
Telecommunication	7	Legal	5.7
Interactive Services	7	Institutional Services	4.5

Content

From the first commercialization of the Internet as a new medium, the phrase "Content is King" has held true. The reason people go to Web sites is for the content. It might be a news story, a cool video, a statistic, a recipe, or to learn more about a company or a product. They might go to be entertained, informed, to purchase, or to kill time. But, it all boils down to what they experience when they arrive.

Each industry – and each company for that matter - has its own expectation of what its users are looking for and what it wants to provide. Over all, the study generally found that the average content scores were among the highest of any criteria judged.

Web Sites with the Best Content

TV sites were recognized as having the best content in 2008. Movie, Entertainment and Political sites also had top content scores. Each of these categories has dynamic content that can be developed to engage the user.

Web Sites with the Less Than Best Content

Industries that had the lowest scores when it came to content were Institutional Services, Auction and Email. Many of these industries provide commodity-like services that consumers have come to expect and now almost take for granted.

BEST WEB SITE CONTENT
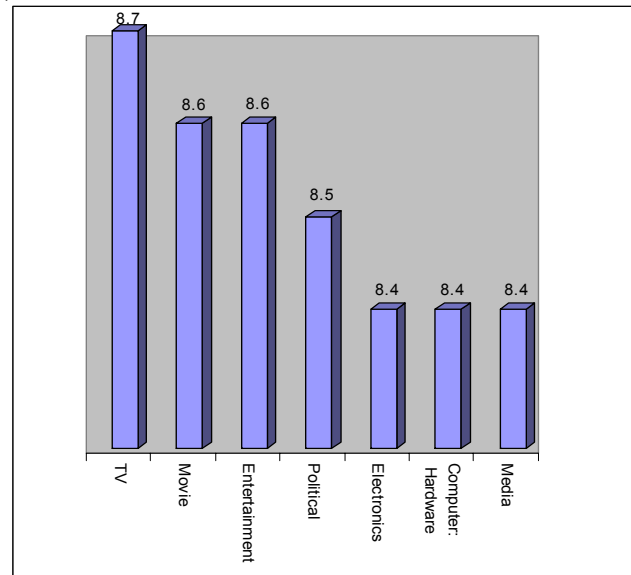
Average Score

WORST WEB SITE CONTENT
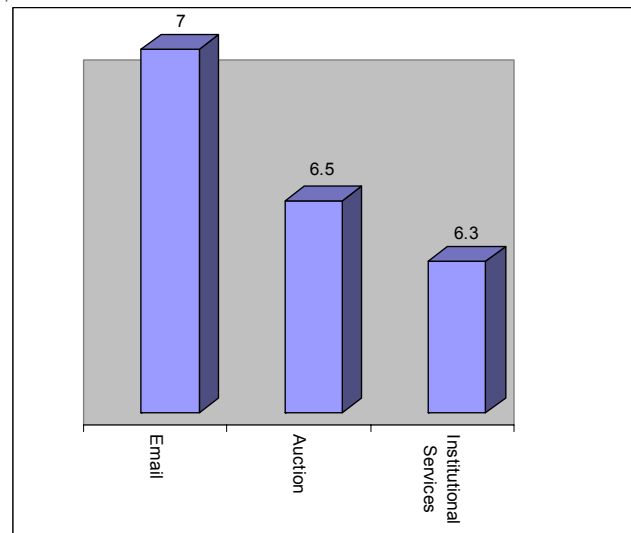
Below are the 2008 average content criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average content score for all industries for 2008 was 8.3 out of a possible 10 points.

Industry	Content		Industry	Content
TV	8.7		Financial Services	7.7
Movie	8.6		Manufacturing	7.7
Entertainment	8.6		Medical	7.7
Political	8.5		Intranet	7.7
Electronics	8.4		Non-Profit	7.7
Computer: Hardware	8.4		Healthcare Provider	7.7
Media	8.4		Broadcasting	7.7
Music	8.3		School	7.7
Leisure	8.3		Computer: Retailer	7.7
Sports	8.3		Investment	7.6
Catalog	8.3		B2B	7.6
Beverage	8.2		Construction	7.6
Food Industry	8.2		Telecommunication	7.6
Events	8.2		Public Relations	7.6
Advocacy	8.2		Interactive Services	7.6
Magazine	8.2		Internet Service Provider	7.6
Architecture	8.1		Education	7.6
Automobile	8.1		Home Building	7.6
Fashion	8.1		International Business	7.6
Consumer Goods	8.1		Information Services	7.6
Family	8.1		Shopping	7.5
Technology	8.1		Toy & Hobby	7.5
Other	8.1		Employment	7.5
General Interest	8.1		Radio	7.5
Average	**8.3**		Associations	7.5
Game Site	8		Diversified Business	7.4
Travel	8		Computer: Software	7.4
Retail	8		Directory or Search Engine	7.4
Design	8		Photography	7.4
Online Community	8		Insurance	7.4
Hotel and Lodging	7.9		Investor Relations	7.4
Application Service Provider	7.9		Professional Services	7.4
Consulting	7.9		Real Estate	7.4
Regional	7.9		Blog	7.4
Airline	7.9		Faith-based	7.4
Arts	7.9		Government	7.4
Bank	7.9		Transportation	7.3
Biotechnology	7.9		Newspaper	7.3
E-Zine	7.9		Restaurant	7.3
Pharmaceuticals	7.9		Small Business	7.3
Portal	7.9		Military	7.3
Energy	7.8		University	7.2
Advertising	7.8		Credit Union	7.2
Publishing	7.8		Medical Equipment	7.1
Health Care	7.8		Legal	7.1
News	7.8		Email	7
Marketing	7.7		Auction	6.5
Mutual Fund	7.7		Institutional Services	6.3

Use of Technology

Use of technology is a double-edged sword. Too little and the user experience is boring; too much and it becomes overwhelming and leads to an unrewarding experience.

Over the past eleven years, technology supporting the Internet has evolved as quickly as the Internet itself. What is cutting edge one year becomes commonplace the next and old-hat the following year. A few years ago, you seemed to need to download a plug-in for your browser for almost every new site you visited. Now, nearly everything is accomplished with Flash, AJAX or Javascript and the need for plug-ins has gone the way of the splash page. However, these small programs, now called widgets, are now making a comeback on many social network sites.

Best Web sites for Use of Technology

Television Website posted the highest scores to rank highest in the use of technology for the second year in a row. These sites often use Flash and other technologies to enhance the user experience and engage the consumer.

Other sites cited for outstanding use of technology include Movie, Entertainment, Eectonics and Political Web sites. All of these industries have done an above average job while incorporating technology to improve the user experience.
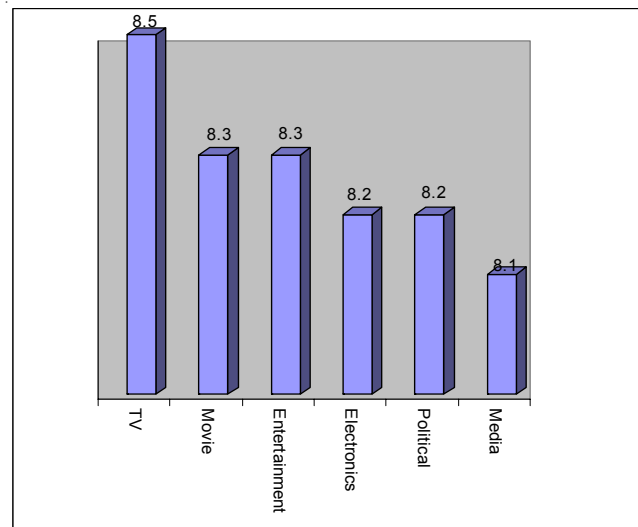
Worst Web sites for Use of Technology

Industries with the lowest scores for use of technology were Institutional Services followed by Legal, Auction and Faith-based. Many companies in these industries take the approach of build it and leave it alone resulting in a site that quickly becomes outdated and falls behind the technology curve. Here the companies that "get it" really outshine the others in the industry.

BEST WEB SITE USE OF TECHNOLOGY

Category	Score
TV	8.5
Movie	8.3
Entertainment	8.3
Electronics	8.2
Political	8.2
Media	8.1

WORST WEB SITE USE OF TECHNOLOGY

Category	Score
Faith-based	6.3
Auction	6.3
Legal	5.9
Institutional Services	4.5
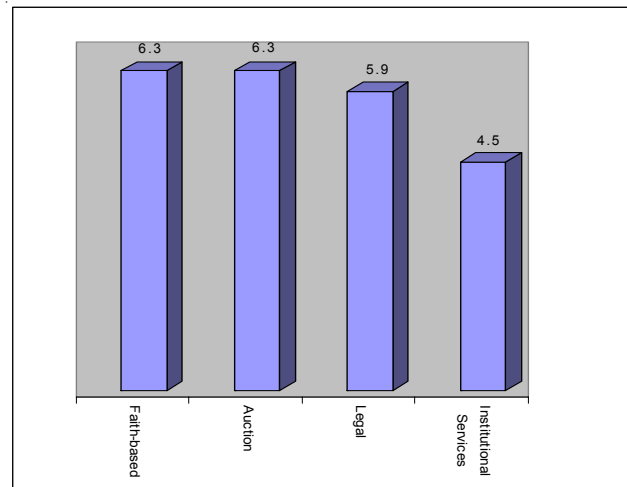
Below are the 2008 average use of technology criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average use of technology score for all industries for 2008 was 7.9 out of a possible 10 points.

Industry	Technology	Industry	Technology
TV	8.5	Regional	7.1
Movie	8.3	Transportation	7.1
Entertainment	8.3	E-Zine	7.1
Electronics	8.2	Medical	7.1
Political	8.2	Telecommunication	7.1
Media	8.1	News	7.1
Leisure	8	B2B	7
Beverage	7.9	Pharmaceuticals	7
Automobile	7.9	Intranet	7
Game Site	7.9	Publishing	7
Portal	7.8	Toy & Hobby	7
Music	7.7	Interactive Services	7
Food Industry	7.7	School	7
Sports	7.7	Computer: Software	6.9
Computer: Hardware	7.7	Construction	6.9
Consumer Goods	7.7	Manufacturing	6.9
Technology	7.7	Directory or Search Engine	6.9
Catalog	7.7	Non-Profit	6.9
Average	**7.9**	Photography	6.9
Architecture	7.6	Health Care	6.9
Travel	7.6	Real Estate	6.9
Airline	7.6	Education	6.9
Radio	7.6	Healthcare Provider	6.8
Events	7.5	Insurance	6.8
Fashion	7.5	Magazine	6.8
Investment	7.5	Professional Services	6.8
Design	7.5	Restaurant	6.8
Other	7.5	Blog	6.8
Family	7.4	Military	6.8
Application Service Provider	7.4	International Business	6.8
Marketing	7.4	Credit Union	6.8
Bank	7.4	Computer: Retailer	6.8
Online Community	7.4	Medical Equipment	6.7
Shopping	7.4	Employment	6.7
Diversified Business	7.3	Small Business	6.7
Advocacy	7.3	Home Building	6.7
Hotel and Lodging	7.3	Investor Relations	6.6
Retail	7.3	Internet Service Provider	6.6
Energy	7.3	Associations	6.6
Biotechnology	7.3	Government	6.6
General Interest	7.3	Newspaper	6.5
Broadcasting	7.3	Information Services	6.5
Consulting	7.2	Public Relations	6.4
Advertising	7.2	Email	6.4
Mutual Fund	7.2	Faith-based	6.3
Arts	7.2	Auction	6.3
Financial Services	7.2	Legal	5.9
University	7.2	Institutional Services	4.5

Copywriting

Copywriting has taken on an entire new importance and skill level in the current world of search engine optimization. Readability is sometimes sacrificed to stuff additional keywords into a page's text.

With the dynamic nature of today's database driven Web sites, along with the generally overworked marketing departments at many organizations, the editing process may be circumvented and copy sees the light of day with typos, bad grammatical choices, and generally poor copy.

They say a picture is worth a thousand words – for sites that are well written, it may be the reverse.

Top copy written Web sites

The best written Web sites come from the Political Website in an election year. industry. These sites tend to not be copy heavy, but rather they integrate effective copy with images to engage the user and develop a satisfying online experience.
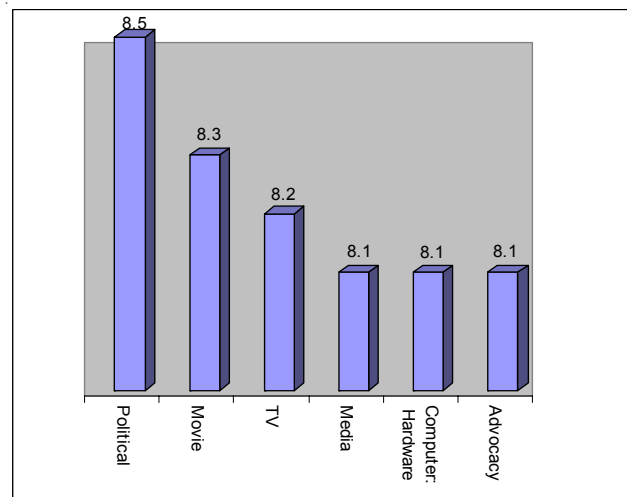
Other sites recognized for their copywriting skills are Movie, TV and Media sites.

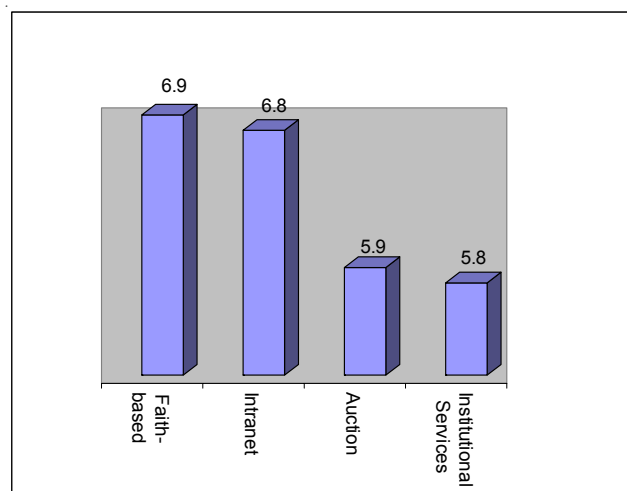### Industries in most need of an editor

The industry with the lowest copywriting score was once again Institutional Services.

Other industries scoring low for copywriting include Auction and Intranets..

BEST WEB SITES FOR COPYWRITING

WORST WEB SITES FOR COPYWRITING

Below are the 2008 average copywriting criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average copywriting score for all industries for 2008 was 7.8 out of a possible 10 points.

Industry	Copywriting	Industry	Copywriting
Political	8.5	Interactive Services	7.5
Movie	8.3	Financial Services	7.5
TV	8.2	Fashion	7.5
Media	8.1	Employment	7.5
Computer: Hardware	8.1	Diversified Business	7.5
Advocacy	8.1	Design	7.5
Music	8	Bank	7.5
Leisure	8	Telecommunication	7.4
Entertainment	8	Portal	7.4
Electronics	8	International Business	7.4
Consulting	8	Directory or Search Engine	7.4
Beverage	8	Biotechnology	7.4
General Interest	7.9	B2B	7.4
Family	7.9	Associations	7.4
Events	7.9	Shopping	7.3
Catalog	7.9	Publishing	7.3
Automobile	7.9	Military	7.3
Application Service Provider	7.9	Game Site	7.3
Technology	7.8	Construction	7.3
Sports	7.8	Computer: Retailer	7.3
Regional	7.8	Advertising	7.3
Pharmaceuticals	7.8	Restaurant	7.2
Magazine	7.8	Photography	7.2
Food Industry	7.8	Marketing	7.2
Travel	7.7	Insurance	7.2
Retail	7.7	Home Building	7.2
Other	7.7	Education	7.2
Mutual Fund	7.7	Broadcasting	7.2
Investment	7.7	Blog	7.2
Hotel and Lodging	7.7	Airline	7.2
Healthcare Provider	7.7	Toy & Hobby	7.1
Online Community	7.6	Small Business	7.1
Newspaper	7.6	Real Estate	7.1
News	7.6	Radio	7.1
Medical	7.6	Professional Services	7.1
Health Care	7.6	Medical Equipment	7.1
E-Zine	7.6	Investor Relations	7.1
Energy	7.6	Email	7.1
Consumer Goods	7.6	Computer: Software	7.1
Arts	7.6	University	7
Architecture	7.6	Legal	7
Average	**7.8**	Information Services	7
Transportation	7.5	Government	7
School	7.5	Credit Union	7
Public Relations	7.5	Faith-based	6.9
Non-Profit	7.5	Intranet	6.8
Manufacturing	7.5	Auction	5.9
Internet Service Provider	7.5	Institutional Services	5.8

Interactivity

Many people confuse interactivity with cause and effect. A JavaScript rollover is a cause and effect, not an interaction. True interaction is usually a non-linear process where multiple inputs result in multiple outcomes. A financial calculator is a simple form of interaction, while chat rooms, message boards, and many online games are the best examples of true interactivity. Web 2.0 concepts, such as blogs, wikis and user content sharing applications are some of the more popular ways sites are increasing their interactivity with users.

Most interactive Web sites

Tv Websites topped the Interactivity charts in 2009. Many TV sites have effectively used Flash-based games to engage their visitors. Also ranking high were Political, Catelog and Beverage Web sites.

Least interactive Web sites

The industries with the lowest levels of interactivity are Email sites followed by Institutional Services, Legal and Home Building. The lack of interactivity is understandable when the goal of many of the sites in these industries is information driven and interactivity might create a distraction.

BEST INTERACTIVE WEB SITES

Category	Value
TV	8.1
Political	8.1
Catalog	8.1
Beverage	8

WORST INTERACTIVE WEB SITES

Category	Value
Home Building	6.4
Legal	6.4
Institutional Services	6.3
Email	5.9
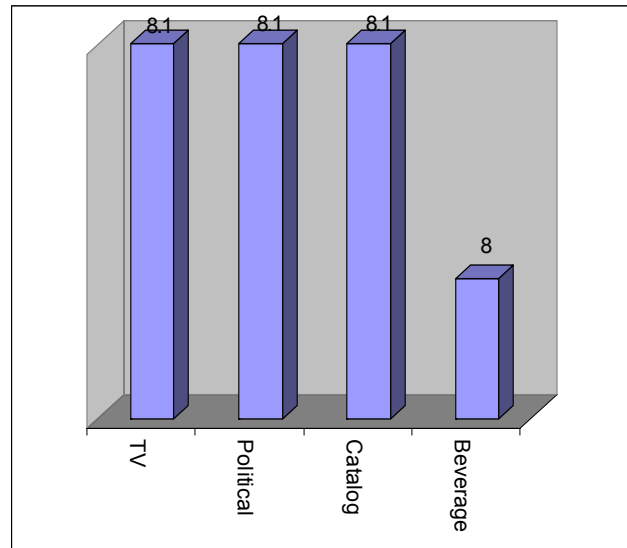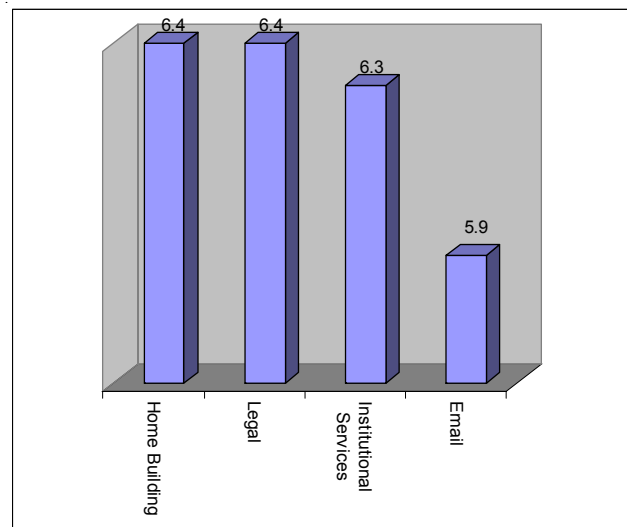
Below are the 2008 average interactivity criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average interactivity score for all industries for 2008 was 7.8 out of a possible 10 points.

Industry	Interactive	Industry	Interactive
TV	8.1	Medical	7.3
Political	8.1	Telecommunication	7.3
Catalog	8.1	Intranet	7.3
Beverage	8	Health Care	7.3
Computer: Hardware	7.9	Real Estate	7.3
Toy & Hobby	7.9	Small Business	7.3
Credit Union	7.9	Marketing	7.2
Entertainment	7.8	B2B	7.2
Music	7.8	Computer: Software	7.2
Media	7.8	Non-Profit	7.2
Automobile	7.7	Photography	7.2
Computer: Retailer	7.7	Shopping	7.2
Movie	7.6	Insurance	7.2
Electronics	7.6	School	7.2
Leisure	7.6	Advocacy	7.1
Sports	7.6	Directory or Search Engine	7.1
Hotel and Lodging	7.6	Professional Services	7.1
Retail	7.6	Internet Service Provider	7.1
Application Service Provider	7.6	Blog	7.1
Consulting	7.6	International Business	7.1
Mutual Fund	7.6	Energy	7
Regional	7.6	Advertising	7
E-Zine	7.6	Transportation	7
Online Community	7.6	Biotechnology	7
Average	**7.8**	Manufacturing	7
Diversified Business	7.5	Medical Equipment	7
Food Industry	7.5	Public Relations	7
Events	7.5	Employment	7
Technology	7.5	News	7
Investment	7.5	Education	7
Design	7.5	Government	7
Airline	7.5	University	7
Pharmaceuticals	7.5	Newspaper	6.9
Portal	7.5	General Interest	6.9
Game Site	7.4	Associations	6.9
Consumer Goods	7.4	Information Services	6.9
Family	7.4	Auction	6.9
Travel	7.4	Construction	6.8
Other	7.4	Investor Relations	6.8
Bank	7.4	Magazine	6.8
Financial Services	7.4	Restaurant	6.6
Publishing	7.4	Radio	6.6
Healthcare Provider	7.4	Faith-based	6.5
Interactive Services	7.4	Home Building	6.4
Broadcasting	7.4	Legal	6.4
Military	7.4	Institutional Services	6.3
Architecture	7.3	Email	5.9
Fashion	7.3		
Arts	7.3		

Ease of Use

One of the most important aspects of any Web site is ease of use. No matter how much content or technology you have, or how cool your site is designed, if your visitors can't find what they are looking for, or can't figure out how to use it when they have found it, they will go elsewhere.

Ease of use is highly affected by the navigation architecture of the site and how it is integrated into the overall design.

A survey of WebAward judges conducted in November 2007 found that ease of use was the second largest factor (30 percent) having a positive impact on the overall score. These judges also indicated that design was the top criteria (30%) to have a possible negative impact on their overall scores.

Easiest to use Web sites

Computer Hardware Websites received the highest scores for being easy to use. Other easy to use industry categories included Investment and Political sites.

Easy of use is closely tied to design and often when site become overdesigned trying to look "cool" or "alternative", they simply become harded to use.

BEST WEB SITES FOR EASE OF USE

Computer Hardware 8.6, Investment 8.2, Political 8.2, Movie 8.1, Media 8.1, ASP 8.1, Consulting 8.1, E-Zine 8.1

Hardest to use Web sites

At the other end of the Web development spectrum, you will find Faith-Based, Radio and Medical Equipment Websites. At times, some of these sites tend to try to do too much on a given page, making them very hard to use.

WORST WEB SITES FOR EASE OF USE

Medical Equipment 6.7, Radio 6.7, Faith-based 6.6
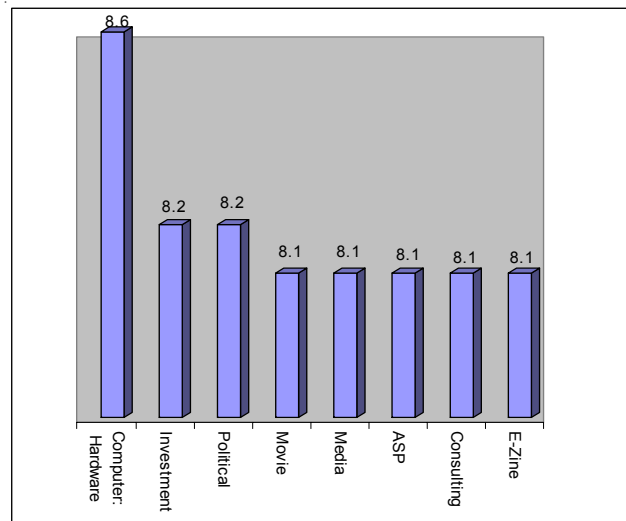
Below are the 2008 average ease of use criteria scores for each industry recognized in the WebAward competition for Web site development. The ISAR average ease of use score for all industries for 2008 was 8.0 out of a possible 10 points.

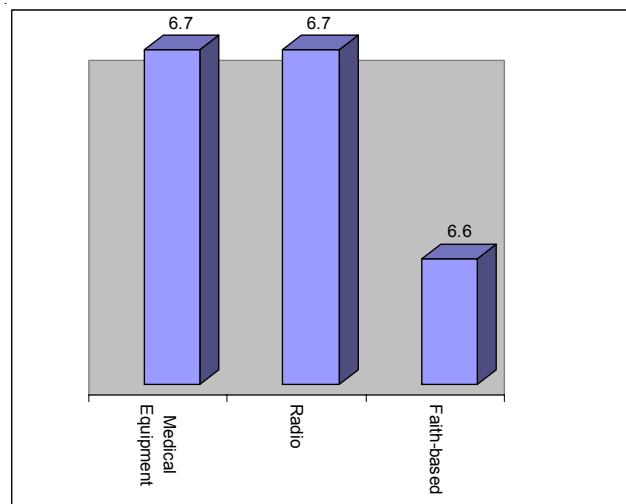| Industry	Ease of use	Industry	Ease of use
Computer: Hardware	8.6	Professional Services	7.6
Investment	8.2	Auction	7.6
Political	8.2	Design	7.5
Movie	8.1	Energy	7.5
Media	8.1	Transportation	7.5
Application Service Provider	8.1	Airline	7.5
Consulting	8.1	Construction	7.5
E-Zine	8.1	Medical	7.5
Electronics	8	Portal	7.5
Food Industry	8	Directory or Search Engine	7.5
Technology	8	Non-Profit	7.5
Interactive Services	8	Employment	7.5
Entertainment	7.9	Health Care	7.5
TV	7.9	News	7.5
Family	7.9	Advertising	7.4
Retail	7.9	Computer: Software	7.4
Pharmaceuticals	7.9	Online Community	7.4
Catalog	7.9	Healthcare Provider	7.4
Internet Service Provider	7.9	Magazine	7.4
Beverage	7.8	Restaurant	7.4
Leisure	7.8	Real Estate	7.4
Diversified Business	7.8	Small Business	7.4
Automobile	7.8	Military	7.4
Hotel and Lodging	7.8	Marketing	7.3
Mutual Fund	7.8	Newspaper	7.3
Bank	7.8	Publishing	7.3
Public Relations	7.8	Insurance	7.3
Shopping	7.8	Blog	7.3
Toy & Hobby	7.8	University	7.3
Average	**8.0**	Credit Union	7.3
Music	7.7	Advocacy	7.2
Architecture	7.7	Manufacturing	7.2
Fashion	7.7	Broadcasting	7.2
Sports	7.7	Associations	7.2
Travel	7.7	Education	7.2
Regional	7.7	International Business	7.2
Financial Services	7.7	Legal	7.2
Computer: Retailer	7.7	Intranet	7.1
Events	7.6	Investor Relations	7.1
Game Site	7.6	Email	7.1
Consumer Goods	7.6	School	7.1
Other	7.6	Home Building	7.1
Arts	7.6	Government	7
B2B	7.6	Information Services	7
Biotechnology	7.6	Institutional Services	7
Telecommunication	7.6	Medical Equipment	6.7
Photography	7.6	Radio	6.7
General Interest	7.6	Faith-based	6.6

Criteria Scores Table

Industry	Design	Ease	Copy	Innovation	Content	Tech	Interact
Advertising	7.5	7.4	7.3	7.2	7.8	7.2	7
Advocacy	7.8	7.2	8.1	7.6	8.2	7.3	7.1
Airline	7.4	7.5	7.2	6.8	7.9	7.6	7.5
Architecture	8	7.7	7.6	7.4	8.1	7.6	7.3
Arts	7.4	7.6	7.6	7.2	7.9	7.2	7.3
ASP	7.6	8.1	7.9	7	7.9	7.4	7.6
Associations	6.9	7.2	7.4	6.4	7.5	6.6	6.9
Auction	6	7.6	5.9	6	6.5	6.3	6.9
Automobile	8	7.8	7.9	7.7	8.1	7.9	7.7
B2B	7.4	7.6	7.4	6.7	7.6	7	7.2
Bank	7.4	7.8	7.5	7	7.9	7.4	7.4
Beverage	8.5	7.8	8	8.1	8.2	7.9	8
Biotechnology	7.4	7.6	7.4	7.3	7.9	7.3	7
Blog	6.9	7.3	7.2	6.6	7.4	6.8	7.1
Broadcasting	7.1	7.2	7.2	7.1	7.7	7.3	7.4
Catalog	7.1	7.9	7.9	7.2	8.3	7.7	8.1
Computer: Hardware	7.9	8.6	8.1	7.6	8.4	7.7	7.9
Computer: Retailer	6.3	7.7	7.3	6	7.7	6.8	7.7
Computer: Software	7.4	7.4	7.1	6.7	7.4	6.9	7.2
Construction	7.4	7.5	7.3	6.8	7.6	6.9	6.8
Consulting	7.6	8.1	8	7.1	7.9	7.2	7.6
Consumer Goods	7.9	7.6	7.6	7.5	8.1	7.7	7.4
Credit Union	6.6	7.3	7	6.2	7.2	6.8	7.9
Design	7.6	7.5	7.5	7.3	8	7.5	7.5
Directory or Search Engine	7.3	7.5	7.4	6.8	7.4	6.9	7.1
Diversified Business	8.1	7.8	7.5	7.5	7.4	7.3	7.5
Education	6.9	7.2	7.2	6.7	7.6	6.9	7
Electronics	8.5	8	8	8.2	8.4	8.2	7.6
Email	7.1	7.1	7.1	6.4	7	6.4	5.9
Employment	7.2	7.5	7.5	6.7	7.5	6.7	7
Energy	7.6	7.5	7.6	7.1	7.8	7.3	7
Entertainment	8.4	7.9	8	8.2	8.6	8.3	7.8
Events	8	7.6	7.9	7.5	8.2	7.5	7.5
E-Zine	7.4	8.1	7.6	6.4	7.9	7.1	7.6
Faith-based	6.9	6.6	6.9	5.7	7.4	6.3	6.5
Family	7.8	7.9	7.9	7.3	8.1	7.4	7.4
Fashion	8	7.7	7.5	7.6	8.1	7.5	7.3
Financial Services	7.4	7.7	7.5	7.1	7.7	7.2	7.4
Food Industry	8.1	8	7.8	7.6	8.2	7.7	7.5
Game Site	8	7.6	7.3	7.8	8	7.9	7.4
General Interest	7.2	7.6	7.9	6.6	8.1	7.3	6.9
Government	6.8	7	7	6.2	7.4	6.6	7
Health Care	7.2	7.5	7.6	6.7	7.8	6.9	7.3
Healthcare Provider	7.2	7.4	7.7	6.6	7.7	6.8	7.4
Home Building	6.8	7.1	7.2	6.3	7.6	6.7	6.4
Hotel and Lodging	7.8	7.8	7.7	7.2	7.9	7.3	7.6
Information Services	6.7	7	7	6.4	7.6	6.5	6.9
Institutional Services	6	7	5.8	4.5	6.3	4.5	6.3
Insurance	7.2	7.3	7.2	6.7	7.4	6.8	7.2
Interactive Services	7.2	8	7.5	7	7.6	7	7.4
International Business	6.8	7.2	7.4	6.4	7.6	6.8	7.1
Intranet	7.3	7.1	6.8	6.8	7.7	7	7.3
Investment	7.7	8.2	7.7	6.9	7.6	7.5	7.5

Industry	Design	Ease	Copy	Innovation	Content	Tech	Interact
Investor Relations	7.2	7.1	7.1	6.4	7.4	6.6	6.8
ISP	7.1	7.9	7.5	6.5	7.6	6.6	7.1
Legal	6.5	7.2	7	5.7	7.1	5.9	6.4
Leisure	8.3	7.8	8	7.6	8.3	8	7.6
Magazine	7.2	7.4	7.8	6.4	8.2	6.8	6.8
Manufacturing	7.4	7.2	7.5	6.8	7.7	6.9	7
Marketing	7.5	7.3	7.2	7.2	7.7	7.4	7.2
Media	7.9	8.1	8.1	7.8	8.4	8.1	7.8
Medical	7.4	7.5	7.6	6.9	7.7	7.1	7.3
Medical Equipment	7.4	6.7	7.1	6.3	7.1	6.7	7
Military	6.9	7.4	7.3	6.2	7.3	6.8	7.4
Movie	8.7	8.1	8.3	8.4	8.6	8.3	7.6
Music	8.4	7.7	8	7.7	8.3	7.7	7.8
Mutual Fund	7.5	7.8	7.7	6.6	7.7	7.2	7.6
News	7	7.5	7.6	6.4	7.8	7.1	7
Newspaper	7.3	7.3	7.6	5.9	7.3	6.5	6.9
Non-Profit	7.3	7.5	7.5	6.7	7.7	6.9	7.2
Online Community	7.4	7.4	7.6	7.3	8	7.4	7.6
Other	7.5	7.6	7.7	7	8.1	7.5	7.4
Pharmaceuticals	7.4	7.9	7.8	6.8	7.9	7	7.5
Photography	7.3	7.6	7.2	7.1	7.4	6.9	7.2
Political	7.5	8.2	8.5	7.8	8.5	8.2	8.1
Portal	7.4	7.5	7.4	7.3	7.9	7.8	7.5
Professional Services	7.2	7.6	7.1	6.6	7.4	6.8	7.1
Public Relations	7.3	7.8	7.5	6.3	7.6	6.4	7
Publishing	7.3	7.3	7.3	6.6	7.8	7	7.4
Radio	7.1	6.7	7.1	7.2	7.5	7.6	6.6
Real Estate	7	7.4	7.1	6.5	7.4	6.9	7.3
Regional	7.5	7.7	7.8	7.5	7.9	7.1	7.6
Restaurant	7.2	7.4	7.2	6.8	7.3	6.8	6.6
Retail	7.7	7.9	7.7	7	8	7.3	7.6
School	6.9	7.1	7.5	6.7	7.7	7	7.2
Shopping	7.3	7.8	7.3	6.7	7.5	7.4	7.2
Small Business	7	7.4	7.1	6.3	7.3	6.7	7.3
Sports	8	7.7	7.8	7.5	8.3	7.7	7.6
Technology	7.8	8	7.8	7.6	8.1	7.7	7.5
Telecommunication	7.4	7.6	7.4	7	7.6	7.1	7.3
Toy & Hobby	7.3	7.8	7.1	7.4	7.5	7	7.9
Transportation	7.5	7.5	7.5	7	7.3	7.1	7
Travel	7.8	7.7	7.7	7.5	8	7.6	7.4
TV	8.2	7.9	8.2	8.3	8.7	8.5	8.1
University	6.8	7.3	7	6.7	7.2	7.2	7
Average	**7.40**	**7.57**	**7.43**	**7.03**	**7.77**	**7.23**	**7.26**

2009 WebAward Call for Entries

The Web Marketing Association is accepting entries into its 2009 WebAward competition for Web site development from April 2, 2009 until May 29, 2009.

Everyone who enters the WebAwards benefits from involvement. All entries will receive:

Criteria scoring – You will receive valuable feedback in the form of the average scores on each of the seven judging criteria for your Web site as well as your final score.

Benchmark data - You will be able to compare your scores with the average for the other sites entered into your category. This data is a quantifiable benchmark for the state of Web site development in your industry.

Judges comments – While not required, judges often leave you valuable comments to help your future development efforts and to provide additional insight into how your site was perceived.

If your Web site is selected as a winner, you will also benefit from the following:

Image plaque or certificate – Best of Industry winners receive a handsome award plaque containing an engraved image of the winning site. Outstanding Website and Standard of Excellence Winners receive a personalized WebAward certificate recognizing their achievement. Additional awards can be ordered to reward individual team members and clients.

Winner's page – To highlight your WebAward, we will create a page on our site dedicated to your award including the individual contributors submitted on the entry form. While most awards have you link to their homepage which benefits them, a personalized winner's page benefits you.

Press release posting – We will post your press release in our Online Media Center providing you with a link to help in your search engine optimization program. PRWeb, the official press release distribution partner of the Web Marketing Association, will distribute your release for free further increasing its reach.

An exceptional marketing opportunity – There are hundreds of ways to promote your winning a WebAward in sales materials, presentations, catalogs, press releases and on your Web site. See our Buzz page for more ideas.

Proof that your work meets or exceeds industry standards - A WebAward is like the Good Housekeeping Seal of Approval or Motor Trend Car of the Year. It demonstrates to the world the highest standards have been met for your Web site. There is no better way to demonstrate your professionalism to clients or senior management.

The bottom line is that by participating in the WebAwards, you know there is payback for your marketing dollars spent and winning an award will help you differentiate yourself from your competition. Be included in the next Internet Standards Assessment Report and enter your Web site into the 2009 WebAward competition at www.webaward.org
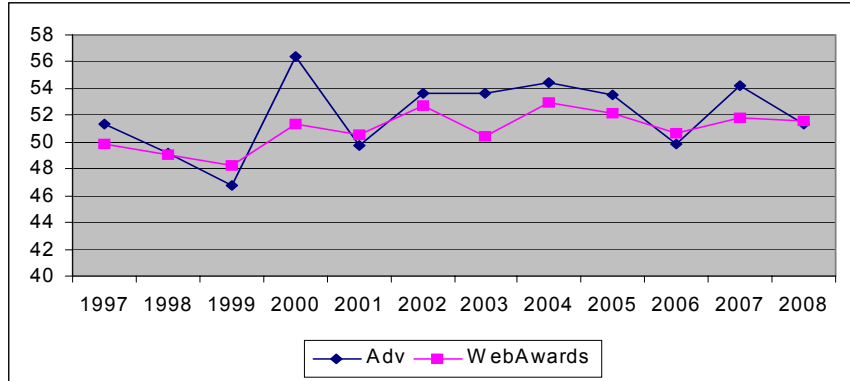
WebAward Internet Standards
Assessment Report

Industry Benchmark Results
2009

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Adv	WebAwards
1999	46.8	48.2
2000	56.4	51.3
2001	49.7	50.5
2002	53.7	52.7
2003	53.7	50.4
2004	54.4	52.9
2005	53.5	52.2
2006	49.9	50.7
2007	54.2	51.8
2008	51.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.2	7.4	7.9	7.5
Innovation	7.5	7.0	7.1	7.8	7.2
Content	7.7	7.4	7.5	8.0	7.8
Technology	7.3	6.8	7.1	7.9	7.2
Interactivity	6.9	6.3	6.5	7.6	7.0
Copywriting	7.3	7.0	7.1	7.6	7.3
Ease of use	7.2	6.8	7.2	7.5	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
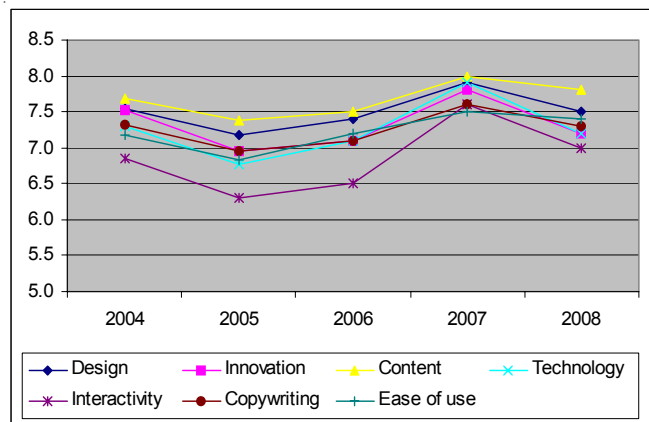
Analysis

Advertising Web sites have generally been in line with the ISAR index. They have met or exceeded the index in eight of the past eleven years, but slightly underperformed in 2006 and again in 2008. Advertising sites are continuously strong in design and content due to their goal to display a firm's best work. Advertising sites also show increasing scores and strength in innovation and technology. In prior years, advertising sites have historically scored lowest in interactivity.

Advertising Web sites tend to be a showcase to attract new clients and to reaffirm existing ones. They are can be high on concept and low on content other than their best work.

Industry vs ISAR 5-Year Average By Criteria
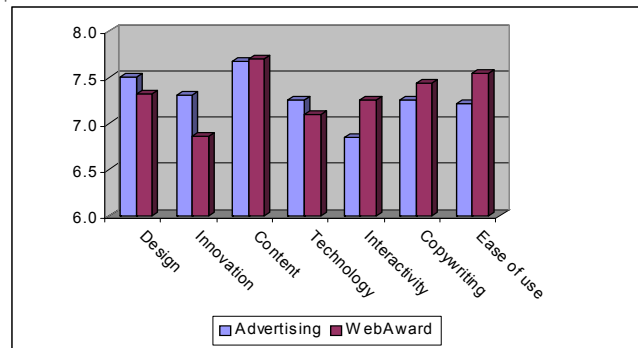
Best of Industry Winners

Year	Winner	Web site
2008	Sharpe Partners	Burns Group
2007	Spot Runner	Spot Runner Website
2006	Spot Runner	Spot Runner Website
2005	Young & Rubicam/ Wunderman	Meet the Lucky Ones
2004	Hanon McKendry	Lake Effect Website
2004	Oasis	Toyota Scion
2003	Google	Google AdWords
2002	Fusebox, Inc.	JCDecaux Airport US
2001	Cole & Weber / Red Cell	Cole & Weber/Red Cell Corp Site
2000	Bravo! Marketing, Inc.	Bravo! Marketing, Inc.
1999	UPSHOT	UPSHOT.NET
1998	BlairLake	Lee Pipes
1997	Ogilvy & Mather	Ogilvy & Mather BrandNet

About this Report

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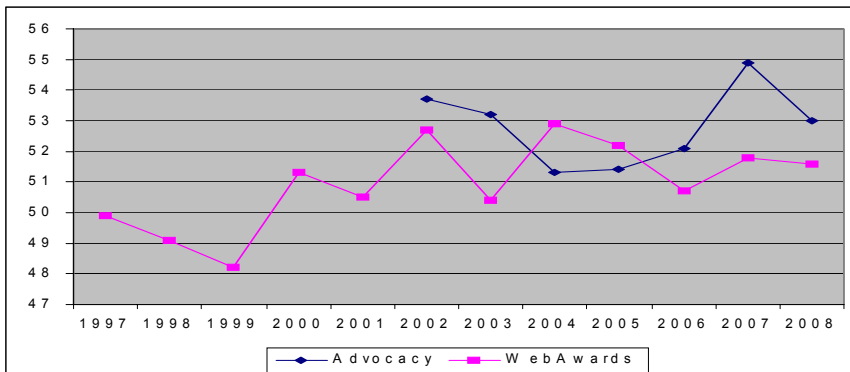
WebAward Internet Standards Assessment Report

2009 Advocacy Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Advocacy	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	53.7	52.7
2003	53.2	50.4
2004	51.3	52.9
2005	51.4	52.2
2006	52.1	50.7
2007	54.9	51.8
2008	53	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	7.1	7.2	7.9	7.8
Innovation	5.5	6.3	6.9	7.6	7.6
Content	7.9	7.3	8.1	8.4	8.2
Technology	5.9	6.4	7.2	7.6	6.9
Interactivity	6.7	6.9	7.2	7.5	7.1
Copywriting	7.9	7.4	7.9	8.0	7.9
Ease of use	7.6	7.2	7.5	8.1	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
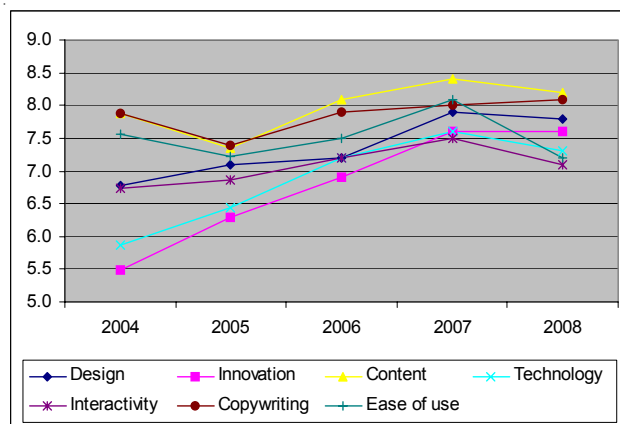
Analysis

Advocacy sites are used to create awareness to social issues. Added to the WebAwards in 2002, advocacy sites have outperformed the overall ISAR index five out of the seven years in which they competed. They showed strong content and copywriting scores once again in 2008. Due to the conservatism and tight budgets of advocacy organization, advocacy sites tend to score lowest in innovation and technology.

Advocacy sites tend to be very good a pulling at the heart strings to sway visitors to their particular point of view. Strong writing and good use of images make many of these sites successful.

Industry vs ISAR 5-Year Average By Criteria
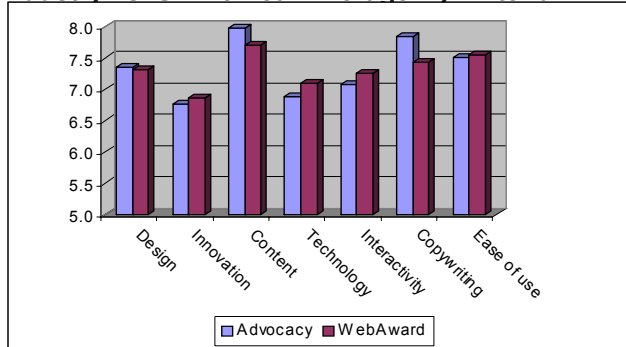
Best of Industry Winners

Year	Winner	Web site
2008	Clarity Coverdale Fury	Are You Ok With That?
2007	Ignite Health	Banner Moments
2006	Ignite Health	Live with it
2005	Tribal DDB	Exhale
2004	Change	Register and Vote 2004
2003	International Fund For Animal Welfare	Protecting Animals and Their Environments Worldwide
2002	The Cato Institute	The Cato Institute

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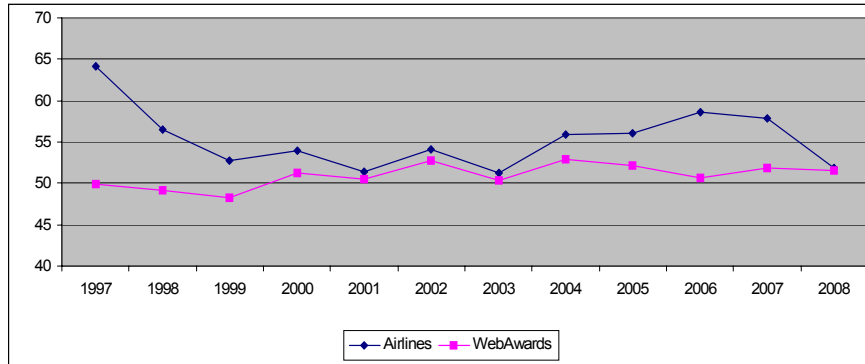
WebAward Internet Standards Assessment Report
2009 Airline Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Airlines	WebAwards
1999	46.8	48.2
2000	56.4	51.3
2001	49.7	50.5
2002	53.7	52.7
2003	53.7	50.4
2004	54.4	52.9
2005	53.5	52.2
2006	58.6	50.7
2007	57.8	51.8
2008	51.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.1	7.4	8.4	8.3	7.4
Innovation	7.2	7.2	8.3	7.9	6.8
Content	8.1	8.0	8.8	8.7	7.9
Technology	7.7	7.9	8.3	8.4	7.6
Interactivity	6.9	8.2	8.1	8.1	7.5
Copywriting	7.6	7.5	8.7	8.1	7.2
Ease of use	8.5	7.9	8.0	8.4	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
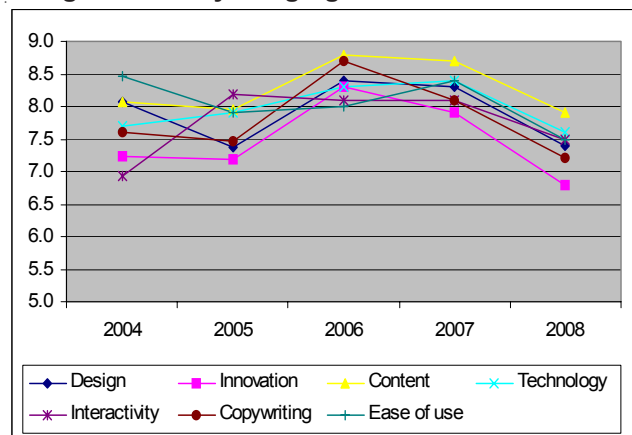
Analysis

Airline Web sites have consistently beaten the ISAR index in every year for the past dozen years. This is an impressive feat accomplished by only a few industries. The airline industry has scored well above the WebAward 5-year ISAR criteria averages in all seven criteria areas. The strength of these Web sites lay in content, ease of use, design, and copywriting.

The best airline Web sites offer their visitors more than just a way to book flights. They continue to become are true travel sites where visitors can learn about destinations and even book reservations for hotel, car, or vacation services. The best sites have used their vast marketing expertise and a strong brand to entice travelers to book more services with them rather than shopping around.

Industry vs ISAR 5-Year Average By Criteria
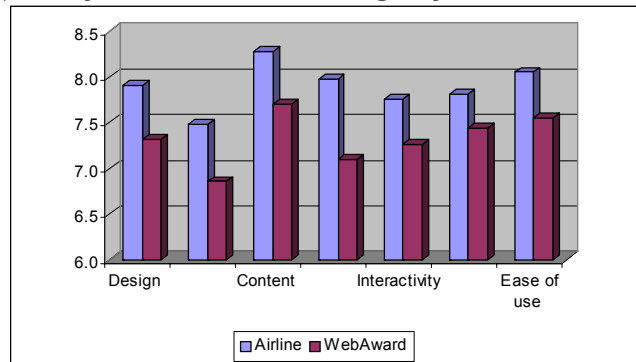
Best of Industry Winners

Year	Website	Winner
2008	Atmosphere	BBDOEmirates.com
2007	Cramer-Krasselt	AirTran Raceway
2006	American Airlines	TM Interactive
2005	American Airlines	TM Interactive
2004	AirTran Airways - E-Annual 2003	Cramer-Krasselt
2003	Jetsgo	Agence Braque
2002	Air Jamaica	Air Jamaica
2001	Cathay Pacific Airway	Cathay Pacific Airway
2000	American Airlines Web Site	BSMG Worldwide
1999	British Airways	AGENCY.COM
1998	British Airways London Destination	AGENCY.COM

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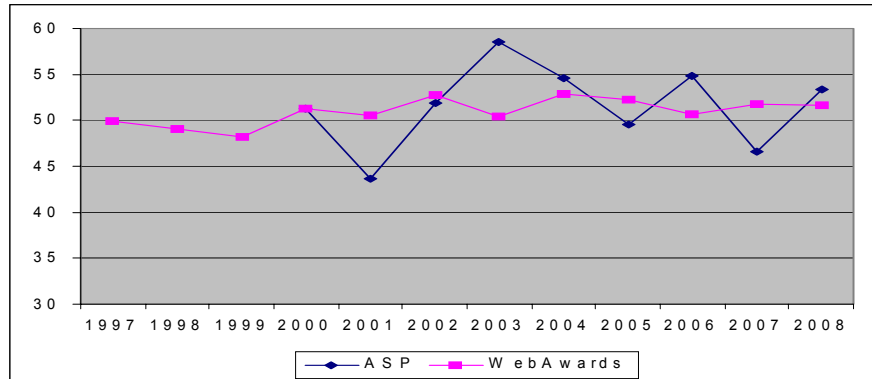
WebAward Internet Standards Assessment Report
2009 Application Service Provider Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	ASP	WebAwards
1999		48.2
2000	51.3	51.3
2001	43.7	50.5
2002	51.8	52.7
2003	58.5	50.4
2004	54.6	52.9
2005	49.6	52.2
2006	54.8	50.7
2007	46.6	51.8
2008	53.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	6.5	7.8	6.8	7.6
Innovation	5.9	6.2	7.4	6.0	7.0
Content	7.4	6.7	8.3	6.8	7.9
Technology	6.5	6.3	7.8	6.3	7.4
Interactivity	7.7	7.1	8.0	6.8	7.6
Copywriting	7.8	6.8	7.9	7.1	7.9
Ease of use	8.1	6.9	7.7	6.9	8.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
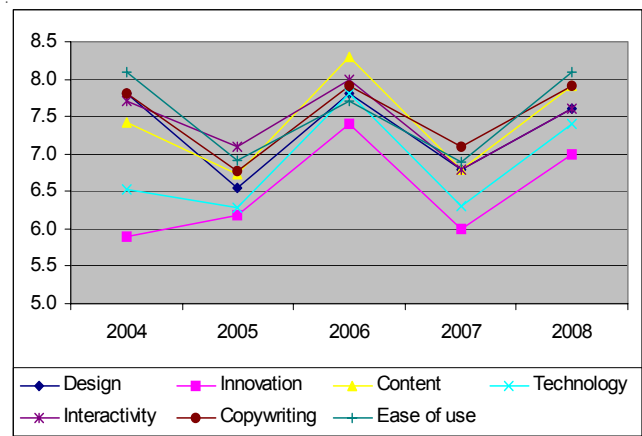
Analysis

An application service provider (ASP) is a business that provides computer-based services to customers over a network. ASPs joined the WebAwards in 2000. They have demonstrated very volatile performance with respect to the overall ISAR index and that continued in 2008 on an upward swing. Each year they seem to flip flop between over and under performance. The 5-year criteria average scores for ASPs equals the score of the WebAward average scores in design and ease of use. ASPs score above the index in interactivity and copywriting.

Application Service Providers are becoming more ubiquitous online as users readily accept online applications. The best sites pay close attention to the user experience using video and audio to enhance how the user interacts with the application.

Industry vs ISAR 5-Year Average By Criteria
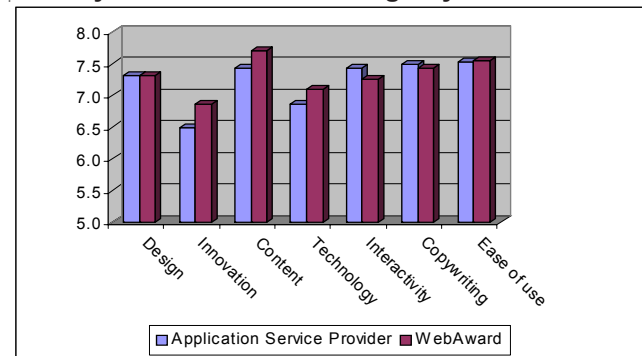
Best of Industry Winners

Year	Winner	Web site
2008	VerticalResponse	VerticalResponse
2007	iCIMS	iCIMS Web site
2006	Offermatica	Offermatica Website
2005	The Rocket Science Group	MailChimp
2004	Leopard	Leopard Web site
2003	Exciting New Technologies	Exciting New Technologies
2002	i2 Technologies, frog design	i2.com
2001	Rocket Network	Rocket Network
2000	Meridian Project Systems	ProjectTalk.com Website

About this Report

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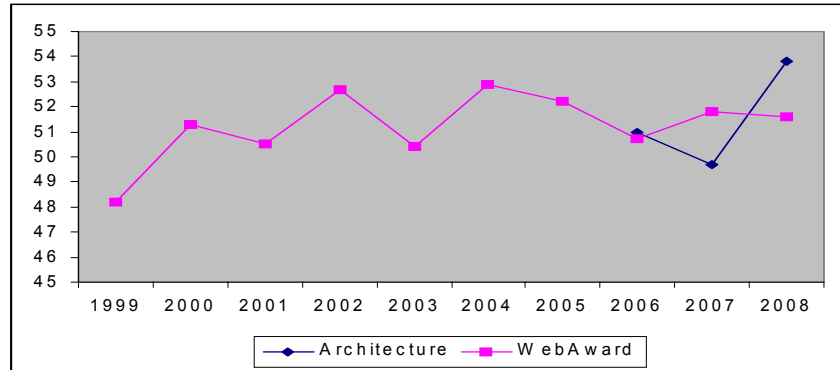
WebAward Internet Standards Assessment Report

2009 Architecture Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Architecture	WebAward
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005		52.2
2006	51	50.7
2007	49.7	51.8
2008	53.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2006	2007	2008
Design	8.4	7.6	8
Innovation	7.1	6.6	7.4
Content	8.1	7.8	8.1
Technology	7.4	6.5	7.6
Interactivity	7.3	7	7.3
Copywriting	7.9	7.2	7.6
Ease of Use	8.1	7	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
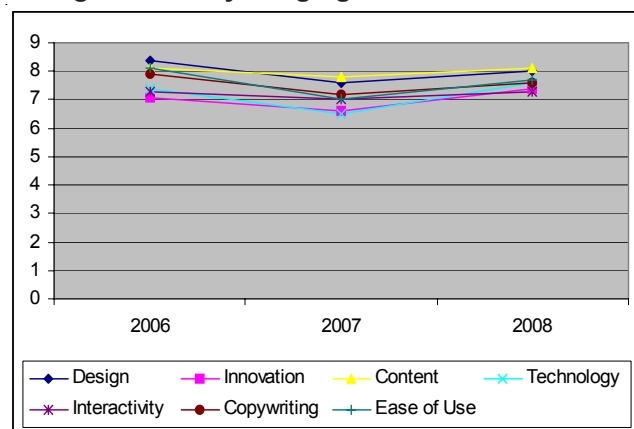
Analysis

Architecture was added to the WebAwards in 2006 and is making it's first appearance in the ISAR Report. So far the industry has met, underperformed and most recently outperfomed the ISAR Index.

As you would think, the strength if Architecture sites are there design with many sites showing clean lines and effective use of white space. Their understanding strong images also has a positive impact on content scores.

Industry vs ISAR 5-Year Average By Criteria
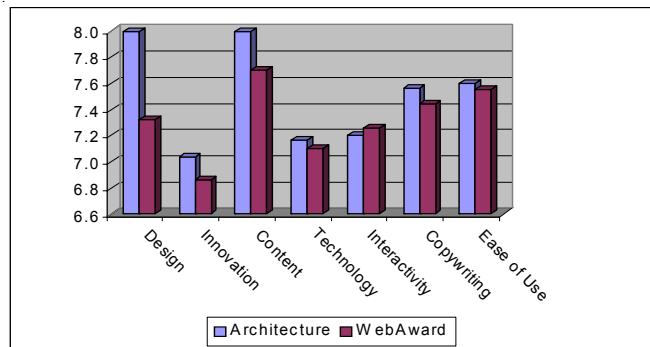
Best of Industry Winners

Year	Winner	website
2008	Nobox Marketing Group	The Michelle Kaufmann Blog
2007	Built Form	Built Form Web Site
2006	VMDO Architects	VMDO Architects Website

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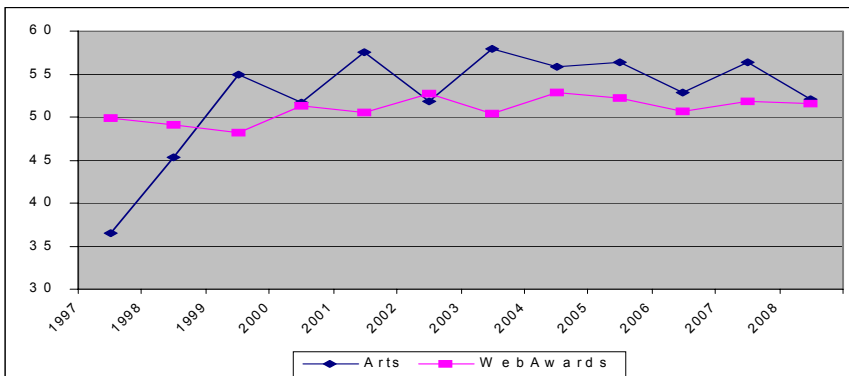
page 36

WebAward Internet Standards Assessment Report
2009 Arts Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Arts	WebAwards
1999	54.9	48.2
2000	51.7	51.3
2001	57.5	50.5
2002	51.8	52.7
2003	57.9	50.4
2004	55.9	52.9
2005	56.3	52.2
2006	52.9	50.7
2007	56.3	51.8
2008	52.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.3	6.8	7.8	8.4	7.4
Innovation	7.5	6.4	7.1	7.9	7.2
Content	8.0	6.9	7.9	8.7	7.9
Technology	7.2	6.2	7.2	7.8	7.2
Interactivity	6.1	6.8	7.5	7.7	7.3
Copywriting	7.6	6.8	7.8	8.0	7.6
Ease of use	7.4	7.0	7.7	7.9	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart


Industry vs ISAR 5-Year Average By Criteria
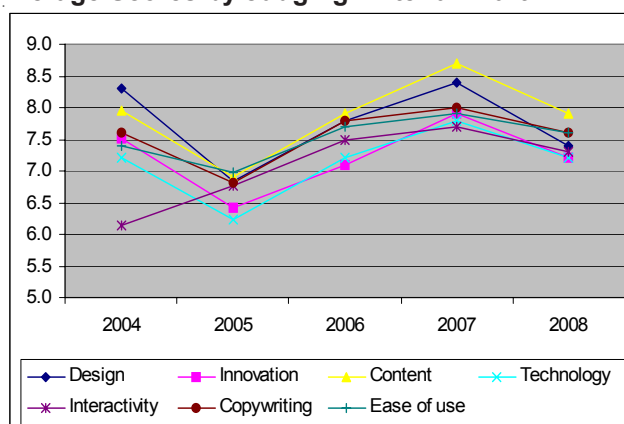
Analysis

Art Web sites have equaled or exceeded the ISAR index total scores every year since 1999. They have also equaled or exceeded the 5-year criteria average scores in ever y category except interactivity. They score strongest in design, innovation, content and copywriting. Interactivity seems to be just slightly below the ISAR average.

If Web sites are art, then art Web sites often rely on the visual to create a dramatic online experienceThis remains an area that should be quicker to adopt video and other forms of rich media to help create a dynamic user experience.
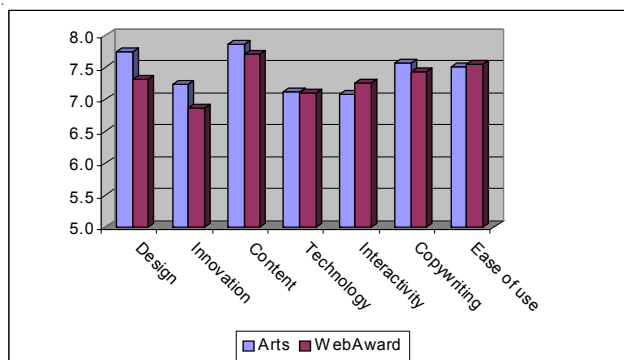
Best of Industry Winners

Year	Winner	Web site
2008	Situation Marketing	Connect: The Dot Project
2007	Freedom Comm Ltd	Artware Limited
2006	Schipul	Houston Theater District Website
2005	Cool Blue Interactive	San Jose Repertory Theatre
2004	EYE and MIND Studio	EYE and MIND Studio Website
2003	StoryPeople	storypeople.com
2002	Organic, Inc.	Chrysler Design Institute Web Site
2001	Popular Front /TCPTV	Continental Harmony
2000	Icon Nicholson	The Metropolitan Museum of Art
1999	Rare Medium Inc.	Artmuseum.net

About this Report

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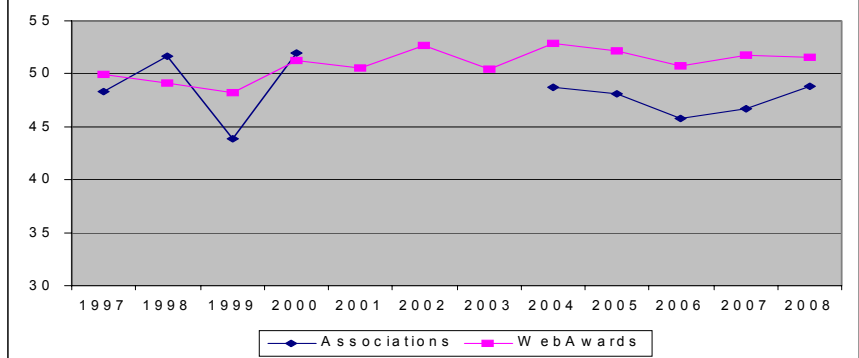
WebAward Internet Standards Assessment Report

2009 Association Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Assns	WebAwards
1999	43.9	48.2
2000	52.0	51.3
2001		50.5
2002		52.7
2003		50.4
2004	48.7	52.9
2005	48.1	52.2
2006	45.8	50.7
2007	46.69	51.8
2008	48.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	*2005*	*2006*	*2007*	*2008*
Design	6.7	6.2	6.6	6.9	6.9
Innovation	5.4	5.3	5.6	5.8	6.4
Content	7.2	7.1	7.4	7.4	7.4
Technology	6.0	5.7	5.8	6.0	6.6
Interactivity	6.9	6.5	6.4	6.6	6.9
Copywriting	7.2	6.7	7.1	6.9	7.4
Ease of use	7.0	6.6	6.8	7.0	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

### Industry vs ISAR 5-Year Average By Criteria
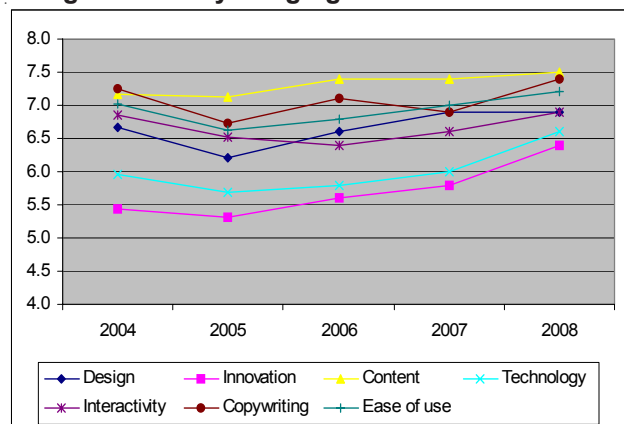
Analysis

Association Web sites have underperformed the ISAR Index for the last five consecutive years. Due to limited resources and funding, it is not surprising that associations score lowest in innovation and technology, although these scores have been rising steadily for the past four years. They score highest in content and copywriting. Association Web sites function as a valuable communication channel with their members, but this channel is not the exclusive communication vehicle. The top associations Web sites often keep their most valuable information in member-only areas.

Due to a programming error, the association industry was left out of the 2001-2003 WebAwards leaving a gap in the data for this industry. During this time, many associations participated in other industry categories.
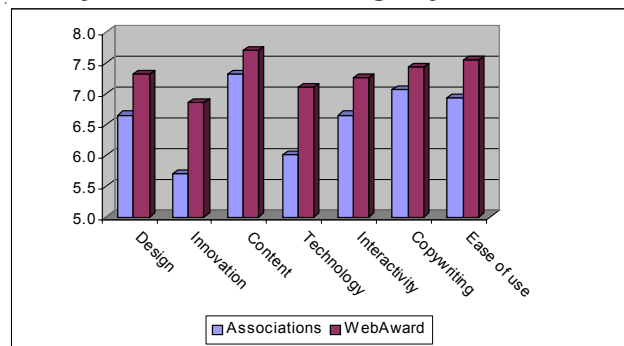
Best of Industry Winners

Year	Winner	Web site
2008	NMMA/Discover Boating	DiscoverBoating.com
2007	Automated Graphic Systems	American Bar Association
2006	BrowserMedia	NCEF
2005	Xtential Corporation	AAF Advertising Hall of Fame
2004	Aesention, Inc.	WI Manufacturers & Commerce
2000	Cole & Weber	betterbricks.com
1999	Aristotle	American Taekwondo Assn
1998	Inlet, Inc.	American Business Press
1997	Investment Company Institute	Mutual Fund Connection

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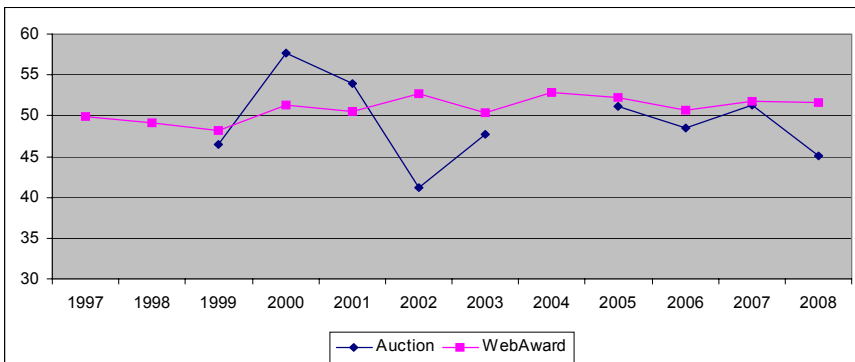
WebAward Internet Standards Assessment Report
2009 Auctions Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Auction	WebAward
1999	46.5	48.2
2000	57.7	51.3
2001	54	50.5
2002	41.2	52.7
2003	47.7	50.4
2004		52.9
2005	51.1	52.2
2006	48.5	50.7
2007	51.3	51.8
2008	45.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	5.8	7.0	4.5	6.5	6.0
Innovation	6.3	6.5	6.5	6.0	6.0
Content	7.0	7.5	7.5	7.5	6.5
Technology	6.3	7.4	8.0	7.5	6.3
Interactivity	8.5	7.1	7.5	7.8	6.9
Copywriting	8.0	7.5	6.5	8.0	5.9
Ease of use	6.0	7.2	8.0	8.0	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
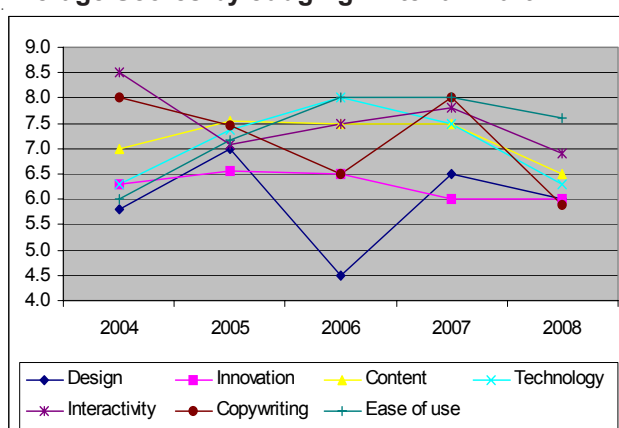
Analysis

For the past four years, auction Web sites have underperformed the overall ISAR index. There were no entrants in this category in 2004 resulting in a gap in the data. Auction sites outperformed the Index only in interactivity. In the 5-year criteria benchmark averages, auction sites scored among the lowest scores in ever category except interactivity and ease of use. Auction sites tend to focus more on results than high end design. The best auction sites combine the form and the function to educate bidders as well as to create a marketplace.

This category has been dropped from the 2009 WebAwards and will not be included in future ISAR reports. Companies competing in this category should consider ASP or general interest categories in the future.

Industry vs ISAR 5-Year Average By Criteria
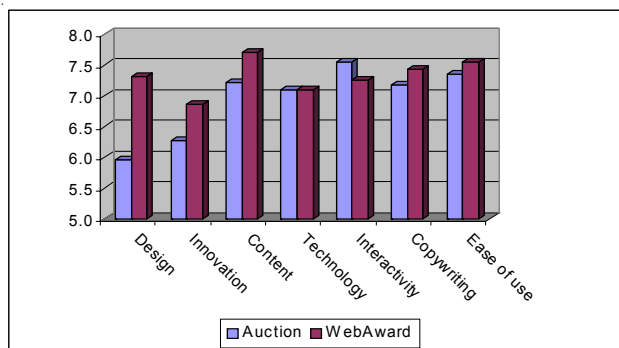
Best of Industry Winners

Year	Winner	Web site
2008	Liquidity Services,Inc.	Leading Auction Marketplace for Government Surplus
2006	Liquidity Services, Inc.	Leading B2B Online Auction Marketplace
2006	Liquidity Services, Inc.	Leading B2B Online Auction Marketplace
2005	Truition/MLBAM	Major League Baseball Auctions
2003	Lime Interactive	MediaBids - Advertising Auctioneer
2002	Aristotle	Tabriz Auction
2001	eMerge Interactive	CattleinfoNet Interactive MarketPlace
2000	R/GA	Eppraisals
1999	Fingerhut Companies	Andy's Auction

About this Report

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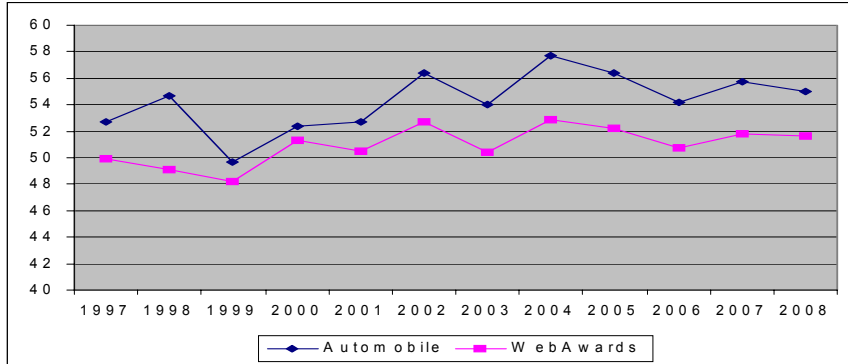
WebAward Internet Standards Assessment Report
2009 Automobile Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Auto	WebAwards
1999	49.7	48.2
2000	52.4	51.3
2001	52.7	50.5
2002	56.4	52.7
2003	54	50.4
2004	57.7	52.9
2005	56.4	52.2
2006	54.2	50.7
2007	55.7	51.8
2008	55	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.2	8.1	7.8	8.2	8.0
Innovation	7.8	7.7	7.5	7.9	7.9
Content	8.3	8.1	8.1	8.2	8.2
Technology	8.0	8.0	7.7	8.1	8.1
Interactivity	7.4	7.4	7.9	7.6	7.6
Copywriting	7.9	7.9	7.6	7.9	7.9
Ease of use	7.8	7.7	7.7	7.9	7.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
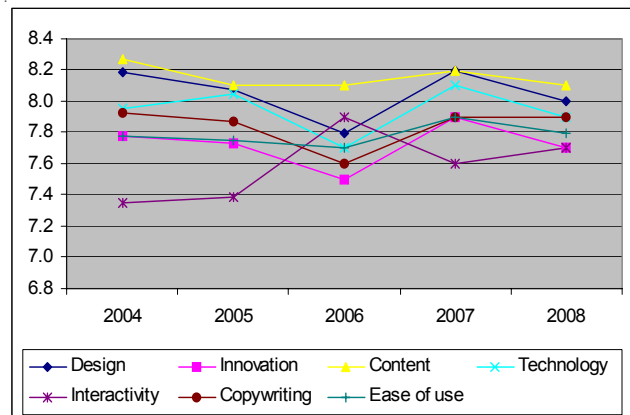
Analysis

Each year the automotive industry consistently outperforms the overall ISAR index. It is one of the few industries that have beaten the index since the inception of the WebAwards. Automotive Web sites have outperformed the 5-year criteria benchmark averages in each of the seven categories. They are strongest in content, design and technology.

Automobile sites tend to be showcases for both the products being highlighted and the company developing the site. Car companies know that most consumers go online first before making a purchasing decision and going to a dealer. This results in a need to provide an innovative user experience showing off the benefits and options of each model.

Industry vs ISAR 5-Year Average By Criteria
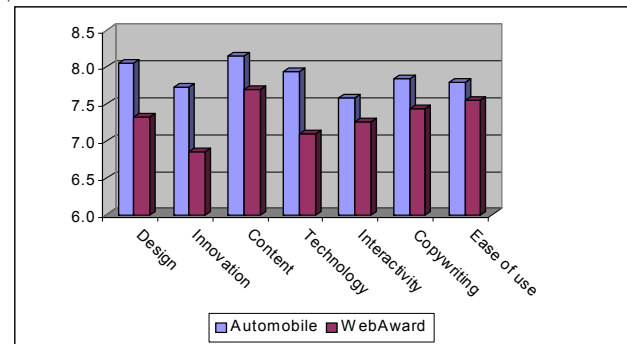
Best of Industry Winners

Year	Winner	Web site
2008	Euro 4D	Inspired by nature
2007	Zugara	Toyota PitPass
2006	Nobox Marketing Group	Una Noche IS
2005	Arnold Worldwide	Volkswagen 2005
2004	Oasis	Toyota Scion
2003	Jaguar Cars/Global Beach Group	The all-new XJ
2002	Critical Mass/Mercedes-Benz	MBUSA.com
2001	Answerthink	Isuzu.com
2000	iMotors.com Web Team	iMotors.com
2000	Ogilvy & Mather	Ford.com
1999	SVP Interactive	Turbonium

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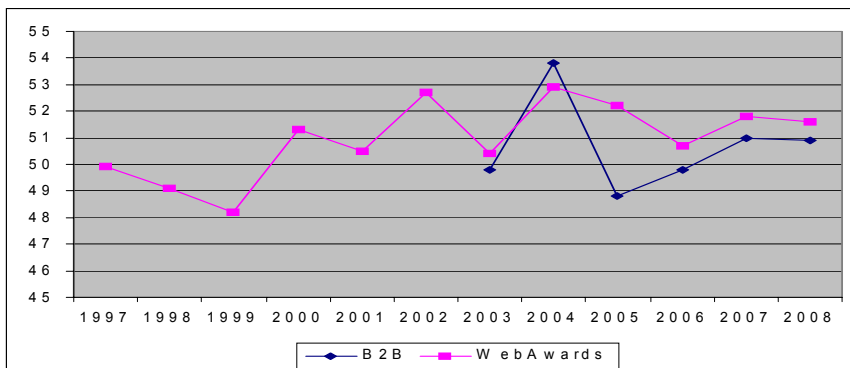
WebAward Internet Standards Assessment Report
2009 B2B Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	B2B	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	49.8	50.4
2004	53.8	52.9
2005	48.8	52.2
2006	49.8	50.7
2007	51	51.8
2008	50.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.7	7.2	7.4	7.4
Innovation	6.5	6.0	6.5	6.7	6.7
Content	7.6	7.0	7.6	7.8	7.6
Technology	6.8	6.2	6.7	6.9	7.0
Interactivity	6.8	6.6	7.1	7.2	7.2
Copywriting	7.5	6.8	7.3	7.4	7.4
Ease of use	7.5	6.8	7.4	7.5	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
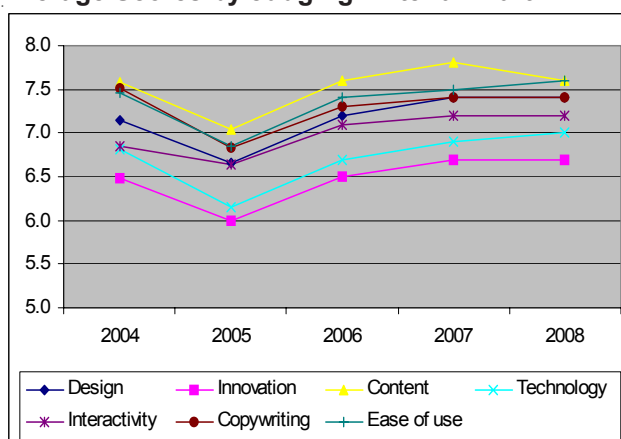
Analysis

B2B, or business-to-business, Web sites joined the WebAwards in 2003. The B2B industry as a whole lagged the overall ISAR index five out of the six years analyzed despite a handful of B2B sites that excelled in the category. B2B sites underperformed the 5-year criteria benchmark averages in all areas. They score strongest in content, copywriting, and ease of use while their lowest scores are in innovation and technology.

It is important to remember that B2B professionals are consumers and are attracted to the same user experiences as consumer sites. The best B2B Web sites are more than just online product brochures. They are sophisticated sales tools that use multimedia embedded into the Web pages to build a relationship with potential and existing customers.

Industry vs ISAR 5-Year Average By Criteria
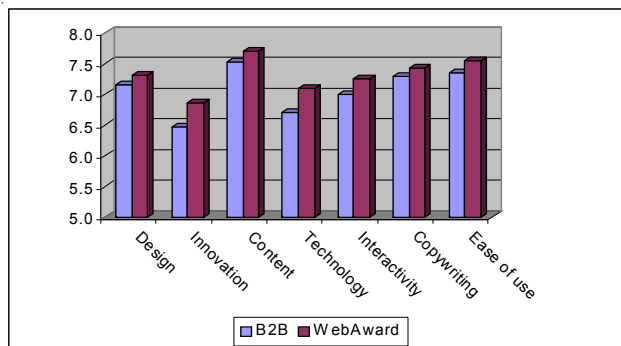
Best of Industry Winners

Year	Winner	Web site
2008	Risdall Advertising Agency	The Occasions Group/Stratford Hall
2007	IQ Interactive	UPS Whiteboard
2006	Luckie and Company	Bottlerocket Post
2005	WORX Multimedia GmbH	Signity - Inspiration, Innovation, Information
2004	Universal Studios CPG	Universal Studios Consumer Products Group
2003	Veer	Veer web site

About this Report

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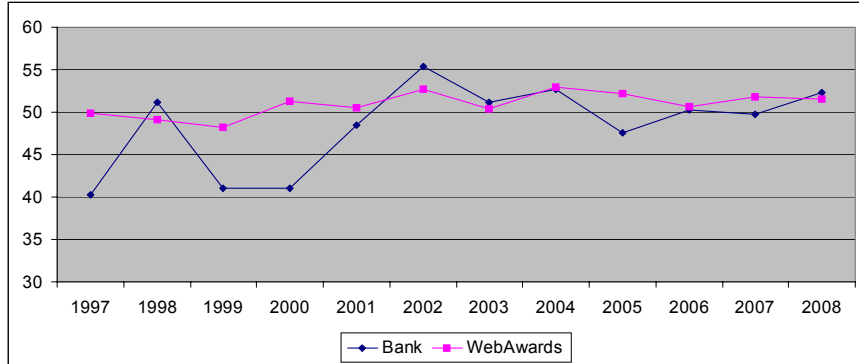
WebAward Internet Standards Assessment Report
2009 Banking Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Bank	WebAwards
1999	41	48.2
2000	41	51.3
2001	48.5	50.5
2002	55.4	52.7
2003	51.2	50.4
2004	52.7	52.9
2005	47.6	52.2
2006	50.3	50.7
2007	49.7	51.8
2008	52.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	6.5	6.9	7.1	7.4
Innovation	6.3	5.8	6.2	6.8	7.0
Content	7.4	6.7	7.7	7.5	7.9
Technology	6.5	6.2	7.0	6.9	7.4
Interactivity	7.3	6.4	7.4	7.2	7.4
Copywriting	7.4	6.6	7.7	7.1	7.5
Ease of use	7.2	6.2	7.5	7.2	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
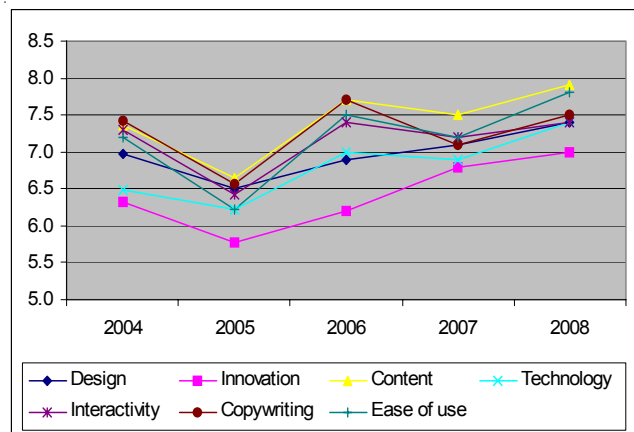
Analysis

The banking industry narrowly tracked the ISAR index for the past eight years with a slight underperformance in 2005 and 2007. Banking Web sites underperformed the 5-year criteria benchmark averages in all areas judged. These sites tend to be well written as they score strongest in content and copywriting. They score lowest in technology and innovation.

For many consumers, a bank's Web site may be the single greatest source of interaction with their customers. Banks have to balance security concerns with creating a positive user experience which is, more often than not, over cluttered with cross-selling financial products.

Industry vs ISAR 5-Year Average By Criteria
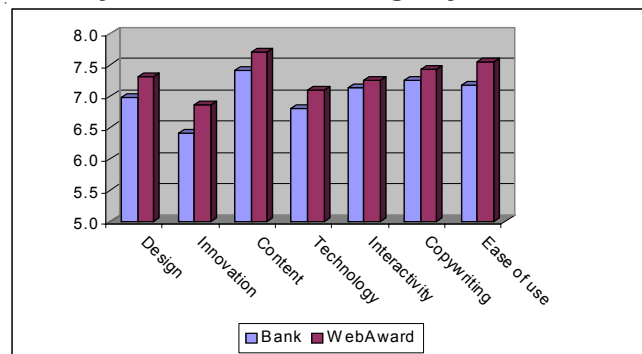
Best of Industry Winners

Year	Winner	Web site
2008	TBWA\TEQUILA\ HK	Standard Chartered Bank/People in Action
2007	Organic, Inc.	Bank of America No Fee Mortgage Plus
2006	Carat Fusion	Wachovia Championship 17
2005	Agency.com	Sainsburysbank.co.uk
2004	Ion Global Limited	HSBC Card Services HK
2003	Deutsche Bank	Global Cash Management
2002	EnSky Corporation	St. Mary's Bank
2001	Elliance	Dollar Bank Loans Website
2000	Organic, Inc.	WaMu Mortgage
1999	CGN Marketing	Chevy Chase Bank
1998	THINK New Ideas	Online Account Opening
1997	Paramax Productions	NYCE Web Site

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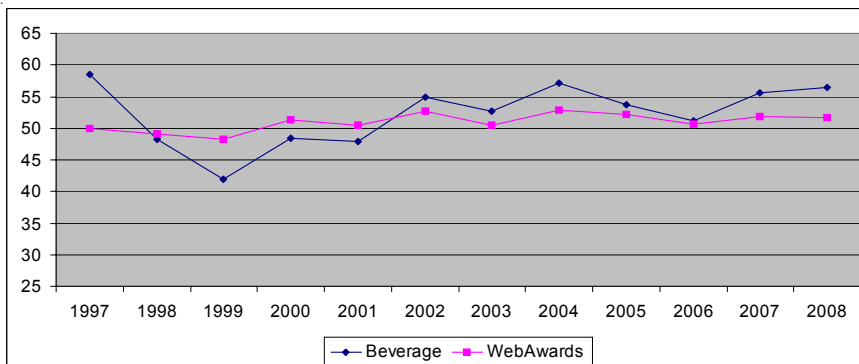
WebAward Internet Standards Assessment Report

2009 Beverage Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Beverage	*WebAwards*
1999	41.9	48.2
2000	48.5	51.3
2001	47.9	50.5
2002	54.9	52.7
2003	52.7	50.4
2004	57.2	52.9
2005	53.7	52.2
2006	51.2	50.7
2007	55.6	51.8
2008	56.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	*2005*	*2006*	*2007*	*2008*
Design	8.4	7.5	7.6	8.5	8.5
Innovation	77.8	7.2	7.3	7.8	8.1
Content	8.1	7.7	7.9	8.3	8.2
Technology	7.9	7.2	7.1	7.8	7.9
Interactivity	7.7	6.6	6.9	7.4	8.0
Copywriting	8.0	7.3	7.3	8.0	8.0
Ease of use	8.0	7.0	7.1	7.8	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
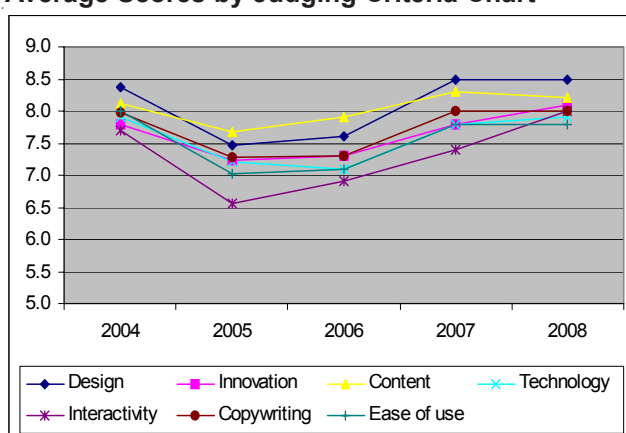
Analysis

Beverage Web sites have beaten the ISAR index for the past seven years. Beverage sites scored the second highest score in the design criteria area of all Web sites scored. They beat the 5-year criteria benchmark averages in design, innovation, content, interactivity, technology and copywriting. They equaled the benchmark in ease of use.

The best beverage sites are online extensions of the beverage's brand. They intermingle images, activities, and lifestyle themes into an entertaining user experience.

Industry vs ISAR 5-Year Average By Criteria
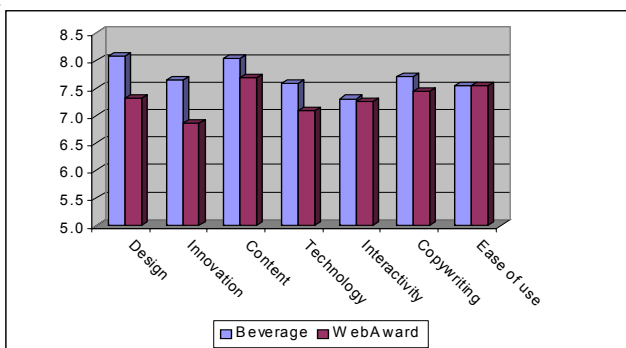
Best of Industry Winners

Year	Winner	Web site
2008	Eurorscg 4D Amsterdam	Carte Noire
2007	Squeaky Wheel Media	SoBe Beverages
2006	MaxMedia/Creative Presence	KING JAMES
2005	Tribal DDB Sydney	Dare Shot
2004	Brown-Forman	Early Times
2003	Bacardi Motivo /cosmoblonde	BACARDI.COM
2002	AGENCY.COM/Red Sky/Miller	Miller Time Network
2001	MFP Interactive/Mass Transmit	AsExpressedByYou.com
2000	Renegade Marketing Group	Seagram's Coolers
1999	Blue Dingo	Jose Cuervo Tequila
1998	SF Interactive	Torani
1997	Edelman Interactive Solutions	CLUB BACARDI Web Site

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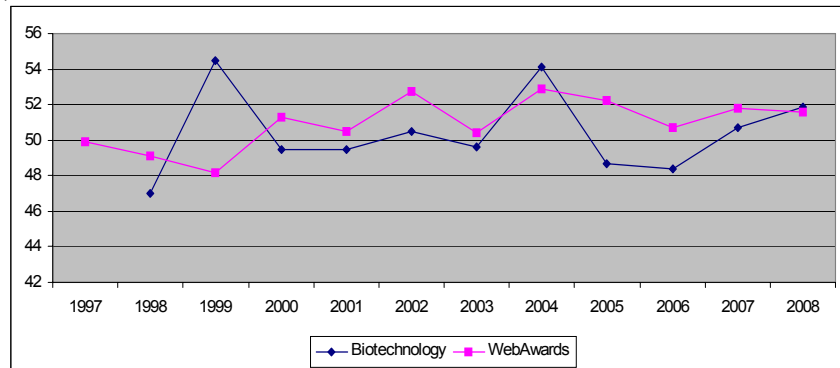
WebAward Internet Standards Assessment Report

2009 Biotechnology Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Biotech	WebAwards
1999	54.5	48.2
2000	49.5	51.3
2001	49.5	50.5
2002	50.5	52.7
2003	35.5	50.4
2004	54.1	52.9
2005	48.7	52.2
2006	48.4	50.7
2007	50.7	51.8
2008	51.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	6.9	7.5	7.3	7.4
Innovation	6.5	5.5	6.1	5.7	7.3
Content	7.7	6.8	7.3	7.8	7.9
Technology	6.7	5.5	6.2	6.2	7.3
Interactivity	6.7	6.7	6.3	7.2	7.0
Copywriting	7.4	7.2	7.5	8.3	7.4
Ease of use	7.2	6.8	7.6	8.2	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
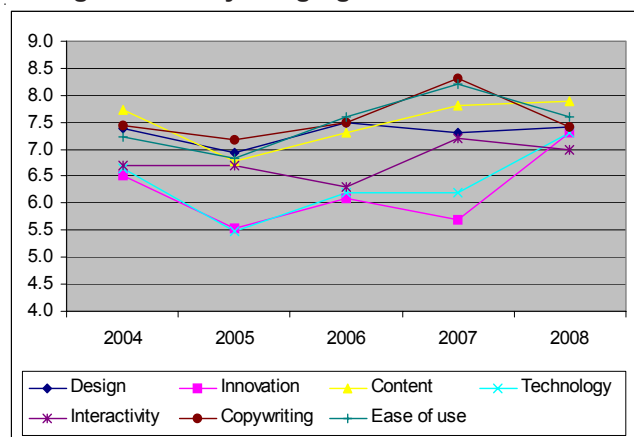
Analysis

Biotechnology Web sites have underperformed the overall ISAR index eight of the last eleven years judged. Despite outperforming in copywriting, the biotechnology industry scored below the 5-year criteria benchmark in all other areas. Although well written and designed, these sites are weak in innovation and technology.

Biotech Web sites generally deal with complex content, advanced medical issues, and a highly educated audience. The use of Flash and other technologies to animate graphics and integrate video and audio has made it easier for the best biotech sites to tell their story.

Industry vs ISAR 5-Year Average By Criteria
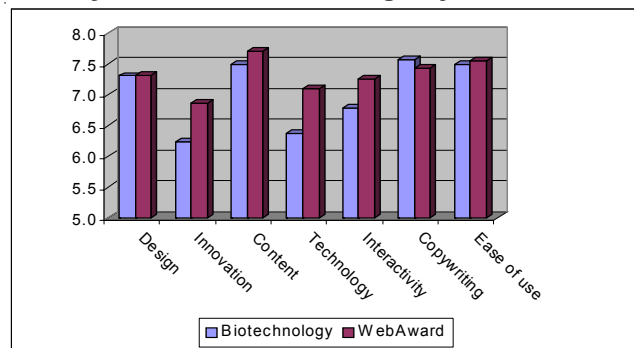
Best of Industry Winners

Year	Winner	Web site
2008	Avenue A	Razorfish	Gene.com
2007	Euro Life x2	Prolastin
2006	AxxiemCorp	Cara Therapeutics
2005	Risdall Advertising Agency	Hutchinson Technology
2004	Genzyme Corporation / Stellent	Genzyme Web Initiative
2003	Alken-Murray Corporation	Alken-Murray
2002	Hanley-Wood Integrated Marketing	whybiotech.com
2001	Ornico 1to1	Efekto
2000	R/GA	Healthshield
1999	BioSpace.com Inc.	BioSpace.com
1998	Synergistic Media Network Inc.	BioSpace.com

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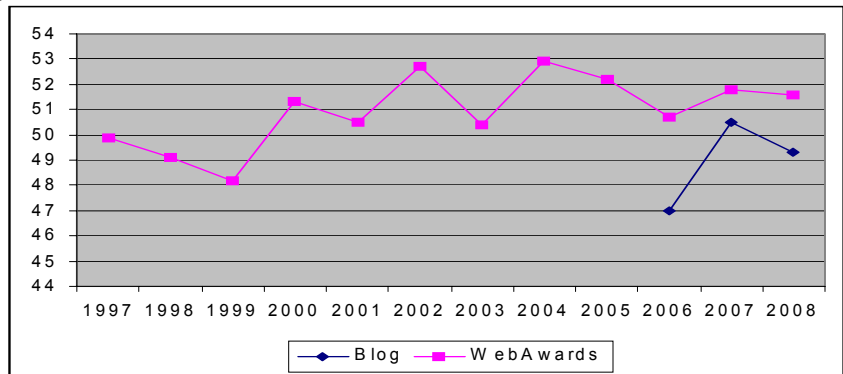
WebAward Internet Standards Assessment Report

2009 Blog Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Blog	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005		52.2
2006	47	50.7
2007	50.5	51.8
2008	49.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

|	2006	2007	2008
Design	7	7	6.9
Innovation	6.4	6.3	6.6
Content	8.2	8.1	7.4
Technology	6.5	6.8	6.8
Interactivity	7	6.8	7.1
Copywriting	7.7	7.9	7.2
Ease of Use	7.3	7.6	7.3

Score out of a possible 10 points
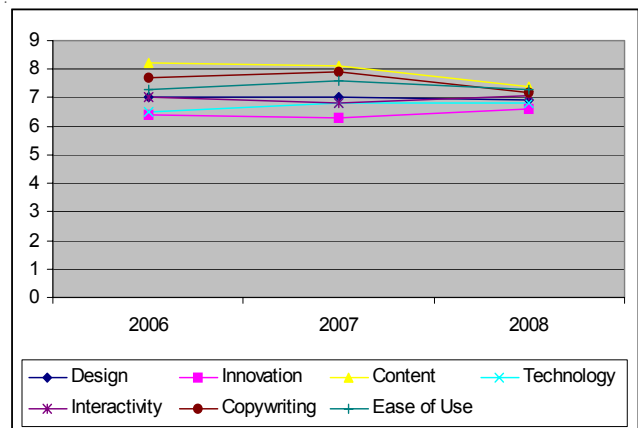
Analysis

Blogs were added to the WebAwards in 2006 and is making it's first appearance in the ISAR Report. So far the industry yet to match the ISAR Index.

As might be expected, blogs strength has have been content and copywriting. In both of these categories they have outperformed the 5-year averages.

Average Scores by Judging Criteria Chart

Industry vs ISAR 5-Year Average By Criteria
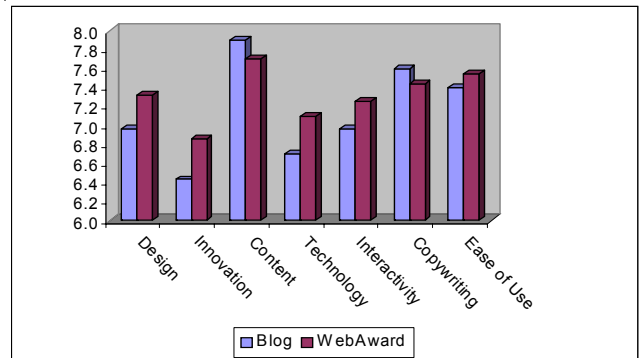
Best of Industry Winners

Year	Winner	Website
2008	Web Associates	SiteLA
2007	Offscreen Education Programme	Student Expedition Website
2006	Soap Creative	Bannerblog

About this Report

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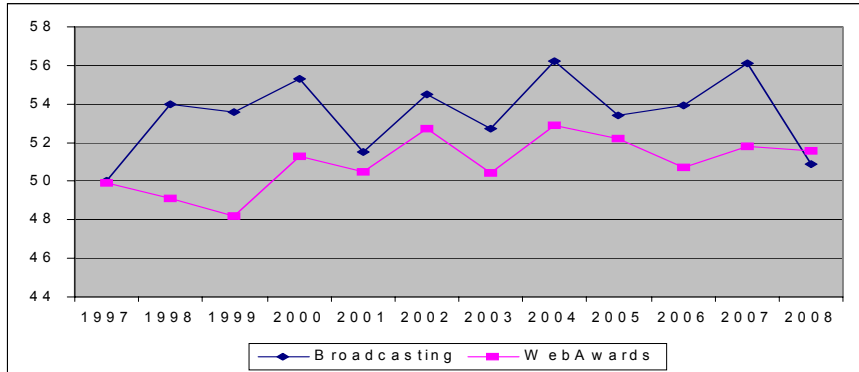
WebAward Internet Standards Assessment Report
2009 Broadcasting Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Broadcast	WebAwards
1999	53.6	48.2
2000	55.3	51.3
2001	51.5	50.5
2002	54.5	52.7
2003	52.7	50.4
2004	56.2	52.9
2005	53.4	52.2
2006	53.9	50.7
2007	56.1	51.8
2008	50.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.2	7.6	8.1	7.1
Innovation	7.8	6.6	7.2	7.8	7.1
Content	8.3	7.6	8.4	8.8	7.7
Technology	8.0	7.1	7.9	8.1	7.3
Interactivity	7.4	7.4	7.9	7.5	7.4
Copywriting	7.2	7.9	7.2	7.9	7.2
Ease of use	7.7	7.4	7.6	7.8	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart


Industry vs ISAR 5-Year Average By Criteria
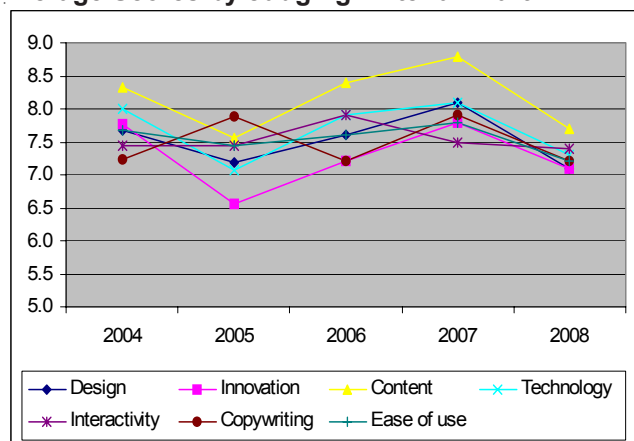
Analysis

Broadcast Web sites have consistently outperformed the overall ISAR index for over a decade. In 2008 they fell just short. These sites scored highest in content followed by strong scores in design, interactivity and use of technology. Broadcast sites outperformed each of the seven criteria areas over the past eleven years except for ease of use which it equaled.

When broadcasting is you business, rich media content is abundant and a significant advantage over other news related sites. Broadcasting sites need to stay on top of video and audio delivery technologies to be sure to wow today's consumers.
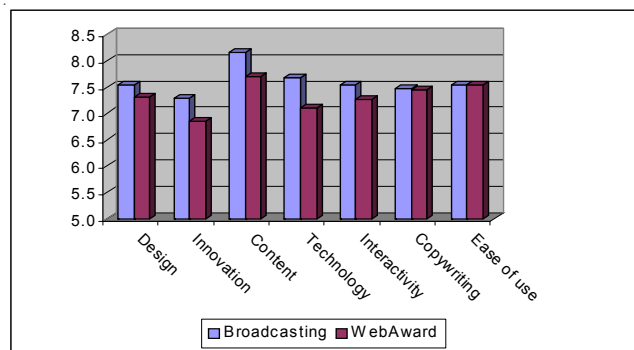
Best of Industry Winners

Year	Winner	Web site
2008	USA Network	USANetwork.com
2007	Digitaria	KCET Online
2006	USA Network	USA Network Website
2005	Astral Television Networks	The Family Channel website
2004	Endemol Deutschland GmbH	Endemol Corporate website
2003	HistoryChannel.com	Comic Book Superheroes
2002	Fry, Inc.	Fine Living Television
2001	Cartoon Network Online	CartoonNetwork.com
2000	Rosanna Jackson	E-Business Network Web Site
1999	R/GA	BBC America
1998	WebCrossings, Ltd.	WDIV Online

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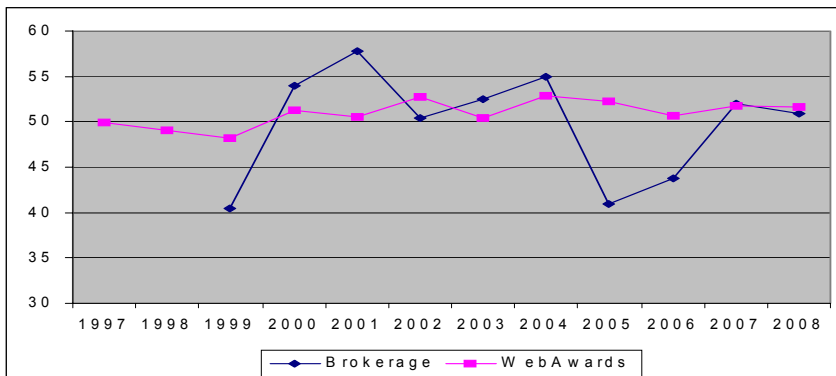
WebAward Internet Standards Assessment Report
2009 Brokerage Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Brokerage	WebAwards
1999	40.5	48.2
2000	54	51.3
2001	57.8	50.5
2002	50.4	52.7
2003	52.5	50.4
2004	55	52.9
2005	40.9	52.2
2006	43.8	50.7
2007	52	51.8
2008	50.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.7	5.5	6.5	7.7	7.1
Innovation	6.3	5.1	5.3	6.3	7.1
Content	7.5	6.2	6.8	8.2	7.7
Technology	8.0	6.1	5.5	6.7	7.3
Interactivity	7.8	5.1	5.7	8.2	7.4
Copywriting	7.7	5.9	7.0	7.7	7.2
Ease of use	7.8	5.6	7.0	7.3	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
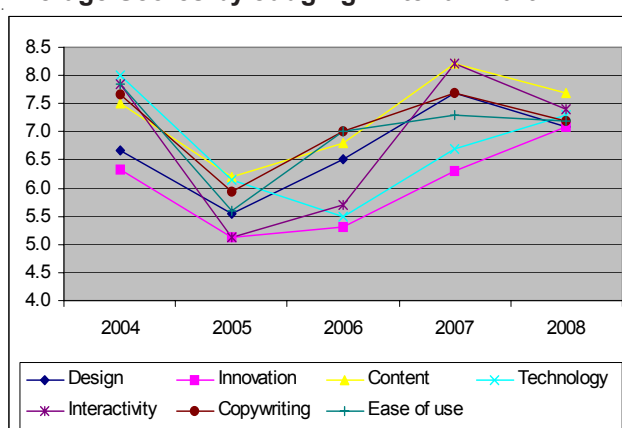
Analysis

Brokerage Web sites have performed sporadically compared to the ISAR index. For the second year in a row. With prior two years of drastic underperformance, 2007 showed great improvement for brokerage sites as they equaled the overall ISAR index. As a result of the poor criteria scores in 2006 and 2005, brokerage sites still scored below the 5-year criteria benchmark in all areas. Brokerage sites score strongest in content, copywriting, and interactivity, but are weaker in innovation and technology.

This category has been dropped from the 2009 WebAwards and will not be included in future ISAR reports. Companies competing in this category should consider financial services or investment categories in the future.

Industry vs ISAR 5-Year Average By Criteria
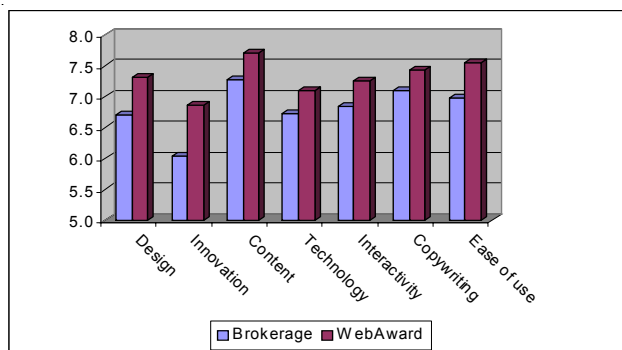
Best of Industry Winners

Year	Winner	Web site
2007	XPRESSTRADE, LLC.	XPRESSTRADE
2006	Ogilvy One	Spotting/Seizing Opportunity
2005	Charles Schwab	A Defining Year
2004	Strong E-Commerce Team	Strong Financial
2003	Strong E-Commerce Team	Strong.com
2002	Strong E-Commerce Team	Strong Financial Corporation
2001	Sterling Group	Solomon Smith Barney Young Investors Network
2000	Datek Online Holdings	Datek Online
1999	Channell Communications	Cantor Fitzgerald L.P.

About this Report

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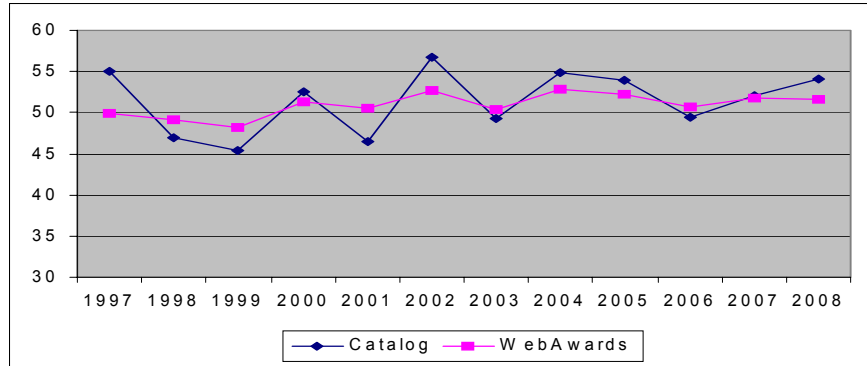
WebAward Internet Standards Assessment Report
2009 Catalog Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Catalog	WebAwards
1999	45.4	48.2
2000	52.5	51.3
2001	46.4	50.5
2002	56.7	52.7
2003	49.2	50.4
2004	54.8	52.9
2005	53.9	52.2
2006	49.4	50.7
2007	52.1	51.8
2008	54.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.9	6.9	7.6	7.1
Innovation	6.4	6.8	6.6	6.6	7.2
Content	8.5	8.1	7.4	7.8	8.3
Technology	6.6	7.2	6.8	7.4	7.7
Interactivity	8.3	7.2	7.4	7.6	8.1
Copywriting	7.8	7.6	6.8	7.8	7.9
Ease of use	8.1	7.8	7.6	7.4	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
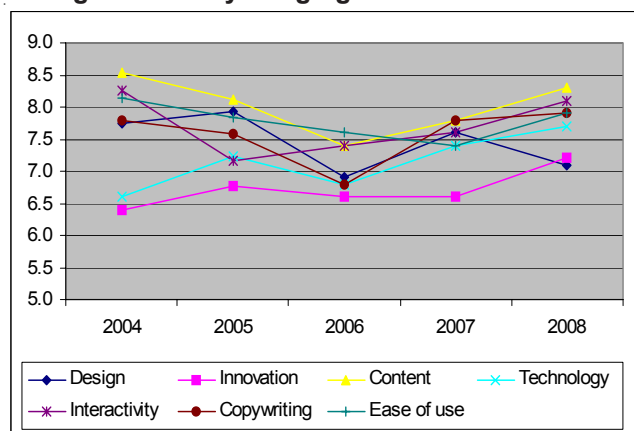
Analysis

Catalog Web sites are generally in line with the overall ISAR index for Web development and slightly outperformed in 2008. These sites score above the 5-year criteria benchmarks in design, content, interactivity, copywriting and ease of use. As an industry, they score highest in content and interactivity.

Catalog sites are among the best search engine optimized sites on the Internet. If they are not, they won't stay in business very long. Search engines have made these sites the backbone of retail experience on the Web.

Industry vs ISAR 5-Year Average By Criteria
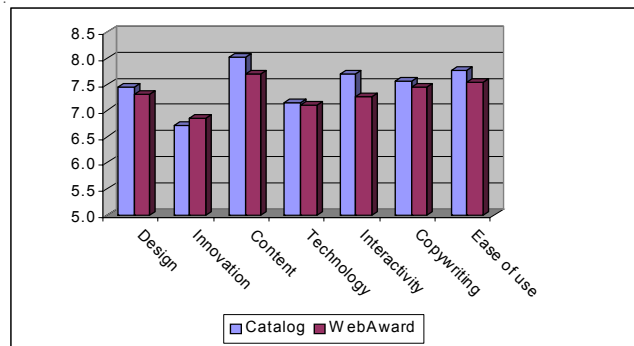
Best of Industry Winners

Year	Winner	Web site
2008	Tellus	SeaBear Smokehouse
2007	Tellus	Touchstone Catalog
2006	L.L.Bean, Inc.	L.L.Bean Website
2005	L.L.Bean, Inc.	L.L.Bean
2004	Kel Geddes Management Ltd	The Anne Geddes Baby Clothing Collection
2003	L.L.Bean, Inc.	L.L.Bean, Inc.
2002	Aristotle	Elvisphotos.com
2001	Change Digital Studios	Brushstrokes Art eCommerce
2000	Ventera Corporation	Whereoware.com
1999	USWeb/CKS	Dockers Online Store

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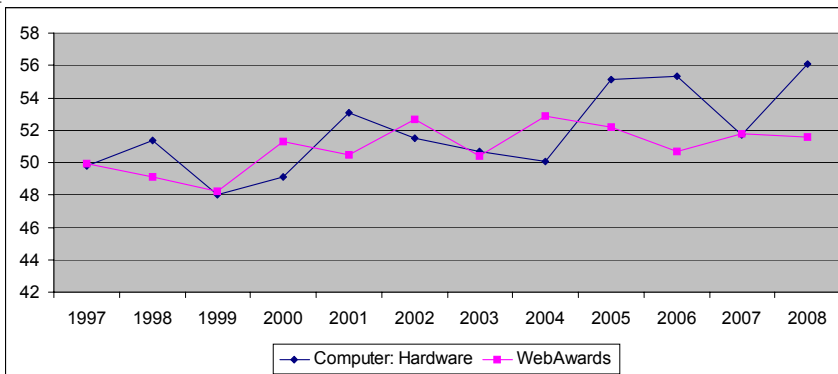
WebAward Internet Standards Assessment Report
2009 Computer Hardware Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Hardware	WebAwards
1999	48.0	48.2
2000	49.1	51.3
2001	53.1	50.5
2002	51.5	52.7
2003	50.7	50.4
2004	50.1	52.9
2005	55.1	52.2
2006	55.3	50.7
2007	51.7	51.8
2008	56.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.8	8.1	7.6	7.9
Innovation	5.3	5.8	7.6	7.0	7.6
Content	6.9	7.5	8.3	7.8	8.4
Technology	6.1	6.5	7.8	7.1	7.7
Interactivity	6.9	7.1	7.9	7.2	7.9
Copywriting	6.7	6.9	7.8	7.3	8.1
Ease of use	7.1	7.8	7.9	7.7	8.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
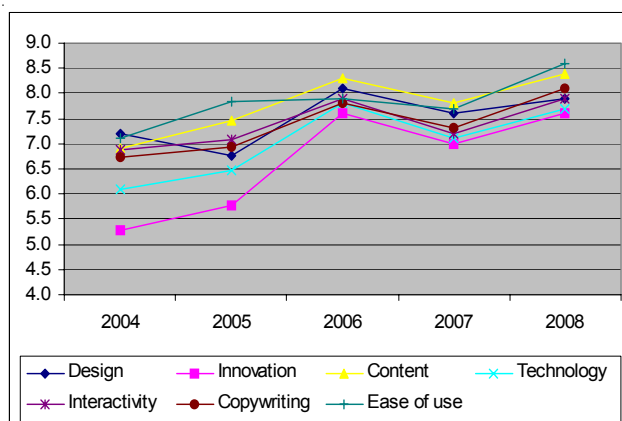
Analysis

Computer hardware has significantly outperformed the ISAR Index for three of the past four years with 2007being inline with the Index. Although computer hardware sites recent performance, the poor performance in 2004 has resulted in a drag on computer hardware sites scoring for the 5-year criteria benchmark. Computer hardware sites tend to be strongest in content, copywriting and ease of use. They beat the WebAward criteria average benchmark in the ease of use category. They score lowest in innovation and technology.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

Industry vs ISAR 5-Year Average By Criteria
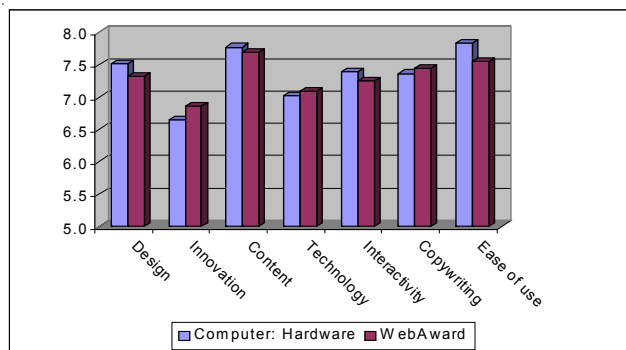
Best of Industry Winners

Year	Winner	Web site
2008	HL2	Microsoft Hardware Sidewinder Mouse
2007	Dell Global Site Design	StudioDell
2006	Broadcom Corporation	Broadcom Website
2005	HP.com	HP.com
2004	HP.com	HP.com
2003	HP	HP Public Web Site
2002	Palm, Inc.	Palm.com
2001	IBM	ibm.com
2000	EMC Web Team	EMC.com
1999	Four Points Digital	3Com HomeConnect
1998	AGENCY.COM/Online Magic	Compaq Website
1997	Anderson & Lembke, Inc.	Altec Lansing microsite

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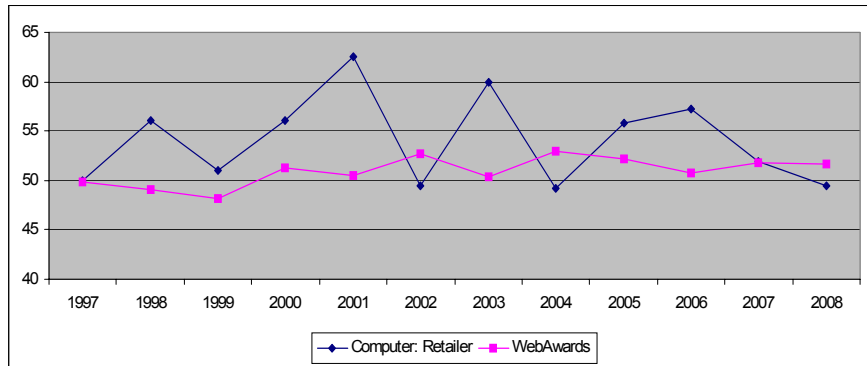
WebAward Internet Standards Assessment Report
2009 Computer Retailer Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Comp Retail	WebAward
1999	51	48.2
2000	56	51.3
2001	62.5	50.5
2002	49.5	52.7
2003	60	50.4
2004	49.2	52.9
2005	55.8	52.2
2006	57.2	50.7
2007	51.9	51.8
2008	49.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.5	7.8	8.8	7.5	6.3
Innovation	4.5	6.5	7.0	7.1	6.0
Content	7.2	7.9	8.5	8.0	7.7
Technology	5.3	7.6	8.3	7.5	6.8
Interactivity	6.9	8.0	8.3	8.1	7.7
Copywriting	6.3	8.0	8.0	7.0	7.3
Ease of use	6.5	8.1	8.2	6.6	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
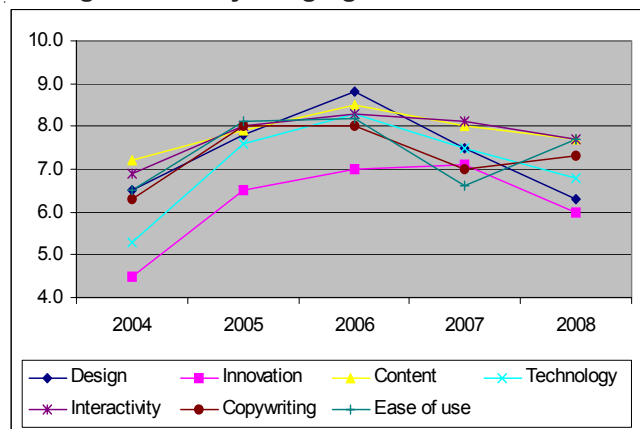
Analysis

Computer Retailer Web sites have equaled or outperformed the overall ISAR index nine out of the last twelve years with only marginal underperformance in 2002, 2004 and 2008. These sites are generally in line with the 5-year criteria benchmark in most area. Computer retail sites also do well in the content nd interactivity areas.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

This category has been dropped from the 2009 WebAwards and will not be included in future ISAR reports. Companies competing in this category should consider retail, catalog or shopping categories in the future.

Industry vs ISAR 5-Year Average By Criteria
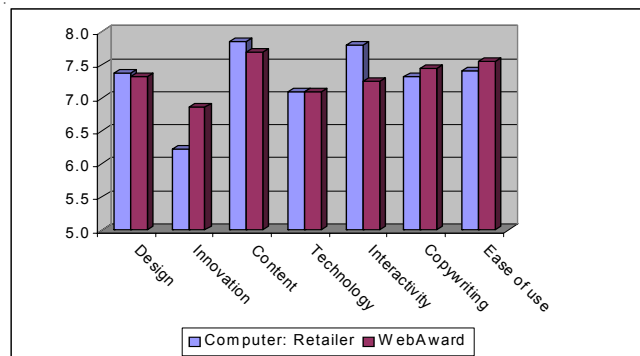
Best of Industry Winners

Year	Winner	Web site
2008	HP	The HP Home & Home Office Store
2007	T3	Dell Virtual Office
2006	Critical Mass	Dell Home/Home Office
2005	HPshopping.com	HP's Direct to Consumer e-Commerce Store
2004	HPshopping.com	hpshopping.com
2003	HPshopping.com	hpshopping.com
2002	HPshopping.com	hpshopping.com
2001	HPshopping.com	hpshopping.com
2000	Dell Online Team	Dell.com

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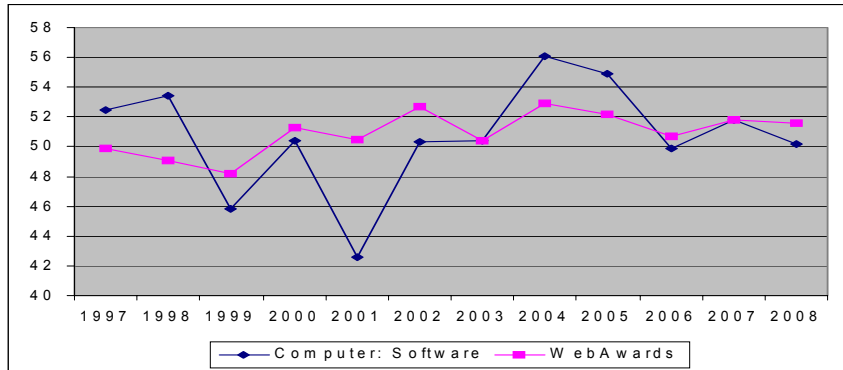
WebAward Internet Standards Assessment Report
2009 Computer Software Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Software	WebAwards
1999	45.8	48.2
2000	50.4	51.3
2001	42.6	50.5
2002	50.3	52.7
2003	50.4	50.4
2004	56.1	52.9
2005	54.9	52.2
2006	49.9	50.7
2007	51.8	51.8
2008	50.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.3	7.2	7.4	7.4
Innovation	6.8	6.6	6.5	6.9	6.7
Content	7.7	7.5	7.5	8.0	7.4
Technology	7.0	6.8	6.9	7.1	6.9
Interactivity	7.5	7.1	7.3	7.1	7.2
Copywriting	7.6	7.5	7.2	7.6	7.1
Ease of use	7.8	7.3	7.4	7.7	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
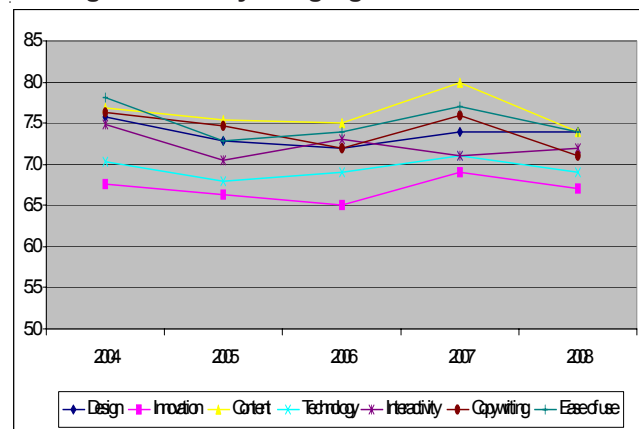
Analysis

Computer Software Web sites, although in line with the ISAR index for the past three years, has shown erratic performance over the last decade. The most notable performance years are the strong performance in 2004 and dismal performance in 2001 relative to the overall ISAR index. Computer Software Web sites have scored slightly below the 5-year criteria benchmark averages in all areas except design where they slightly out performed. As an industry, they are strongest in content, copywriting, and ease of use. Surprisingly, they score low in technology and innovation.

With so much computer software selected and delivered online, many small software companies can reach a critical ROI with an effective Web site. Unfortunately, being a good software engineer does not always result in being a good Web site designer.

Industry vs ISAR 5-Year Average By Criteria
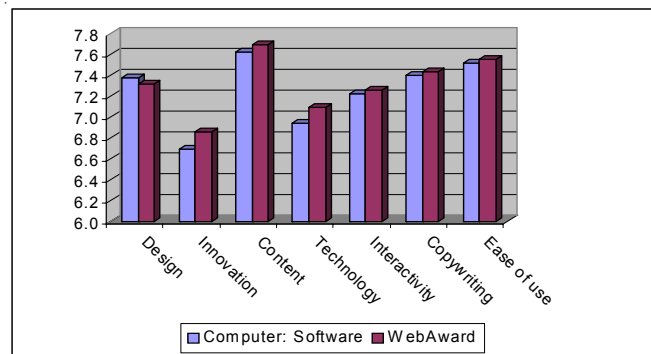
Best of Industry Winners

Year	Winner	Web site
2008	FINE Design Group	Norton Today
2007	BLITZ	Adobe
2006	Worktank	See Windows Vista Website
2005	Avid Technology	Avid Technology corporate website
2004	Wind River	Wind River Website
2003	Novell, Inc.	Novell Worldwide Web Site
2002	Leopard	Terraspring Web Site
2001	Commerce One	CommerceOne.Com
2000	Paul Berry	MiniPlan.com
1999	The Hoffman Agency	think3 Web Site
1998	Shandwick Interactive	Ontrack Data International Web site
1997	Oracle Corporation	Oracle Alliance Online

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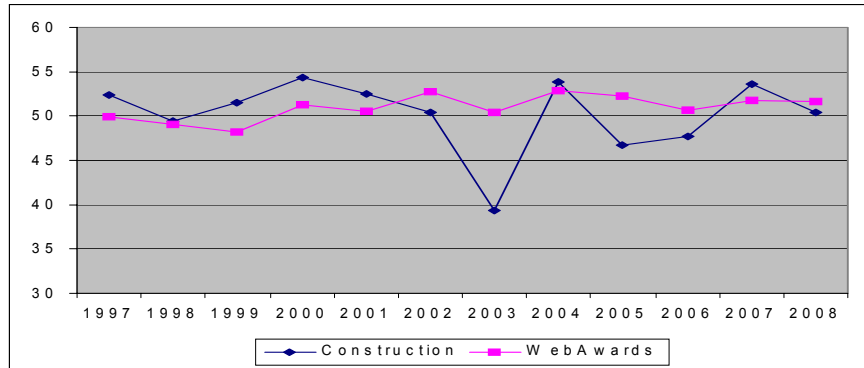
WebAward Internet Standards Assessment Report

2009 Construction Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Const	WebAwards
1999	51.5	48.2
2000	54.3	51.3
2001	52.5	50.5
2002	50.44	52.7
2003	39.4	50.4
2004	53.8	52.9
2005	46.7	52.2
2006	47.7	50.7
2007	53.6	51.8
2008	50.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	5.9	7.0	7.8	7.4
Innovation	7.1	5.4	6.2	7.2	6.8
Content	7.6	6.6	7.7	8.1	7.6
Technology	7.3	5.4	6.4	7.3	6.9
Interactivity	7.2	6.1	6.7	7.2	6.8
Copywriting	7.5	6.3	6.7	7.9	7.3
Ease of use	7.6	6.5	7.0	8.1	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

### Industry vs ISAR 5-Year Average By Criteria
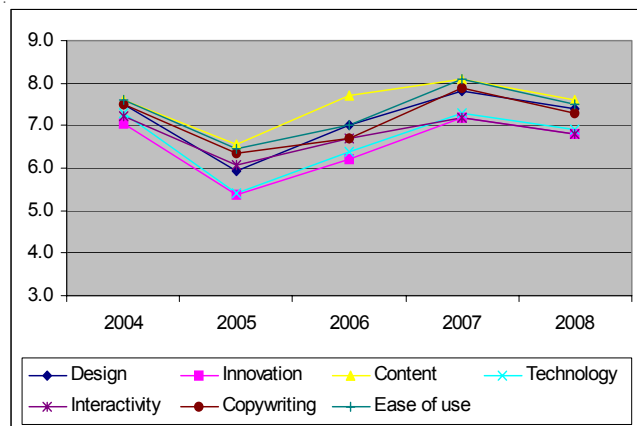
Analysis

Construction Web sites have generally been in line with the overall ISAR index and has equaled or exceeded the index seven out of twelve years. Underperformance in four of the past six years has resulted in construction Web sites falling below the 5-year criteria benchmarks in all areas. Construction sites score strongest in design, content and ease of use. They post lower scores in innovation, technology, and interactivity.

The best construction Web sites are continuing to incorporate Flash and other multimedia into their pages. This results in a much richer online experience for potential customers and key stakeholders in development projects.
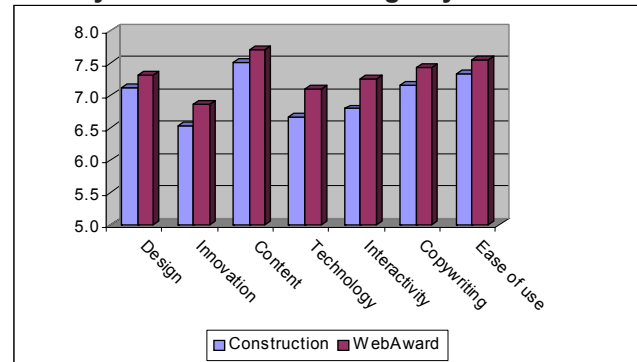
Best of Industry Winners

Year	Winner	Web site
2008	Faction Media	SpecJM.com
2007	AxxiemCorp	www.mgaroofing.com
2006	AxxiemCorp	PAF Painting
2005	FLEX360	Bell-Corley.com
2004	MarketSource, LLC	Four Seasons Consumer
2002	Razorfish, Inc.	CEMEX
2001	Hanft Byrne Raboy and Partners	Encompass Services Corp
2000	Toll Brothers, Inc.	Toll Brothers, Inc.
1999	Shandwick Interactive	Clad Ultimate Double Hung From Marvin
1998	web//connection	New World Infrastructure
1997	Shandwick Interactive	Insituform Technologies

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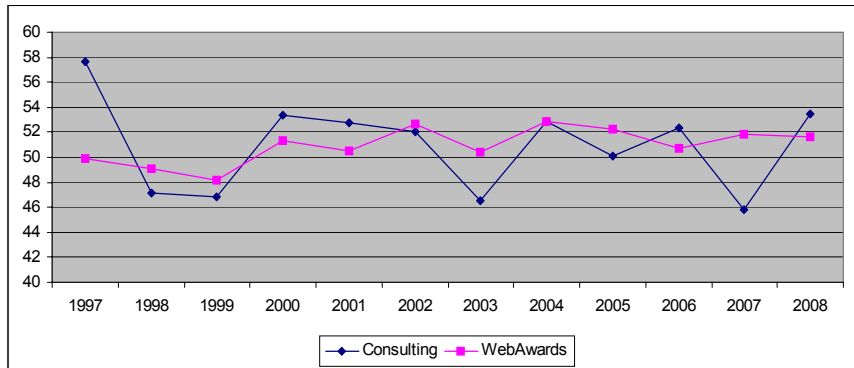
WebAward Internet Standards Assessment Report
2009 Consulting Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Consult	WebAwards
1999	46.8	48.2
2000	53.4	51.3
2001	52.8	50.5
2002	52	52.7
2003	46.5	50.4
2004	52.9	52.9
2005	50.1	52.2
2006	52.3	50.7
2007	45.8	51.8
2008	53.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.9	7.7	6.8	7.6
Innovation	6.4	6.1	7.4	5.8	7.1
Content	7.5	7.2	7.6	7.1	7.9
Technology	6.3	6.3	7.4	5.8	7.2
Interactivity	6.8	7.0	7.3	6.3	7.6
Copywriting	7.3	7.1	7.5	6.9	8.0
Ease of use	7.5	7.1	7.4	6.9	8.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
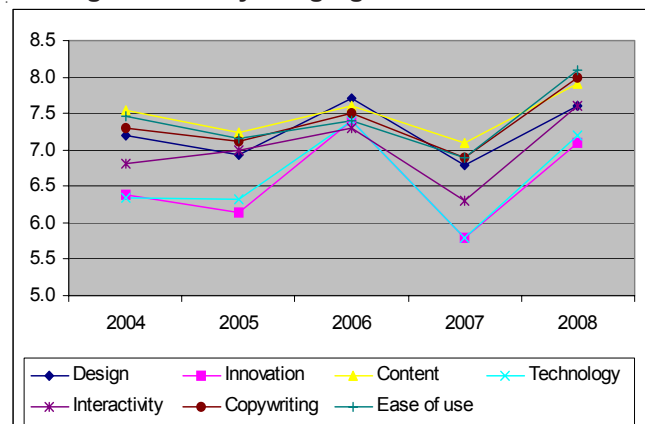
Analysis

Consulting Web sites have generally been in line, scoring slightly higher or lower, with the overall ISAR index except for two years of poor performance in 2003 and, more recently, 2007. These two years of below average performance resulted in the consulting 5-year criteria benchmark averages being well below the WebAward averages. Consulting sites tend to score well in content, copywriting, ease of use, and design, but lower in innovation, interactivity, and technology. They scored the third lowest industry in both the technology and interactivity criteria areas.

Often not much more than online brochures, the best consulting sites leverage their human talent to become thought leaders for the industries they cover.

Industry vs ISAR 5-Year Average By Criteria
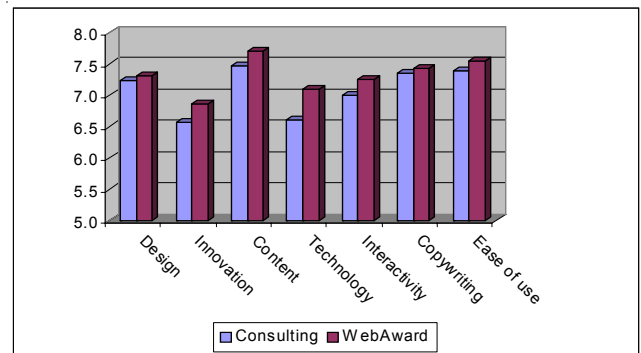
Best of Industry Winners

Year	Winner	Web site
2008	Hubbard One	Exponent
2007	Michaels & Associates	www.docntrain.com
2006	Landor Associates	Landor Associates Website
2005	Jack Morton Worldwide	Jack Morton Worldwide
2004	Redhead Interactive	Synthesis
2003	PRTM Management Consulting	www.prtm.com
2002	Jack Morton Worldwide	jackmorton.com
2001	Sapient	sapient.com
2000	Siegelgale	Siegelgale.com
1999	Deloitte Consulting	www.dc.com
1998	US Interactive	Deloitte Consulting

About this Report

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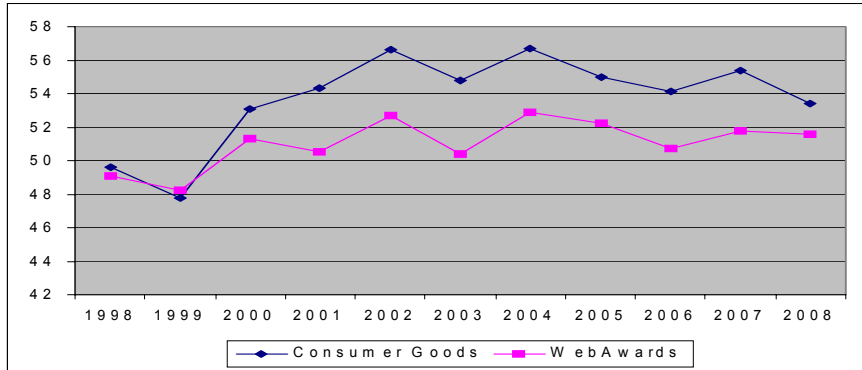
WebAward Internet Standards Assessment Report

2009 Consumer Goods Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Con Goods	WebAwards
1999	47.8	48.2
2000	53.1	51.3
2001	54.3	50.5
2002	56.6	52.7
2003	54.8	50.4
2004	56.7	52.9
2005	55	52.2
2006	54.1	50.7
2007	55.4	51.8
2008	53.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.6	8.0	8.2	7.9
Innovation	7.3	7.1	7.4	7.8	7.5
Content	7.9	7.7	8.1	8.2	8.1
Technology	7.4	7.2	7.6	7.9	7.7
Interactivity	7.4	7.0	7.5	7.5	7.4
Copywriting	7.7	7.5	7.7	7.9	7.6
Ease of use	7.8	7.4	7.7	7.9	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
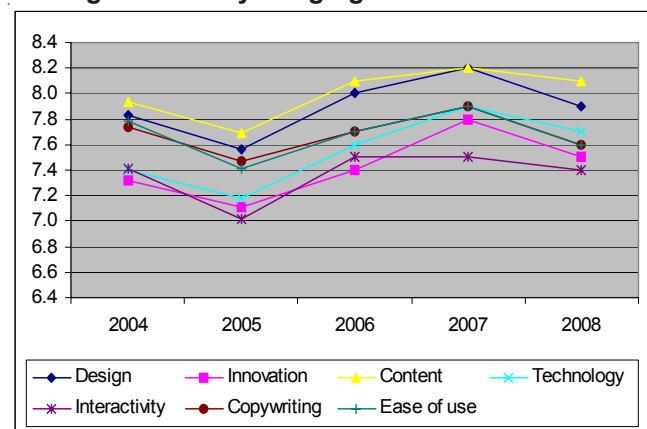
Analysis

Consumer goods Web sites have steadily beaten the ISAR index for the past eightine years straight. The industry exceeds the 5-year average in all of the criteria benchmark areas which is a feat accomplished by only a few industries. Their strongest scores are in design and content, followed by high scores in technology, copywriting and ease of use.

Consumer goods sites have been extremely good at engaging the visitor with their Web sites. This is largely due to their extreme brand awareness and extensive research into target audience. These sites are often willing to take risks and engage the user with the brand.

Industry vs ISAR 5-Year Average By Criteria
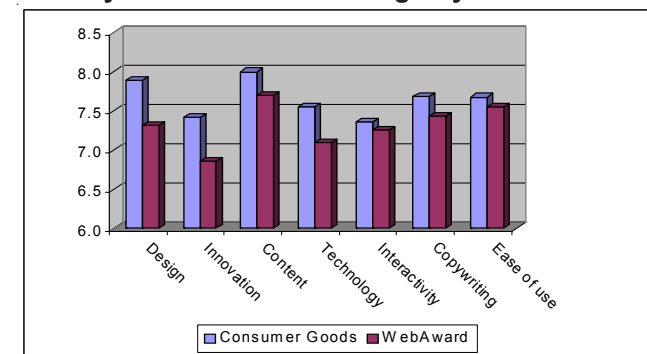
Best of Industry Winners

Year	Winner	Web site
2008	Enlighten	Ban
2007	bbdigital	Aquafresh White Trays Product Launch
2006	Hanson Inc.	Merillat
2005	RMG Connect	Nestle Kids Ice Cream
2004	Bent Media	TABASCO® PepperFest®
2003	DraftDigital	Wisk
2002	The Glidden Company	Glidden Consumer Web site
2001	Targetbase	Pampers.com
2000	Ralston Purina	Purina Dog Chow
1999	Collaborative Media	etown.com
1999	Shandwick Interactive	It's Gotta Be The Puppy Chow!

About this Report

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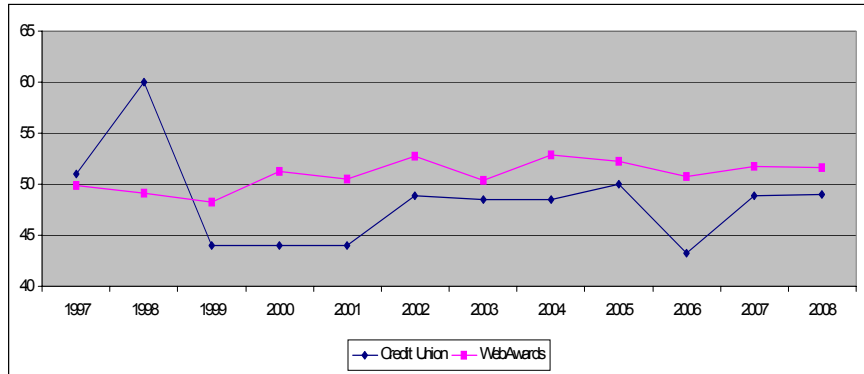
WebAward Internet Standards Assessment Report

2009 Credit Union Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	CU	WebAwards
1999	44	48.2
2000	44	51.3
2001	44	50.5
2002	48.9	52.7
2003		50.4
2004	48.5	52.9
2005	50	52.2
2006	43.2	50.7
2007	48.9	51.8
2008	49.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	7.3	6.5	7.0	6.6
Innovation	5.4	6.0	5.7	6.1	6.2
Content	6.8	7.1	6.2	7.4	7.2
Technology	5.4	6.8	5.7	6.3	6.8
Interactivity	7.8	7.6	6.0	7.3	7.9
Copywriting	7.0	7.6	6.2	7.5	7.0
Ease of use	7.6	7.6	6.9	7.4	7.3

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
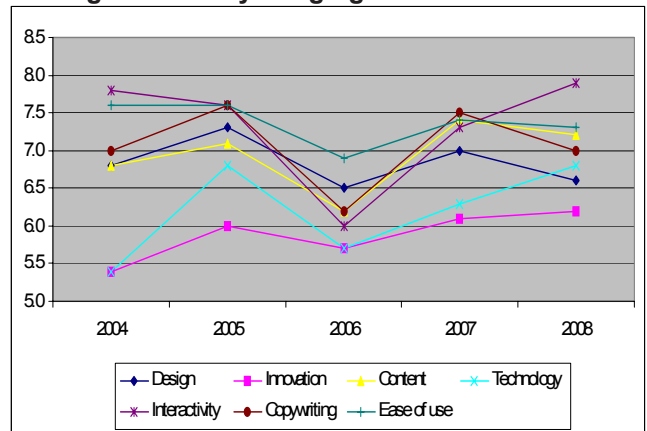
Analysis

Credit Union Web sites have consistently underperformed the overall ISAR index for ten straight years. Credit Union Web sites score highest in content, ease of use and interactivity and lowest in innovation and use of technology. They scored below the 5-year criteria benchmark averages in all areas except interactivity.

Credit unions rely on their Web sites for much of the interaction with their customers. Sites need to be easy to use and not cluttered with a lot of over-hyped cross-selling of financial products.

Industry vs ISAR 5-Year Average By Criteria
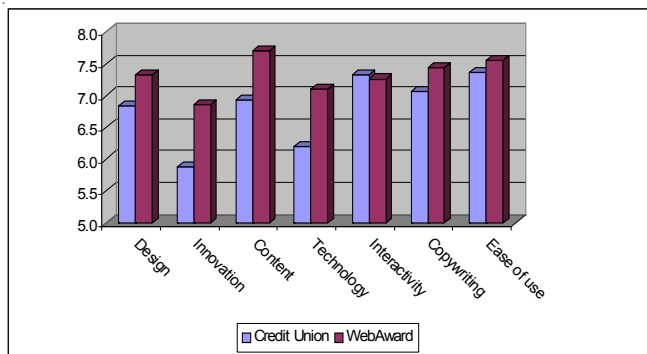
Best of Industry Winners

Year	Winner	Web site
2008	Delta Community CU	Delta Community Credit Union
2007	Extractable	SAFE credit union
2006	Webnbeyond	Union America Mortgage
2005	America First CU	www.americafirst.com
2004	Imirage, Inc	APCI FCU
2002	U.S. Central CU	U.S. Central CU
2001	Santa Clara County FCU	Information Connection
2000	Security Service FCU	Security Service FCU
1999	Engine Interactive, Inc.	Washington State Employees CU
1998	Security Service FCU	Security Service FCU
1997	Hiway FCU	Hiway FCU Web Site

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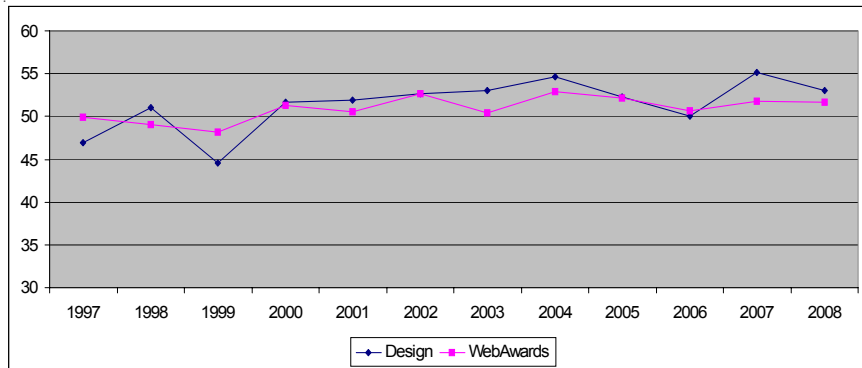
WebAward Internet Standards Assessment Report

2009 Design Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Design	WebAwards
1999	44.6	48.2
2000	51.7	51.3
2001	51.9	50.5
2002	52.7	52.7
2003	53	50.4
2004	54.6	52.9
2005	52.3	52.2
2006	50	50.7
2007	55.1	51.8
2008	53.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.0	7.4	7.9	7.6
Innovation	7.1	6.7	6.7	7.6	7.3
Content	7.2	7.0	7.7	8.3	8.0
Technology	7.1	6.5	6.9	7.8	7.5
Interactivity	6.7	6.6	7.1	7.6	7.5
Copywriting	6.9	6.8	7.1	8.0	7.5
Ease of use	6.7	6.9	7.1	7.7	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
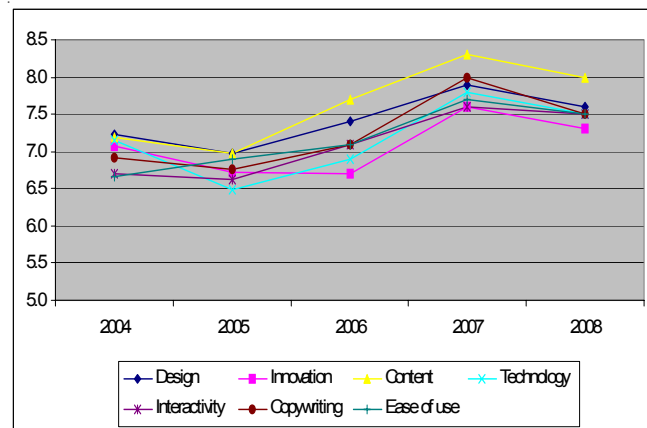
Analysis

Design Web sites have closely mirrored the ISAR index for the past decade with ten years of equal or slightly better performance. Design Web sites have scored higher than the 5-year criteria averages in design, innovation and use of technology. All other scores by criteria fell below the WebAward averages.

The design category has the distinguished honor of including the Best of Show winner for the 2007 WebAward competition. The Walt Disney Internet Group's Disney.com/Disney XD captured the top spot in the design category as well as taking the top honor of the 2007 competition.

Industry vs ISAR 5-Year Average By Criteria
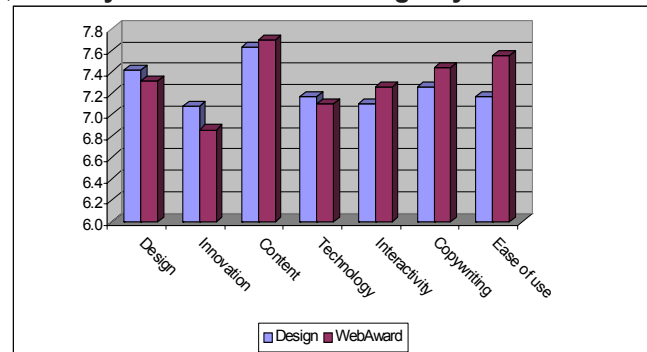
Best of Industry Winners

Year	Winner	Web site
2008	Azavar Technologies	Justyna Collections Catalog
2007	Walt Disney Internet Group	Disney.com / Disney XD (Best of Show)
2006	Publicis Net	Experience Wonder You
2005	R/GA	Nokia Nseries Sitelet
2004	Gigapixel Creative	Gigapixel Creative, Inc.
2003	Arnold Worldwide	The Touareg
2002	PriceWeber, Inc.	Canadian Mist Web Site
2001	Hillmancurtis, Inc.	Adobe.com
2000	Flywire	Flywire.com
1999	Hoffman Agency	think3 Web site
1998	Gr8	Gr8 Web Site
1997	Waters Design	The Waters Edge

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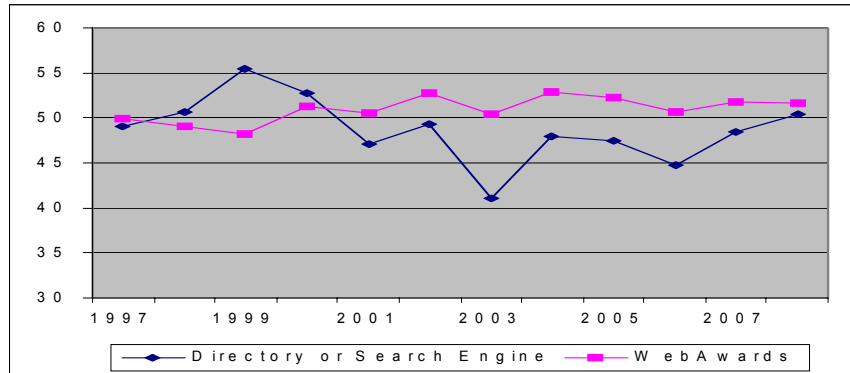
WebAward Internet Standards Assessment Report

2009 Directory or Search Engine Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Dir	WebAwards
1999	55.5	48.2
2000	52.8	51.3
2001	47.1	50.5
2002	49.3	52.7
2003	41.1	50.4
2004	47.9	52.9
2005	47.5	52.2
2006	44.8	50.7
2007	48.4	51.8
2008	50.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.3	6.8	6.3	6.7	7.3
Innovation	5.4	6.5	5.9	6.2	6.8
Content	7.3	7.0	6.6	7.5	7.4
Technology	6.1	6.4	6.5	6.8	6.9
Interactivity	6.8	6.9	6.3	6.9	7.1
Copywriting	6.5	6.7	6.1	7.0	7.4
Ease of use	7.7	7.4	7.0	7.4	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
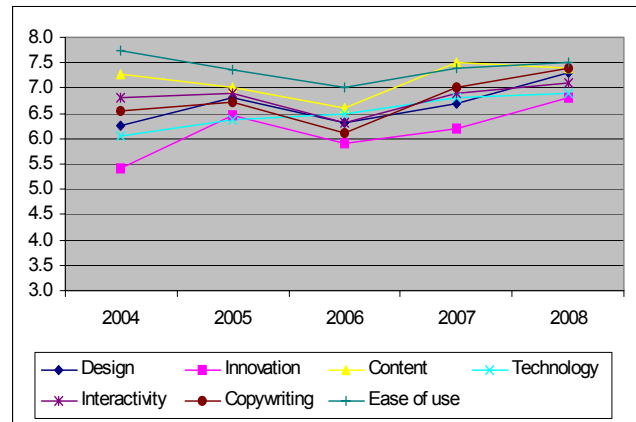
Analysis

Since 2001, directory and search engine Web sites have fallen below the ISAR index. These sub par scores have resulted in the industry scoring below the 5-year criteria averages across the board. Despite the fact that there is complex technology behind the scenes of search engines, these sites score low in innovation and technology. They score strongest in ease of use copywriting and content.

In search, you don't have to look beautiful; you just have to produce results.

Industry vs ISAR 5-Year Average By Criteria
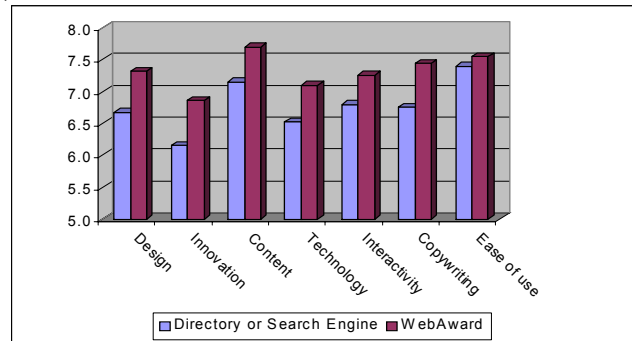
Best of Industry Winners

Year	Winner	Web site
2008	CMPMedica U.S.	SearchMedica
2007	VML	Live Search Sport Maps
2006	Fusion PR	Best Specialty Search Engine
2005	Scirus	Scirus, the science search engine
2004	Scirus	Scirus, the science search engine
2003	Insight Interactive	Cancer.com Website
2002	TowerRecords.com	TowerRecords.com
2001	search4science	search4science
2000	go2 Systems, Inc.	go2online
1999	About.com	About.com
1998	Urge Public Relations	The BizRate Guide
1997	GTE Directories Corp	SuperPages Interactive Service

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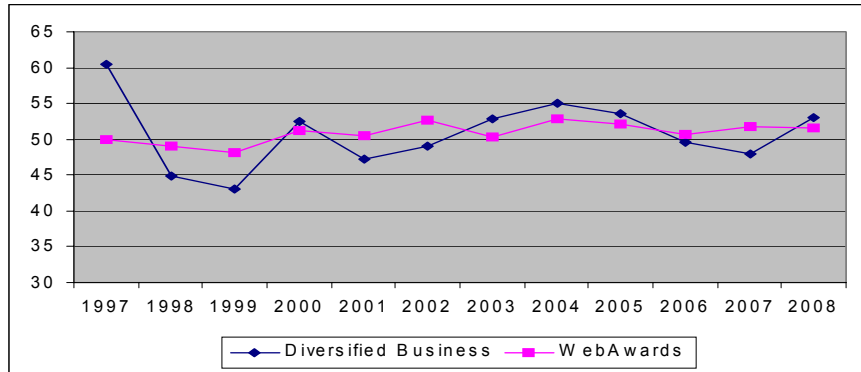
WebAward Internet Standards Assessment Report

2009 Diversified Business Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Div Bus	WebAward
1999	43	48.2
2000	52.5	51.3
2001	47.2	50.5
2002	49.1	52.7
2003	52.9	50.4
2004	55	52.9
2005	53.5	52.2
2006	49.6	50.7
2007	48	51.8
2008	53.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.4	7.4	6.9	8.1
Innovation	7.2	6.3	6.0	5.8	7.5
Content	8.2	7.6	8.1	7.6	7.4
Technology	7.4	6.4	6.6	6.3	7.3
Interactivity	7.1	7.3	6.9	6.9	7.5
Copywriting	7.7	7.4	7.8	7.4	7.5
Ease of use	7.7	7.1	6.9	7.1	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
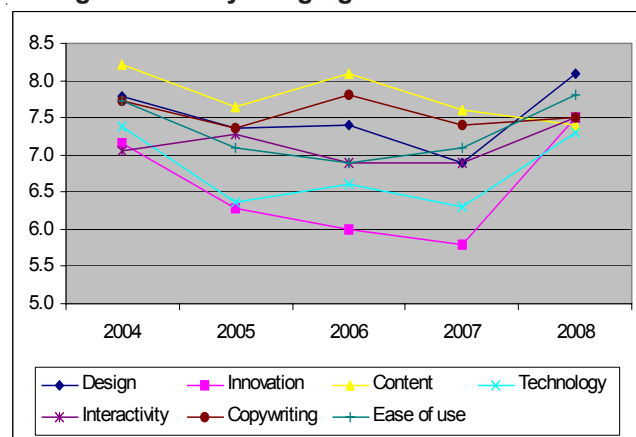
Analysis

The diversified business category is a broad classification for those companies that do not fit into any one mold. Diversified businesses face unique challenges. Diversified business Web sites are generally in line with the overall ISAR index slightly exceeding or slightly below the index since 2000. However, after recording two consecutive years of below index performance results, the industry squeaked above the Index for 2008. These sites are best at design, content and copywriting and weaker in technology and innovation.

Diversified businesses are generally strong at segmenting their target audiences and so are their Web sites. Often the greatest challenge for a diversified business is to weave a diverse group of subsidiary sites together into an organized, single entity. The best sites base their Web site on their customer's needs, not the corporate organization chart.

Industry vs ISAR 5-Year Average By Criteria
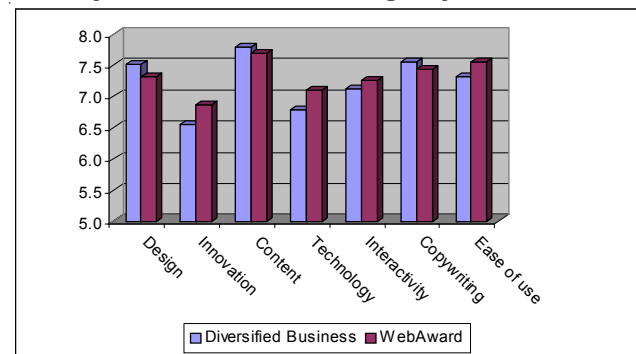
Best of Industry Winners

Year	Winner	Web site
2008	frog design	GE Corporate Web Site
2007	Eaton Corporation	2006 Annual Report
2006	Imirage, Inc.	First Quality
2005	Kel Geddes Management	The Official Anne Geddes Website
2004	Azavar Technologies	CFC Corporate Website
2003	Kel Geddes Management	The Official Anne Geddes Website
2002	American Electric Power	Energy. Experience. Flexibility.
2001	Modem Media	GM.com
2000	Sterling Commerce	Sterling Commerce
1999	Landor Associates	iCat Web Site
1998	Siegel & Gale	Kodak's Dot Further

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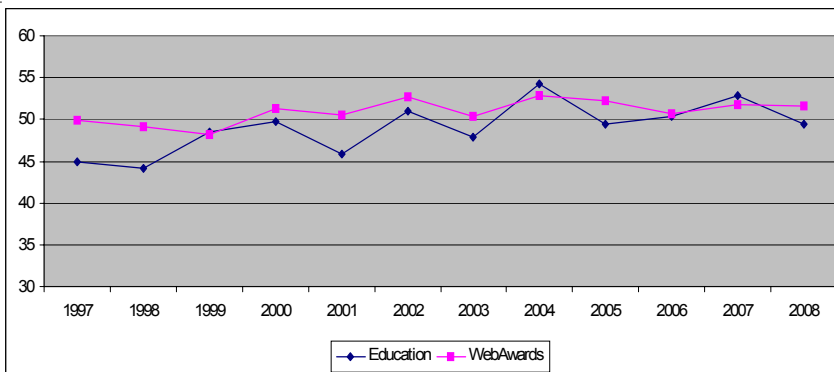
WebAward Internet Standards Assessment Report

2009 Education Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Ed	WebAwards
1999	48.5	48.2
2000	49.7	51.3
2001	45.8	50.5
2002	51	52.7
2003	47.8	50.4
2004	54.2	52.9
2005	49.4	52.2
2006	50.3	50.7
2007	52.8	51.8
2008	49.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	6.8	7.2	7.5	6.9
Innovation	7.2	6.2	6.7	7.1	6.7
Content	7.8	7.3	7.9	8.1	7.6
Technology	7.3	6.2	6.8	7.3	6.9
Interactivity	7.3	6.6	7.0	7.5	7.0
Copywriting	7.8	7.3	7.5	7.8	7.2
Ease of use	7.5	6.9	7.2	7.6	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
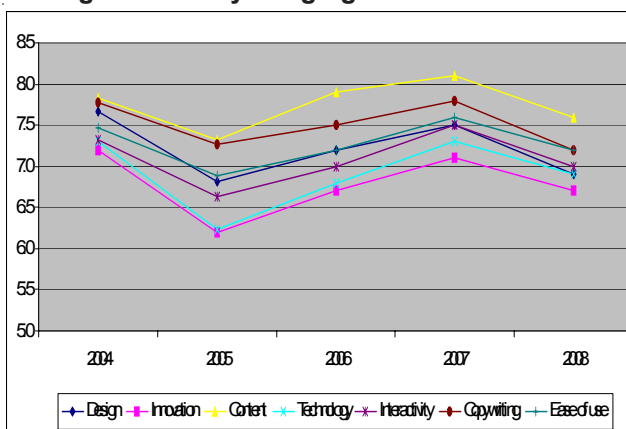
Analysis

Education Web sites are generally in line with the overall ISAR index, although they have been on the underperforming side of the index 8 of the last 12 years. They have matched the index twice and have slightly outperformed it only twice as well. Because these sites scores are just average or slightly below, Education sites have underperformed the 5-year criteria benchmarks in most areas. Content and copywriting are Education Web sites strong points. It is no surprise that use of technology and innovation are their weak points.

When it comes to Web development, many education sites tend to be followers, not leaders. The best sites are integrating video and Flash animation to make learning exciting and dynamic. The youth of today are spending more time on the Internet than in front of TV. Educators need to use this trend to their benefit.

Industry vs ISAR 5-Year Average By Criteria
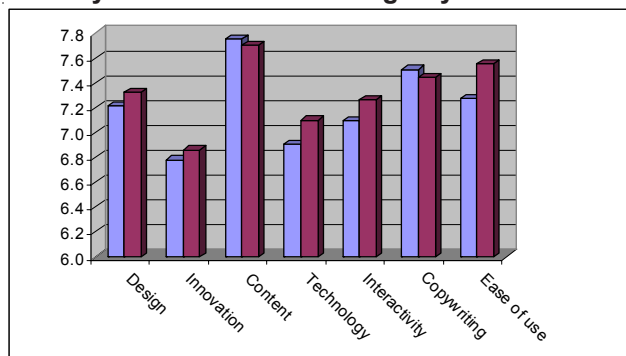
Best of Industry Winners

Year	Winner	Web site
2008	TribalDDB	START A CHAIN REACTION
2007	Creative Channel Services	Virgin Mobile - Train on Your Terms
2006	National Geographic	Discover Antarctica
2005	Disney Online	Hot Shot Business
2004	General Motors	GMability Education
2003	Disney Online	Hot Shot Business (Best of Show)
2002	Freddie Mac	Your Route to Homeownership
2001	IGCN	eTech Planner
2000	Addison	Educational Testing Service
1999	Strategic Interactive Group	www.harcourt.com
1998	DDB Needham	Space Day
1997	Video Placement Worldwide	VPW Classroom Info Network

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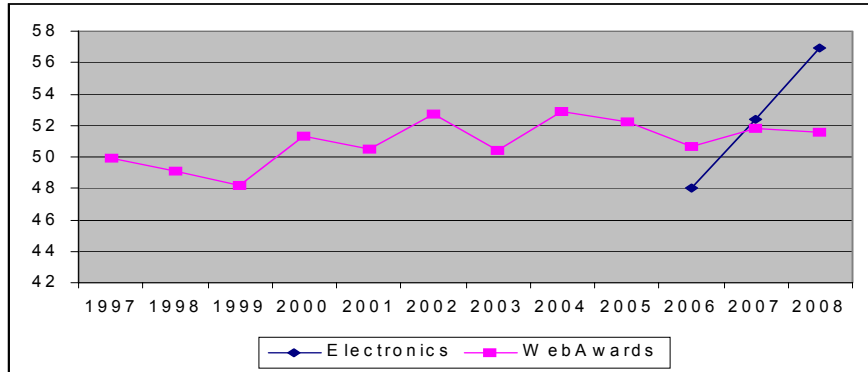
WebAward Internet Standards Assessment Report

2009 Electronics Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Electronics	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005		52.2
2006	48	50.7
2007	52.4	51.8
2008	56.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2006	2007	2008
Design	7.4	7.4	8.5
Innovation	6.9	7.1	8.2
Content	7.4	7.9	8.4
Technology	7.3	7.1	8.2
Interactivity	6.6	7.6	7.6
Copywriting	7.2	7.6	8
Ease of Use	7.1	7.7	8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
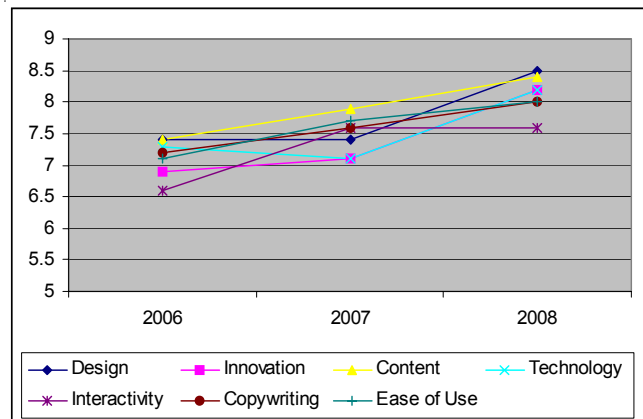
Analysis

Electronics were added to the WebAwards in 2006 and is making it's first appearance in the ISAR Report. So far the industry has met, underperformed and most recently overperfomed the ISAR Index.

Electronics are a very competitive section of consumer goods and as such have sites that are willing to take risks to engage the user with the brand.

Industry vs ISAR 5-Year Average By Criteria
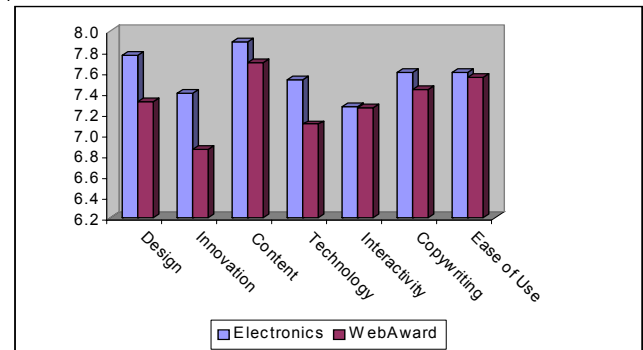
Best of Industry Winners

Year	Winner	Website
2008	Zugara	Casio Exilim YouTube Capture Mode
2007	Web Associates	BlackBerry Corporate Site
2006	Cheil Communications	Z5 Digital Audio Player

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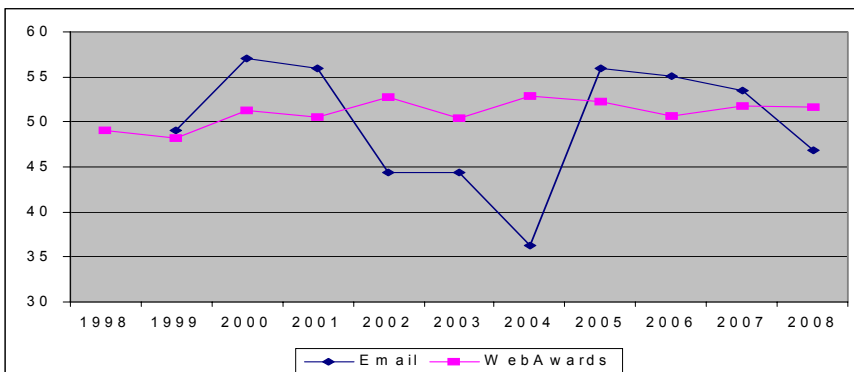
WebAward Internet Standards Assessment Report

2009 Email Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Email	WebAwards
1999	49.0	48.2
2000	57.1	51.3
2001	56.0	50.5
2002	44.4	52.7
2003	44.4	50.4
2004	36.3	52.9
2005	56.0	52.2
2006	55.1	50.7
2007	53.5	51.8
2008	46.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	4.6	7.8	8.2	7.5	7.1
Innovation	4.4	7.7	7.8	7.3	6.4
Content	5.1	8.4	8.3	7.8	7.0
Technology	4.3	7.5	7.6	7.8	6.4
Interactivity	3.9	6.8	7.8	7.5	5.9
Copywriting	5.3	7.5	7.8	7.8	7.1
Ease of use	4.6	7.4	7.7	7.8	7.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
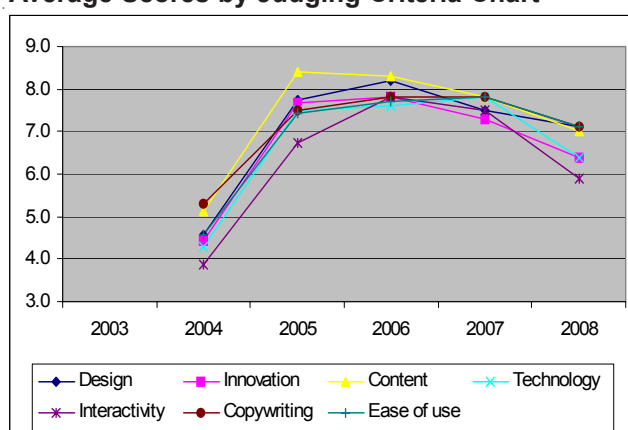
Analysis

After three years of beating the ISAR Index, Email Web sites once again dropped below the benchmark in 2008. These low scores resulted in the 5-year criteria benchmark scores being lower than the Webaward averages in all areas.

The best email Web sites allow users to define what their needs are and keep their programs simple and easy to use, without oversimplifying and having a "wizard" for even the moat basic tasks.

Industry vs ISAR 5-Year Average By Criteria
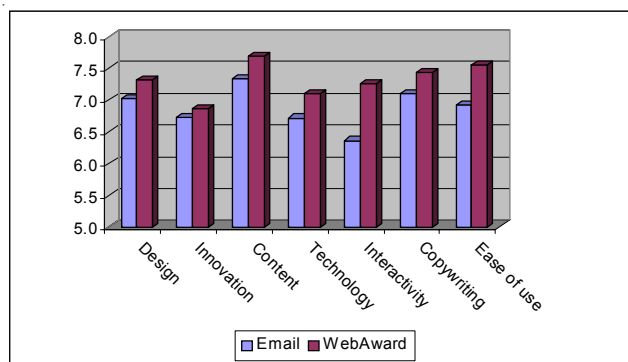
Best of Industry Winners

Year	Winner	Web site
2008	MailerMailer	MailerMailer Email Marketing
2007	VerticalResponse	VerticalResponse Website
2006	cramer-krasselt	Monk-e-Mail
2005	TMX Communications	SAP Funk Brothers
2004	First Marketing	Mediacom e-news
2002	Aristotle	Big Cedar Lodge Enews
2001	IGCN	Solutions
2000	Britemoon	Britemoon.com
1999	Miller/Shandwick Technologies	Upgraded MSN Hotmail

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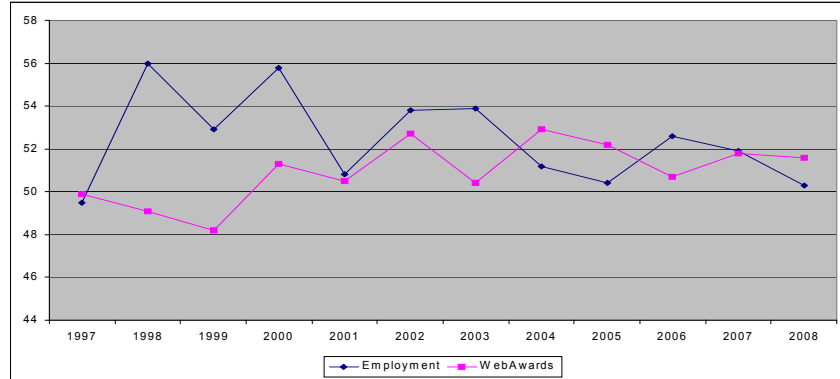
WebAward Internet Standards Assessment Report

2009 Employment Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Employ	WebAwards
1999	52.9	48.2
2000	55.8	51.3
2001	50.8	50.5
2002	53.8	52.7
2003	53.9	50.4
2004	51.2	52.9
2005	50.4	52.2
2006	52.6	50.7
2007	51.9	51.8
2008	50.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.1	6.5	7.4	7.4	7.2
Innovation	6.2	5.8	6.9	6.9	6.7
Content	7.6	7.2	8.0	7.7	7.5
Technology	6.6	6.1	7.4	7.0	6.7
Interactivity	7.3	6.8	7.5	7.4	7.0
Copywriting	7.7	7.0	7.8	7.7	7.5
Ease of use	7.8	7.0	7.7	7.7	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart


Industry vs ISAR 5-Year Average By Criteria
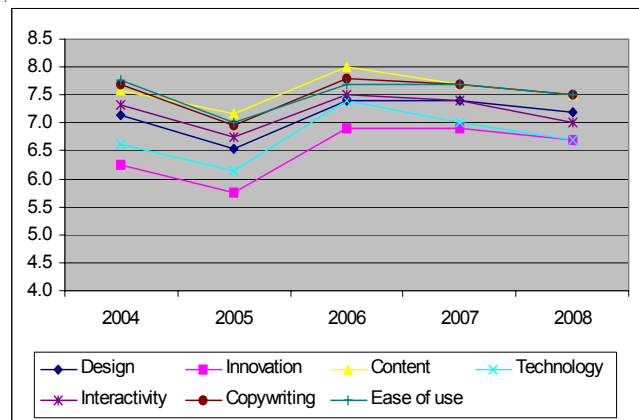
Analysis

Employment web sites continued it see-saw trend verses the WebAward Index and once again fell below the Index in 2008. Prior to this, they outperformed the index seven out of the ten years with their highest scores coming from the earlier years of the index. Employment Web sites matched the 5-year criteria benchmark average in most areas with copywriting being the only criteria that it outperformed. These sites are strongest in content, copywriting, and ease of use. They are weakest in innovation and technology.

The best employment Web sites are more than job search engines; they educate and prepare both employer and potential employee about what to expect and the sites facilitate making the right match. Finding the right employees is so important to companies today, that it is no wonder they are spending the time, energy, and budget to create dynamic Web sites.
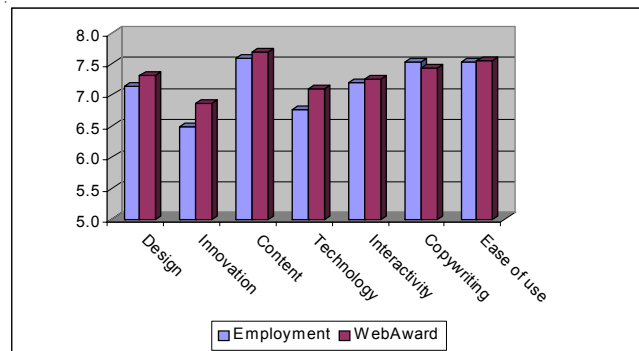
Best of Industry Winners

Year	Winner	Web site
2008	Worktank	Microsoft Diversity
2007	JWT Employment Comm	FedEx Air Ops Microsite
2006	Modem Media	Dice.com Being IT
2005	InteliMark Enterprises	Au Pair & Nanny Agency
2004	Idea Integration	Aegis Therapies
2003	Kelly Services Internet Team	Kelly Services
2002	Kelly Services Internet Team	Kelly Services
2001	Digital Navigation	Eaton Corp Recruitment Site
2000	Salary.com	Salary.com
1999	Stackig/TMPW	Washington Hospital Center
1998	GE Medical Systems	GE Medical Systems Recruiting
1997	Monster.com	The Monster Board

About this Report

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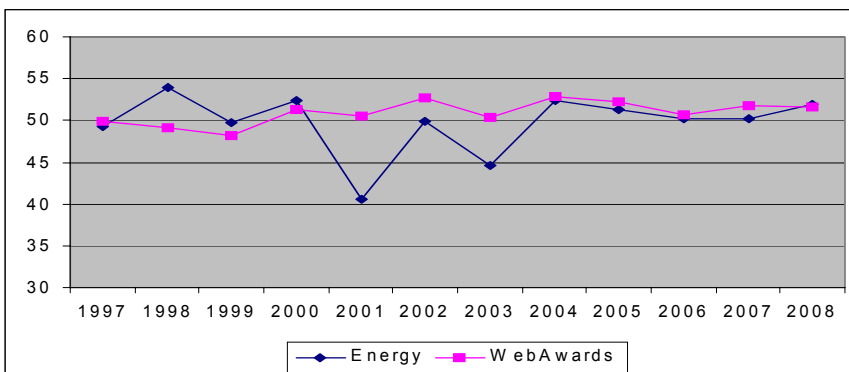
WebAward Internet Standards Assessment Report

2009 Energy Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Energy	WebAwards
1999	49.8	48.2
2000	52.4	51.3
2001	50.6	50.5
2002	49.9	52.7
2003	44.6	50.4
2004	52.4	52.9
2005	51.3	52.2
2006	50.2	50.7
2007	50.2	51.8
2008	51.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.9	6.4	7.2	7.3	7.6
Innovation	6.3	5.6	6.7	6.4	7.1
Content	7.7	7.0	7.7	7.6	7.8
Technology	6.6	5.9	6.5	6.9	7.3
Interactivity	7.3	6.6	6.7	7.2	7.0
Copywriting	7.7	7.0	7.6	7.4	7.6
Ease of use	77.7	7.3	7.8	7.4	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
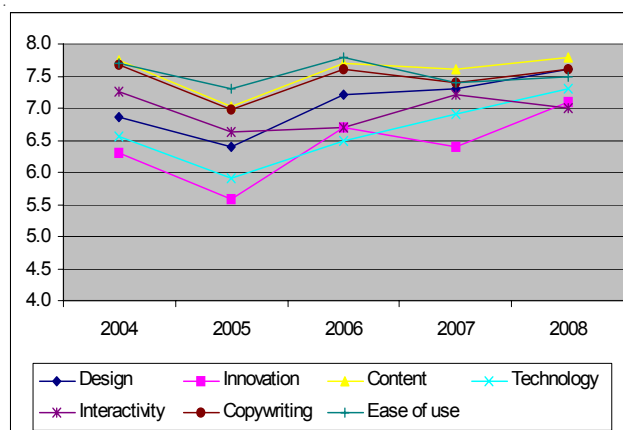
Analysis

Energy Web sites have closely matched the ISAR Index for the past five years, although for most of them, they have underperformed the Index by only a slight margin. Energy Web sites are strong in design, content, copywriting, and ease of use. They matched the 5-year criteria benchmark in copywriting and ease of use and slightly underperformed in the other areas.

The best Energy Web sites, both consumer and B2B, are true e-commerce sites designed to build a long term relationship with users and key constituencies, including government regulators and shareholders.

Industry vs ISAR 5-Year Average By Criteria
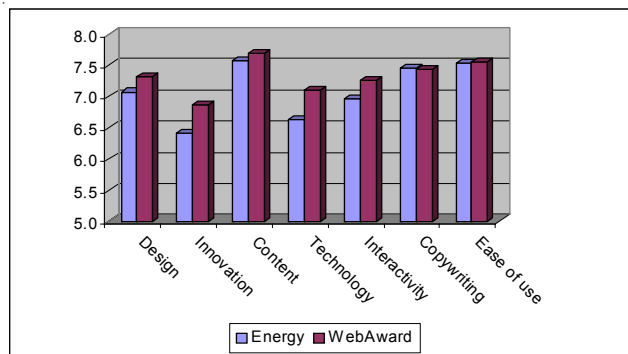
Best of Industry Winners

Year	Winner	Web site
2008	B·U·T	DuPont in Energy
2007	Dell Global Site Design	Dell Earth
2006	Edison International	Edison International Website
2005	Macquarium	AGL Resources
2004	Abengoa Bioenergy	Abengoa Bioenergy Corp.
2003	APS	aps.com E-care
2002	Rhino Internet Solutions	Arizona Public Service
2001	TXU Global and AGENCY.COM	TXU Global Internet Web Site
2000	Cole & Weber	betterbricks.com
1999	CITGO Petroleum Corp.	CITGO.com
1998	Yankee Energy System, Inc.	YES Corporate Site
1997	Yankee Energy System, Inc.	yankeegas.com

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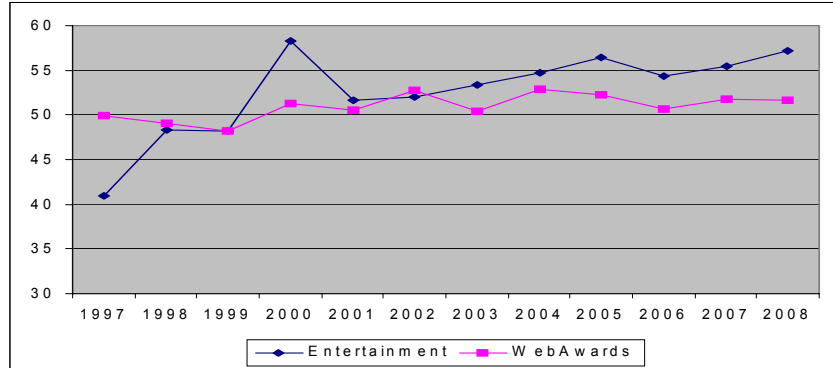
WebAward Internet Standards Assessment Report

2009 Entertainment Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Entertain	WebAwards
1999	48.2	48.2
2000	58.3	51.3
2001	51.7	50.5
2002	52	52.7
2003	53.3	50.4
2004	54.7	52.9
2005	56.4	52.2
2006	54.4	50.7
2007	55.4	51.8
2008	57.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	8.2	7.8	8.3	8.4
Innovation	7.5	7.9	7.7	7.7	8.6
Content	8.0	8.2	8.4	8.6	8.2
Technology	7.5	8.1	7.8	7.9	8.3
Interactivity	7.2	7.3	7.3	7.2	7.8
Copywriting	7.4	7.7	7.9	8.0	8.0
Ease of use	7.3	7.4	7.5	7.8	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
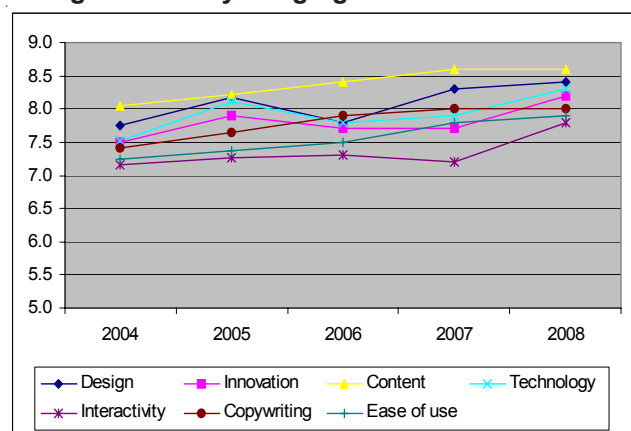
Analysis

Entertainment Web sites have generally outperformed the overall ISAR index with 2000 being a year of exceptionally strong scores. They beat the 5-year benchmarks by criteria in all area.

Entertainment sites are experts at manufacturing and distributing entertaining content. They generally engage the users on many levels and have enough content to entice the visitor to return multiple times to the site. They are by definition entertaining and have a high engagement factor.

Industry vs ISAR 5-Year Average By Criteria
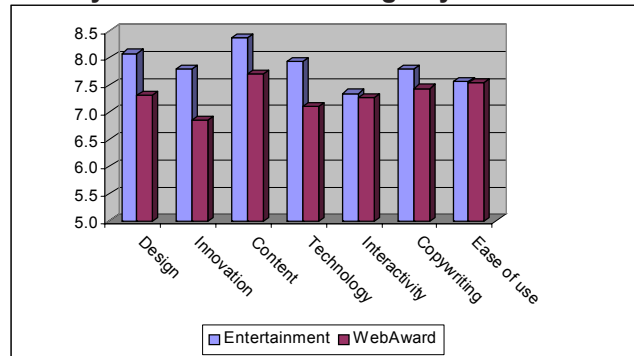
Best of Industry Winners

Year	Winner	Web site
2008	Ektron	Alliance Theatre
2007	Jetset Studios	Knocked Up Official Website
2006	LATINTHRE3	Barrio RBK
2005	National Geographic Channel	Inside The Mafia (Best of Show)
2004	Blitz Digital Studios	The Star Wars Galaxies
2003	Disney Online	Disney Online
2002	TBS Superstation	Invincible Site and Game
2001	Disney Online	Disney.com
2000	Iguana Studios	Stan Lee Website
1999	ABC Internet Group	ABC.com
1998	Columbia TriStar Interactive	Rock & Roll JEOPARDY!

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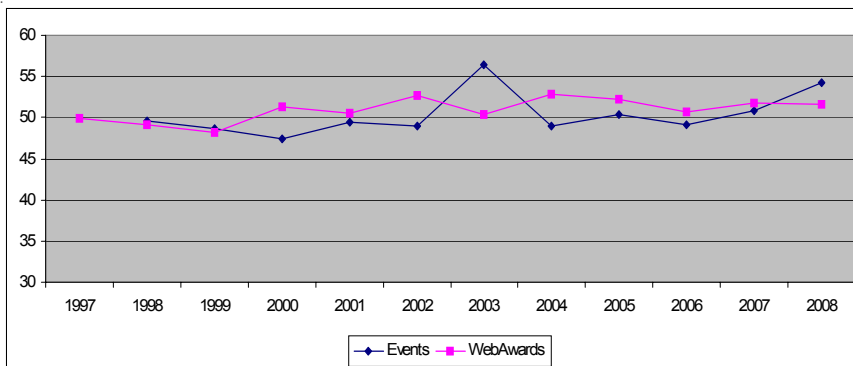
WebAward Internet Standards Assessment Report

2009 Events Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Events	WebAwards
1999	48.7	48.2
2000	47.4	51.3
2001	49.5	50.5
2002	48.9	52.7
2003	56.5	50.4
2004	49	52.9
2005	50.3	52.2
2006	49.1	50.7
2007	50.8	51.8
2008	54.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.5	6.7	7.2	7.2	8.0
Innovation	5.6	5.9	6.1	6.9	7.5
Content	6.9	7.2	7.8	7.6	8.2
Technology	5.6	5.9	6.4	7.0	7.5
Interactivity	6.5	6.9	6.9	7.1	7.5
Copywriting	7.0	6.9	7.2	7.4	7.9
Ease of use	6.7	7.1	7.4	7.4	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
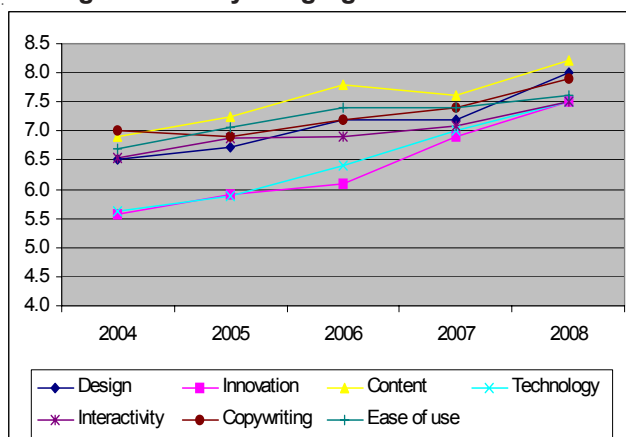
Analysis

After a period of slight underperformance in seven of the past 10 years, Events Web sites have moved ahead of the curve compared to the ISAR index in 2008. These below index average scores resulted in the industry scoring below the 5-year criteria benchmark scores in all areas. Events Web sites are strongest in design, content, copywriting, and ease of use. They lag in technology and innovation.

As event sites bring people together for a single purpose, they are strong in content and their audience usually shares a common interest. They tend to be information driven and relatively conservative in adopting new technologies which can hurt them over time.

Industry vs ISAR 5-Year Average By Criteria
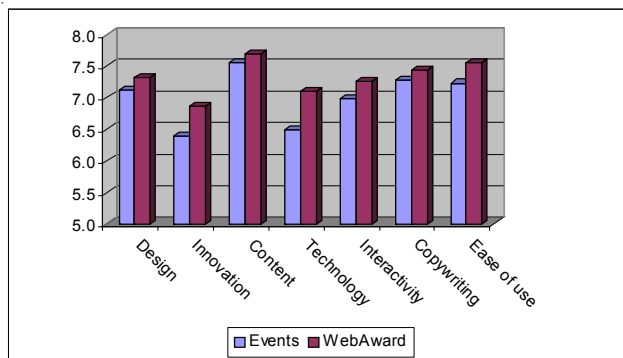
Best of Industry Winners

Year	Winner	Web site
2008	Hitchcock Fleming & Assoc.	Lock 3 Live
2007	RED Interactive Agency	UFC 66: Liddell vs. Ortiz
2006	Zooma by Semcon	Rogers FIFA World Cup 06
2005	Fingerprint Interactive	The Microsoft PDC Website
2004	Arnold Worldwide	Pods Unite
2003	Travers Collins & Company	Buffalo Niagara's One
2002	Creative Producers Group	Sprint Agents of Change
2001	Arnold Worldwide	Autoshow 2001
2000	Siegelgale	The Crave Conference
1999	Stackig/TMPW	SUPERCOMM 99
1998	Studio Archetype	IBM Kasparov v. Deep Blue

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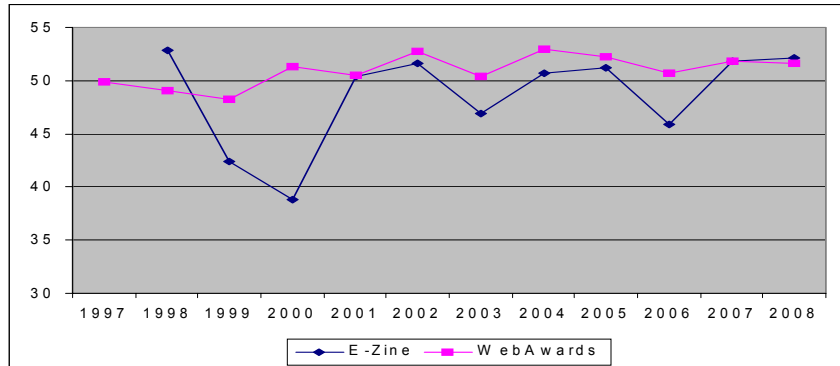
WebAward Internet Standards Assessment Report

2009 E-zine Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	E-Zine	WebAwards
1999	42.4	48.2
2000	38.8	51.3
2001	50.4	50.5
2002	51.6	52.7
2003	46.9	50.4
2004	50.7	52.9
2005	51.2	52.2
2006	45.9	50.7
2007	51.8	51.8
2008	52.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.3	6.7	6.9	7.3	7.4
Innovation	5.8	5.9	6.9	6.9	6.4
Content	7.0	7.4	6.9	8.1	7.9
Technology	5.6	6.4	6.9	7.9	7.1
Interactivity	6.1	6.7	6.9	7.7	7.6
Copywriting	7.2	7.3	6.9	7.3	7.6
Ease of use	6.9	7.1	6.9	6.7	8.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
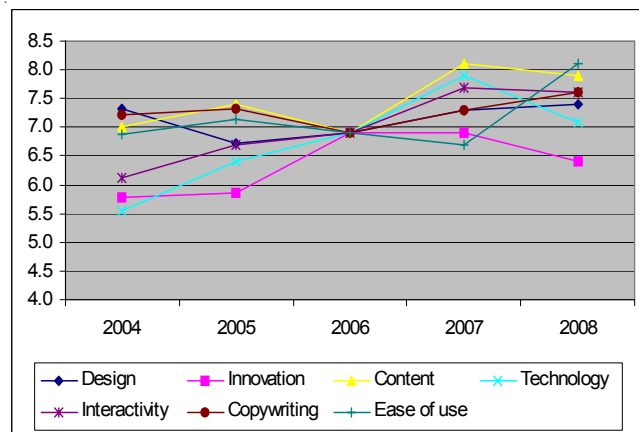
Analysis

Following an eight year run of underperformance with 2000 being a particularly poor year, E-zine Web sites matched the ISAR index for the second year in a row. It is no surprise that E-zine sites lag the 5-year criteria benchmarks in all areas. They are strongest at ease of use and content, but lag in innovation and technology. E-zine sites are a one-way source of information with typically low scores in interactivity; however, the 5-year criteria benchmark shows that the industry has improved its interactivity scores each year.

E-zine sites embody the new face of journalism. Many of the best e-zine sites have developed content that interacts with the visitors in such a way that it creates a dialog where the journalist leads the discussion rather than is responsible for the entire conversation.

Industry vs ISAR 5-Year Average By Criteria
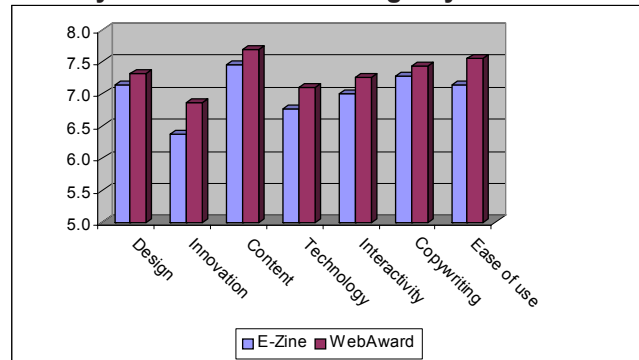
Best of Industry Winners

Year	Winner	Web site
2008	Imagination Publishing	Envisage
2007	Slate Magazine	Slate Magazine
2006	National Geographic	The Gospel of Judas
2005	HKTB & ICLP, Greater China	Hong Kong E-zine
2004	Bridge Worldwide	Health Expressions
2003	Symantec Corporation	Symantec Exec Security Center
2002	Cisco Systems	Business Strategies/Solutions
2001	Fast Company Web Team	Fast Company Online
2000	Briefme.com	Briefme.com
1999	Devlin Applied Design	Denote
1998	First Marketing Company	NationsBank IRA NetLetter

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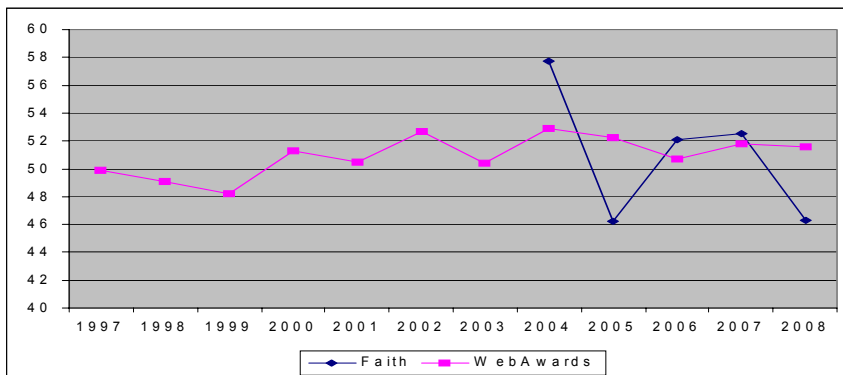
WebAward Internet Standards Assessment Report
2009 Faith-Based Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Faith	_WebAwards_
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	57.7	52.9
2005	46.2	52.2
2006	52.1	50.7
2007	52.5	51.8
2008	46.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	**2005**	**2006**	**2007**	**2008**
Design	8.5	6.5	7.6	7.3	6.9
Innovation	7.7	5.5	7.0	6.7	5.7
Content	8.7	7.3	7.8	8.0	7.4
Technology	7.2	5.4	7.2	7.2	6.3
Interactivity	8.2	6.4	7.3	8.2	6.5
Copywriting	8.7	6.7	7.6	8.0	6.9
Ease of use	8.8	6.6	7.7	7.2	6.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
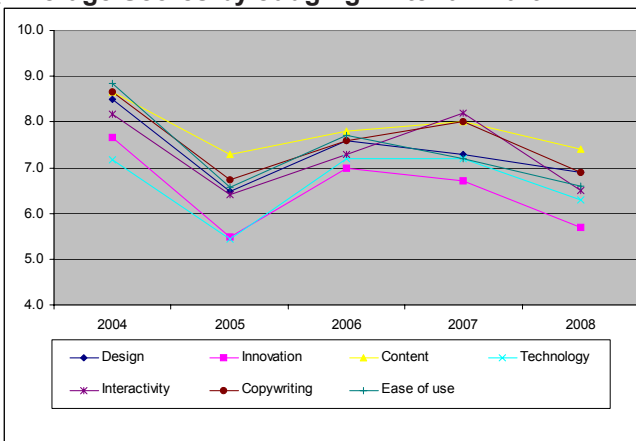
Analysis

Faith-based Web sites are newcomers to the WebAwards joining in 2004. A stellar performance in 2004 was offset by poor performance in 2005. For the past two years, the industry has settled in with less drastic swings and has outperformed the index by a small margin until falling to 2005-like levels again in 2008. The 5-year criteria average scores are slightly above average in content, copywriting, and interactivity. Faith-based Web sites match the average criteria scores in design and fall below average in innovation and technology. As an industry, faith-based sites are strongest in content, copywriting, and interactivity. They lag in innovation and technology.

Many faith-based sites are strong in social media, offering user generated content to their advantage. They often have dedicated users that can provide valuable content and offer satisfying user interactions.

Industry vs ISAR 5-Year Average By Criteria
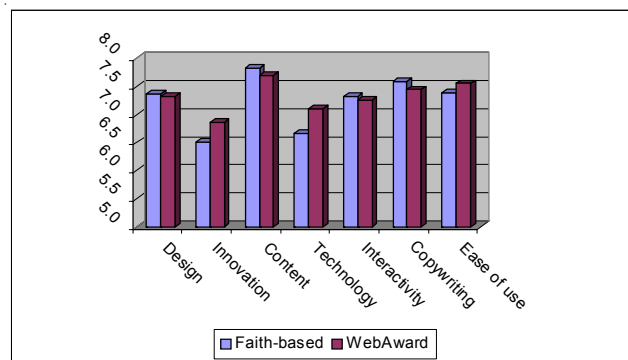
Best of Industry Winners

Year	_Winner_	_Website_
2008	Mediapulse	Park West Church
2007	Bayshore Solutions	Wycliffe Bible Translators
2006	Dallas Theological Seminary	Dallas Theological Seminary Website
2005	Biola University	Talbot School of Theology Website
2004	PhotoMission, Inc.	A Worldwide Community of Christian Photographers

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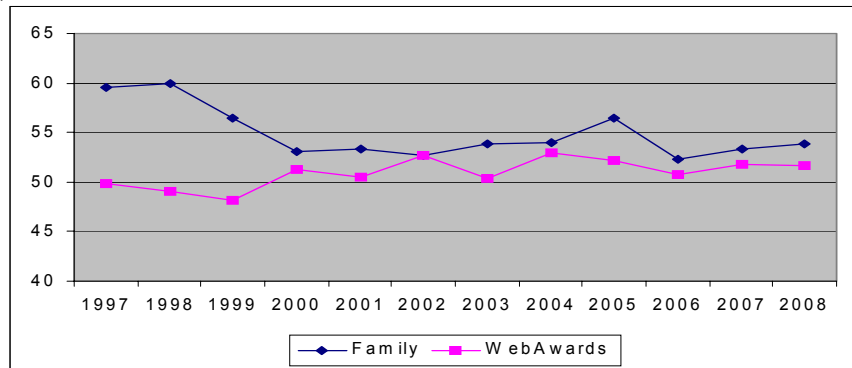
WebAward Internet Standards Assessment Report

2009 Family Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Family	WebAwards
1999	56.5	48.2
2000	53.1	51.3
2001	53.4	50.5
2002	52.7	52.7
2003	53.8	50.4
2004	54	52.9
2005	56.4	52.2
2006	52.3	50.1
2007	53.3	51.8
2008	53.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	6.3	7.4	7.7	7.8
Innovation	6.6	6.1	6.8	7.1	7.3
Content	7.9	7.2	8.3	8.3	8.1
Technology	6.9	6.3	6.9	7.4	7.4
Interactivity	7.1	6.9	7.5	7.1	7.4
Copywriting	7.6	7.1	7.7	8.0	7.9
Ease of use	7.5	7.0	7.8	7.7	7.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
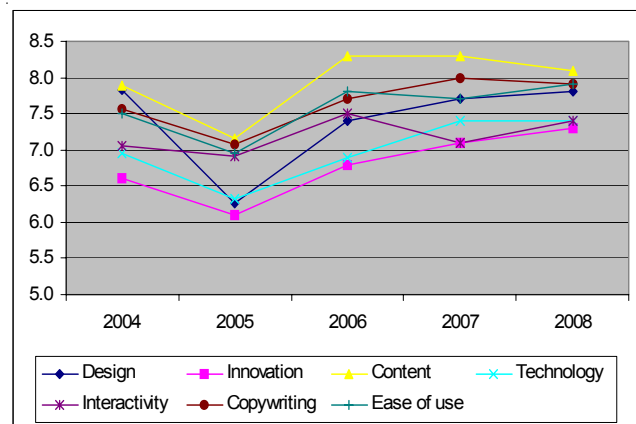
Analysis

Family oriented Web sites have consistently outperformed the ISAR index for the past twelve years. They are one of only a few industries that beat the index year after year. Family Web sites outperformed the 5-year criteria benchmark score in content and copywriting. Content and copywriting are this industries strong suit while these sites could use improvement in innovation, technology and interactivity.

Family Web sites tend to have a clear understanding of their target audience and provide strong content to support their user's experience. Family sites that target youth are generally very good at using multimedia to enhance the user experience.

Industry vs ISAR 5-Year Average By Criteria
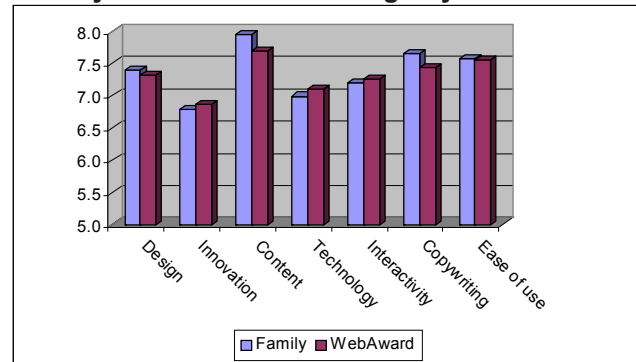
Best of Industry Winners

Year	Winner	Web site
2008	Jetset Studios	Bee Movie Official Movie Website
2007	Ogilvy	SixFlags.com
2006	Family Cookbook Project	www.familycookbookproject.com
2005	Family Cookbook Project	www.familycookbookproject.com
2004	Zipatoni	Bring Elsie Home
2003	BabyCenter.com	BabyCenter
2002	Ripple Effects Interactive	Experience PA Web Site
2001	Disney Online	Family.com
2000	Yfactor Inc.	Family Channel Web Site
1999	Kevin Sebesky, Inc.	Official Berenstain Bears Website
1998	Kevin Sebesky, Inc.	Official Berenstain Bears Website
1997	Kevin Sebesky, Inc.	Official Berenstain Bears Website

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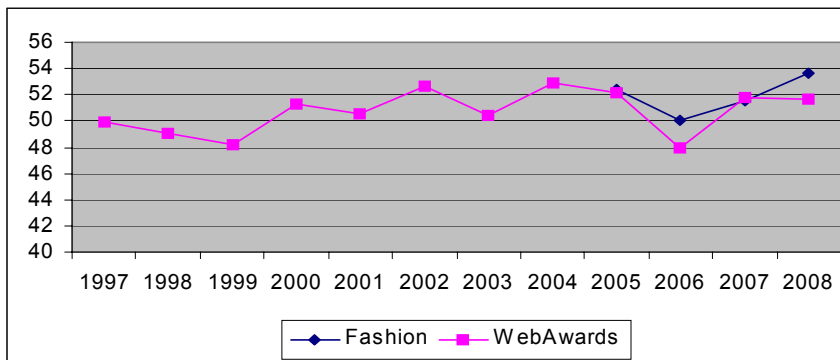
WebAward Internet Standards Assessment Report

2009 Fashion Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Fashion	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	52.4	52.2
2006	50	47.9
2007	51.5	51.8
2008	53.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.6	8.1	8.0	8.0
Innovation	7.1	7.7	7.2	7.6
Content	7.7	8.1	7.9	8.1
Technology	7.1	7.6	7.2	7.5
Interactivity	6.5	7.1	6.9	7.3
Copywriting	7.1	7.5	7.3	7.5
Ease of use	7.3	7.8	7.1	7.7

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
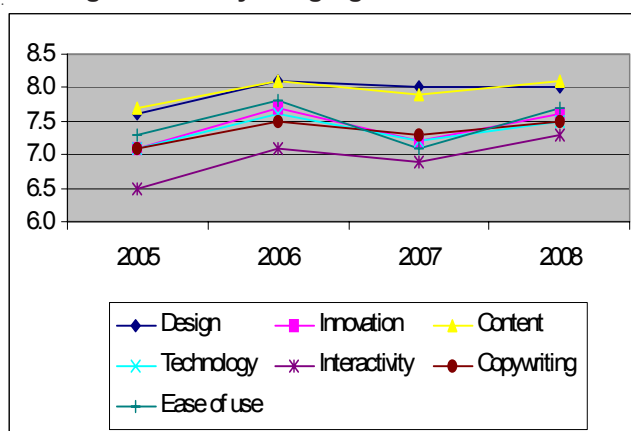
Analysis

New to the ISAR study, fashion was added as a category to the WebAwards in 2005. Since then they have generally been inline with the overall ISAR Index with a slight overperformance in 2006 and 2008. It is not surprising that fashion sites tend to score highest in design and content. It is also well above the WebAward average for design.

The fashion industry knows was it takes to create an image for its products. Their Web sites are extensions of those images and invite the users to learn more about the brands which they identify with.

Industry vs ISAR 5-Year Average By Criteria
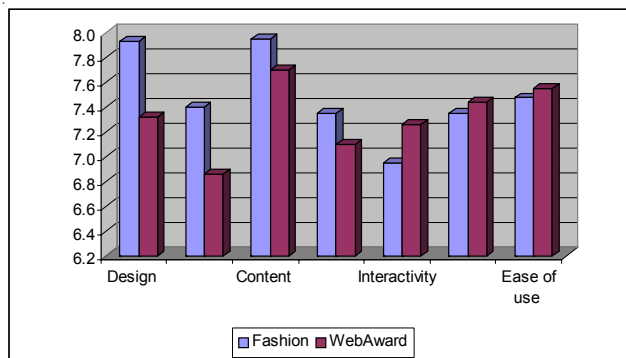
Best of Industry Winners

Year	Winner	Website
2008	Dolce&Gabbana srl	Dolce&Gabbana Web site
2007	ID Society	Nautica Jeans Company
2006	These Days	Bikkembergs Football
2005	Organic, Inc	Tommy Kids Web Site

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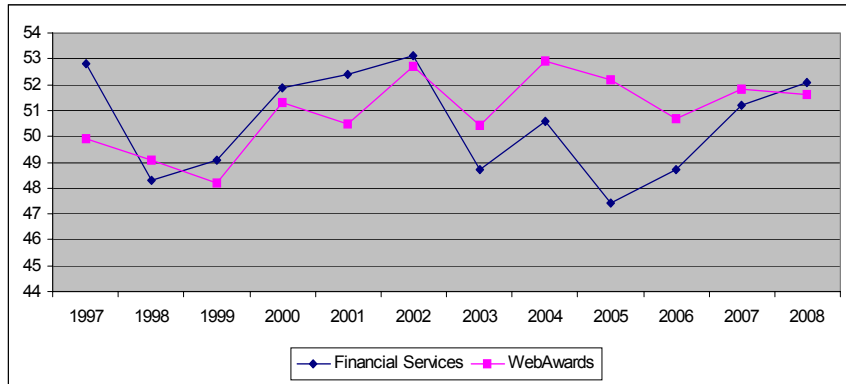
WebAward Internet Standards Assessment Report

2009 Financial Services Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Fin Serv	WebAwards
1999	49.1	48.2
2000	51.9	51.3
2001	52.4	50.5
2002	53.1	52.7
2003	48.7	50.4
2004	50.6	52.9
2005	47.4	52.2
2006	48.7	50.7
2007	51.2	51.8
2008	52.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.7	6.5	7.0	7.4	7.4
Innovation	6.0	5.6	6.2	6.6	7.1
Content	7.3	6.9	7.3	7.7	7.7
Technology	6.5	5.9	6.7	6.9	7.2
Interactivity	7.0	6.6	7.1	7.4	7.4
Copywriting	7.3	6.9	7.3	7.6	7.5
Ease of use	7.1	6.8	7.2	7.6	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
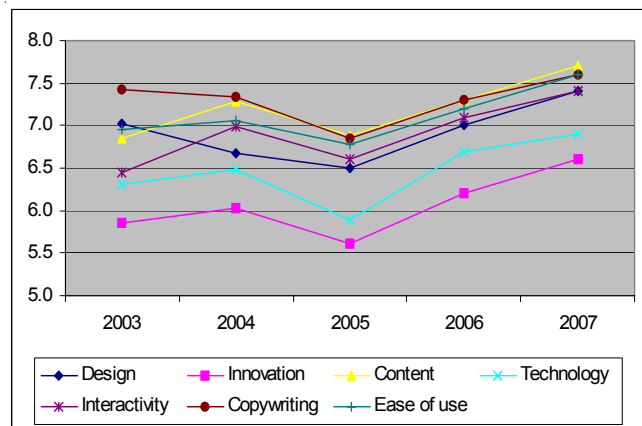
Analysis

Financial services Web sites have underperformed the ISAR index for five consecutive years until they narrowly moved over the line in 2008. Prior to 2003, they only narrowly outperformed the index for the preceding four years. The most recent underperformance resulted in the industry scoring below the 5-year criteria benchmark averages in all areas. Financial services Web sites are strongest in content, copywriting, and ease of use. They significantly lag in technology and innovation.

Like the mutual fund and brokerage industries, financial service companies are highly regulated which limits the creativity they can undertake on their Web sites. When someone does break out of the mold, they really stand out with users. Much of the best work is being done in password protected sites available only to licensed professionals where the regulations are not as onerous.

Industry vs ISAR 5-Year Average By Criteria
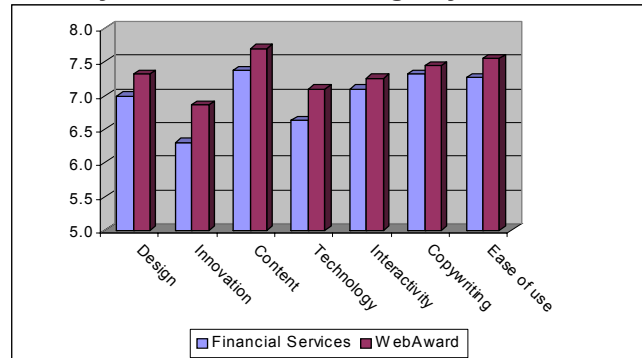
Best of Industry Winners

Year	Winner	Web site
2008	Organic Inc	Bank of America Fees/Processes
2007	John Hancock Funds, LLC	Financial Professional Website
2006	T3 (The Think Tank)	Chase card with Blink
2005	Merrill Lynch	Merrill Lynch Gateway
2004	Trancentrix, Inc.	Payment Solutions Website
2003	CNBC on MSN Money	CNBC on MSN Money
2002	GE Center for Financial Learning	GE Center for Financial Learning
2001	PCQuote.com	Financial Website
2000	Commerce One	Michigan National Bank
1999	SmartMoney.com	SmartMoney.com

About this Report

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WebAward Internet Standards Assessment Report

2009 Food Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Food	WebAwards
1999	45.6	48.2
2000	46.9	51.3
2001	50.5	50.5
2002	53.8	52.7
2003	52	50.4
2004	55.2	52.9
2005	55	52.2
2006	55.7	50.7
2007	56	51.8
2008	54.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.6	8.2	8.2	8.1
Innovation	6.9	6.9	7.5	7.8	7.6
Content	7.8	7.6	8.3	8.3	8.2
Technology	7.1	7.0	7.8	8.0	7.5
Interactivity	7.4	7.2	7.8	7.8	7.7
Copywriting	7.8	7.5	7.9	7.9	7.8
Ease of use	7.5	7.3	8.0	8.0	8.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
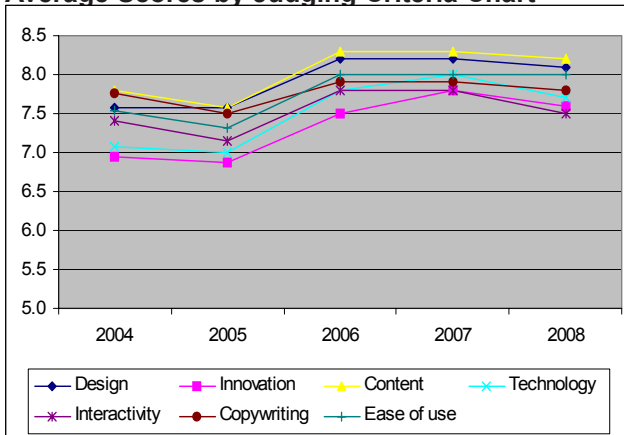
Analysis

Food industry Web sites have generally outperformed the ISAR index for the past seven years. They matched the index in 2001 and fell below in 1999 and 2000. The consistently strong web development scores over the past five years has resulted in the industry beating the 5-year criteria benchmark averages in all areas. Food industry Web sites are best at content and design and tend to be weaker in innovation, interactivity, and technology.

Line many industries, the best food Web sites are extensions of their offline brands. They use Flash, audio, and video embedded into the web page to create a brand experience. Now if they only could introduce a way to taste the food online….

Industry vs ISAR 5-Year Average By Criteria
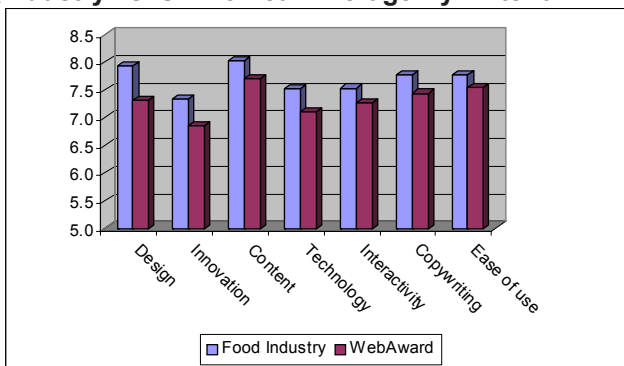
Best of Industry Winners

Year	Winner	Web site
2008	XylemCCI	Jack Link's Beef Jerky Web site
2007	Biggs|Gilmore	Pop-Tarts
2006	Publicis Net	Coca Cola BlaK
2005	These Days & Sara Lee	Jacqmotte Escape
2004	Emerald of California	Emerald of California Website
2003	Fairytale Brownies	brownies.com
2002	Fry, Inc.	Hickory Farms
2001	Luminant Worldwide	Skittles
2000	IS Solutions plc	Nestle Lion Bar Website
1999	Third Street Interactive	Skippy Peanut Butter
1998	Fry Multimedia	Godiva Chocolatier
1997	Lumina	Beef Information Centre

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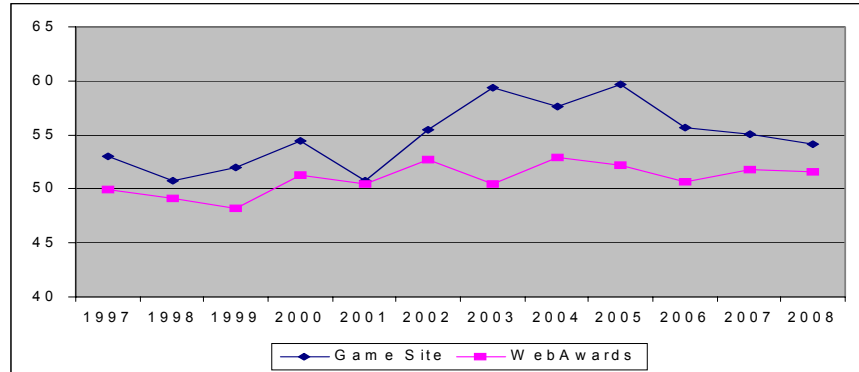
WebAward Internet Standards Assessment Report

2009 Game Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Game	WebAwards
1999	52	48.2
2000	54.4	51.3
2001	50.8	50.5
2002	55.5	52.7
2003	59.4	50.4
2004	57.6	52.9
2005	59.7	52.2
2006	55.7	50.7
2007	55.1	51.8
2008	54.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.4	8.3	8.3	8.3	8.0
Innovation	8.2	8.3	8.0	8.0	7.8
Content	8.6	8.4	8.6	8.4	8.0
Technology	7.9	8.4	8.1	8.2	7.9
Interactivity	7.6	7.1	7.2	7.1	7.4
Copywriting	8.0	7.8	7.7	7.6	7.3
Ease of use	7.8	7.8	7.8	7.4	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
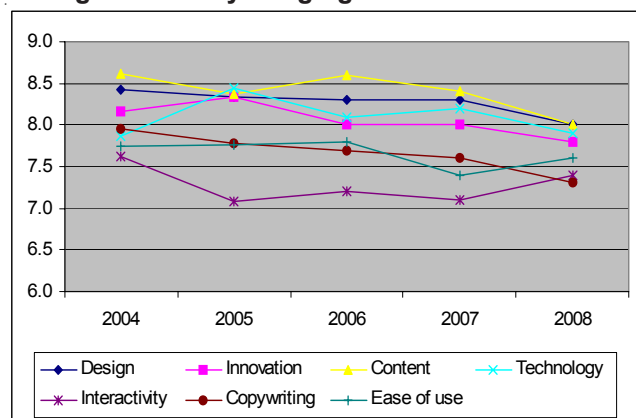
Analysis

Games sites have always posted stellar scores in the ISAR index. They are one of the few industries that have beaten the index every year. In fact, they have outperformed the 5-year criteria benchmark averages in all areas except interactivity where they are in line with the benchmark. Game sites are strongest in content, design, technology, and innovation. They could use improvement in their interactivity scores.

Game developers understand how their users interactive with their brands online and their Web site reflect the immersive nature of online gaming. Drawing from rich graphics and animation directly from the games they are promoting, game sites often can create an online experience to mimic their products.

Industry vs ISAR 5-Year Average By Criteria
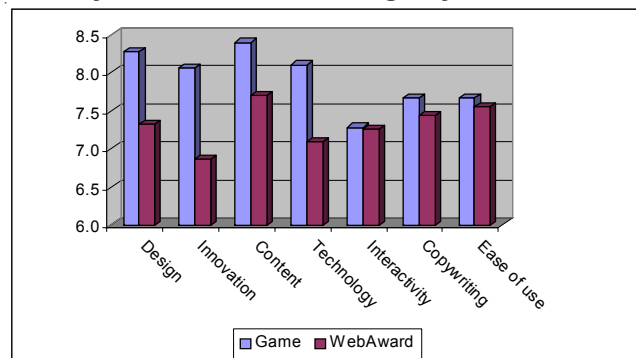
Best of Industry Winners

Year	Winner	Web site
2008	7Seas Technologies Limited	www.onlinerealgames.com
2007	Mindshare Interactive	BSA Cyber Tree House
2006	Ignited Minds	Knights of the old Republic
2005	BLITZ	Star Wars Mercenaries Game
2004	Zugara and Sony	SOCOM II: U.S. Navy SEALs
2003	Disney Online	Hot Shot Business
2002	Large Animal Games	The Galidor Quest
2001	Disney Online	Disney's Blast
2000	Maddock Douglas, Inc.	creaturesofdaweb
1999	R/GA	Multiplayer Wheel of Fortune
1998	Modem Media.Poppe Tyson	PlayStation North America
1997	Intersphere Communications	WarGames Web Site

About this Report

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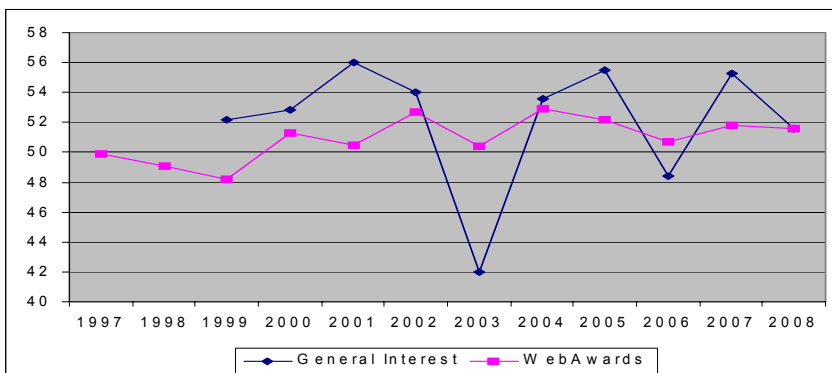
WebAward Internet Standards Assessment Report

2009 General Interest Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	General	WebAwards
1999	52.2	48.2
2000	52.8	51.3
2001	56	50.5
2002	54	52.7
2003	42	50.4
2004	53.6	52.9
2005	55.5	52.2
2006	48.4	50.7
2007	55.3	51.8
2008	51.6	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	8.0	7.0	8.0	7.2
Innovation	6.3	7.5	6.5	7.3	6.6
Content	7.8	7.9	7.5	8.3	8.1
Technology	6.8	7.6	6.7	7.7	7.3
Interactivity	6.7	7.4	6.7	7.8	6.9
Copywriting	7.2	7.7	7.2	8.1	7.9
Ease of use	6.9	7.4	6.9	8.1	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
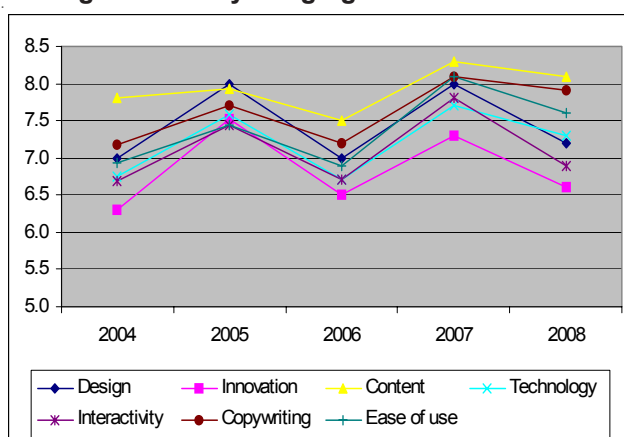
Analysis

General interest is a catch-all category. Added to the competition in 1999, it is a category that by and large outperforms the ISAR index with the exception of a dismal 2003 and 2006. This year the 2003 performance dropped out of the 5 year average significantly increasing the performance. The general interest category is best at content, copywriting, and design. They fall short in technology and innovation.

Being in a very competitive category, the best general interest Web sites tend to be consumer focused. They create an entertaining and informative environment for brand marketers to engage users.

Industry vs ISAR 5-Year Average By Criteria
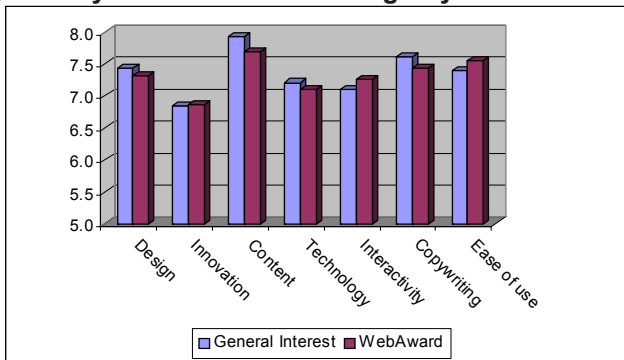
Best of Industry Winners

Year	Winner	Web site
2008	Small Army	Rose Fitzgerald Kennedy Greenway Conservancy Website
2007	Genex	ALPO Redesign
2006	Bridge Worldwide	Noxzema Site Redesign
2005	Meredith Interactive/LHJ.com	Try-A-Hairstyle, from LHJ.com
2004	weather.com	weather.com
2003	The Scotts Company	www.scotts.com
2002	Aristotle	Arkansas History Commission
2002	Ripple Effects Interactive	Experience PA Web Site
2001	OgilvyInteractive	The Pond's Squad
2000	Giant Step	Oldsmobile Drive the Vote

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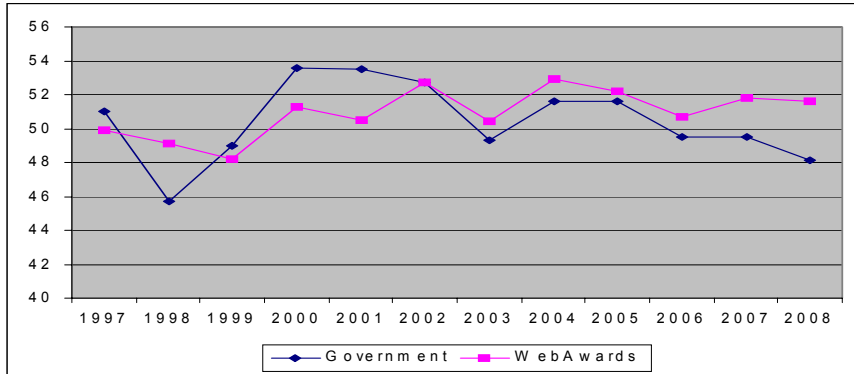
WebAward Internet Standards Assessment Report

2009 Government Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Govt	WebAwards
1999	49	48.2
2000	53.6	51.3
2001	53.5	50.5
2002	52.7	52.7
2003	49.3	50.4
2004	51.6	52.9
2005	51.6	52.2
2006	49.5	50.7
2007	49.5	51.8
2008	48.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	6.8	7.2	7.2	6.8
Innovation	6.1	6.1	6.2	6.4	6.2
Content	7.6	7.3	7.6	7.7	7.4
Technology	6.4	6.4	6.6	6.6	6.6
Interactivity	6.7	6.8	7.1	7.2	7.0
Copywriting	7.5	7.3	7.5	7.4	7.0
Ease of use	7.3	7.1	7.4	7.2	7.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
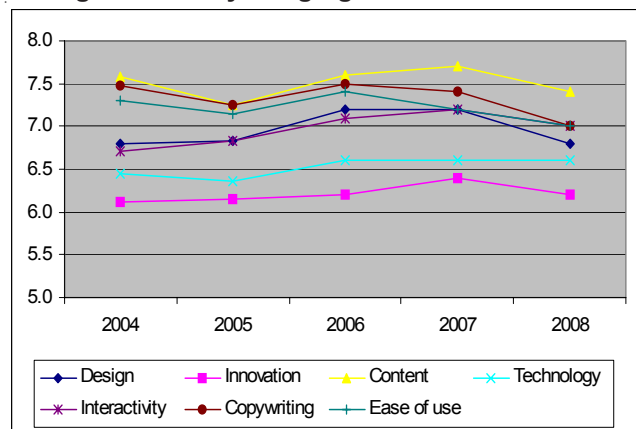
Analysis

Prior to 2003, Government Web sites, including federal, state, and municipal agencies generally mirrored the ISAR index; however, the past six years have resulted in a growing underperformance in the index. Because of this sub-par performance, government sites have lagged the 5-year criteria benchmark averages in all areas. As an industry, they are best at content and copywriting, but consistently lag in innovation and technology.

Most government sites suffer from an over reliance on text and strict conformity to other sites pertaining to that governmental body. Sites that can break out of these predictable bland requirements can really stand out and be a showcase for the agency that created them.

Industry vs ISAR 5-Year Average By Criteria
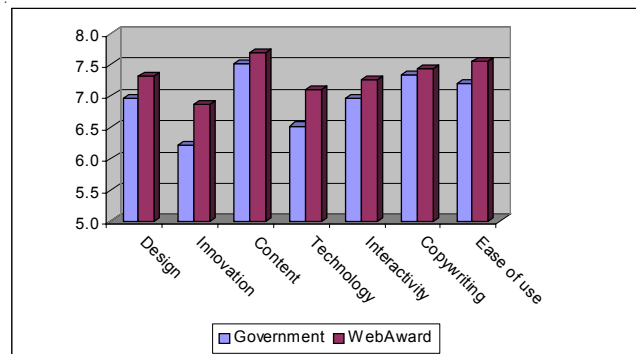
Best of Industry Winners

Year	Winner	Web site
2008	Ektron	City of Frisco Texas
2007	Zugara	Do Something Amazing
2006	National Library of Scotland	National Library of Scotland
2005	U.S. Postal Service	Postage Rate Calculator
2004	Batiz.com, Inc.	Drive Clean
2003	TMP Worldwide	United States Naval Reserve
2002	Campbell-Ewald Advertising	Accelerate Your Life, NAVY
2001	Zentropy Partners/Campbell-Ewald	U.S. Navy
2000	SixtyFootSpider	Stealth Force
1999	Golin/Harris International	Respect Your Mind, Protect Your Body

About this Report

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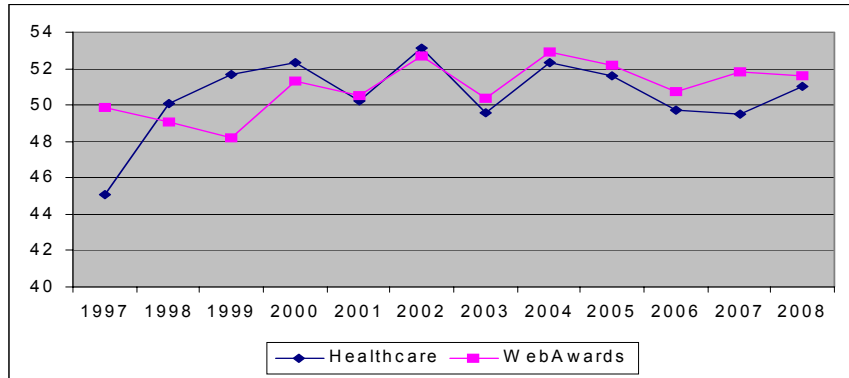
page 74

WebAward Internet Standards Assessment Report

2009 Healthcare Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Health	WebAwards
1999	51.7	48.2
2000	52.3	51.3
2001	50.2	50.5
2002	53.1	52.7
2003	49.6	50.4
2004	52.3	52.9
2005	51.6	52.2
2006	49.7	50.7
2007	49.5	51.8
2008	51.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	6.9	7.2	7.2	7.2
Innovation	6.2	6.0	6.4	6.3	6.7
Content	7.7	7.4	7.7	7.8	7.8
Technology	6.4	6.2	6.6	6.5	6.9
Interactivity	7.1	6.9	6.9	6.8	7.3
Copywriting	7.6	7.4	7.6	7.4	7.6
Ease of use	7.4	7.2	7.4	7.4	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
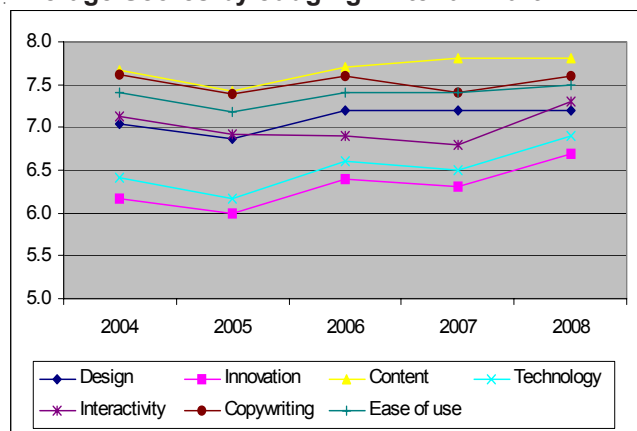
Analysis

Healthcare is one of the most competitive industries within the WebAwards. Since 2000, the healthcare averages have mirrored, but slightly lagged, the overall ISAR index. Healthcare Web sites are typically strong in content, copywriting, and ease of use. They tend to lag in innovation and use of technology.

Healthcare Web sites can perform a critical role of being a trusted source of medical information. The best healthcare Web sites make the complex world of health insurance understandable for the simplest consumer. However, they must be more than just an online sales brochure in order to be effective.

Industry vs ISAR 5-Year Average By Criteria
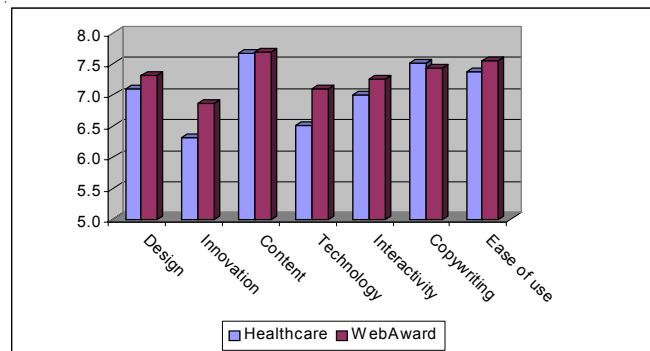
Best of Industry Winners

2008	Global Beach	Terrence Higgins Trust (THT)
2007	Rosetta	LIVE Outside the Bottle
2006	Critical Mass	Kaiser Permanente Interactive Health Plan Advisor
2005	DLC Solutions & Siteworx	Cochlear Website
2004	Roche Diagnostics	Diabetes Assistant
2003	Columbus Children's Hospital	Columbus Children's Hospital
2002	Phoenix Children's Hospital	Phoenix Children's Hospital
2001	New Tilt and Pandora Systems	Dana-Farber Cancer Institute
2000	Blue Shield of California	MyLifePath.com
1999	The Health Alliance	Health Alliance Web site
1998	Mayo Medical Ventures	Mayo Clinic Health Oasis

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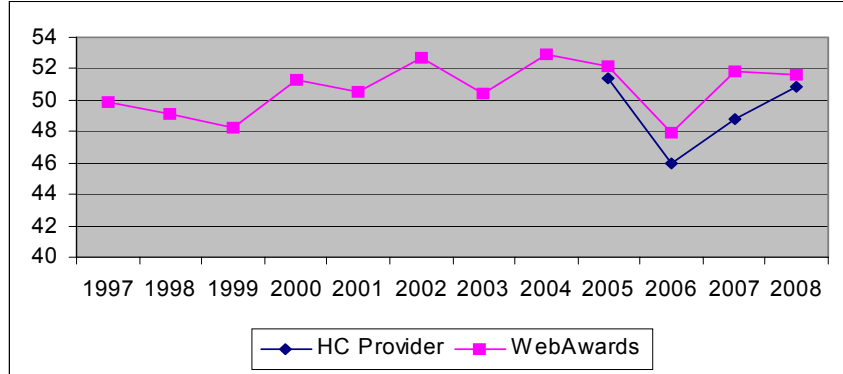
WebAward Internet Standards Assessment Report

2009 Healthcare Provider Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	HC Provider	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	51.4	52.2
2006	46	47.9
2007	48.8	51.8
2008	50.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.0	6.6	7.1	7.2
Innovation	6.1	5.8	6.3	6.6
Content	7.5	7.5	7.5	7.7
Technology	6.4	6.1	6.5	6.8
Interactivity	6.9	6.8	7	7.4
Copywriting	7.3	7.3	7.4	7.7
Ease of use	7.4	7	7.1	7.6

*Score out of a possible 10 points*

Average Scores by Judging Criteria Chart
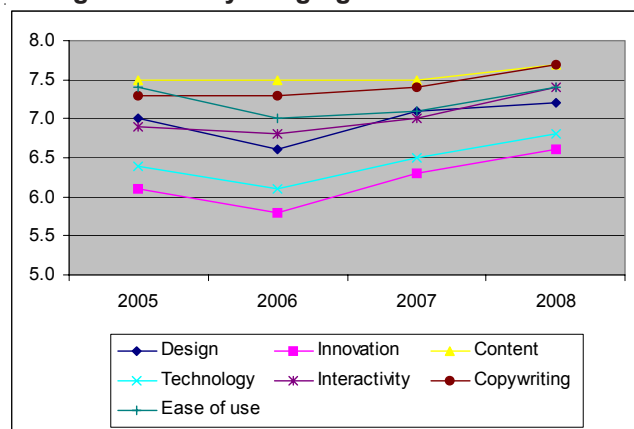
Analysis

New to the ISAR Report, healthcare providers were added as a separate category to the WebAwards in 2005. Since being added they have tracked the overall healthcare industry and slightly under performed the ISAR Index. Like many industries, healthcare providers score highest in content and copywriting and have the lowest scores in use of technology and innovation.

Industry vs ISAR 5-Year Average By Criteria
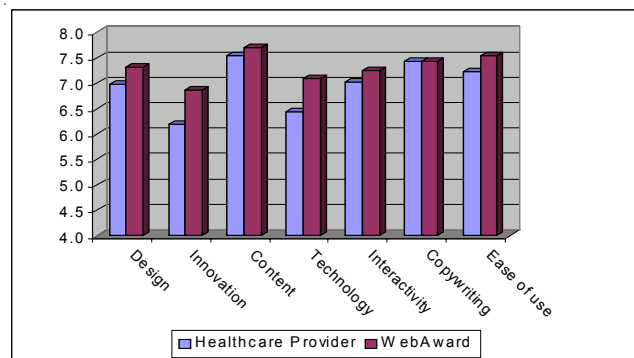
Best of Industry Winners

Year	Winner	Website
2008	Washington Hospital	Washington Hospital Center Website
2007	eSiteful Corporation	The Methodist Hospital System
2006	Clockwork Active Media	J&D Dental
2005	Twist Image	Mount Sinai Hospital Montreal

About this Report

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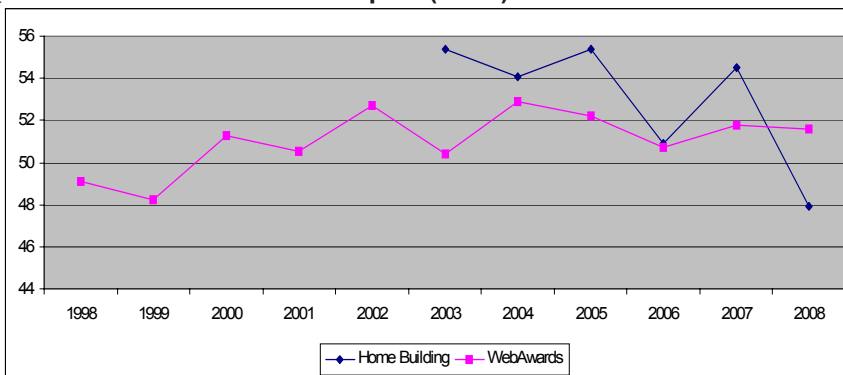
WebAward Internet Standards Assessment Report

2009 Home Building Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Building	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	55.4	50.4
2004	54.1	52.9
2005	55.4	52.2
2006	50.9	50.7
2007	54.5	51.8
2008	47.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	7.5	7.4	8.0	6.8
Innovation	6.4	7.1	6.9	7.3	6.3
Content	7.8	7.8	7.8	8.3	7.6
Technology	7.1	7.3	6.9	7.5	6.7
Interactivity	7.3	7.4	7.1	7.7	6.4
Copywriting	7.3	7.7	7.3	7.8	7.2
Ease of use	7.8	7.5	7.6	8.0	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
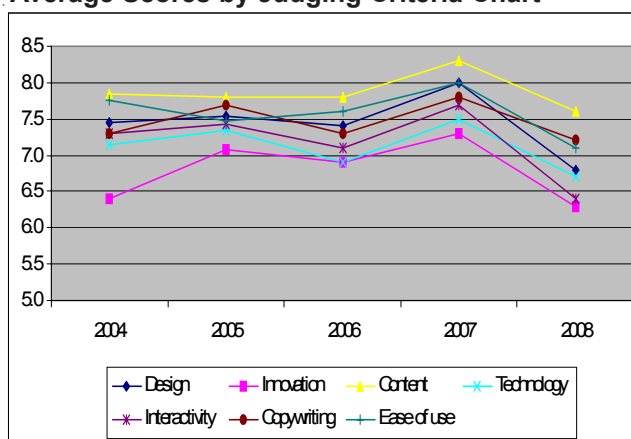
Analysis

Home building Web sites joined the WebAwards in 2003 and have outperformed the ISAR index every year they competed, until 2008 when they dropped sharply. These sites have beaten the 5-year criteria benchmark averages in design, content and ease of use. They have only narrowly underperformed the benchmarks in innovation, technology, innovation, and copywriting. As an industry, they are strongest in content, design, and ease of use. They could use improvement in innovation and technology.

The best home building Web site are leaders in terms of using new media to provide tours and product demonstrations online. However, there are still many sites within this industry that are nothing more than simple online billboards or digital sales brochures. It will be interesting to see if the economy plays a role in home builders maintaining their investment in their online activities.

Industry vs ISAR 5-Year Average By Criteria
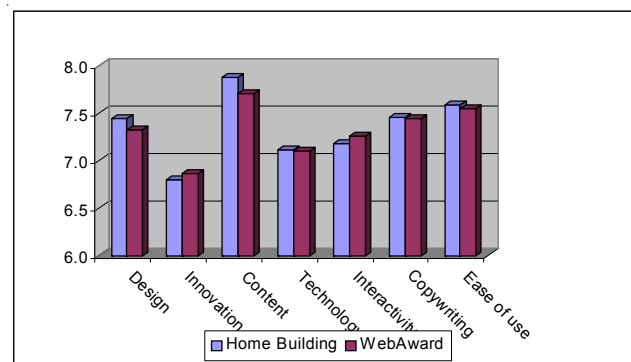
Best of Industry Winners

Year	Winner	Web site
2008	Armstrong World Industries	Armstrong Residential Ceilings
2007	Creative Digital Group	The Home Depot Roofing, Siding, Windows
2006	Hanley Wood LLC	BUILDER Online
2005	Critical Mass	Andersen Windows
2004	Liggett-Stashower Interactive	Crane Performance Siding Web Site
2003	Emco Building Products Corp.	DreamRoofs.com

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WebAward Internet Standards Assessment Report

2009 Hotel & Lodging Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Hotel	WebAwards
1999	55.7	48.2
2000	52.6	51.3
2001	52.8	50.5
2002	54.2	52.7
2003	48.7	50.4
2004	53.8	52.9
2005	54.4	52.2
2006	53.8	50.7
2007	51.8	51.8
2008	53.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.3	8.1	7.7	7.8
Innovation	6.8	6.6	7.0	6.7	7.2
Content	7.6	7.4	8.1	7.8	7.9
Technology	6.9	6.8	7.4	6.9	7.3
Interactivity	7.4	7.1	7.7	7.3	7.6
Copywriting	7.5	7.4	7.7	7.6	7.7
Ease of use	7.4	7.2	7.8	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

### Industry vs ISAR 5-Year Average By Criteria
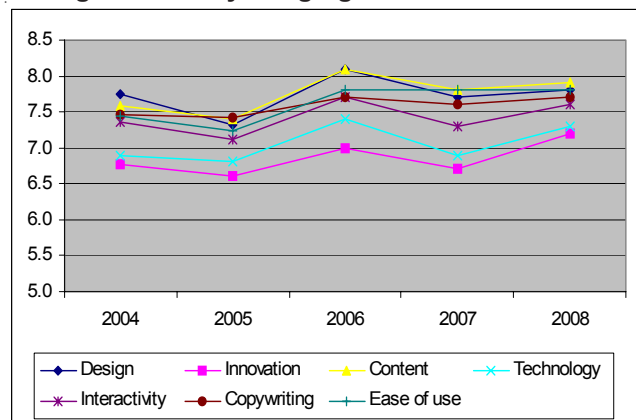
Analysis

Hotel and lodging Web sites have shown steady strength and have equaled or exceeded the overall ISAR index ten of the twelve years in which it competed. This industry outperformed the 5-year criteria benchmark averages in every category except innovation and use of technology. As an industry, hotel and lodging Web sites are especially strong in design, content, and copywriting. They posted lower scores in innovation and technology.

Many hotel & lodging Web sites – including hotels, resorts, inns, and B&Bs – have benefited from consumers searching to find an establishment and contacting the establishment directly, or through a portal. Realizing this, even the smallest lodging establishments take their Web presence very seriously. Search engine optimization is also critical for those looking for visitors in this industry.
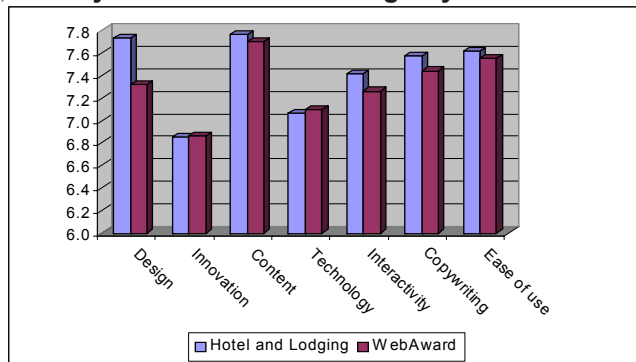
Best of Industry Winners

Year	Winner	Web site
2008	E-site Marketing	Hotel Terra Jackson Hole
2007	Cendyn	Stonewall Resort
2006	T3 (The Think Tank)	ExperienceMarriott.com
2005	Open World, LTD	WARWICK International Hotels
2004	Interactive Sites	The New York Palace Web Site
2003	Le Meridien Hotels & Resorts	Le Meridien Hotels & Resorts
2002	FreeRun Technologies	Simpson House Inn
2001	Hesperia and eOne	Hesperia Hotels
2001	Leo ID	Four Seasons
2000	Stone & Ward	Mountain Harbor Website
1999	Best Western International	Best Western International, Inc.

About this Report

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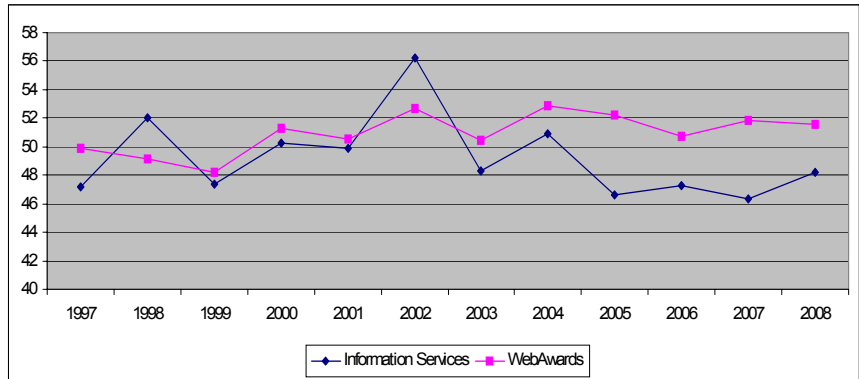
WebAward Internet Standards Assessment Report

2009 Information Services Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Info	WebAwards
1999	47.4	48.2
2000	50.3	51.3
2001	49.9	50.5
2002	56.2	52.7
2003	48.3	50.4
2004	50.9	52.9
2005	46.6	52.2
2006	47.3	50.7
2007	46.3	51.8
2008	48.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.9	6.1	6.5	6.4	6.7
Innovation	6.5	5.7	6.0	5.9	6.4
Content	7.2	6.9	7.5	7.1	7.6
Technology	6.7	6.1	6.5	6.3	6.5
Interactivity	6.8	6.8	7.2	6.8	6.9
Copywriting	6.5	6.8	6.8	7.0	7.0
Ease of use	7.3	6.6	6.9	6.9	7.0

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
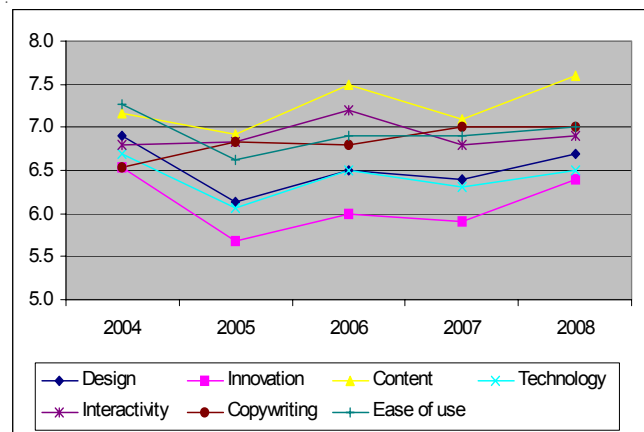
Analysis

Information services Web sites have underperformed the overall ISAR index for the past six consecutive years. This industry falls below the 5-year criteria benchmark averages in all years and has the dubious distinction of the fifth lowest total score across all industries in the WebAwards. As an industry, information services Web sites are best at content and copywriting, but could use improvement in innovation and design. They scored dead last in four criteria across all industries.

Information does not mean simply providing a vast array of text. Many Information Services Web sites are stuck in the text or text and image version of information rather than keeping up with the best practices and providing information in multimedia formats such as video, audio, and animation.

Industry vs ISAR 5-Year Average By Criteria
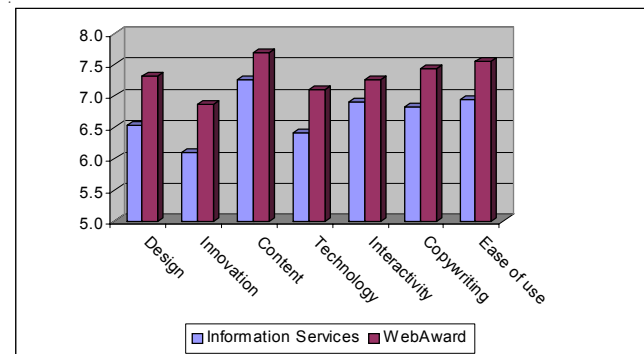
Best of Industry Winners

Year	Winner	Web site
2008	eBusiness Marketing	One EMC
2007	Sapient	Yellowpages ReLaunch
2006	Ogilvy One	Help Desk II
2005	Intellithought, Inc.	Intellithought, Inc.
2004	Hoover's, Inc.	Hoover's Online
2003	MarketResearch.com	MarketResearch.com
2002	oopso.com	Oopso's Cisco Certification
2001	Factiva	Factiva.com
2000	R/GA	Understanding USA
2000	LeapFrog Solutions, Inc.	Infodata Systems Site
1999	Factiva	Ask Dow Jones

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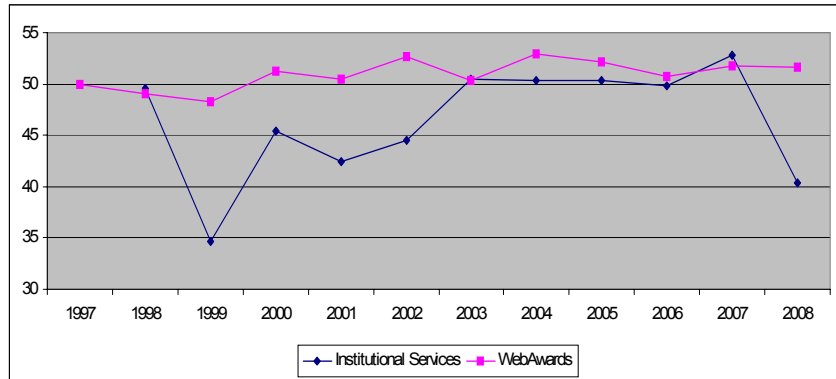
WebAward Internet Standards Assessment Report

2009 Institutional Services Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Inst	WebAwards
1999	35	48.2
2000	45	51.3
2001	43	50.5
2002	45	52.7
2003	51	50.4
2004	50	52.9
2005	50	52.2
2006	49.8	50.7
2007	52.8	51.8
2008	40.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.3	5.8	7.4	8.3	6.0
Innovation	5.8	5.7	6.8	7.5	4.5
Content	6.8	7.0	7.3	8.0	6.3
Technology	5.8	6.6	6.6	6.8	4.5
Interactivity	6.4	6.9	7.4	6.3	6.3
Copywriting	6.9	6.6	7.6	7.8	5.8
Ease of use	6.5	6.2	6.8	8.3	7.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
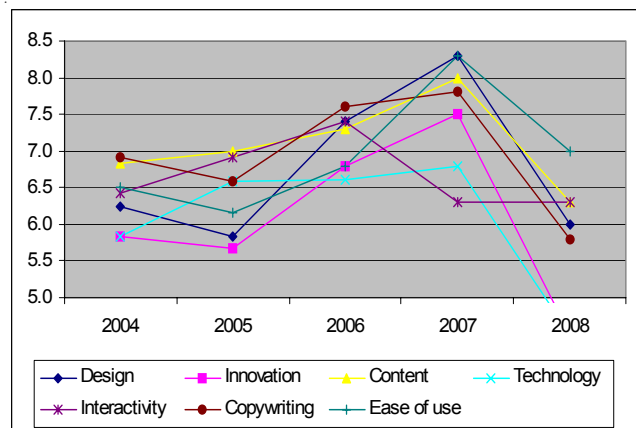
Analysis

The institutional services industry has underperformed the ISAR index eight out of eleven years and dramatically dropped off in 2008. They matched the index twice and, finally in 2007, outperformed the index albeit slightly. Because of historically poor performance, the institutional services industry underperformed the 5-year criteria benchmark averages in all areas.

Institutional services Web sites generally provide services to other companies rather than consumers. They typically rely on a strong sales force and have often not invested in leading edge Web development enough to be ahead of overall ISAR standards.

Industry vs ISAR 5-Year Average By Criteria
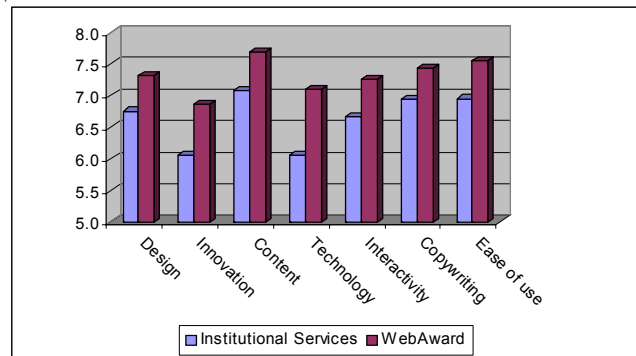
Best of Industry Winners

Year	Winner	Web site
2008	Alexander & Tom, Inc.	JHU PACER Website
2007	Risdall Advertising	Smith System
2006	University of Denver	University of Denver Parents Program
2005	ABF Freight System	ABF U-Pack Moving
2004	Standard & Poor's	Standard & Poor's Website
2003	IS Solutions	Accord plc
2002	Princeton Internet Group	Sabert Corporation
2001	IS Solutions Plc	Ede and Ravenscroft
2000	State Street Research	State Street Research Website
1999	Kaye & Company	BT Office Products
1998	Kaye & Company	BT Office Products International

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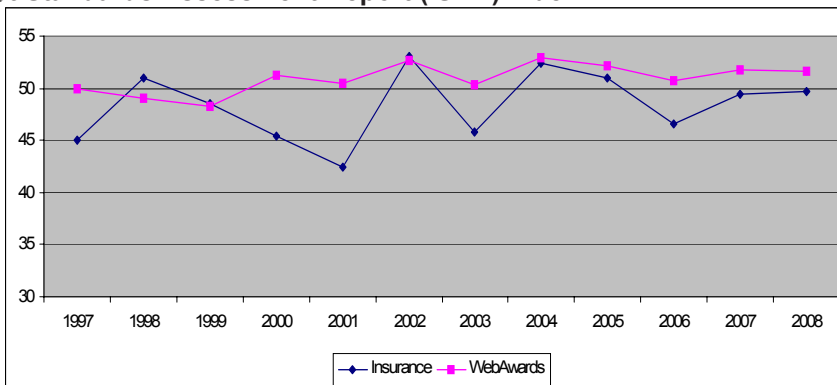
WebAward Internet Standards Assessment Report

2009 Insurance Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Insurance	WebAwards
1999	48.5	48.2
2000	45.4	51.3
2001	42.5	50.5
2002	53	52.7
2003	45.8	50.4
2004	52.4	52.9
2005	51	52.2
2006	46.6	50.7
2007	49.4	51.8
2008	49.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	6.8	6.5	7.2	7.2
Innovation	6.5	6.1	5.7	6.1	6.7
Content	7.3	7.3	7.3	7.7	7.4
Technology	6.6	6.4	5.9	6.6	6.8
Interactivity	7.0	6.9	6.8	6.8	7.2
Copywriting	7.1	7.0	7.3	7.5	7.2
Ease of use	7.1	7.0	7.0	7.5	7.3

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
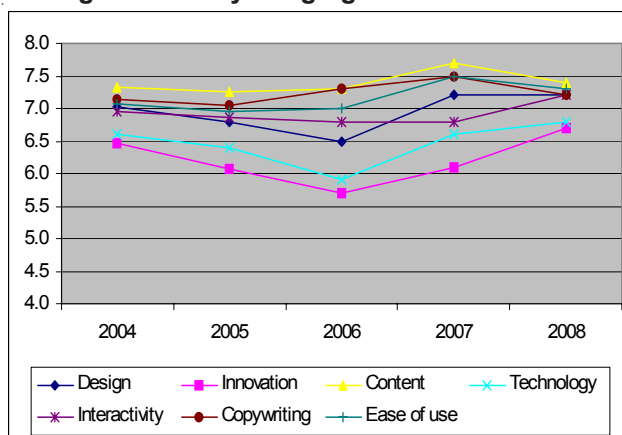
Analysis

The insurance industry has underperformed the ISAR index for the past five years. It has ever so slightly beaten the index three times. On the whole, this underperformance resulted in below average scores in all areas relative to the 5-year criteria benchmark averages. It is no surprise that insurance Web sites are best in content and copywriting while lagging behind in technology and innovation.

The best insurance Web sites can make their products understandable to both consumer and insurance agents by incorporating dynamic illustrations and animated graphics to show potential outcomes.

Industry vs ISAR 5-Year Average By Criteria
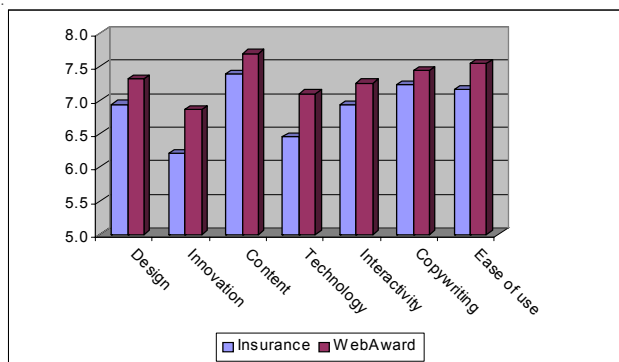
Best of Industry Winners

Year	Winner	Web site
2008	Blue Shield of California	www.blueshieldcachatbox.com
2007	Progressive Insurance	Progressive Corp.
2006	Blue Shield of California	Blue Shield of California
2005	Internet Communications	Medical Mutual
2004	GraficaInter.active	Horizon BCBS of New Jersey
2003	Empire BlueCross BlueShield	Empire BlueCross BlueShield
2002	Progressive Insurance	progressive.com
2001	Modem Media	John Hancock eVariable Life
2000	BBDS Interactive	Country Companies
1999	AGENCY.COM	AceLimited
1998	Arkwright Mutual Insurance Co.	SmartSite for Managing Risk
1997	Modem Media	jhancock.com/portraitplanning

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WebAward Internet Standards Assessment Report

2009 Interactive Services Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Interactive	WebAwards
1999	48.8	48.2
2000	51.2	51.3
2001	49	50.5
2002	57.4	52.7
2003	55.9	50.4
2004	63	52.9
2005	53.1	52.2
2006	51.2	50.7
2007	52	51.8
2008	51.6	51.6

Score out of a possible 70 points
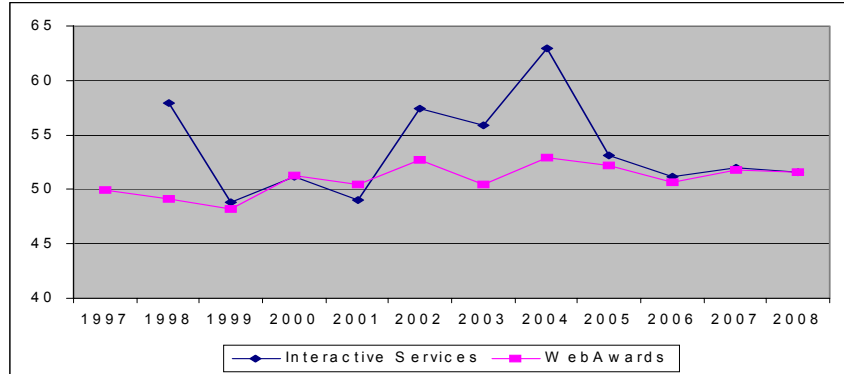
Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.4	7.6	7.7	7.2
Innovation	7.6	7.0	7.2	7.3	7.0
Content	7.9	7.4	7.8	7.6	7.6
Technology	7.6	7.0	7.1	7.5	7.0
Interactivity	7.4	7.3	6.9	7.1	7.4
Copywriting	7.8	7.2	7.2	7.2	7.5
Ease of use	7.7	7.2	7.3	7.6	8.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
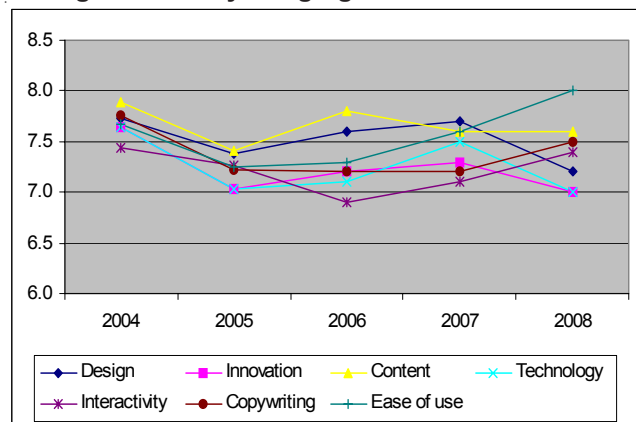
Analysis

After several years of outperforming the ISAR index by a wide margin, interactive services Web sites have narrowed the gap by slightly outperforming the index for the past four years. Their above average scores resulted in interactive Web sites beating the 5-year criteria benchmark averages in design, innovation. Technology and ease of use. Interactive services Web sites are strongest in design and content. They score lowest in interactivity.

Interactive services Web sites need to "wow" visitors to help establish their credibility in the online world. Overall, they outperform the ISAR index in both use of technology and innovation. The best sites combine graphics, text, video, and interactive applications to create a user experience for the target audience.

Industry vs ISAR 5-Year Average By Criteria
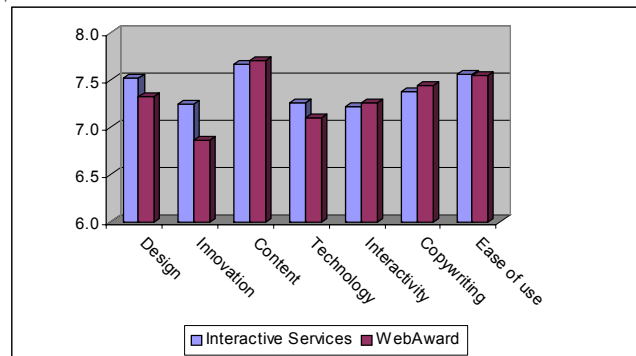
Best of Industry Winners

Year	Winner	Web site
2008	Molecular	adidas miCoach
2007	Massive	Bigpond V8 Supercars Australia
2006	nurun	ant farm interactive	It's a Wonderful Internet
2005	AgencyNet Interactive	www.agencynet.com
2004	Quicksilver Associates	Seabourn Cruise Line
2004	Arc Worldwide	Behr Paint (Best of Show)
2003	Behr Interactive Marketing Team	Behr Paint
2002	Digital Evergreen	Digital Evergreen
2001	Bitstream Underground	Gage
2000	Gr8	Gr8 Web Site
1999	Paramax Productions	ReachOnLine
1998	Studio Archetype	UPS.com

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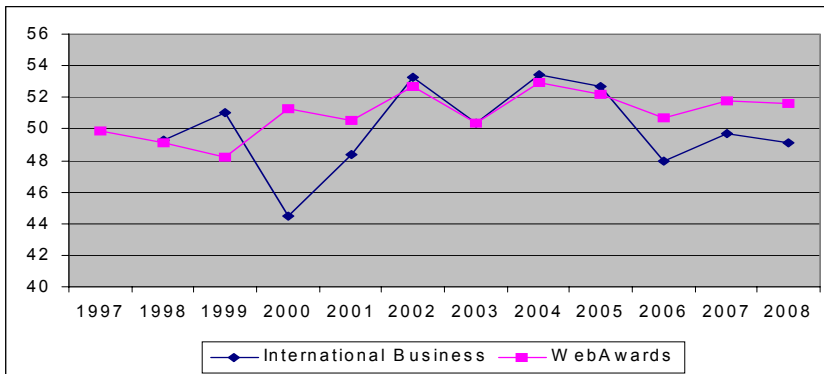
WebAward Internet Standards Assessment Report

2009 International Business Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Int'l	WebAwards
1999	51	48.2
2000	44.5	51.3
2001	48.4	50.5
2002	53.3	52.7
2003	50.4	50.4
2004	53.4	52.9
2005	52.7	52.2
2006	48	50.7
2007	49.7	51.8
2008	49.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.2	6.6	7.1	6.8
Innovation	6.5	6.4	6.1	6.1	6.4
Content	8.1	7.6	7.4	7.8	7.6
Technology	6.6	6.7	6.8	6.7	6.8
Interactivity	7.3	7.4	7.1	7.3	7.1
Copywriting	7.5	7.4	6.8	7.4	7.4
Ease of use	7.4	7.3	7.2	7.3	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
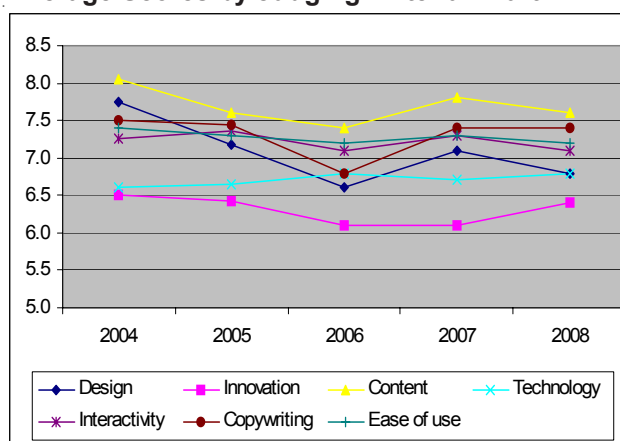
Analysis

International business Web sites have shown split performance in the ten years they've competed in the WebAwards. They have had five years of underperformance, two years of equaled performance, and four years of marginal outperformance relative to the index. Since the underperformance was by a wider margin than the outperformance, the industry failed to beat the 5-year criteria benchmark averages in all areas. As an industry, international business Web sites score highest in content and copywriting and lowest in innovation and technology.

The best international business Web sites have overcome the traditional language barriers by adapting translation software that translates text on the fly or by using extensive database programs to store multiple versions of text and graphics for online users based on their needs and international location.

Industry vs ISAR 5-Year Average By Criteria
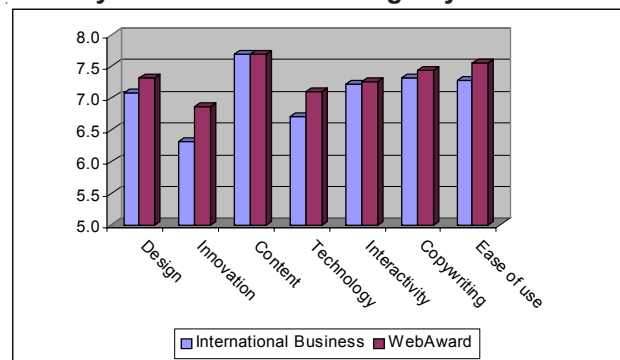
Best of Industry Winners

Year	Winner	Web site
2008	Atmosphere BBDO	Behind the Scenes
2007	BizFilings	BizFilings
2006	FedEx	FedEx Global Trade Manager
2005	SAP AG	SAP Business Community
2004	SAP AG	SAP Community
2003	Macquarium and UPS	UPS Expanding Horizons Web Site
2002	International Data Group	International Data Group
2001	Euro RSCG Circle	Lockheed Martin Global Telecom
2000	New Media Consulting	NMB International
1999	Global Sources	Global Sources Online
1998	Ashley Associates Ltd.	American Chamber of Commerce in Japan

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WebAward Internet Standards Assessment Report

2009 ISP Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	ISP	WebAwards
1999	44.2	48.2
2000	51.6	51.3
2001	52.5	50.5
2002	52.9	52.7
2003	55.9	50.4
2004	53	52.9
2005	44	52.2
2006	41.4	50.7
2007	47.6	51.8
2008	50.4	51.4

Score out of a possible 70 points

Internet Service Provider — WebAwards
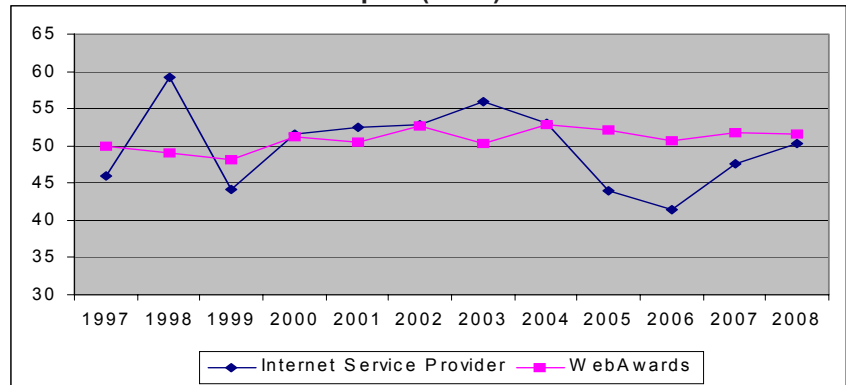
Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	6.5	5.5	6.5	7.1
Innovation	6.4	5.5	5.0	6.5	6.5
Content	8.0	6.0	6.0	7.3	7.6
Technology	6.9	6.0	6.0	7.0	6.6
Interactivity	7.0	6.0	6.3	7.5	7.1
Copywriting	7.3	7.0	6.3	6.0	7.5
Ease of use	7.3	7.0	6.4	6.8	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

Design — Innovation — Content — Technology — Interactivity — Copywriting — Ease of use
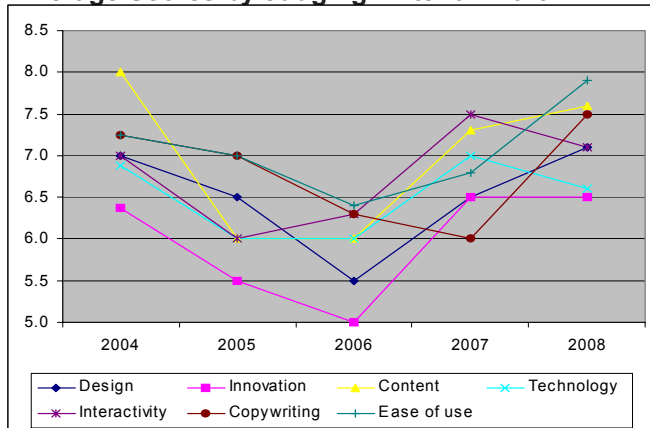
Analysis

Internet Service Providers, or ISP, Web sites have shown sporadic performance over the past decade, but were generally inline with overall Web development until 2004 when they took a turn for the worst. For the past four year, ISP sites have ranked among the lowest scoring industries covered in the ISAR.

Rapid consolidation within this industry has resulted in ISP Web sites spending most of their time cross-selling newly acquired customer products and services and less time actually meeting their online needs.

Industry vs ISAR 5-Year Average By Criteria

ISP — WebAward
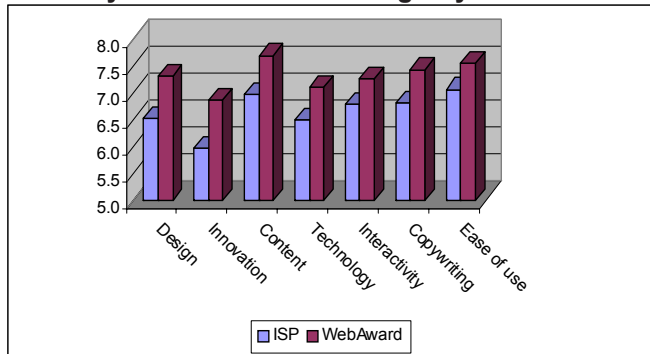
Best of Industry Winners

Year	Winner	Web site
2008	PiXEL iNK MEDiA Pty Ltd	www.ssimicro.com
2007	Ogilvy	Yahoo! Be A Better Director
2006	eSiteful Corporation	EV1Servers
2005	Verizon	Fios Internet
2004	Verio	Verio Global IP Solutions
2003	AT&T Worldnet Service	AT&T Worldnet Service Registration Movie
2002	Verizon Online ADG	Verizon.net Redesign
2001	Blattner Brunner, Inc.	JackFlash Website
2000	Stackig/TMP Worldwide	Integrated Solutions Web Portal
1998	GTE Internetworking	GTE Internetworking
1997	GTE Internetworking	GTE Internetworking Web Site

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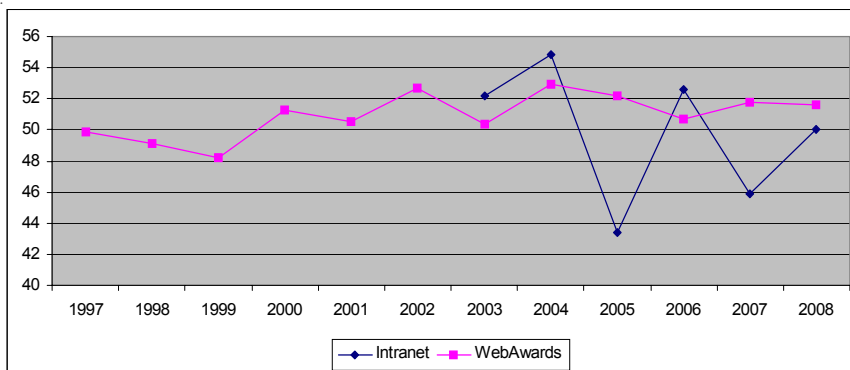
WebAward Internet Standards Assessment Report

2009 Intranet Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Intranet	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	52.2	50.4
2004	54.8	52.9
2005	43.4	52.2
2006	52.6	50.7
\2007	45.9	51.8
2008	50.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	6.6	7.6	6.9	7.3
Innovation	6.7	5.4	6.9	6.1	6.8
Content	8.4	6.8	8.1	7.0	7.7
Technology	6.6	5.5	7.1	6.2	7.0
Interactivity	7.3	6.2	7.3	6.1	7.3
Copywriting	7.6	6.7	7.8	6.8	6.8
Ease of use	7.9	6.4	7.7	6.9	7.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
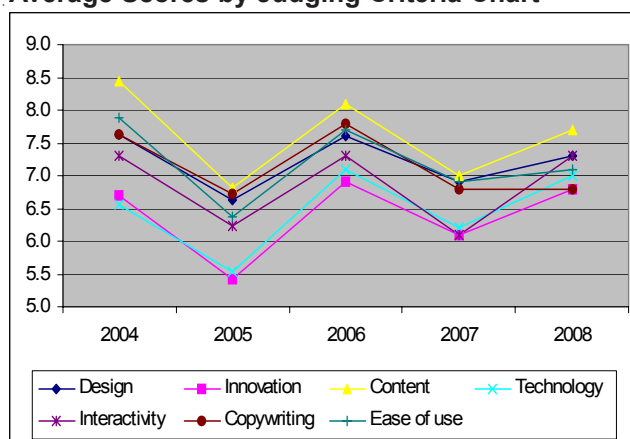
Analysis

Intranet Web sites joined the WebAwards in 2003. Since their entrance, they have beaten the ISAR index three times and have noticeably underperformed the index three times. Intranet sites have underperformed the 5-year criteria benchmark averages in all areas. Intranet sites are strongest in content followed by design and interactivity.

The best intranet Web sites take personalization to an extreme, allowing users to see content specific to themselves, their group, department and/or location. Many intranets are adapting social media applications, such as wikis, to increase collaboration and reduce the need for long boring meetings. Care must be taken not to crush innovation for the sake of corporate consistency.

Industry vs ISAR 5-Year Average By Criteria
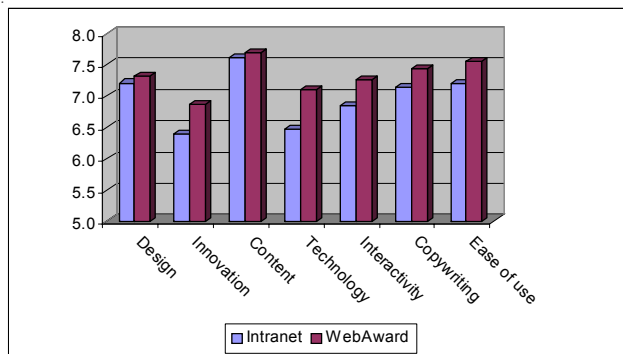
Best of Industry Winners

Year	Winner	Web site
2008	JWT INSIDE	Jet Blue - Blue Tube
2007	Avenue A | Razorfish	Avenue A | Razorfish Wiki
2006	Merrill Lynch	Merrill Lynch Intranet: WorldNet
2005	MetLife	My MetLife
2004	Ogilvy PR Creative Studio	DHL Merger Intranet
2003	FedEx	AGFS Human Resources Find-It-Fast

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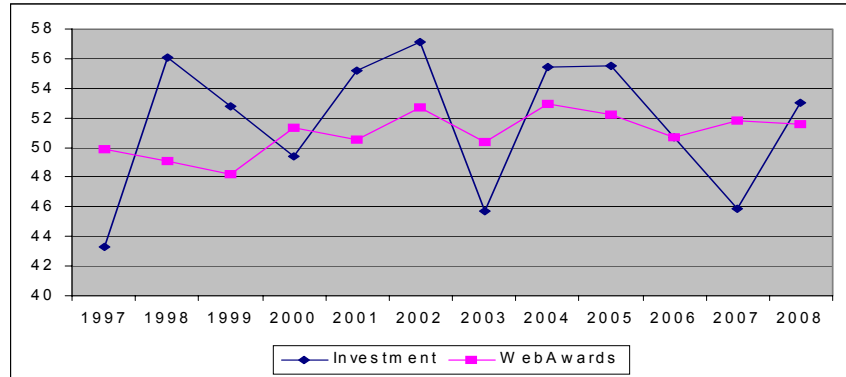
WebAward Internet Standards Assessment Report

2009 Investment Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Invest	WebAwards
1999	52.8	48.2
2000	49.4	51.3
2001	55.2	50.5
2002	57.1	52.7
2003	45.7	50.4
2004	55.4	52.9
2005	55.5	52.2
2006	50.8	50.7
2007	45.9	51.8
2008	53.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	*2005*	*2006*	*2007*	*2008*
Design	7.5	7.4	7.2	6.6	7.7
Innovation	6.7	6.5	5.3	5.4	6.9
Content	7.6	7.6	8.8	7.2	7.6
Technology	6.8	6.9	5.3	5.5	7.5
Interactivity	7.3	6.8	7.3	7.1	7.5
Copywriting	7.5	7.4	8.0	7.0	7.7
Ease of use	8.2	7.6	8.8	7.1	8.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
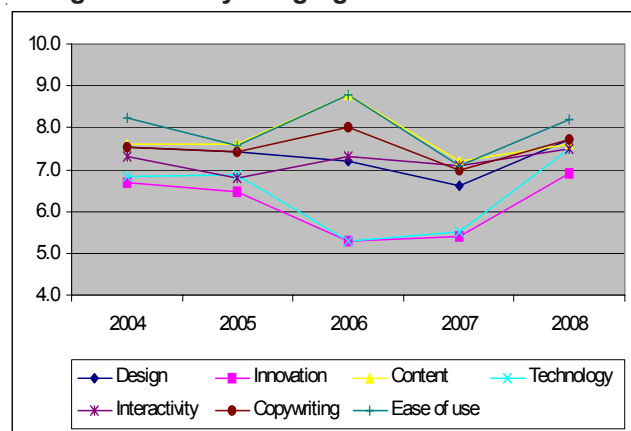
Analysis

The investment industry has shown inconsistent web development for the past decade. They outperformed the ISAR index seven times, equaled it once, and underperformed four times. Significant underperformance occurred in 1997, 2003, and 2007. These most recent scores rebounded and helped it result in the industry outperforming the 5 year averages in content, copywriting and ease of use. Ease of use and content are the industries strong points.

Like all financial Web sites, investment sites are often handcuffed by stiff regulation and overzealous compliance departments. Sites that make market commentary and research available on more than a quarterly basis will have a better time attracting and maintaining a loyal following.

Industry vs ISAR 5-Year Average By Criteria
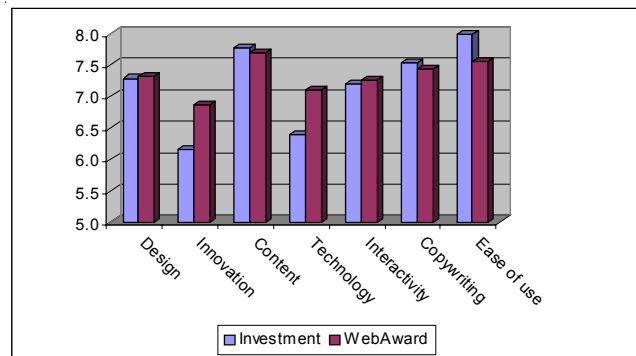
Best of Industry Winners

Year	Winner	Web site
2008	John Hancock Annuities	www.jhannuities.com
2007	Frank Worldwide Inc.	55 West Wacker- Cape Horn
2006	i33 communications LLC	BetterInvesting Website Redesign
2005	BusinessWeek Online	BusinessWeek Online
2004	Allied Capital Corporation	Allied Capital Corporation
2003	Summit Partners	Summit Partners
2002	Frank Russell Company	russell.com
2001	B-Swing, Inc.	E*TRADE Personal Money Manager
2000	Frank Russell Company	Frank Russell Company
1999	Fusive.com	CSFB.COM
1998	Net Technologies, Inc.	Morgan Stanley Dean Witter CMBS
1997	Cohn Godley Norwood	Liberty Financial Young Investor

About this Report

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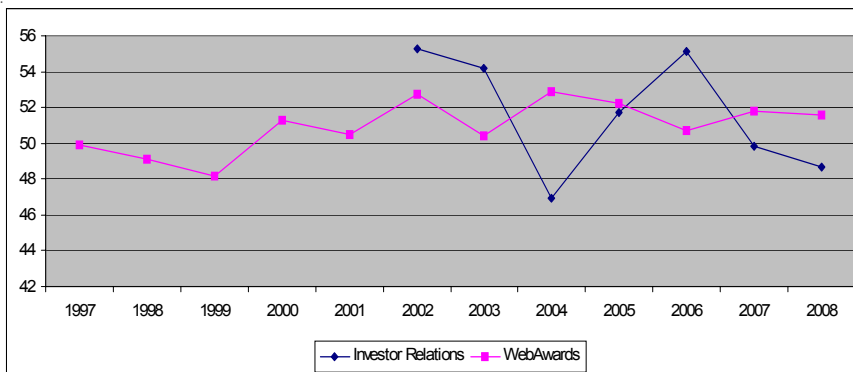
WebAward Internet Standards Assessment Report

2009 Investor Relations Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	IR	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	55.3	52.7
2003	54.2	50.4
2004	46.9	52.9
2005	51.7	52.2
2006	55.1	50.7
2007	49.8	51.8
2008	48.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.6	6.9	8.1	7.4	7.2
Innovation	5.1	6.1	7.5	6.4	6.4
Content	6.6	7.5	8.2	7.7	7.4
Technology	5.4	6.3	7.6	6.7	6.6
Interactivity	5.7	6.8	7.4	7.1	6.8
Copywriting	6.9	7.2	8.2	7.2	7.1
Ease of use	6.7	7.1	8.1	7.4	7.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
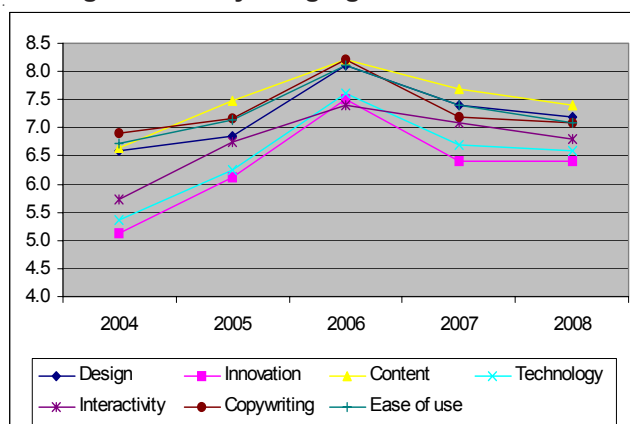
Analysis

Investor relations Web sites have been inconsistence with their performance since they joined the WebAwards in 2002. They have outperformed the ISAR index three times and underperformed three times. Investor relations Web sites have missed the criteria benchmark averages in all areas. They are strong in content, copywriting, and ease of use and lag behind in innovation and technology.

Web sites are the most important tool used in investor relations today, providing a consistent and fair way to disseminate public information about a company to all investors at the same time. Since this area is often a direct concern of top management, budgets are often not an issue. However, these sites need to be more that just words and numbers on a page.

Industry vs ISAR 5-Year Average By Criteria
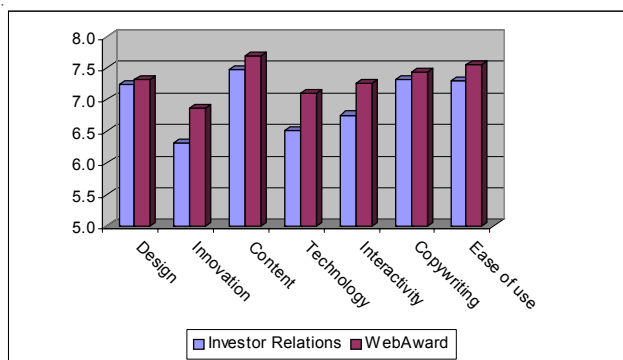
Best of Industry Winners

Year	Winner	Web site
2008	frog design	GE Corporate Web Site
2007	POP	Brown-Forman
2006	cramer-krasselt	AirTran e-Annual
2005	Resource Interactive	Limited Brands 2004 Annual Report
2004	VSA Partners, Inc.	Ameritrade Holding Corporation
2003	Evia Helsinki	Metso Annual Reports 2002
2002	Axel Digital	Stora Enso Reports 2001

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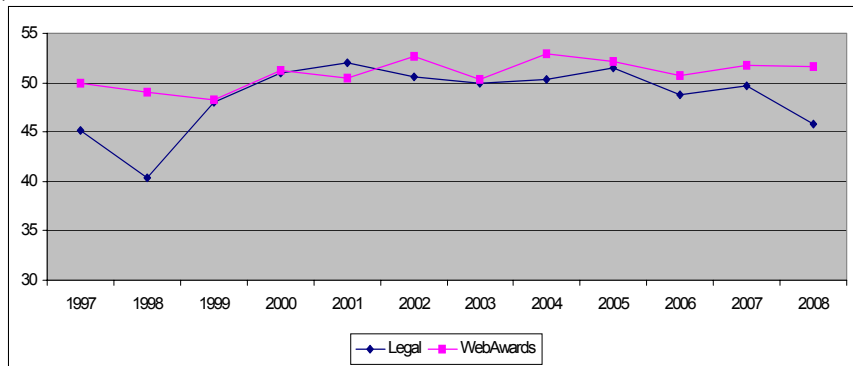
WebAward Internet Standards Assessment Report

2009 Legal Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Legal	WebAwards
1999	48	48.2
2000	51	51.3
2001	52	50.5
2002	50.6	52.7
2003	50	50.4
2004	50.4	52.9
2005	51.5	52.2
2006	48.8	50.7
2007	49.7	51.8
2008	45.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	7.0	7.1	7.3	6.5
Innovation	6.3	6.1	6.2	6.3	5.7
Content	7.5	7.5	7.5	7.5	7.1
Technology	6.5	6.4	6.3	6.4	5.9
Interactivity	7.2	6.7	6.8	7.1	6.4
Copywriting	7.4	7.3	7.3	7.6	7.0
Ease of use	7.4	7.5	7.6	7.5	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
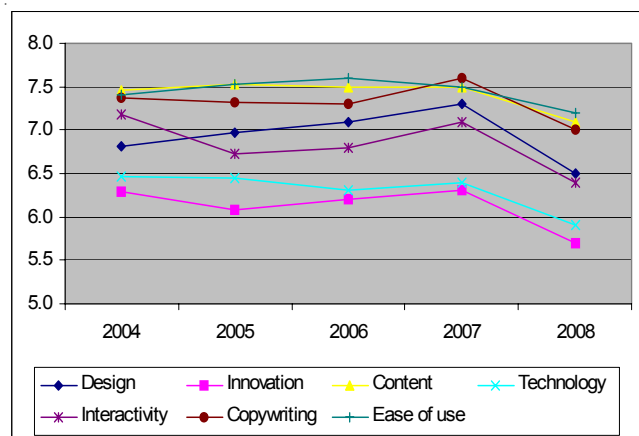
Analysis

Legal Web sites are generally in line, but slightly below the overall ISAR index for web development. Legal sites score well in ease of use, content, copywriting, and design. They score lowest in technology and innovation. Legal Web sites have underperformed the 5-year criteria benchmark averages in all areas.

Lawyers are not known to be risk takers and many of their Web sites reflect that philosophy. The best legal Web sites are thought leaders for their areas of expertise using corporate blogs to write about important topics.

Industry vs ISAR 5-Year Average By Criteria
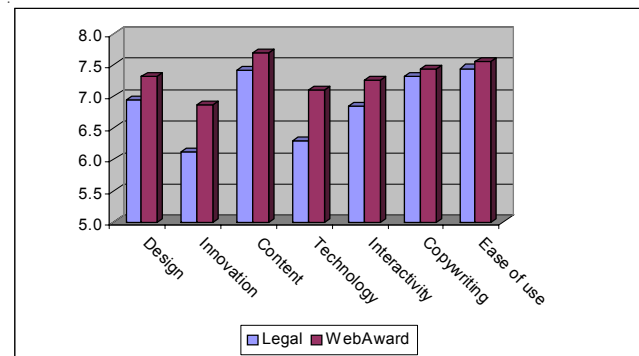
Best of Industry Winners

Year	Winner	Web site
2008	The Attorney Store	GETLEGAL.COM
2007	carbonhouse, inc.	Womble Carlyle Sandridge & Rice, PLLC
2006	Thomson-FindLaw	Yanowitch Law, P.A.
2005	Frost Brown Todd LLC	Frost Brown Todd LLC
2004	Pierce Atwood	Pierce Atwood
2003	Pepper Hamilton LLP	www.pepperlaw.com
2002	Lane Powell Spears Lubersky LLP	Lanepowell.com
2001	Thompson Hine LLP, Brulant, Inc.	Thompson Hine LLP
2000	Neal J.B. Simon	USLaw.com
1999	RLA Interactive	Kinney and Lange

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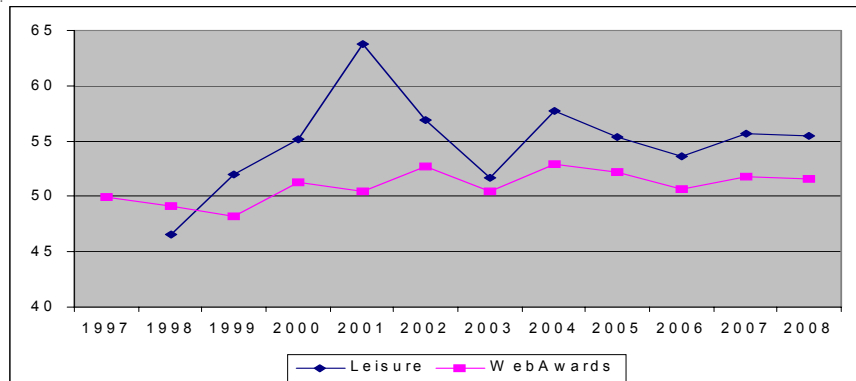
WebAward Internet Standards Assessment Report

2009 Leisure Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Leisure	WebAwards
1999	52	48.2
2000	55.2	51.3
2001	63.8	50.5
2002	56.9	52.7
2003	51.7	50.4
2004	57.7	52.9
2005	55.4	52.2
2006	53.6	50.7
2007	55.7	51.8
2008	55.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.2	7.3	8.0	8.0	8.3
Innovation	7.8	6.8	7.2	7.7	7.6
Content	8.4	7.6	8.1	8.4	8.3
Technology	7.9	6.8	7.4	7.7	8.0
Interactivity	7.6	7.6	7.4	8.3	7.6
Copywriting	8.2	7.7	7.8	7.8	8.0
Ease of use	7.9	7.7	7.8	7.8	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
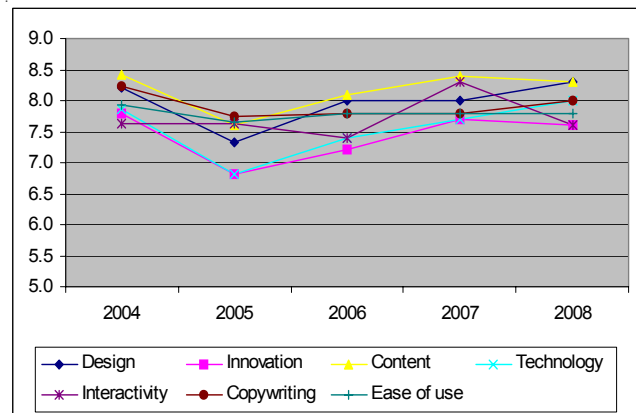
Analysis

2008 proved business as usual for leisure websites. As they do year after year, the leisure industry has consistently outperformed the ISAR index every year except its debut year of 1998. They have successfully outperformed the 5-year criteria benchmark averages in all areas. They are particularly strong in content, copywriting, design, and ease of use. They score lowest in technology and innovation; although their lower scores are still well above the WebAward average.

Leisure sites are about lifestyles and the best leisure Web sites engage the user in such a way as to offer an escape for daily life and see what life could be like. These sites were a welcome escape for the woes of 2008.

Industry vs ISAR 5-Year Average By Criteria
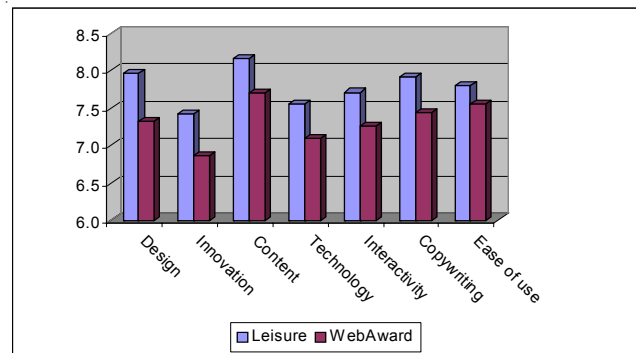
Best of Industry Winners

Year	Winner	Web site
2008	Red Rocket Studios	Nautiques.com
2007	Aristotle Interactive	Arkansas Hot Deals & Packages
2006	IconNicholson	San Manuel Indian Bingo & Casino
2005	Euro RSCG 4D	Intel Digital Home
2004	BGTpartners - Miami	Living the Seabourn Experience
2003	Aristotle	Earth River's Futaleufu
2002	Ripple Effects Interactive	Experience PA Web Site
2001	Ripple Effects Interactive	Experience PA Web Site
2000	Icon Nicholson	Wall Street Rarities
2000	Biggs-Gilmore Communications	Sea Ray Web Site
1999	Clear Ink	World Waters Outfitters
1998	THINK New Ideas	Salomon North America

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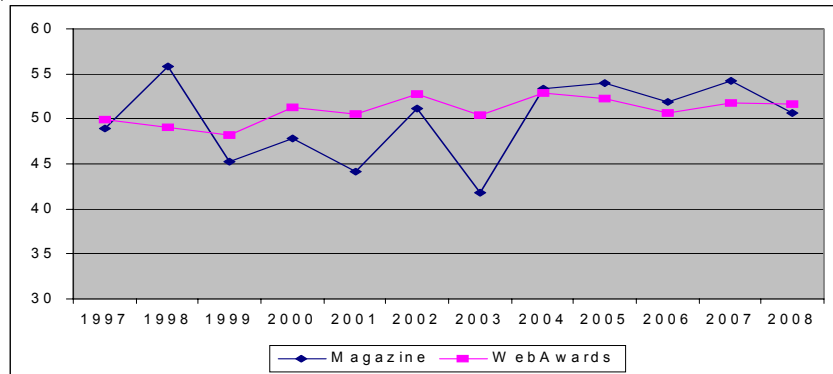
WebAward Internet Standards Assessment Report

2009 Magazine Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Magazine	WebAwards
1999	45.3	48.2
2000	47.8	51.3
2001	44.1	50.5
2002	51.2	52.7
2003	41.8	50.4
2004	53.4	52.9
2005	54	52.2
2006	51.9	50.7
2007	54.2	51.8
2008	50.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.2	7.6	7.9	7.2
Innovation	6.3	6.3	6.8	7.2	6.4
Content	8.3	7.9	8.3	8.5	8.2
Technology	6.5	6.6	7.2	7.4	6.8
Interactivity	6.9	7.4	7.0	7.5	6.8
Copywriting	8.2	7.8	7.7	8.0	7.8
Ease of use	7.6	7.5	7.4	7.8	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
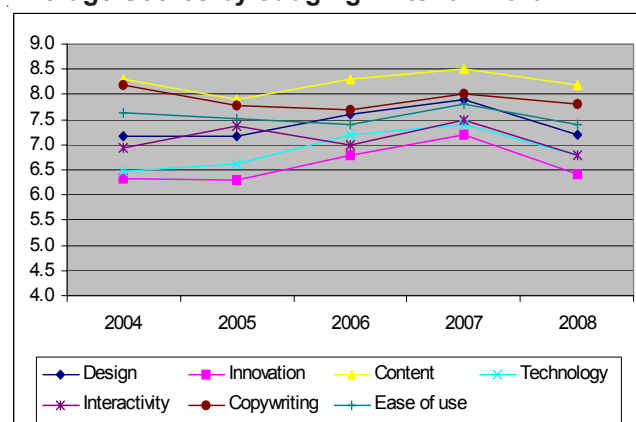
Analysis

Magazine Web sites dipped slightly below the WebAward ISAR Index in 2008 while slightly outperformed the index in the four years prior to 2008. Prior to 2004, they experienced five years of below index performance. Magazine Web sites outperformed the 5-year criteria benchmark average in copywriting and content. Magazines sites scored lower in all criteria areas in 2008 compared to their 2007 numbers. They scored lowest in innovation and technology.

Prior to 2004, many magazine Web sites were slow to integrate their online and offline versions. Today they cross-promote each other and provide multimedia content to meet the audience's interests.

Industry vs ISAR 5-Year Average By Criteria
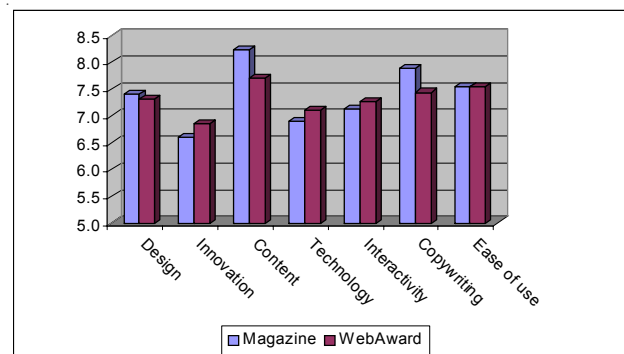
Best of Industry Winners

Year	Winner	Web site
2008	eSiteful Corporation	Saudi Aramco World
2007	Zooma	LIV- The Volvo Magazine
2006	Aristotle	Resort Living Online Magazine
2005	AmericanBaby.com	Meredith Corporation
2004	eSiteful Corporation	Saudi Aramco World
2003	Meredith Corp	American Baby.com
2002	Cisco Systems	Business Strategies and Solutions
2001	U.S. News & World Report	usnews.com
2000	InformationWeek/CMP	InformationWeek.com
1999	women.com	women.com
1998	Inc. Magazine	Inc. Online
1997	InformationWeek, CMP Media	InformationWeek Online

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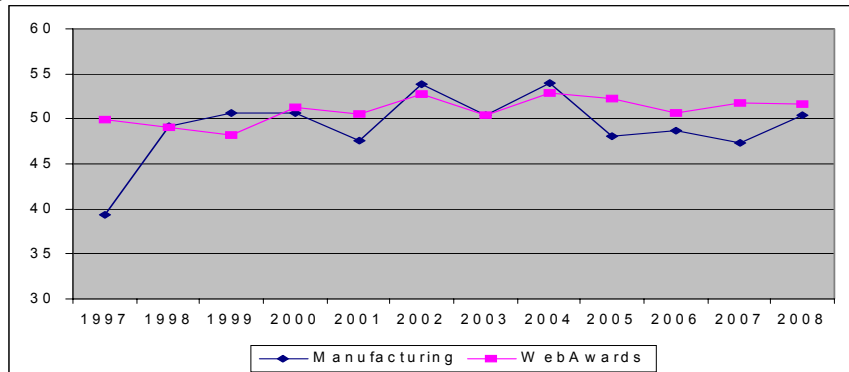
WebAward Internet Standards Assessment Report
2009 Manufacturing Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Man	WebAwards
1999	50.7	48.2
2000	50.7	51.3
2001	47.6	50.5
2002	53.8	52.7
2003	50.4	50.4
2004	54	52.9
2005	48.1	52.2
2006	48.7	50.7
2007	47.3	51.8
2008	50.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	6.5	7.2	7.1	7.4
Innovation	6.7	5.8	6.1	5.9	6.8
Content	7.6	7.0	7.7	7.4	7.7
Technology	7.0	6.2	6.5	6.2	6.9
Interactivity	6.9	6.4	6.7	6.4	7.0
Copywriting	7.5	6.7	7.2	7.1	7.5
Ease of use	7.6	6.7	7.4	7.2	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
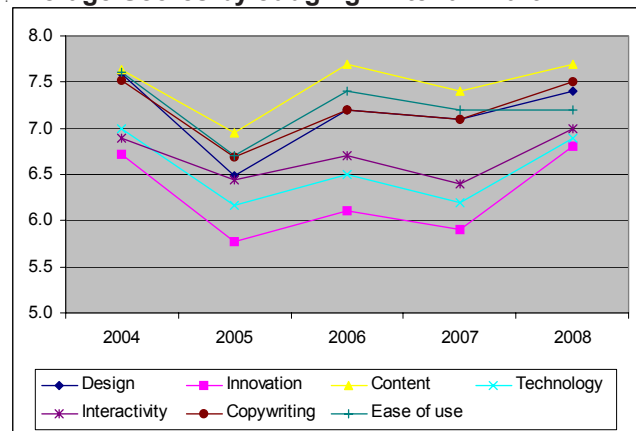
Analysis

Manufacturing Web sites have generally matched the overall ISAR index for the past twelve years; although, they have been slightly lower than the index for the past four consecutive years. They score below the 5-year criteria benchmark averages in all areas. Content, design, ease of use, and copywriting are manufacturing Web sites strong points.

Most Manufacturing Web sites are simple B2B Websites that focus on their distributor needs. However, a growing number of manufactures are taking advantage of consumer brand awareness and providing an in-depth product demo to differentiate their products from the competition.

Industry vs ISAR 5-Year Average By Criteria
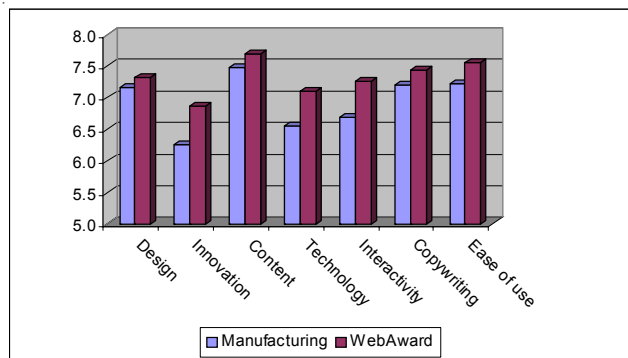
Best of Industry Winners

Year	Winner	Web site
2008	TribalDDB	BFGoodrich LTT Tire
2007	Eaton Corporation	2006 Annual Report
2006	My1stop	My1stop Printing
2005	Sub-Zero	Sub-Zero PRO 48 Refrigerator
2004	BRP and Nurun Inc.	BRP/Brand Web Ecosystem
2003	Advanced Elastomer Systems	Santoprene.com
2002	Engine Interactive	Precor
2001	Neenah Paper	Neenah Paper
2000	Biggs-Gilmore Communications	Valent Web Site
1999	ComVersant	Philips PC Peripherals
1998	Shandwick Interactive	Marvin Windows & Doors

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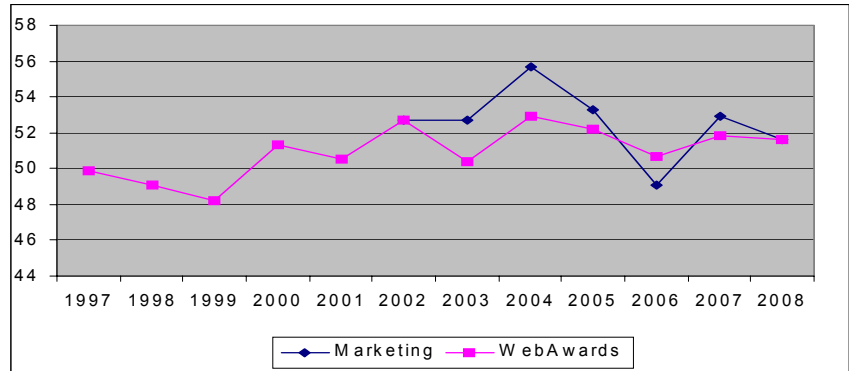
WebAward Internet Standards Assessment Report

2009 Marketing Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Market	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	52.7	52.7
2003	52.7	50.4
2004	55.7	52.9
2005	53.3	52.2
2006	49.1	50.7
2007	52.9	51.8
2008	51.6	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	7.3	7.3	7.7	7.5
Innovation	7.3	7.0	6.6	7.2	7.2
Content	8.0	7.5	7.5	7.9	7.7
Technology	7.3	7.1	6.6	7.3	7.4
Interactivity	7.1	7.2	6.9	7.4	7.2
Copywriting	7.7	7.3	7.1	7.7	7.2
Ease of use	7.6	7.4	7.2	7.7	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
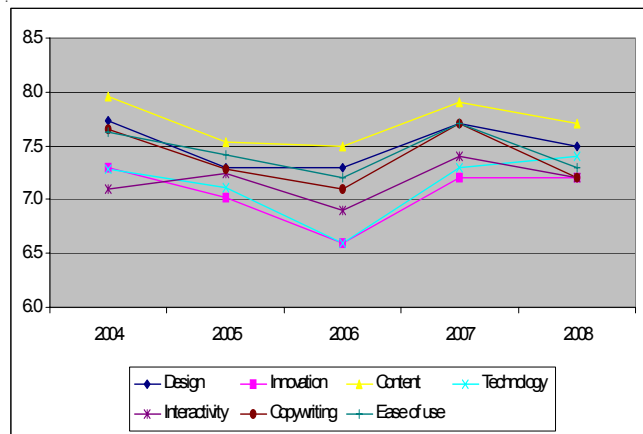
Analysis

The marketing category joined the WebAwards in 2002. In 2008, they matched the ISAR Index exactly. Prior to last year, they have outperformed the ISAR index in all years except 2006. Marketing Web sites outperformed the 5-year criteria benchmark average for innovation, design, and technology while matching the index for content. It narrowly missed the benchmark in copywriting and ease of use. As an industry, marketing sites are best at content and design.

Marketing Web sites are substantive and appealing. They understand the need to engage the user and create a brand experience that matches offline efforts to win the loyalty of consumers. The Best sites are using multimedia to create a dynamic user experience.

Industry vs ISAR 5-Year Average By Criteria
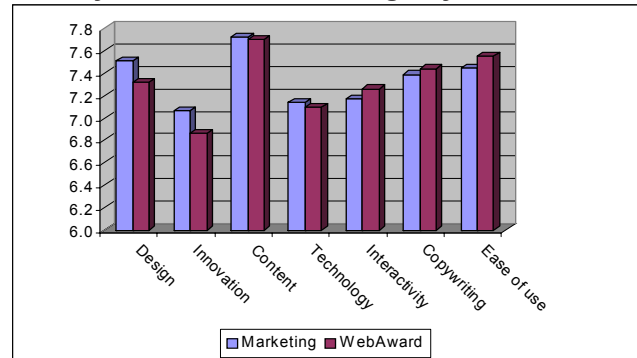
Best of Industry Winners

Year	Winner	Web site
2008	TYS Creative	Ensemble HD Home Cinema System by Epson
2007	Hanson Dodge Lime	Product Launch
2006	Rare Method	Silvertip Resort
2005	Nurun | Ant Farm Interactive	Nurun | Ant Farm Interactive Website
2004	Vérité, Inc.	Symantec Client Security 2.0 Channel Launch Kit
2003	Zugara	The Getaway
2002	Disc Marketing, Inc.	Disc Marketing Corporate Website

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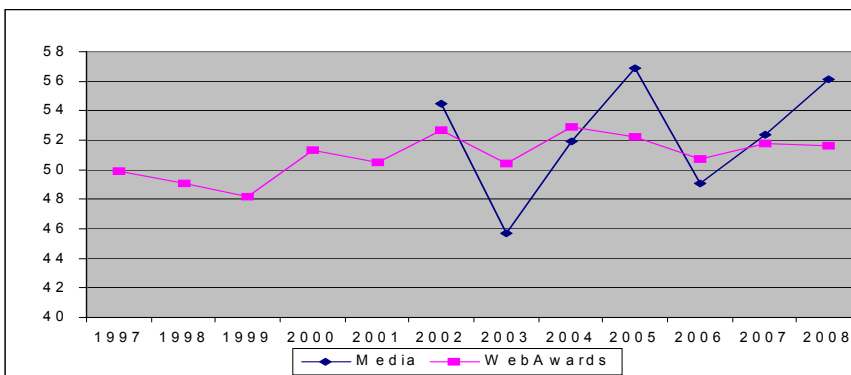
WebAward Internet Standards Assessment Report
2009 Media Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Media	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	54.5	52.7
2003	45.7	50.4
2004	51.9	52.9
2005	56.9	52.2
2006	49.1	50.7
2007	52.4	51.8
2008	56.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.4	7.1	7.5	7.9
Innovation	6.5	6.9	6.4	7.1	7.8
Content	7.3	8.4	7.6	8.0	8.4
Technology	7.0	7.2	6.7	7.1	8.1
Interactivity	6.9	7.5	6.9	7.1	7.8
Copywriting	7.3	8.1	7.3	7.8	8.1
Ease of use	7.2	7.6	7.1	7.8	8.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
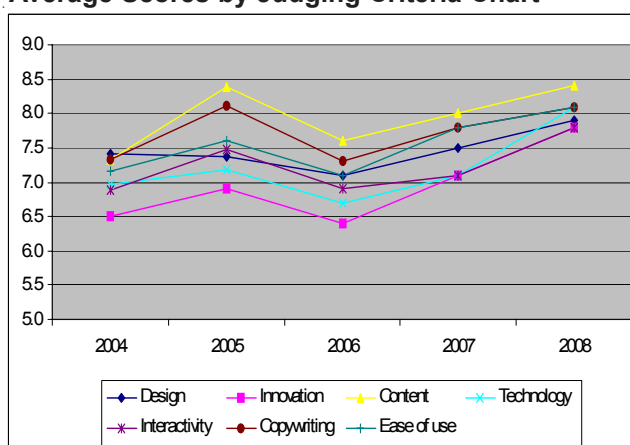
Analysis

Since joining the WebAwards in 2002, media Web sites have flip-flopped between over and underperformance in the ISAR index. 2008 was a good year for media sites as they strongly outperformed the ISAR index. In the seven years competing, they have outperformed the index four times in the past seven years. With a particularly poor performing year of 2003 bumped out of the 5-year criteria benchmark average, the media average criteria scores improved and matched or exceeded the average in all criteria areas. As an industry, they are strongest in content, copywriting, and ease of use.

Many top Media Websites have taken advantage of new technologies to deliver video and audio to site visitors, enhancing the user experience.

Industry vs ISAR 5-Year Average By Criteria
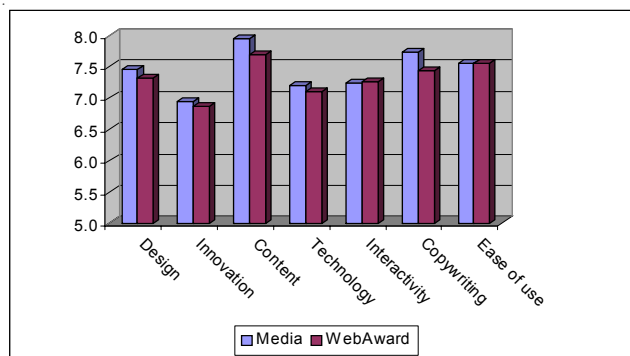
Best of Industry Winners

Year	Winner	Web site
2008	Freedom Forum / Newseum	Newseum Opens in Nation's Capital
2007	USA Network	USANetwork.com
2006	Slate Magazine	Slate Magazine Website
2005	The Thinkstock Images Team	JupiterImages Corporation
2004	Peppers & Rogers Group	Peppers & Rogers Group
2003	Forbes	Forbes.com
2002	MSNBC.com	MSNBC.com

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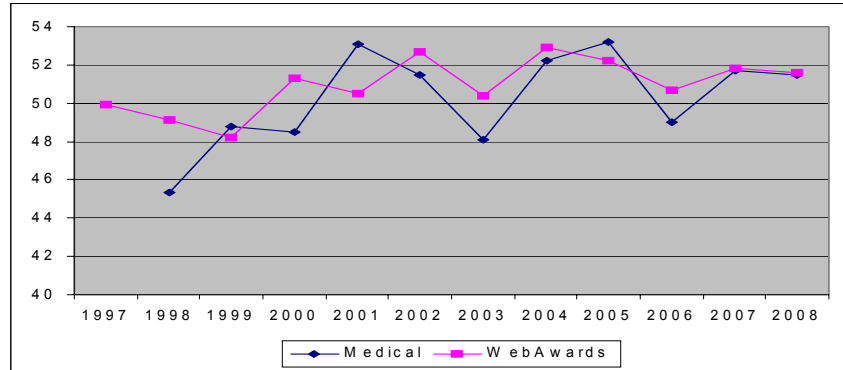
WebAward Internet Standards Assessment Report

2009 Medical Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Medical	WebAwards
1999	48.8	48.2
2000	48.5	51.3
2001	53.1	50.5
2002	51.5	52.7
2003	48.1	50.4
2004	52.2	52.9
2005	53.2	52.2
2006	40.0	50.7
2007	51.7	51.8
2008	51.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.4	7.2	7.3	7.4
Innovation	6.2	6.4	6.4	6.8	6.9
Content	7.6	7.7	7.7	8.2	7.7
Technology	6.6	6.6	6.6	7.0	7.1
Interactivity	6.9	7.3	6.8	7.2	7.3
Copywriting	7.8	7.7	7.3	7.8	7.4
Ease of use	7.4	7.6	7.0	7.5	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
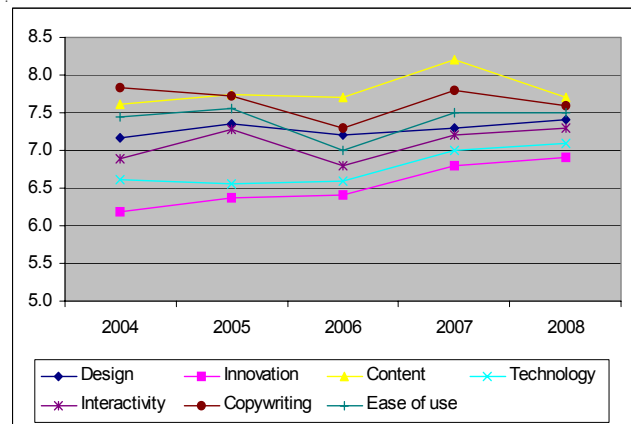
Analysis

Medical Web sites have been inconsistent in terms of Web development. They have underperformed the ISAR index eight out of eleven years competing although the 2007 and 2008 underperformance was marginal. Medical Web sites outperform the 5-year criteria benchmark average for copywriting and content, but fall below the average in all other areas. These sites are strongest in content, copywriting, and ease of use. They lag in innovation and technology.

The best medical Websites are using video and audio delivered through Flash and other developing technologies to educate and engage the visitor. However, many medical Web sites are still stuck in a text and diagram based environment which hurts the overall scores.

Industry vs ISAR 5-Year Average By Criteria
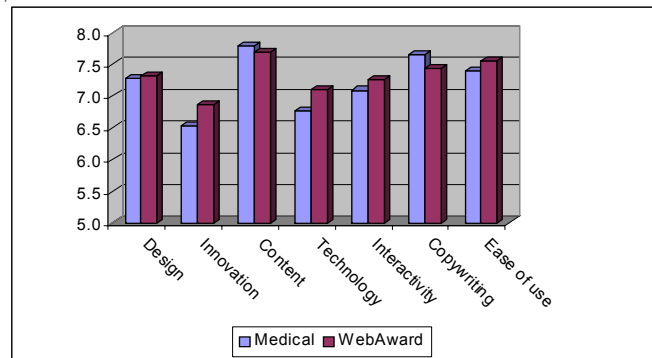
Best of Industry Winners

Year	Winner	Web site
2008	Digitas Health	MerckMedicus
2007	Centers for Disease Control	CDC.gov
2006	WebMD Health	WebMD
2005	Mojo Interactive	LocateADoc.com
2004	Roche Diagnostics	ACCU-CHEK Web Site
2003	ASCO	ASCO.org
2002	MayoClinic.com	MayoClinic.com
2001	SkyWorld Interactive	AMD Telemedicine
2000	Yfactor Inc.	Cedara Software Web Site
1999	Sapient	Health Hero Network Web Site
1998	WebCrossings, Ltd	Michigan Ear Institute

About this Report

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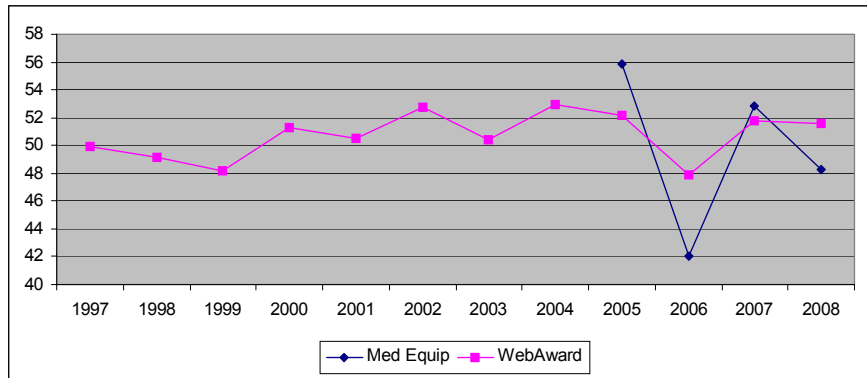
WebAward Internet Standards Assessment Report
2009 Medical Equipment Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Med Equip	WebAward
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	55.9	52.2
2006	42	47.9
2007	52.8	51.8
2008	48.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.5	6.3	7.6	7.4
Innovation	6.9	5.5	6.8	6.3
Content	7.6	7.2	8.2	7.1
Technology	6.9	5.8	7	6.7
Interactivity	7.5	6.3	7.3	7.0
Copywriting	7.9	6.8	8	7.1
Ease of use	7.8	5.8	7.9	6.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
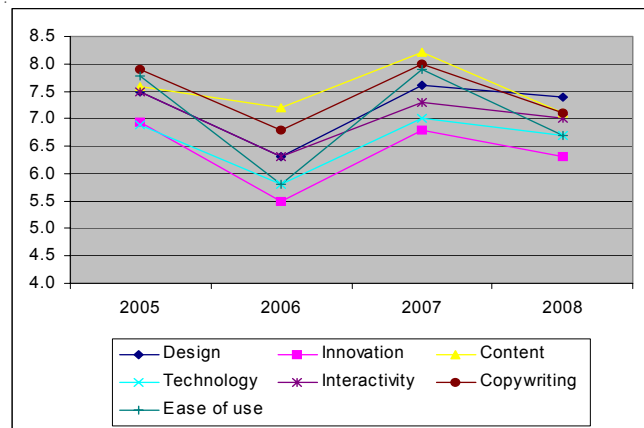
Analysis

Joining the WebAwards in 2005 and new to the ISAR study last year, is the Medical Equipment industry. The industry debuted with a strong performance and then flip flopped to a dismal showing in 2006. It battled back to match the index in 2007 and then back down again in 2008. The significant underperformance in 2006 and 2008 resulted in underperformance in each of the criteria compared to the overall benchmarks.

This is an industry that has used Web sites effectively to demonstrate medical offering online that doctors do not have the time to see during normal working hours. The best medical equipment sites are fully embracing new technologies to enhance the user experience.

Industry vs ISAR 5-Year Average By Criteria
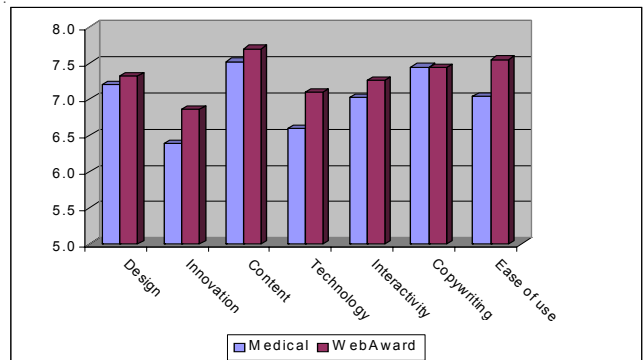
Best of Industry Winners

Year	Winner	Website
2008	Greater Than One	Guardian REAL-Time Glucose Monitor Tutorial
2007	Small Army	Cynosure Corporate Web Site
2006	Guidant Corporation	Guidant.com
2005	Roche Diagnostics	MyLabOnline

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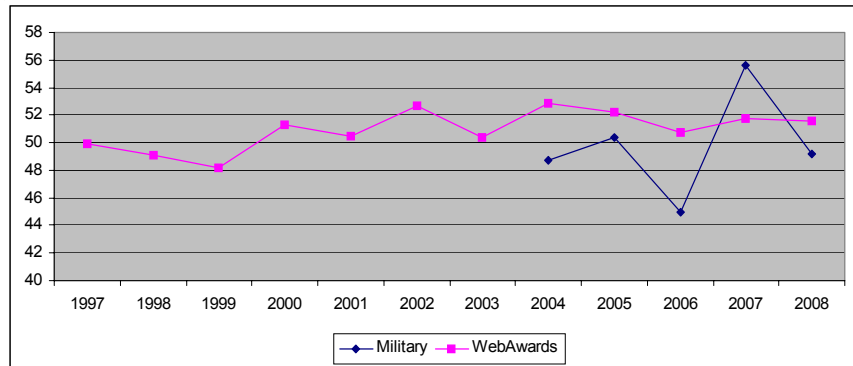
WebAward Internet Standards Assessment Report

2009 Military Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Military	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	48	52.9
2005	50.4	52.2
2006	45	50.7
2007	55.6	51.8
2008	49.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	6.5	6.7	7.9	6.8
Innovation	5.9	5.9	6.3	6.9	6.2
Content	7.3	7.4	7.3	8.3	7.3
Technology	5.9	6.2	6.4	7.1	6.8
Interactivity	5.0	6.6	6.5	8.4	7.4
Copywriting	7.4	7.1	6.8	8.7	7.3
Ease of use	7.7	6.5	6.9	8.3	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
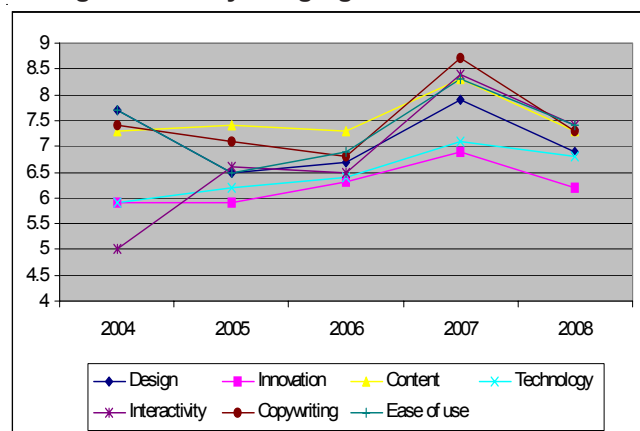
Analysis

Military Web sites joined the WebAwards in 2004. Despite outperforming the index in 2007, military sites underperformed the ISAR index in all other years including 2008. These sites are strong in content, copywriting, and ease of use. They scored first across all industries in content scores and second overall in ease of use scores. Military sites score weakest in innovation and technology.

Military Websites often seem to suffer from an overwhelming need to provide technical data and statistics. A growing number of sites are adding multimedia to help better explain their offerings without overwhelming. Recruiting sites for the armed services are some of the most effective user experiences on the Net today.

Industry vs ISAR 5-Year Average By Criteria
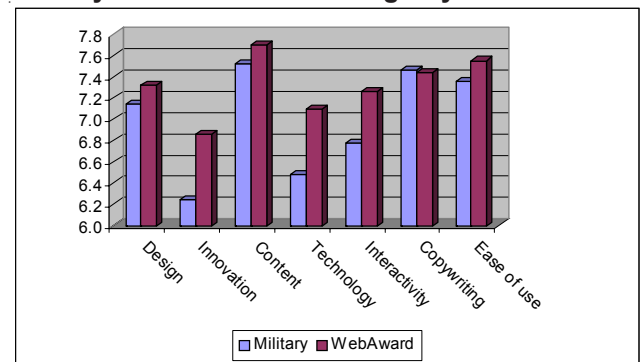
Best of Industry Winners

Year	Winner	Website
2007	Zugara	Do Something Amazing
2006	Mullen	TodaysMilitary.com
2005	Department of Defense	Defense Department Transformation
2004	United Defense and Weber Shandwick	V2C2 Electronic Press Kit (EPK)

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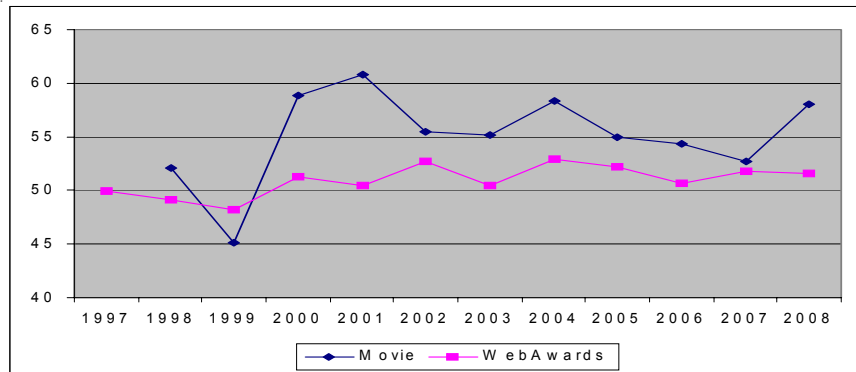
WebAward Internet Standards Assessment Report

2009 Movie Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Movie	WebAwards
1999	45.1	48.2
2000	58.9	51.3
2001	60.8	50.5
2002	55.5	52.7
2003	55.2	50.4
2004	58.3	52.9
2005	55	52.2
2006	54.3	50.7
2007	52.7	51.8
2008	58.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

|	2004	2005	2006	2007	2008
Design	7.9	7.9	8.1	7.9	8.7
Innovation	7.2	7.4	7.8	7.7	8.4
Content	7.9	8.0	8.4	8.1	8.6
Technology	7.6	7.6	8.0	7.9	8.3
Interactivity	7.2	7.0	7.2	6.6	7.9
Copywriting	7.4	7.6	7.5	7.5	8.3
Ease of use	7.6	7.6	7.3	7.1	8.1

Score out of a possible 10 points
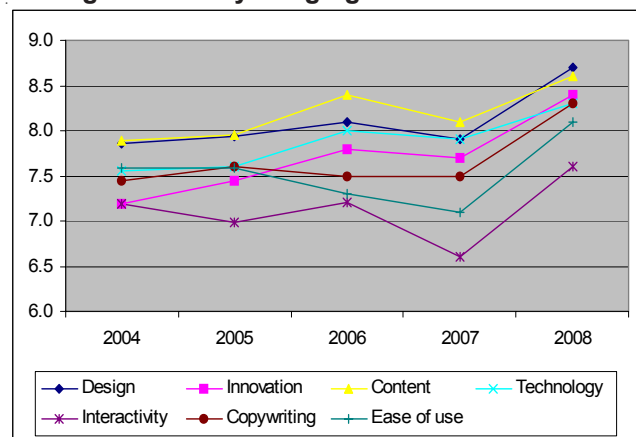
Analysis

Movie Web sites have significantly outperformed the overall ISAR index every year except 1999. The movie industry earned the distinction of scoring the highest average total score in the 2008 ISAR, as well as, the top spot in both the design and innovation criteria categories. The movie industry exceeded the 5-year criteria benchmark averages in design, innovation, content, copywriting, and technology. They narrowly missed the benchmark in ease of use. They post the lowest scores in interactivity.

The WebAward 2008's Best of Show winner, Harry Potter and the Order of the Phoenix website, came from the movie industry category. Movie Web sites combine effective design, content, and technology to create buzz for the launch of a movie. These sites often benefit from the use of the film's images and star recognition as well as the big budgets of the film industry.

Average Scores by Judging Criteria Chart

Industry vs ISAR 5-Year Average By Criteria
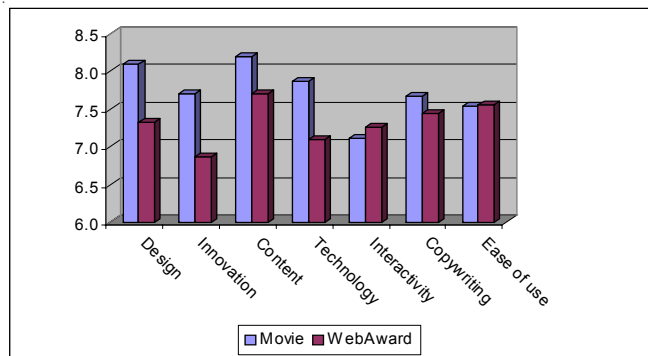
Best of Industry Winners

Year	Winner	Web site
2008	Trailer Park	Harry Potter and the Order of the Phoenix website
2007	Buena Vista Pictures	Disney*Pixar's 'Cars'
2006	Hybrid Studio	Walk the Line DVD Website
2005	Big Spaceship	Crash
2004	2Advanced Studios, LLC	Exorcist The Beginning
2003	Walt Disney Internet Group	Movies.com
2002	Devlin Applied Design	IMAX Space Station
2001	Disney Online	Snow White
2000	A.D.2, Inc. & Insync Media	Whipped
1999	TBS Superstation	Fatal Error
1998	Columbia TriStar Interactive	The Mask Of Zorro

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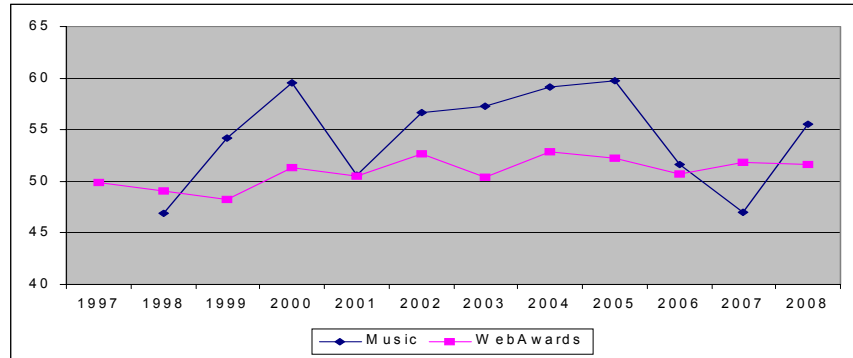
WebAward Internet Standards Assessment Report

2009 Music Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Music	WebAwards
1999	54.2	48.2
2000	59.5	51.3
2001	50.6	50.5
2002	56.7	52.7
2003	57.3	50.4
2004	59.1	52.9
2005	59.8	52.2
2006	51.6	50.7
2007	47	51.8
2008	5.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	8.4	7.7	7.3	7.2	8.4
Innovation	7.9	7.4	7.4	6.0	7.7
Content	9.1	7.9	8.1	7.2	8.3
Technology	8.4	7.7	7.6	6.5	7.7
Interactivity	8.3	7.3	6.8	6.3	7.8
Copywriting	8.2	7.5	7.3	6.5	8.0
Ease of use	8.0	7.2	7.1	7.3	7.7

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
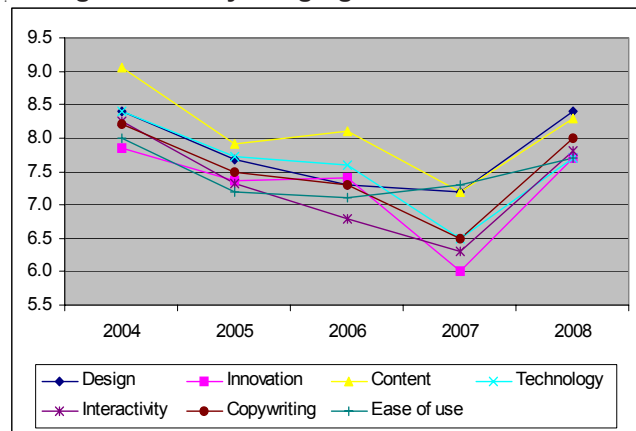
Analysis

Music Web sites have significantly outperformed the overall ISAR index since 1999 with the exception of a dramatic 2007 underperformance in the ISAR index. Despite the 2007 drop in scores, music sites still exceeded the 5-year criteria benchmark averages in all areas except ease of use. They scored the fifth highest in the design category across all industries.

The best music websites have taken advantage of streaming technologies to provide a dynamic user experience that does not require the downloading of plug-ins or launching of external applications.

Industry vs ISAR 5-Year Average By Criteria
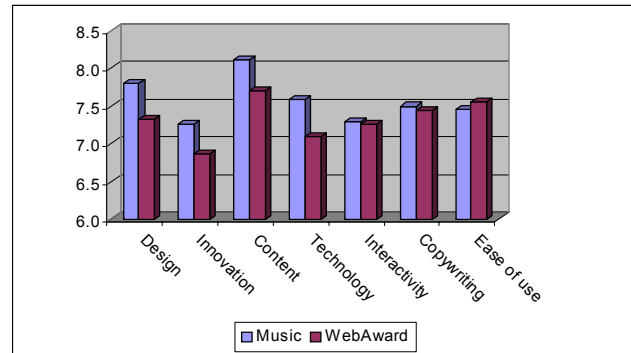
Best of Industry Winners

Year	Winner	Web site
2008	TribalDDB	SEDUCTION BY LIGHT
2007	BubbleUp Ltd.	Jimmy Buffett's Margaritaville.com
2006	Tellus	Metzler Violin
2005	Red Bull & Zugara	Red Bull Music Labs
2004	Mach18	Sting: Public & Pay Member Site
2003	Live365 Inc.	Live365
2002	415 Inc.	San Francisco Symphony Kids' Site
2000	415 Inc.	American Mavericks Festival-San Francisco Symphony
1999	AppNet	Harmony House
1998	Zentropy	Polygram US

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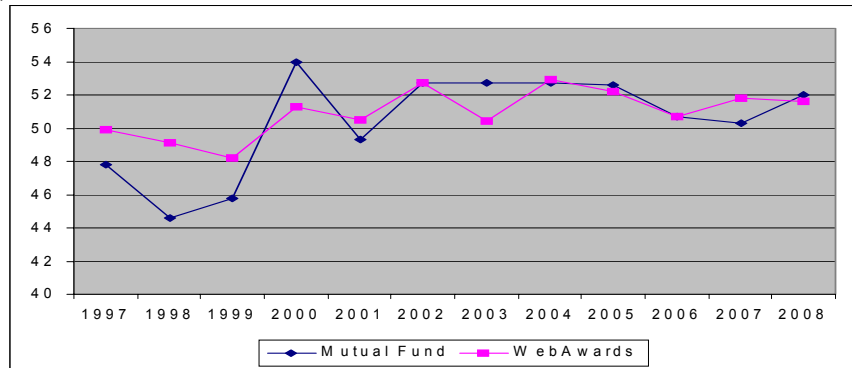
WebAward Internet Standards Assessment Report

2009 Mutual Fund Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Funds	WebAwards
1999	45.8	48.2
2000	54	51.3
2001	49.3	50.5
2002	52.7	52.7
2003	52.7	50.4
2004	52.7	52.9
2005	52.6	52.2
2006	50.7	50.7
2007	50.7	51.8
2008	52.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	6.9	7.2	7.3	7.5
Innovation	5.8	6.4	6.2	6.2	6.6
Content	7.3	7.6	8.0	7.7	7.7
Technology	6.5	6.9	6.5	6.6	7.2
Interactivity	6.6	7.1	7.4	7.3	7.6
Copywriting	7.3	7.7	7.6	7.4	7.7
Ease of use	7.2	7.1	7.8	7.8	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
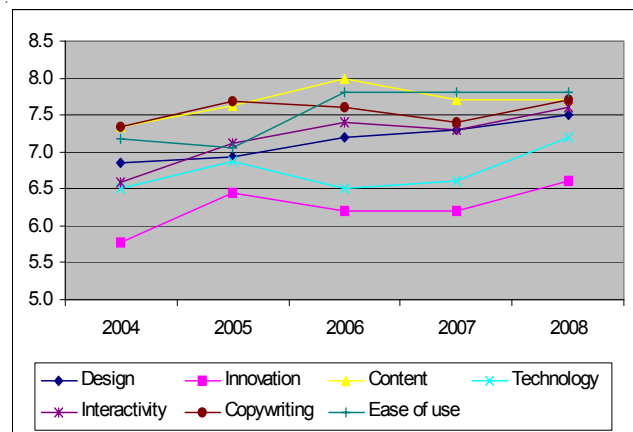
Analysis

Mutual fund Web sites are generally in line with current Web standards of excellence. They closely matched the ISAR total averages in four of the last five years. These sites are commonly strong in ease of use, content, and copywriting. These sites scored below the 5-year criteria benchmark averages in all areas except copywriting and content which it slightly outperformed and matched respectively.

Handcuffed by regulation and compliance issues, mutual fund Web sites place most of their most interesting content behind restricted access for the broker dealer community. Sites should leverage market commentaries better on their public sites, including better use of email newsletters.

Industry vs ISAR 5-Year Average By Criteria
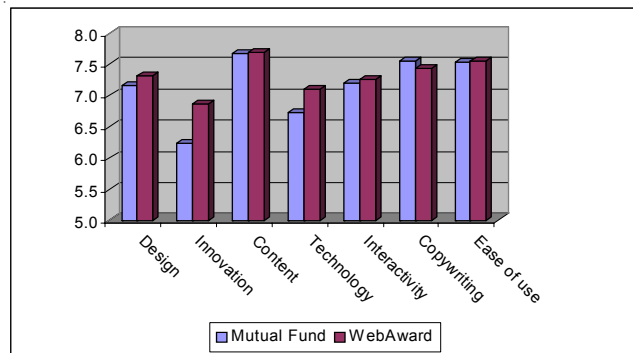
Best of Industry Winners

Year	Winner	Web site
2008	John Hancock Funds	John Hancock Funds Public Website
2007	John Hancock Funds	Financial Professional Website
2006	Cohen & Steers	Cohen & Steers Website
2005	Cohen & Steers	Cohen & Steers Website
2004	bbdigital/SEI Investments	HighMark Funds Website
2003	Barclays Global Investors	iShares.com
2002	Pioneer Investments	pioneerfunds.com
2001	Frank Russell Company	russell.com
2000	Lindner Asset Management	Lindner Funds
1999	Calvert Group	Calvert Group Mutual Funds
1998	Net Technologies, Inc.	New England Funds Web Site
1997	Cohn Godley Norwood	Stein Roe Web Site

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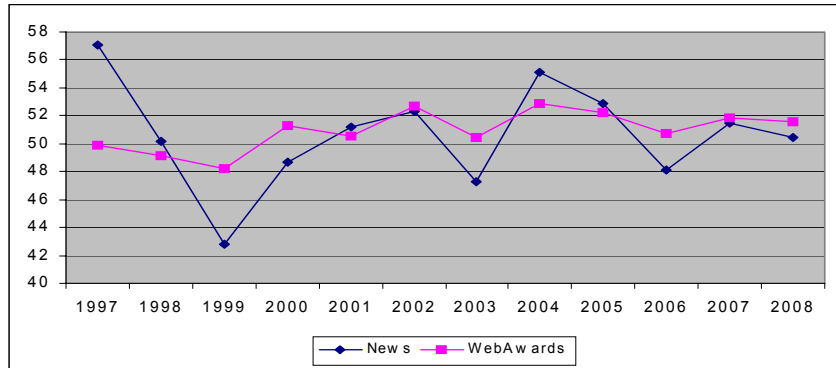
WebAward Internet Standards Assessment Report

2009 News Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	News	WebAwards
1999	42.8	48.2
2000	48.7	51.3
2001	51.2	50.5
2002	52.3	52.7
2003	47.3	50.4
2004	55.1	52.9
2005	52.9	52.2
2006	48.1	50.7
2007	51.5	51.8
2008	50.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.6	6.8	7.2	7.0
Innovation	6.4	6.2	5.7	7.0	6.4
Content	7.7	7.6	8.1	7.6	7.8
Technology	7.0	6.5	6.6	7.2	6.9
Interactivity	6.7	7.0	6.7	7.7	7.0
Copywriting	7.5	7.4	7.3	7.5	7.5
Ease of use	7.5	6.9	6.9	7.3	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
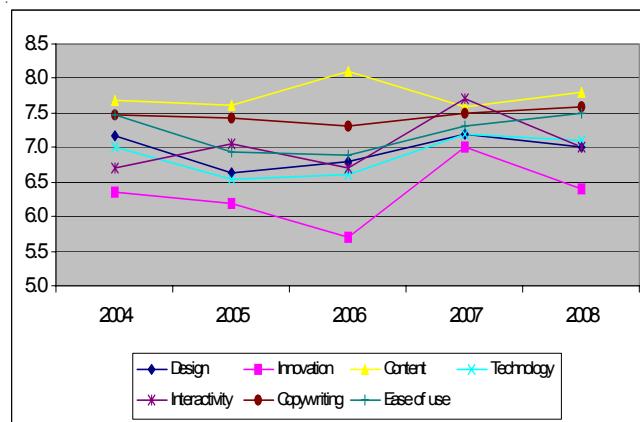
Analysis

News industry Web sites are generally in line with the overall ISAR index. News sites have fallen slightly below the index for the past three years. As an industry, it is no surprise that news sites are strongest in content and copywriting. They are also strong in ease of use. News sites underperformed the 5-year criteria benchmark averages in all areas except content and copywriting. They score weakest in innovation.

As you would expect, these sites are all about the content. More news sites are embracing multimedia to share its information with audiences.

Industry vs ISAR 5-Year Average By Criteria
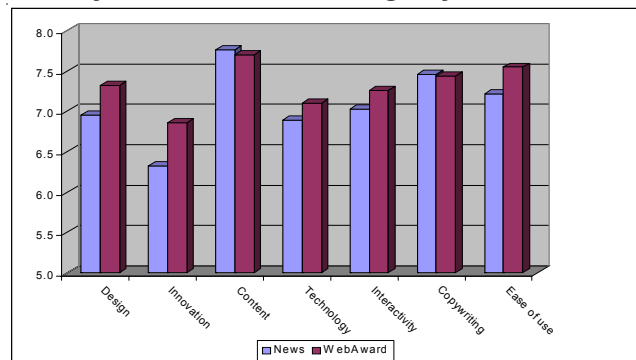
Best of Industry Winners

Year	Winner	Web site
2008	NBC News	iCue
2007	Slate Magazine	Slate Magazine
2006	Avenue A	Razorfish	NYTimes.com
2005	BusinessWeek Online	BusinessWeek Online
2004	CNET News.com	CNET News.com
2003	ABCNEWS.com	ABCNEWS.com
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Online NewsHour	Online NewsHour Website
2000	ZDNet	Inter@ctive Week Online
1998	ABC Internet Group	ABCNEWS.com
1998	The Cincinnati Enquirer	Enquirer.Com
1997	NASD	The Nasdaq Newsroom

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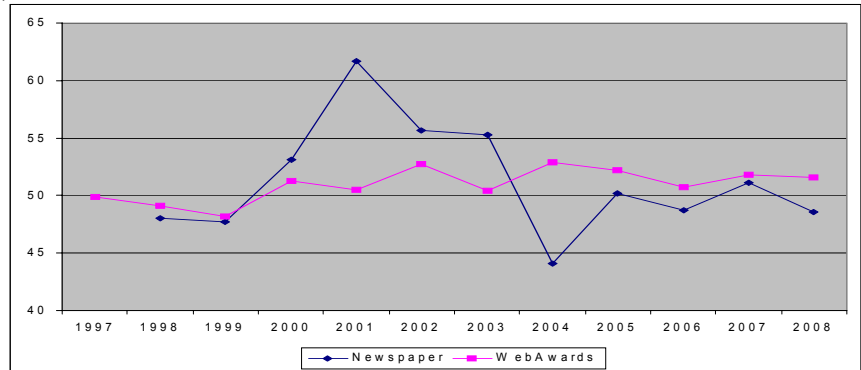
WebAward Internet Standards Assessment Report

2009 Newspaper Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Newspaper	WebAward
1999	47.7	48.2
2000	53.1	51.3
2001	61.7	50.5
2002	55.7	52.7
2003	55.3	50.4
2004	44.1	52.9
2006	48.7	50.7
2007	51.1	51.8
2008	48.6	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.4	5.8	7.1	7.1	7.3
Innovation	5.3	5.8	5.6	7.4	5.9
Content	6.5	7.0	8.2	7.5	7.3
Technology	6.1	5.6	6.5	7.2	6.5
Interactivity	6.3	7.0	6.2	7.1	6.9
Copywriting	6.7	6.8	8.0	7.5	7.6
Ease of use	7.0	6.5	7.1	7.3	7.3

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
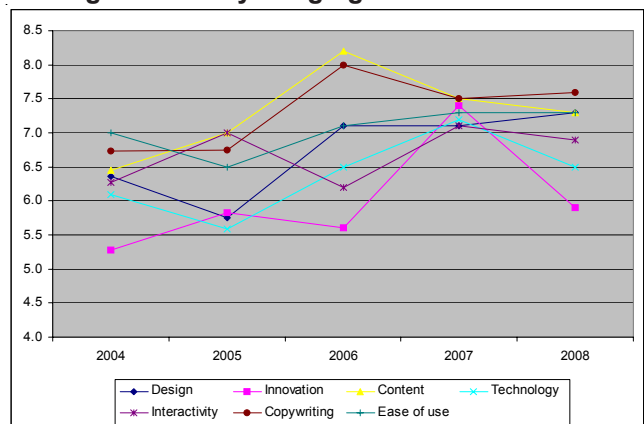
Analysis

Newspaper Web sites joined the WebAwards in 1998 and, after several years of strong performance, have underperformed the ISAR index for the past five consecutive years. Not surprising, newspaper sites score highest in content and copywriting. Newspaper sites lag the 5-year criteria benchmark scores in all areas.

Newspapers have used their newsrooms to become the premier creators of trusted content on the Web. Their ability to cross-promote their offerings both online and off make them a powerful player in the local media space.

Industry vs ISAR 5-Year Average By Criteria
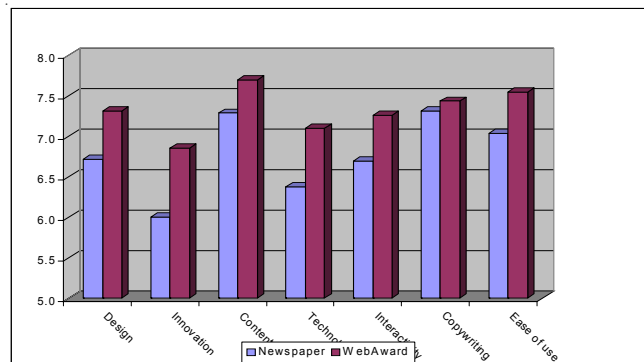
Best of Industry Winners

Year	Winner	Web site
2008	Variety.com	Variety.com
2007	Forward	TheJewishDailyForward.Com
2006	Avenue A	Razorfish	NYTimes.com
2005	Variety	Variety.com
2004	BURST! Media	Christian Science Monitor
2003	Dow Jones & Company	The Wall Street Journal Online
2002	Dow Jones & Co.	The Wall Street Journal Online
2001	Arkansas Business Publishing Group / Aristotle	Arkansas Business Online
2000	Los Angeles Times	latimes.com
1999	Times Company Digital	The New York Times on the Web
1998	The Cincinnati Enquirer	Enquirer.Com

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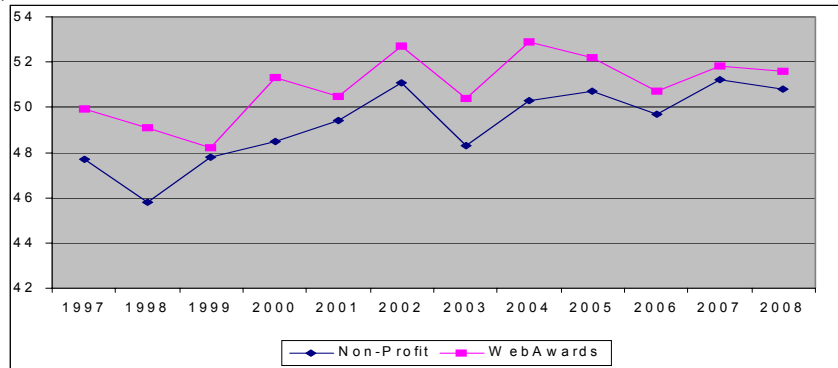
WebAward Internet Standards Assessment Report

2009 Non-Profit Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Non-Profit	WebAwards
1999	47.8	48.2
2000	48.5	51.3
2001	49.4	50.5
2002	51.1	52.7
2003	48.3	50.4
2004	50.3	52.9
2005	50.7	52.2
2006	49.7	50.7
2007	51.2	51.8
2008	50.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.9	6.8	7.3	7.5	7.3
Innovation	6.0	6.1	6.4	6.6	6.7
Content	7.4	7.3	7.6	7.8	7.7
Technology	6.2	6.3	6.5	6.8	6.9
Interactivity	6.7	6.8	7.0	7.1	7.2
Copywriting	7.4	7.3	7.5	7.7	7.5
Ease of use	7.1	7.1	7.5	7.6	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
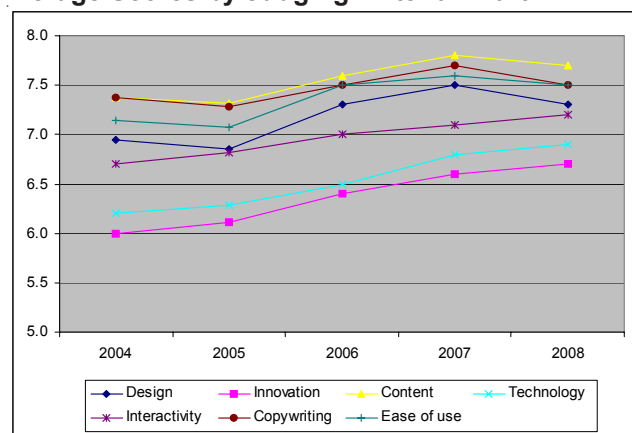
Analysis

The non-profit category is, by far, the most competitive in the WebAwards competition; however, non-profits as an industry fall consistently below the overall ISAR index year after year. They miss the 5-year criteria benchmark in each of the criteria areas. As an industry, they are strongest in content and copywriting. Due to their non-profit budget limitations, they typically earn low scores in innovation and technology.

The Internet has allowed non-profit organizations to significantly raise their visibility with prospective donors and volunteers. Many of the best non-profit sites have benefited from pro bono efforts of major interactive firms willing to support their causes.

Industry vs ISAR 5-Year Average By Criteria
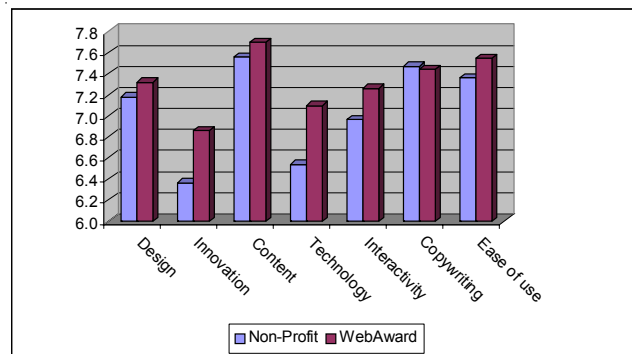
Best of Industry Winners

Year	Winner	Web site
2008	Reading Is Fundamental	Leading to Reading
2007	Arnold Worldwide	Singing Cowpoke
2006	Bridge Worldwide	VH1 Save The Music/P&G brandSAVER
2005	IconNicholson	Project Rebirth Web Site
2004	I.T. UNITED Corporation	WWF Children of the Earth
2003	I-SITE and AWARE foundation	Teen Health Talk
2002	Interactive Knowledge	Corridos Sin Fronteras
2001	The Billy Graham Internet Team	Road to Redemption
2000	Earth Day Canada	EcoKids Online
1999	AppNet	World Wildlife Fund

About this Report

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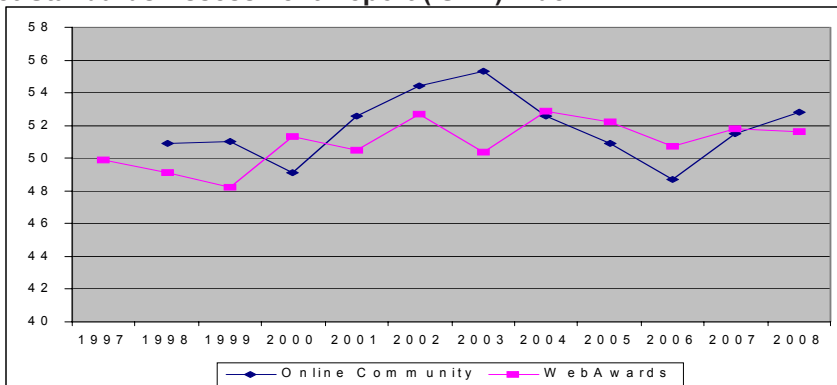
WebAward Internet Standards Assessment Report

2009 Online Community Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Community	WebAwards
1999	51	48.2
2000	49.1	51.3
2001	52.6	50.5
2002	54.4	52.7
2003	55.3	50.4
2004	52.6	52.9
2005	50.9	52.2
2006	48.7	50.7
2007	51.5	51.8
2008	52.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	6.8	6.8	7.2	7.4
Innovation	6.5	6.1	6.5	7.1	7.3
Content	7.3	7.4	7.8	7.8	8.0
Technology	6.6	6.6	6.7	7.2	7.4
Interactivity	7.1	7.0	6.8	7.6	7.6
Copywriting	7.1	7.2	7.3	7.4	7.6
Ease of use	7.2	6.8	6.8	7.2	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
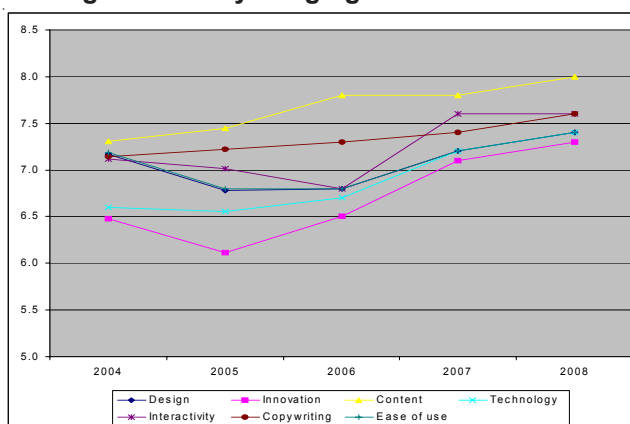
Analysis

Online community joined the WebAwards in 1998 and has split their performance in relation to the ISAR index. They have outperformed the index six times and underperformed five times. Although they slightly exceeded the 5-year benchmark averages in 2008, they underperformed the benchmark in the previous 4 years. This resulted in the industry having underperformed the 5-year criteria benchmark averages in all areas. Online community Web sites are strongest in content, copywriting, and interactivity.

Social networking is just another name for something that has been around since Usenet. User generated content is a fast growing and dynamic trend on the Web and any industry that can create a real online community will benefit greatly.

Industry vs ISAR 5-Year Average By Criteria
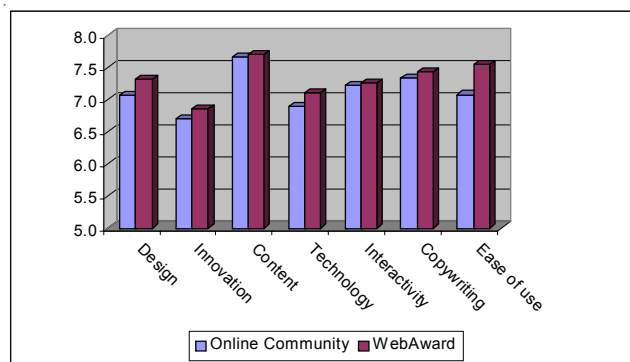
Best of Industry Winners

Year	Winner	Web site
2008	OgilvyOne Worldwide, HK	Toys Revolution
2007	Studiocom	mycoke
2006	DataGlyphics	YourMembership.com
2005	Procter & Gamble and imc²	Procter & Gamble's Beinggirl
2004	WeightWatchers.com	WeightWatchers.com
2003	StudioCom	CokeMusic.com
2002	Oxygen Media	Oxygen.com
2001	IBM Corporate Intranet Team	World Jam
2000	Alexander Ogilvy PR	PlanetOut Web Site
1999	AppNet	The Wedding Channel
1998	Eastman Kodak Company	Kodak PhotoQuilt 2000 Project

About this Report

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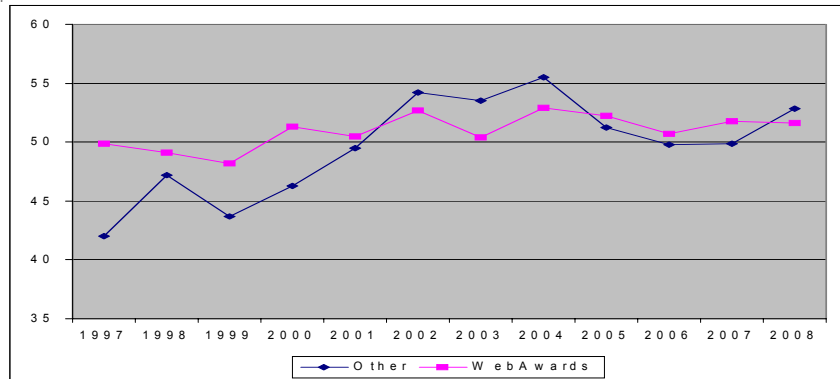
WebAward Internet Standards Assessment Report

2009 Other Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Other	WebAwards
1999	43.7	48.2
2000	46.3	51.3
2001	49.5	50.5
2002	54.2	52.7
2003	53.5	50.4
2004	55.5	52.9
2005	51.2	52.2
2006	49.8	50.7
2007	49.9	51.8
2008	52.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	6.4	7.1	7.3	7.5
Innovation	6.9	6.0	6.5	6.7	7.0
Content	7.9	7.0	7.7	7.7	8.1
Technology	7.2	6.3	6.8	6.9	7.5
Interactivity	7.3	6.8	7.2	7.2	7.4
Copywriting	7.6	6.8	7.4	7.2	7.7
Ease of use	7.8	6.8	7.3	6.9	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
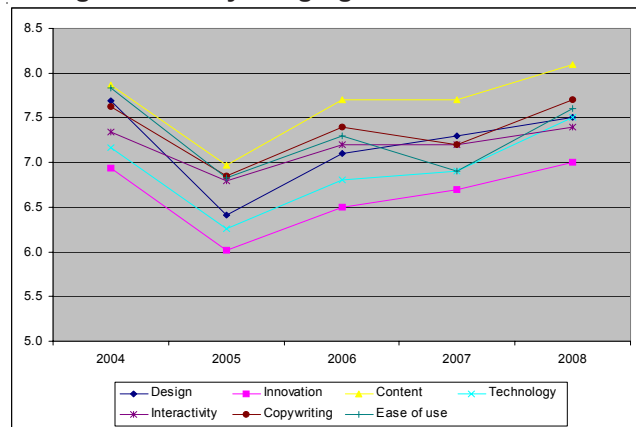
Analysis

Other Web sites are an erratic group. They have slightly outperformed the overall ISAR index in 2008, but underperformed the index in the previous three consecutive years. These sites have scored lower than the 5-year criteria benchmark averages in all areas. Web sites in this category tend to be stronger in content, design, and copywriting.

Other is the category of last resort. These are generally niche sites that do not fit into any other category. Marketers also use this category to improve their chances of winning a best of industry award.

Industry vs ISAR 5-Year Average By Criteria
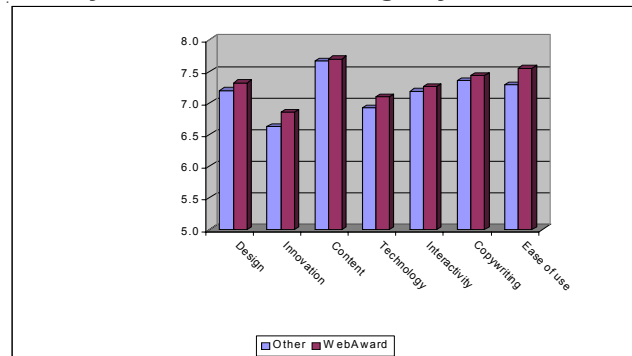
Best of Industry Winners

Year	Winner	Web site
2008	Atmosphere BBDO	Launch a Package
2007	The Integer Group	HP/Disney Days to Dream
2006	Refinery, Inc.	Refinery Corporate Website
2005	Sport Compact Only	Aftermarket Sport Compact Auto-Parts Reseller
2004	Macquarium, Inc.	The Home Depot Nursery Certification Program
2003	WeightWatchers.com	WeightWatchers.com
2002	Convergys Corporation	Convergys Corporation
2001	Creative Producers Group	Get Creative
2000	Renegade Marketing Group	Nautica Kids World
1999	Hornall Anderson Design Works	Boullioun Aviation Services

About this Report

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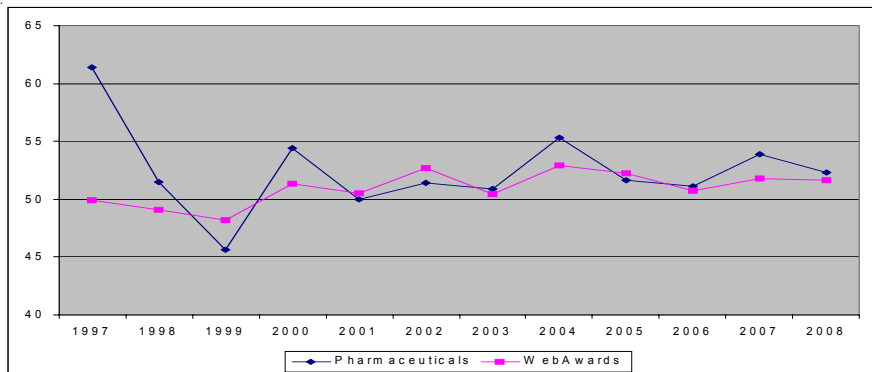
WebAward Internet Standards Assessment Report

2009 Pharmaceuticals Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Pharm	WebAwards
1999	45.6	48.2
2000	54.4	51.3
2001	50	50.5
2002	51.4	52.7
2003	50.9	50.4
2004	55.3	52.9
2005	51.6	52.2
2006	51.1	50.7
2007	53.9	51.8
2008	52.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	7.3	7.3	7.8	7.4
Innovation	6.9	6.6	6.7	7.4	6.8
Content	8.2	7.5	7.8	8.2	7.9
Technology	7.0	6.4	7.0	7.5	7.0
Interactivity	7.3	6.7	7.1	7.2	7.5
Copywriting	8.2	7.5	7.7	7.9	7.8
Ease of use	8.2	7.2	7.5	8.0	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
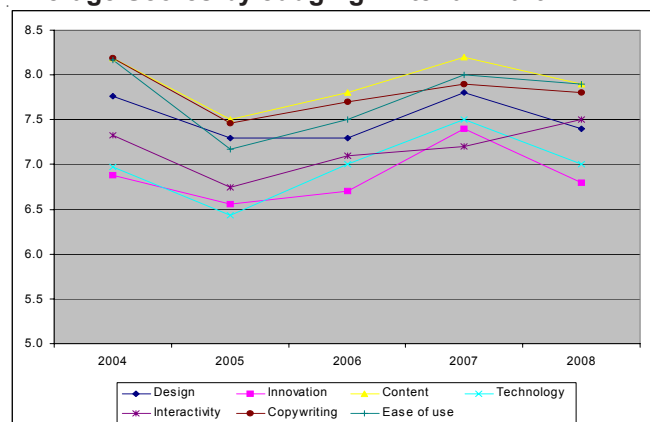
Analysis

Pharmaceutical Web sites have closely mirrored the ISAR index for the past twelve years. These sites have outpaced the 5-year criteria benchmark averages for copywriting, content, design, innovation, and ease of use. They have narrowly missed the benchmark in technology and interactivity. Pharmaceutical Web sites score highest in content and copywriting and lower in innovation and technology.

With the dramatic changes in marketing strategy and outreach directly to the public by many drug companies, it appears that their Web efforts have kept up with overall Web development, but surprisingly not exceeded it.

Industry vs ISAR 5-Year Average By Criteria
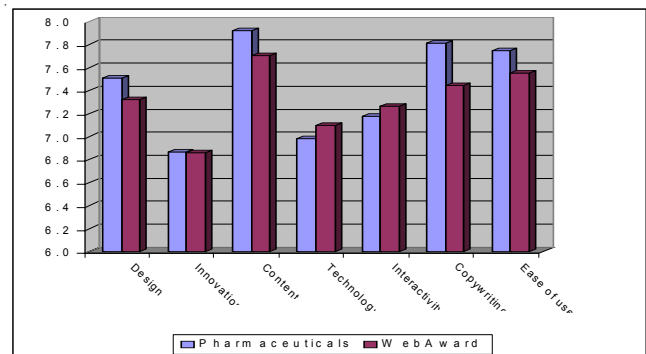
Best of Industry Winners

Year	Winner	Web site
2008	Publicis Modem	RA Advisor Program
2007	Biggs|Gilmore	Perrigo
2006	Studiocom	CVS Medicare Expert
2005	SimStar	BotoxCosmetic.com
2004	MagiClick Digital	Healthcare Portal - Morning After Pill
2003	Insight Interactive Group	CrohnsResource.com Website
2002	ivpcare, inc	ivpcare, inc
2001	Ion Global China	Loreal Paris China Web Site
2000	Digitas LLC	Bausch and Lomb Website
2000	AGENCY.COM	Alluna Sleep Web Site
1999	SmithKline Beecham	Avandia

About this Report

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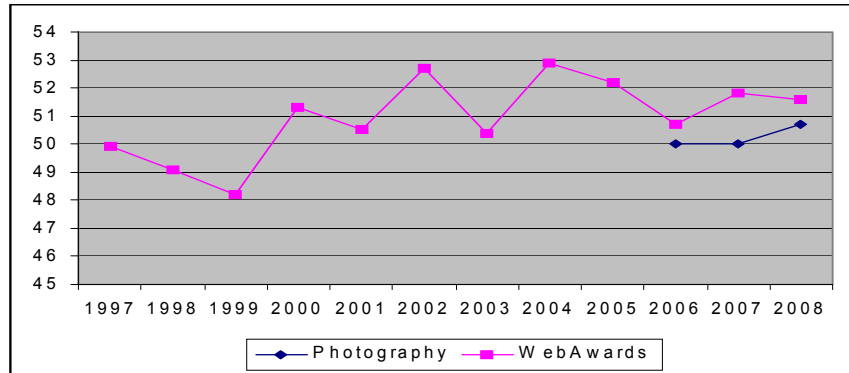
WebAward Internet Standards Assessment Report

2009 Photography Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Photo	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005		52.2
2006	50	50.7
2007	50	51.8
2008	50.7	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2006	2007	2008
Design	7.6	7	7.3
Innovation	6.4	7.1	7.1
Content	8.1	7.6	7.4
Technology	7.1	7	6.9
Interactivity	7.9	6.5	7.2
Copywriting	7.6	7.3	7.2
Ease of Use	7.9	7.5	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
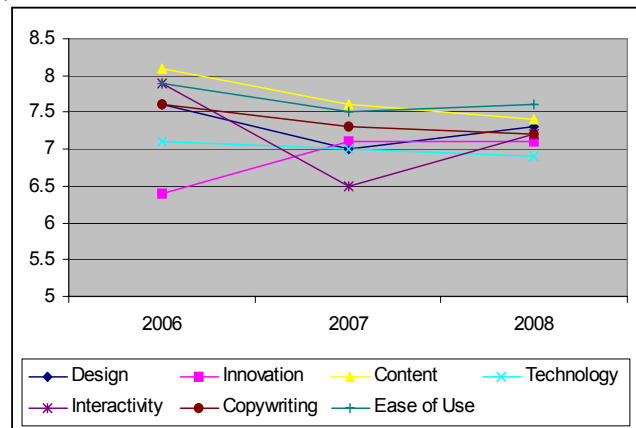
Analysis

Photography was added to the WebAwards in 2006 and is making it's first appearance in the ISAR Report. So far photography Websites have not yet met the WebAward Index standard. Photo Websites are strongest in content and ease of use.

The images found on photography Websites can be one of the most compelling content areas on the Internet today. Effective photo Websites weave these images into a compelling story to engage the user.

Industry vs ISAR 5-Year Average By Criteria
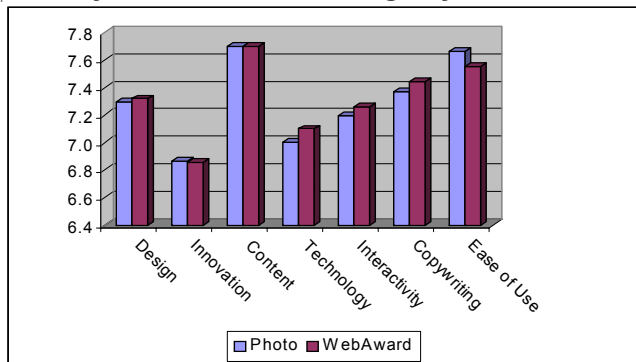
Best of Industry Winners

Year	Winner	Website
2008	MWW Group	Picnik
2007	Mass Transmit	Planet Billard
2006	Slate Magazine	Slate Magazine Website

About this Report

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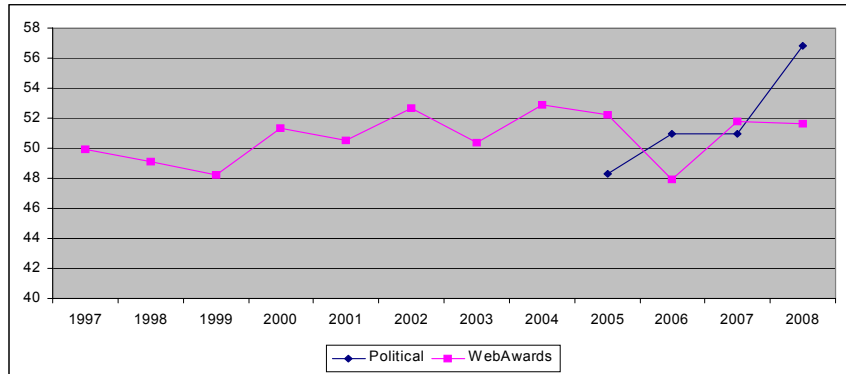
WebAward Internet Standards Assessment Report

2009 Political Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Political	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	48.3	52.2
2006	51	47.9
2007	51	51.8
2008	56.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	6.3	7.5	6.6	7.5
Innovation	5.5	6.6	6.1	7.8
Content	6.5	7.9	8.4	8.5
Technology	5.6	7.3	6.5	8.2
Interactivity	6.2	7.4	7.5	8.1
Copywriting	6.5	7.9	8.2	8.5
Ease of use	6.6	7.9	7.6	8.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
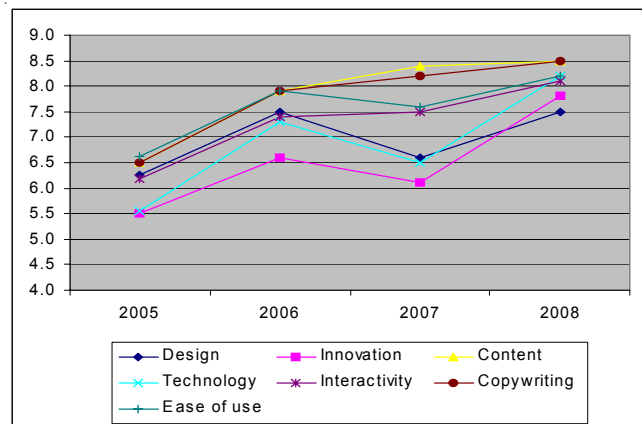
Analysis

It is no surprise that an election year brought huge success in the political industry's ISAR scores. New to the ISAR study last year, political sites earned the fifth highest overall score in this year's ISAR. Political sites had the highest copywriting scores, second highest interactivity scores, third highest in ease of use, and fourth highest in both content and technology.

Few would doubt that political web sites had a significant impact on 2008's election dynamics. All candidates recognized the amazing reach that an effective website can have on voter opinion and donor solicitation. Hundreds of millions of fundraising dollars were raised online bringing the digital era into the election process. This is an area that is expected to continue to emerge over the next several years.

Industry vs ISAR 5-Year Average By Criteria
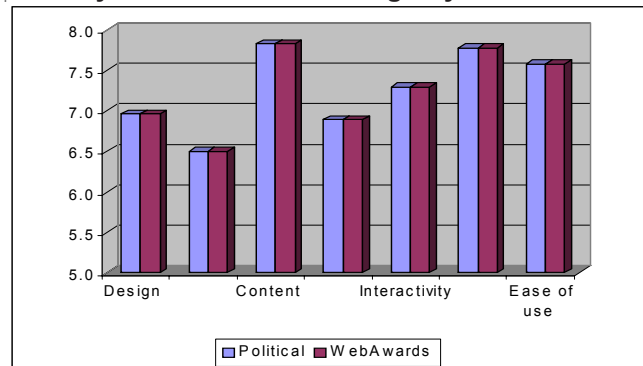
Best of Industry Winners

Year	Winner	Website
2008	Syrup	Hope. Act. Change.
2007	Molecular	Mitt Romney for President
2006	The Wall Street Journal	OpinionJournal.com
2005	The Wall Street Journal	OpinionJournal.com

About this Report

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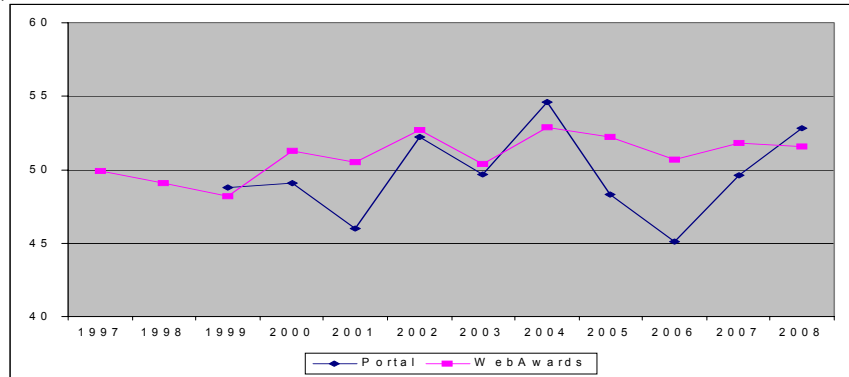
WebAward Internet Standards Assessment Report

2009 Portal Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Portal	WebAwards
1999	48.8	48.2
2000	49.1	51.3
2001	46	50.5
2002	52.2	52.7
2003	49.7	50.4
2004	54.6	52.9
2005	48.3	52.2
2006	45.1	50.1
2008	52.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	6.1	6.2	7.1	7.4
Innovation	6.7	5.5	5.5	6.4	7.3
Content	7.7	6.7	7.0	7.8	7.9
Technology	6.8	5.9	6.4	6.6	7.8
Interactivity	7.4	6.5	6.6	7.4	7.5
Copywriting	7.7	6.4	6.5	7.3	7.4
Ease of use	7.7	6.4	6.9	6.9	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
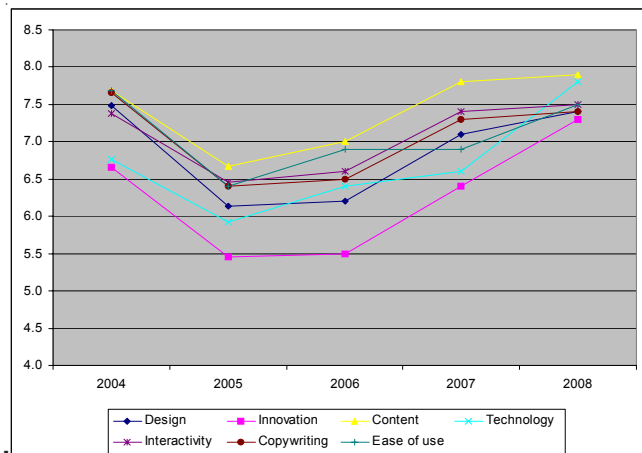
Analysis

Portal Web sites joined the WebAwards in 1999 and have outperformed the ISAR index in only three of the ten years entered. 1999, 2004, and 2008 were the only years of overperformance albeit slightly. Portal Web sites have underperformed the 5-year criteria benchmark averages in all areas. As an industry, they are best at content, copywriting, ease of use, and interactivity, but lag behind in innovation and technology.

Many portals appear to be simple aggregators of information, often adding little unique value for users.

Industry vs ISAR 5-Year Average By Criteria
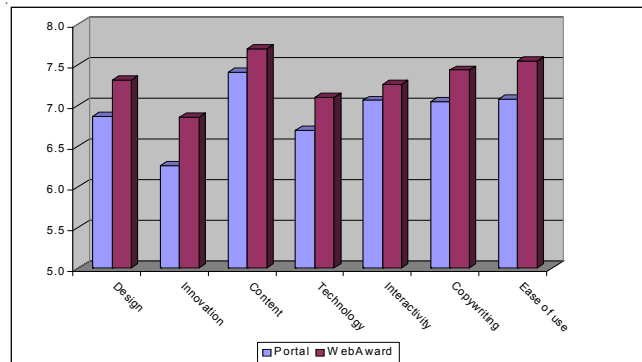
Best of Industry Winners

Year	Winner	Web site
2008	Greater Miami CVB	Greater Miami CVB
2006	Kadium	SonyATV.com
2005	Galderma USA and imc²	Galderma Skin Resource Center
2004	the Harrington Group	Cancer.com
2003	BHP Billiton Ltd	BHP Billiton Company Website
2002	The Fannie Mae Foundation	Knowledgeplex
2001	FedEx	My FedEx
2000	Siegelgale	LYCOShop
1999	China.com Corporation	china.com

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WebAward Internet Standards Assessment Report

2009 Professional Services Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Prof	WebAward
1999	41.6	48.2
2000	50.7	51.3
2001	52.2	50.5
2002	53.7	52.7
2003	51	50.4
2004	51.3	52.9
2005	51.9	52.2
2006	51.2	50.7
2007	49.1	51.8
2008	49.8	51.6

Score out of a possible 70 points

Professional Services — WebAwards
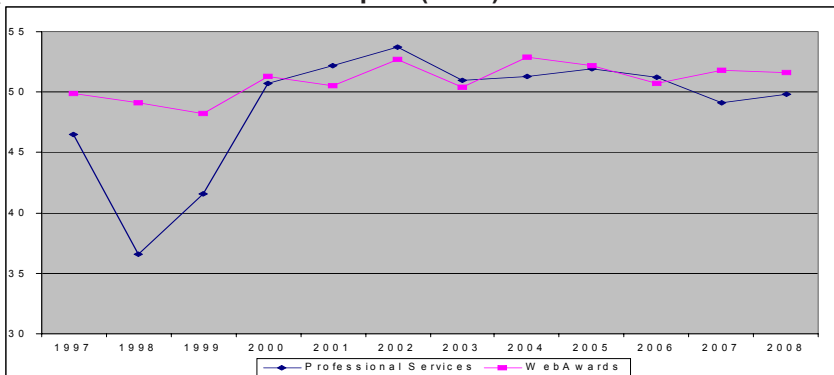
Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.3	6.9	7.7	6.9	7.2
Innovation	6.5	6.3	6.6	6.4	6.6
Content	7.6	7.1	7.7	7.5	7.4
Technology	6.7	6.3	6.4	6.7	6.8
Interactivity	7.1	6.7	7.2	7.1	7.1
Copywriting	7.4	7.1	7.7	7.3	7.1
Ease of use	7.7	7.1	7.9	7.2	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

Design — Innovation — Content — Technology — Interactivity — Copywriting — Ease of use
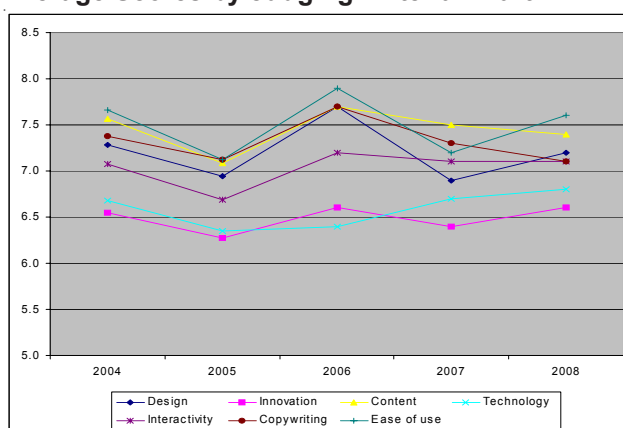
Analysis

Professional services Web sites have closely mirrored the ISAR index since 2000. Prior to 2000, they experienced three years of poor performance. Professional service Web sites are well written and easy to use hence their strong scores in content, copywriting, and ease of use. They lack innovation and technology.

There are many professional services sites that are still stuck in the days of online brochures. The best sites work to engages the visitor and establish their company as a brand.

Industry vs ISAR 5-Year Average By Criteria

Professional Services — WebAward
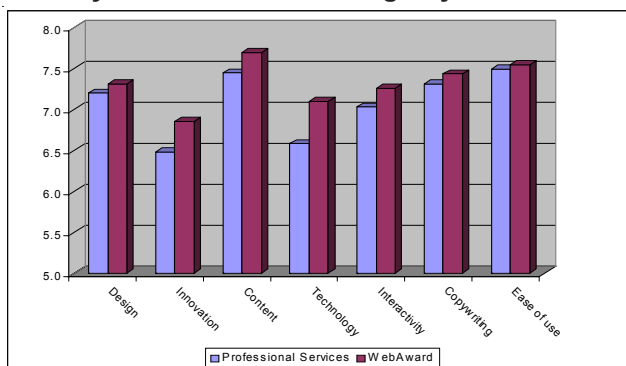
Best of Industry Winners

Year	Winner	Web site
2008	BGT Partners	BGT Partners Corporate Website
2007	EditAvenue Incorporated	LanguageScape.com
2006	Jeffrey	Hire Jeffrey
2005	Modem Media	Interviews from Hell
2004	Schwabe, Williamson & Wyatt	Schwabe, Williamson & Wyatt
2003	Iconlogic	Kilpatrick Stockton LLP
2002	Hornall Anderson Design Works	Mahlum Architects Web Site
2001	Gartner	Gartner|G2
2000	NOVO	NOVO Corporate Web site
1999	Ernst & Young	Ernst & Young U.S. Web Site
1998	Channel Marketing Corporation	Channel Marketing Corp
1997	Burson-Marsteller	The Perception Managers

About this Report

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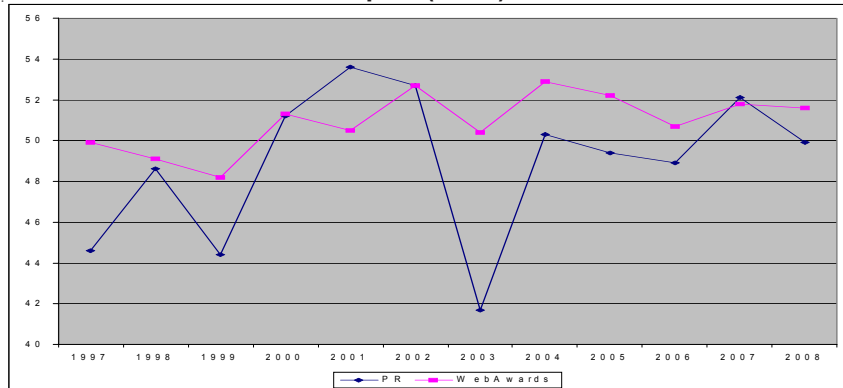
page 109

WebAward Internet Standards Assessment Report

2009 Public Relations Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	PR	WebAwards
1999	44.4	48.2
2000	51.2	51.3
2001	53.6	50.5
2002	52.7	52.7
2003	41.7	50.4
2004	50.3	52.9
2005	49.4	52.2
2006	48.9	50.1
2007	52.1	51.8
2008	49.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.5	6.7	7.0	7.4	7.3
Innovation	5.6	6.2	6.5	6.9	6.3
Content	6.9	7.3	7.3	7.9	7.6
Technology	6.1	6.5	6.6	7.4	6.4
Interactivity	6.2	7.0	7.1	7.3	7.0
Copywriting	6.8	7.3	7.1	7.4	7.5
Ease of use	6.4	7.1	7.2	7.8	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
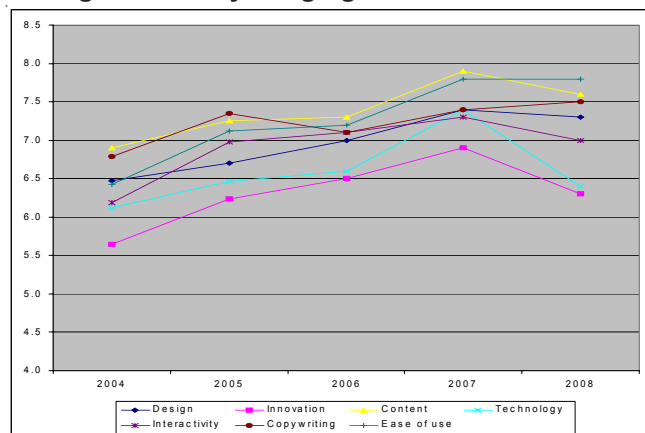
Analysis

Despite matching the ISAR index three times and exceeding it once, the public relations industry has largely underperformed the overall ISAR index eight out of twelve years. The sub par performance of public relations Web sites has resulted in the industry underperforming the 5-year criteria benchmark averages considerably in all areas. Within their own industry, PR Web sites are best at content and ease of use, but lag in innovation.

It appears that most PR firms spend more time on their client's Websites and not enough on their own. Many PR firms are missing an opportunity to directly reach out to online visitors with their key messages rather than relying on the traditional media.

Industry vs ISAR 5-Year Average By Criteria
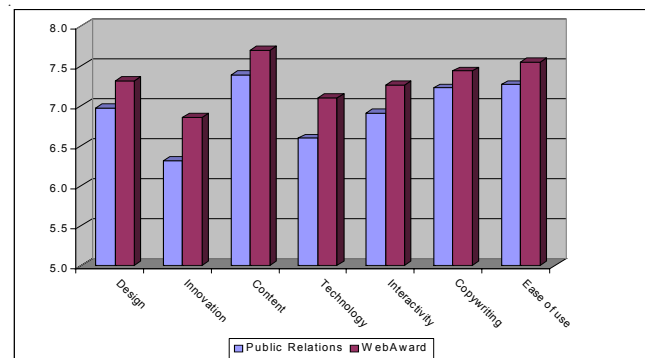
Best of Industry Winners

Year	Winner	Web site
2008	frog design	GE Corporate Web Site
2007	Wirestone, LLC	Official Site of Dan Wheldon
2006	PRWeb.com	PRWeb.com
2005	Peter A Mayer Advertising	Community Coffee History Site
2004	Cisco Corporate PR	News@Cisco
2003	Weber Shandwick and Benjamin | Irvine	Toshiba Tablet PC Launch
2002	Wealth Management News Service	WMNS.org
2001	Cohn & Wolfe	Cohn & Wolfe Website
2000	Blue Hypermedia	Middleberg Euro
1999	Blue Hypermedia	Middleberg Online

About this Report

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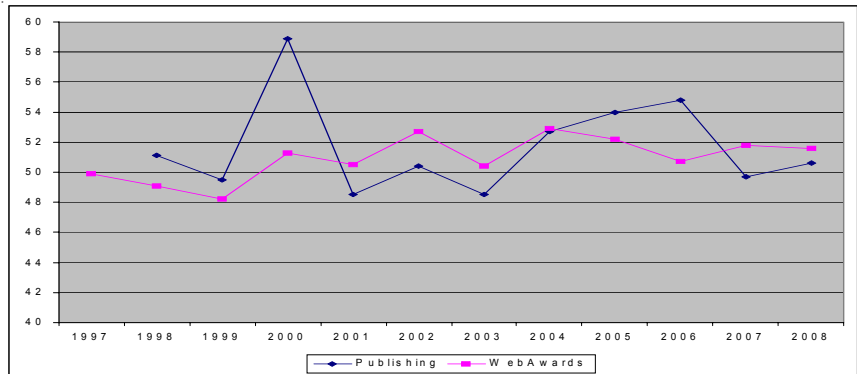
WebAward Internet Standards Assessment Report
2009 Publishing Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Publish	WebAward
1999	49.5	48.2
2000	58.9	51.3
2001	48.5	50.5
2002	50.4	52.7
2003	48.5	50.4
2004	52.7	52.9
2005	54	52.2
2006	54.8	50.7
2007	49.7	51.8
2008	50.6	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.3	7.1	7.8	6.6	7.3
Innovation	6.4	6.1	7.4	6.5	6.6
Content	7.9	7.3	8.6	8.1	7.8
Technology	6.6	6.4	7.6	6.7	7.0
Interactivity	6.9	7.4	7.8	7.4	7.4
Copywriting	7.3	7.2	8.2	7.4	7.3
Ease of use	7.1	7.3	7.6	7.1	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
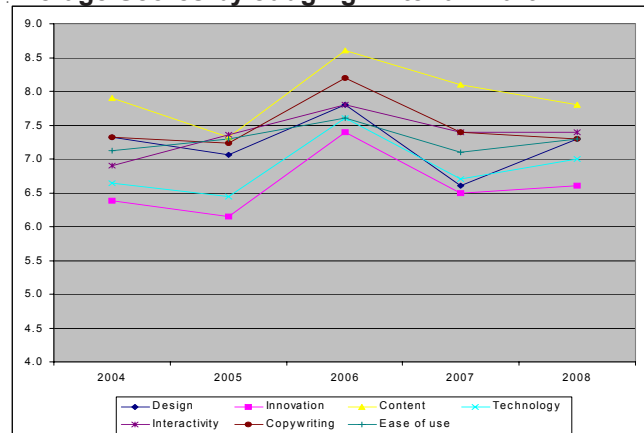
Analysis

Publishing Web site performance continues to be erratic within the ISAR index. After two years of outperformance, publishing sites have again dropped below the index for the past two years. Since joining the WebAwards in 1998, publishing sites have seen five years of outperformance and six years of underperformance. These sites have exceeded the 5-year criteria benchmark averages in content, interactivity, and copywriting. They score lowest in innovation.

Publishing sites have the opportunity to create a sense of community around a central topic or subject. The best publishing sites create a user experience that supports their publications and creates buzz to support other marketing efforts.

Industry vs ISAR 5-Year Average By Criteria
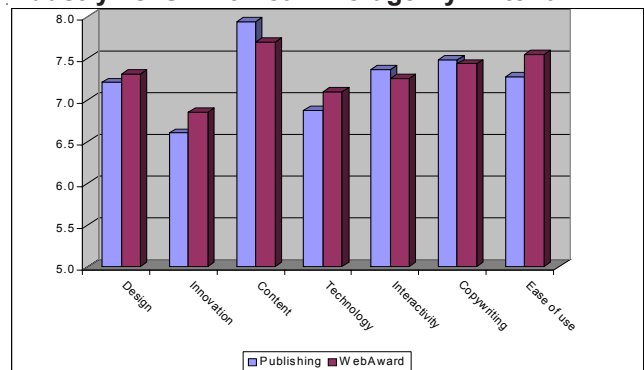
Best of Industry Winners

Year	Winner	Web site
2008	My1Stop.com	My1Stop.com
2007	Entrepreneur Media Inc.	Entrepreneur Media Inc.
2006	Arcadia Publishing	Arcadia Publishing Website
2005	Kel Geddes Management Ltd	Official Anne Geddes Website
2004	Mediapulse	New Homes Guide Website
2003	Association of American Colleges and Universities	AAC&U Web Site
2002	International Data Group	International Data Group
2001	Kel Geddes Management Ltd	Anne Geddes Official Website
2000	Luminant Worldwide	Bill Gates' Business at the Speed of Thought
1999	SmartMoney.com	SmartMoney.com

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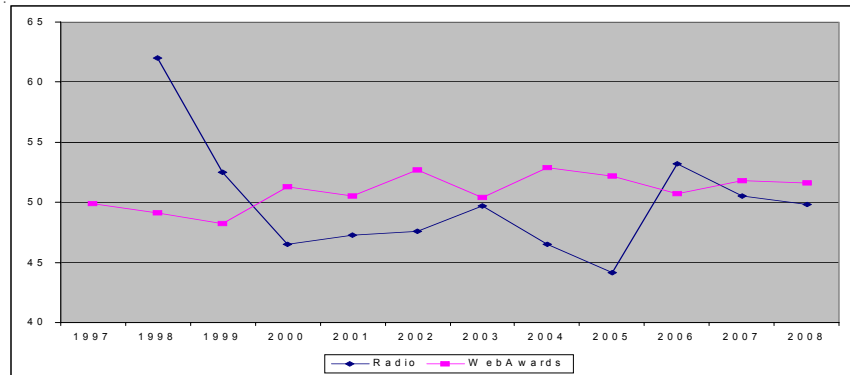
WebAward Internet Standards Assessment Report
2009 Radio Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Radio	WebAwards
1999	52.5	48.2
2000	46.5	51.3
2001	47.3	50.5
2002	47.6	52.7
2003	49.7	50.4
2004	46.5	52.9
2005	44.17	52.2
2006	53.2	50.7
2007	50.5	51.8
2008	49.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.3	6.2	7.8	7.1	7.1
Innovation	5.5	5.0	7.3	7.1	7.2
Content	7.0	6.8	8.5	7.9	7.5
Technology	5.7	6.2	7.4	7.2	7.6
Interactivity	6.2	6.7	7.9	7.0	6.6
Copywriting	6.5	6.5	7.1	7.3	7.1
Ease of use	6.4	6.8	7.1	6.9	6.7

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
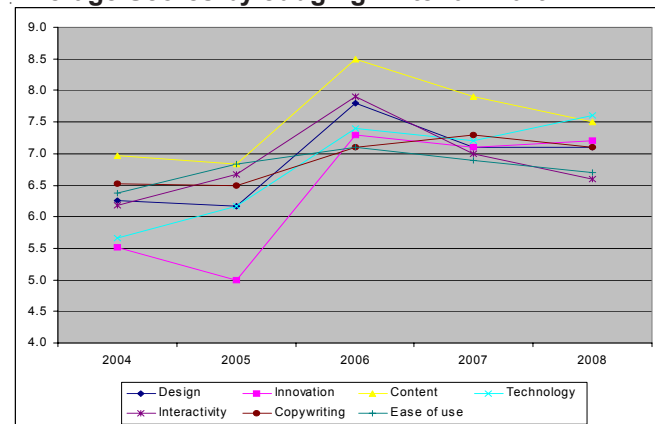
Analysis

Despite the positive swing in 2006, radio Web sites returned to their negative trend for the last two years. Radio sites have underperformed the overall ISAR index eight out of eleven years. These sites underperformed the 5-year criteria benchmark scores in all areas. Within their industry, they are strongest at content, copywriting, design and interactivity. They score lowest in innovation.

Many radio sites are overcrowded with content and promotions supporting multiple personalities.

Industry vs ISAR 5-Year Average By Criteria
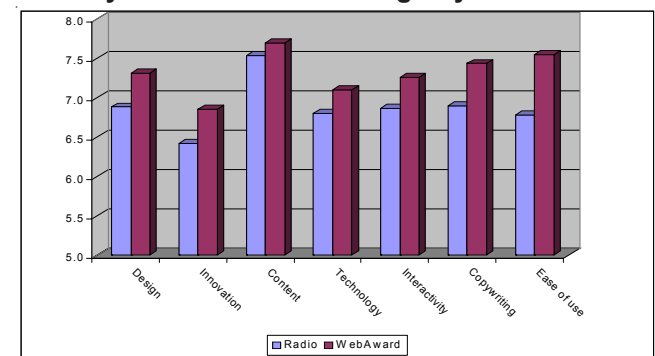
Best of Industry Winners

Year	Winner	Web site
2008	Digitaria	KCRW Media Player
2007	Avenue A | Razorfish	XMRadio.com
2006	BubbleUp Ltd.	Radio Margaritaville
2005	KDFC Radio	Classical 102.1 KDFC
2004	live365	Live365 Internet Radio
2003	WBCL Radio Network	WBCL Radio Network
2002	live365.com	Live365
2001	netNumina & WBUR	WBUR.org
2000	Live365	Live365
1999	Worldwide Webmaster	99X World Wide
1998	WNNX-FM Atlanta	99X World Wide

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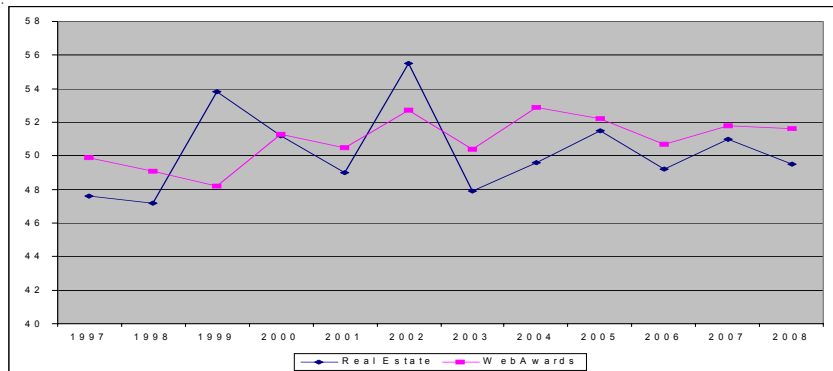
WebAward Internet Standards Assessment Report
2009 Real Estate Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	RE	WebAwards
1999	53.8	48.2
2000	51.2	51.3
2001	49	50.5
2002	55.5	52.7
2003	47.9	50.4
2004	49.6	52.9
2005	51.5	52.2
2006	49.2	50.7
2007	51	51.8
2008	49.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	7.1	7.2	7.4	7.0
Innovation	5.9	6.3	6.5	6.8	6.5
Content	7.3	7.3	7.4	7.7	7.4
Technology	6.4	6.6	6.6	7.0	6.9
Interactivity	6.6	6.9	7.0	7.1	7.3
Copywriting	7.1	7.0	7.2	7.4	7.1
Ease of use	6.9	7.2	7.3	7.5	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
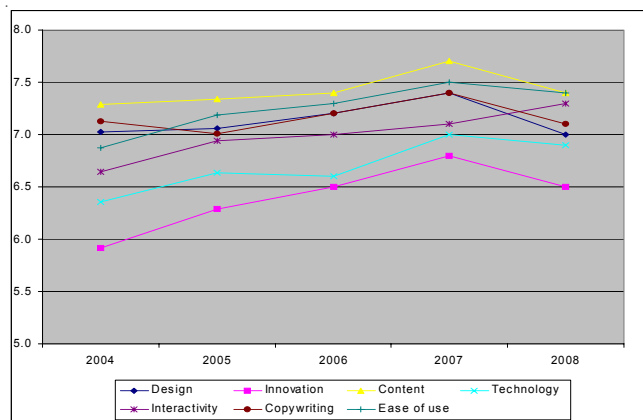
Analysis

Real estate Web sites have underperformed the ISAR index for the past six consecutive years. Prior to 2003, real estate sites were mixed with a see-saw like performance history. Because of the five year trend of sub par performance, real estate sites fell below the 5-year criteria benchmark averages in all areas. As an industry, they score highest in content, copywriting, and ease of use and lowest in innovation and technology.

Too many real estate sites focus exclusively on listings. They don't offer consumers enough information about the other factors that go into buying a home or commercial property. The best real estate Websites offer information on the community, schools, local sports and other areas of potential interest to people new to an area.

Industry vs ISAR 5-Year Average By Criteria
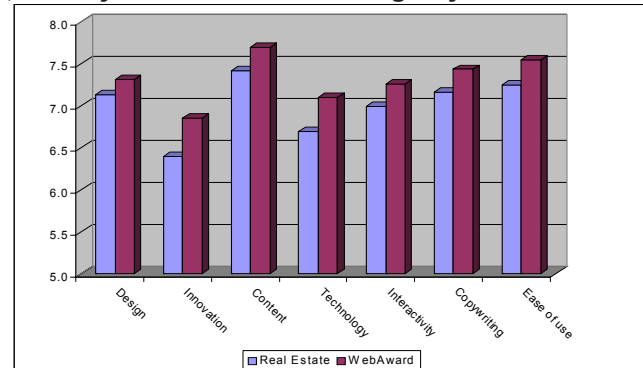
Best of Industry Winners

Year	Winner	Web site
2008	Empire Group Inc	Elizabeth Lofts
2007	Bonita Bay Group	Verandah Website
2006	Kinesis Marketing	coldwellbanker.com
2005	Coldwell Banker Real Estate	www.coldwellbankerpreviews.com
2004	The Wall Street Journal	RealEstateJournal.com
2003	The Corcoran Group	corcoran.com
2002	Wall Street Journal	RealEstateJournal
2001	The Corcoran Group	Corcoran.com
2000	Shandwick International	HomeAdvisor.com
1999	Blue Hypermedia	Insignia Sites
1998	Antenna Group	HomeShark, Inc.
1997	Market Street Mortgage	Market Street Mortgage Online

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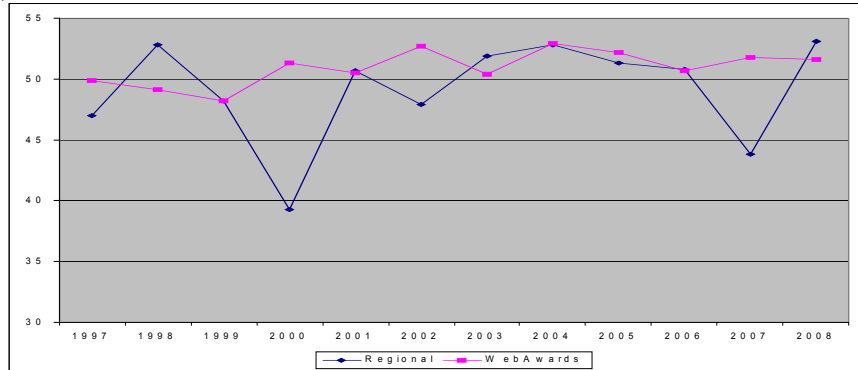
WebAward Internet Standards Assessment Report

2009 Regional Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Regional	WebAwards
1999	48.2	48.2
2000	39.3	51.3
2001	50.7	50.5
2002	47.9	52.7
2003	51.9	50.4
2004	52.8	52.9
2005	51.3	52.2
2006	50.8	50.7
2007	43.8	51.8
2008	53.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.4	7.3	6.7	7.5
Innovation	6.4	6.6	6.5	5.6	7.5
Content	7.7	7.6	8.1	6.9	7.9
Technology	6.8	6.8	6.9	5.6	7.1
Interactivity	6.6	7.1	7.0	6.2	7.6
Copywriting	7.8	7.3	7.7	6.6	7.8
Ease of use	7.3	7.2	7.3	6.0	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
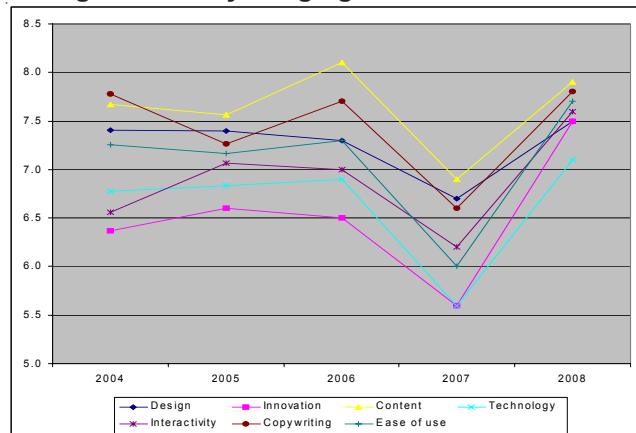
Analysis

Regional Web sites have generally been in line with the overall ISAR index with the exception of 2000 and 2007 which were both dismal years for regional web development. Regional sites rallied from their 2007 lows to outperform the ISAR index in 2008. As an industry, they are strong in content and copywriting and weaker in innovation and technology relative to the 5-year criteria benchmark averages.

The top regional Websites have been very successful in creating portals to bring together attractions, lodging and events for specific areas. This is a benefit for travelers to have all information aggregated in one spot.

Industry vs ISAR 5-Year Average By Criteria
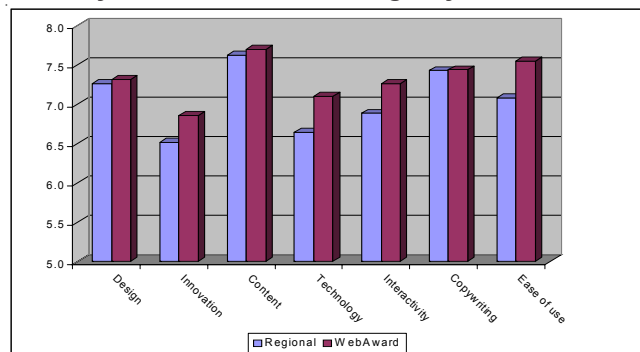
Best of Industry Winners

Year	Winner	Web site
2008	Blenderbox Inc	www.billburg.com
2007	Digphilly	digphilly.com Website
2006	Mercury Web Solutions	New York's Tech Valley
2005	Mediapulse, Inc.	Knoxville Tourism and Sports Corp
2004	Ministry of Tourism of Valencia	Land of Valencia
2003	Atlanta CVB	Atlanta CVB
2002	Buffalo Niagara CVB	Buffalo Niagara CVB Website
2001	Aristotle	www.ozarkmountainregion.com
2000	Cincinnati.Com	Cincinnati.Com
1999	APL Digital	Ameritech.com
1998	The Cincinnati Enquirer	GoCincinnati.Com
1997	Lighthouse Interactive	Pittsburgh CVB

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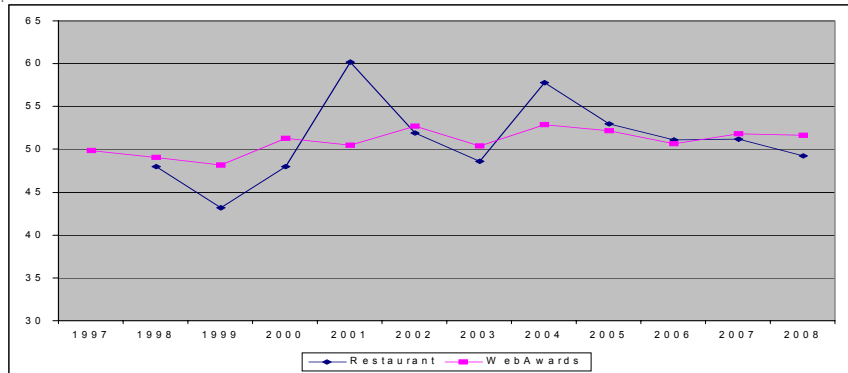
WebAward Internet Standards Assessment Report
2009 Restaurant Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Restaurant	WebAward
1999	43.2	48.2
2000	48	51.3
2001	60.2	50.5
2002	51.9	52.7
2003	48.6	50.4
2004	57.8	52.9
2005	53	52.2
2006	51.1	50.7
2007	51.2	51.8
2008	49.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.9	7.3	7.6	7.6	7.2
Innovation	6.8	6.5	6.9	7.1	6.8
Content	8.0	7.2	7.4	7.8	7.3
Technology	6.7	6.5	7.2	7.1	6.8
Interactivity	7.0	6.9	6.9	6.7	6.6
Copywriting	7.8	7.0	7.5	7.6	7.2
Ease of use	7.8	7.1	7.6	7.5	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
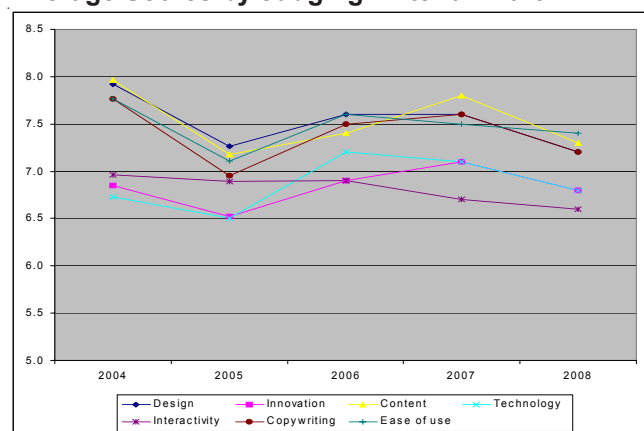
Analysis

In a downward trend since 2004, restaurant Web sites have underperformed the ISAR index in 2008 while matching the overall ISAR index for the three years prior. Throughout the study, they demonstrated up and down performance relative to the index. Restaurant Web sites outperformed the criteria benchmark averages in the design category and nearly matched it in innovation, copywriting, and ease of use. They fell below the benchmarks in content, technology and interactivity.

Good restaurant Web sites are more than just online menus. These sites understand that people are using the Internet to determine what and where to dine. Aggregators, like Open Table, will make having a compelling Web site even more important.

Industry vs ISAR 5-Year Average By Criteria
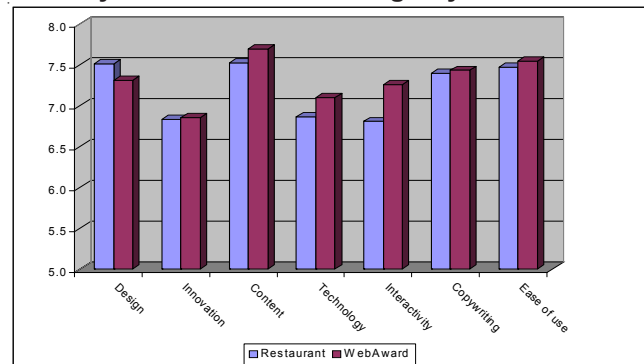
Best of Industry Winners

Year	Winner	Web site
2008	Design Lab	Four
2007	Avatar New York LLC	Mr. Broadway Kosher Restaurant
2006	E-Site Marketing	Montage Studio
2005	Apollo Interactive, Inc.	Johnny Rockets
2004	NetSuccess	Mercy Wine Bar
2003	Brann	Roy's Hawaiian Fusion
2002	Stone Ward Fusebox	TCBY
2001	Moyer Packing Company	Greaseland
2000	NOVO	RestaurantPro
1999	Site Dynamics	The Original Hooters
1998	USWeb Corporation	Blimpie Corporate Website

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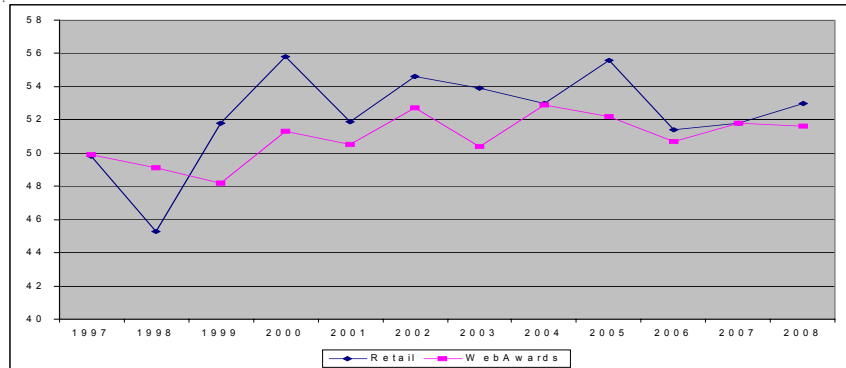
WebAward Internet Standards Assessment Report
2009 Retail Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Retail	WebAwards
1999	51.8	48.2
2000	55.8	51.3
2001	51.9	50.5
2002	54.6	52.7
2003	53.9	50.4
2004	53	52.9
2005	55.6	52.2
2006	51.4	50.1
2007	51.8	51.8
2008	53.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.6	7.6	7.8	7.7
Innovation	6.5	6.9	6.9	6.8	7.0
Content	7.5	7.9	7.8	7.7	8.0
Technology	6.7	7.2	7.1	7.0	7.3
Interactivity	7.3	7.6	6.8	7.5	7.6
Copywriting	7.2	7.7	7.6	7.5	7.7
Ease of use	7.3	7.8	7.6	7.6	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

Industry vs ISAR 5-Year Average By Criteria
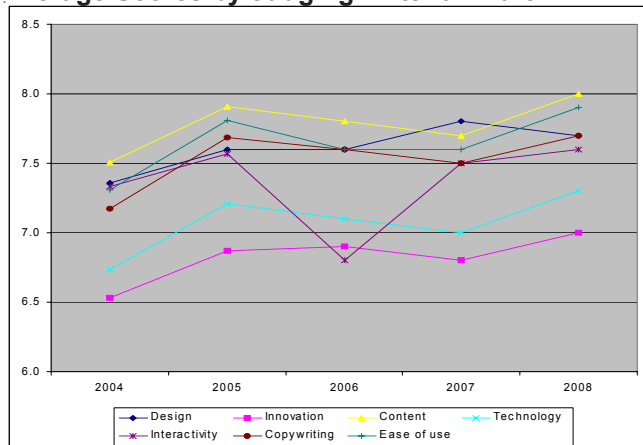
Analysis

Retail Websites have historically been above average performers in the ISAR index. They had one year of below average performance (1999) and three years of matched performance (1997, 2004 & 2007). All other years, they have outperformed the index and 2008 was not exception. Restaurant Web sites have exceeded the 5-year criteria benchmark in design, content, interactivity, copywriting, and ease of use. It narrowly missed the benchmark in innovation and technology.

Retail Web sites have opened new markets for most retailers, lifting the geographic boundaries of brick and mortar. Search engine optimization is the single most important factor for success for retail Web sites.
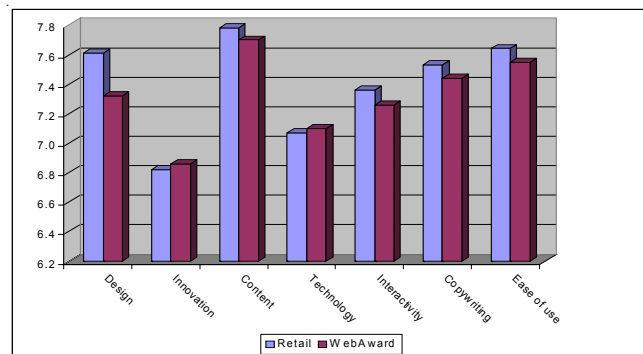
Best of Industry Winners

Year	Winner	Web site
2008	Arc Worldwide	Hallmark Journeys
2007	Creative Digital Group	The Home Depot Home Services
2006	Resource Interactive	RBK Music
2005	R/GA	Nike ID
2004	PixelMEDIA, Inc.	ECCO USA, Inc Web Site
2003	Freerun Technologies	Olivier Napa Valley
2002	Sharpe Partners	www.samsphotoclub.com
2001	Fry Multimedia	Eddie Bauer
2000	Personus	EMPORI.COM
1999	BroadVision	Home Depot
1998	Organic	barnesandnoble.com

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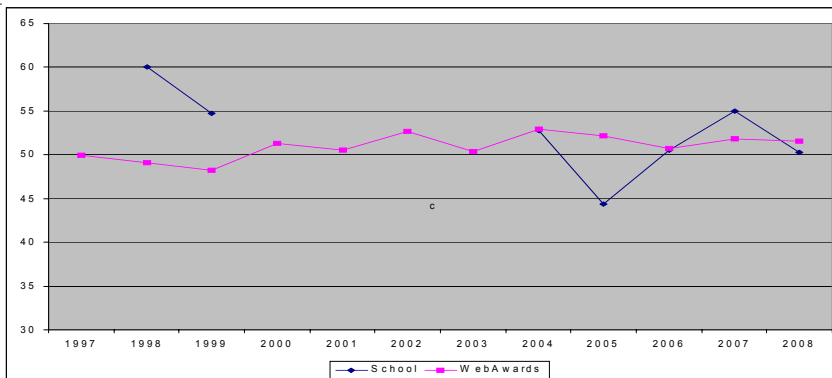
WebAward Internet Standards Assessment Report

2009 School Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	School	WebAwards
1999	54.7	48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	52.8	52.9
2005	44.4	52.2
2006	50.5	50.7
2007	55	51.8
2008	50.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.8	6.3	7.5	8.2	6.9
Innovation	6.7	4.9	6.6	7.0	6.7
Content	7.5	6.6	7.6	8.5	7.7
Technology	6.5	5.2	6.8	7.4	7.0
Interactivity	6.7	6.5	7.2	7.7	7.2
Copywriting	7.7	6.4	7.4	8.0	7.5
Ease of use	7.8	6.2	7.5	8.2	7.1

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
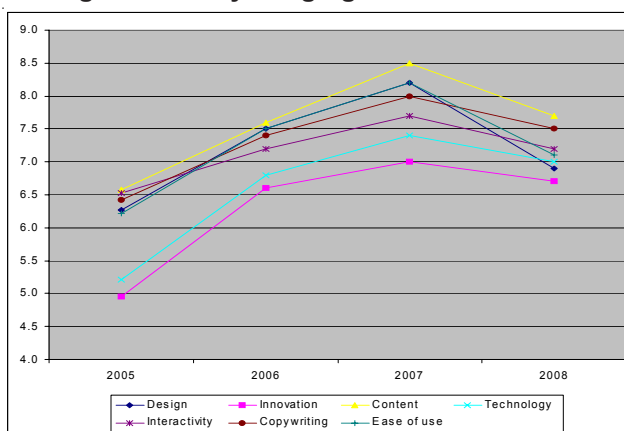
Analysis

School Web sites rejoined the WebAwards in 2004 after being removed for four years. They have matched the ISAR index twice, performed dismally in 2005, and outperformed the index in 2007 and, most recently, slightly underperformed in 2008. School Web sites perform best in content, design, copywriting, and ease of use. They score lower in innovation and technology. School Web sites lag the 5-year criteria averages in all areas except for design.

School Web sites are becoming increasingly more important as a resource tool for students, parents, and the administration of school systems. Though often limited by budget restraints, administrations see the benefits and necessity of bringing their schools online.

Industry vs ISAR 5-Year Average By Criteria
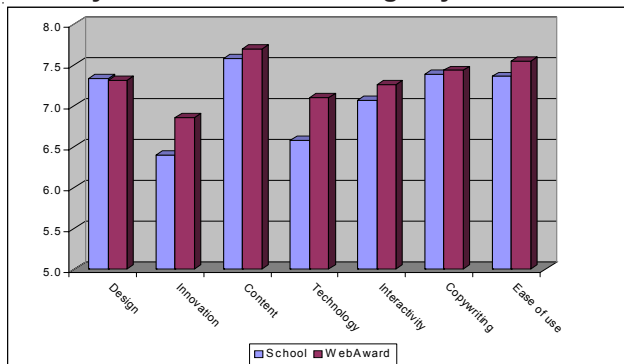
Best of Industry Winners

Year	Winner	Web site
2008	WhippleHill Communications	Vail Mountain School
2007	Tellus	Bethany School
2006	WhippleHill Communications	St. George's School
2005	Tellus	West Clermont School District
2004	eSiteful Corporation	Plano Independent School District
1999	IDEAS Design, Inc.	Barbizon Modeling Schools
1998	Vancouver Film School	VFS Education

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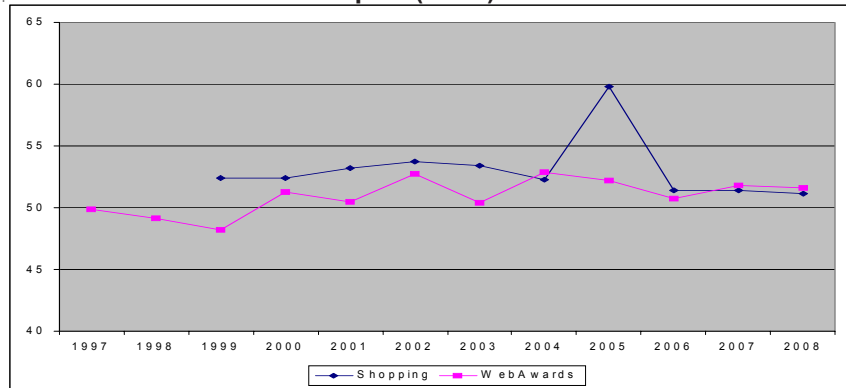
WebAward Internet Standards Assessment Report

2009 Shopping Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Shopping	WebAwards
1999	52.4	48.2
2000	52.4	51.3
2001	53.2	50.5
2002	53.7	52.7
2003	53.4	50.4
2004	52.3	52.9
2005	59.8	52.2
2006	51.4	50.7
2007	51.4	51.8
2008	51.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	8.7	7.5	7.3	7.3
Innovation	6.6	7.9	6.8	6.5	6.7
Content	7.5	8.4	7.8	7.7	7.5
Technology	6.8	7.7	7.1	7.1	7.4
Interactivity	7.4	8.1	7.3	7.1	7.2
Copywriting	7.3	8.3	7.6	7.8	7.3
Ease of use	7.5	8.4	7.5	7.9	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

### Industry vs ISAR 5-Year Average By Criteria
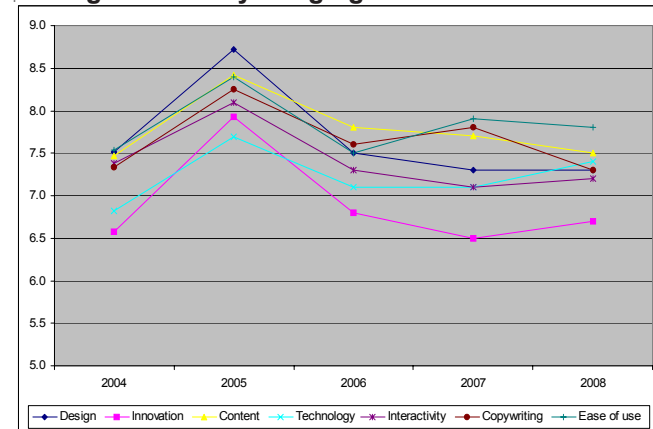
Analysis

Shopping Web sites joined the WebAwards in 1999 and are closely related to both the retail and catalog industries. Shopping sites have closely matched the ISAR index slightly above the index in the early years and narrowly below the past two years. Due to stellar numbers in 2005, shopping Web sites have outperformed the 5-year criteria benchmark averages in all areas. Shopping sites are best at content, copywriting, design, and ease of use.

Shopping Web sites are no longer a newcomer to the retail world. They are the mainstay for big and small businesses alike. The Internet has made Web-savvy consumers more informed and, therefore, better shoppers; however, shopping sites need to balance usability with the need to optimize for search engines.
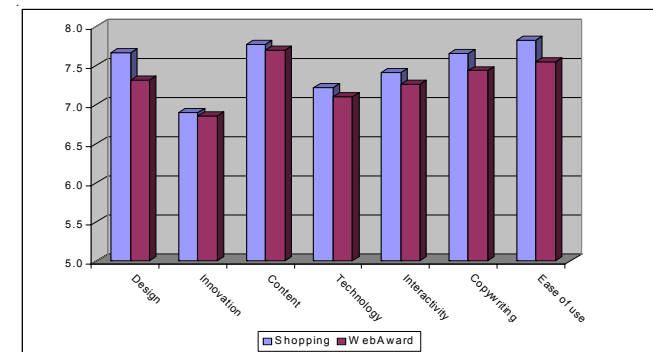
Best of Industry Winners

Year	Winner	Web site
2008	Cooking.com	Cooking.com
2007	Rare Bird, Inc.	Gilchrist & Soames
2006	ShopLocal	ShopLocal Website
2005	Ion Global	The Luxury Gift Company Online Shop
2004	Gevalia and Fry, Inc.	Gevalia Web Site
2003	AGENCY.COM	RLGirl
2002	R/GA	Hot Topic
2001	Fry Multimedia	Crate and Barrel
2000	Intimate Brands, Inc.	Victoria's Secret
1999	OVEN Digital	First Jewelry

About this Report

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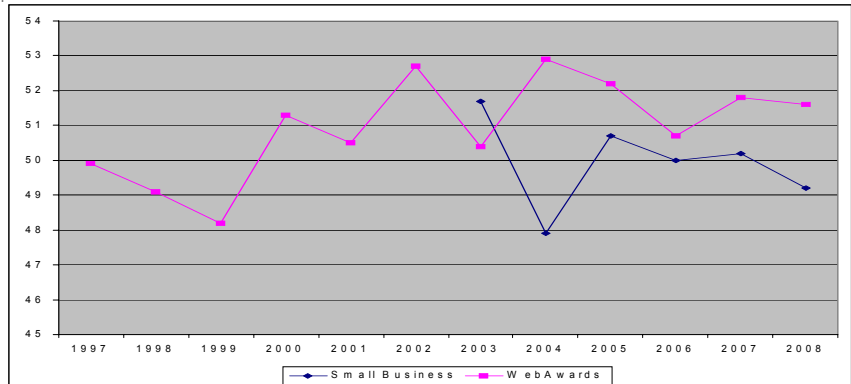
WebAward Internet Standards Assessment Report

2009 Small Business Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Sm Biz	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	51.7	50.4
2004	47.9	52.9
2005	50.7	52.2
2006	50	50.7
2007	50.2	51.8
2008	49.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.6	6.7	7.1	7.0	7.0
Innovation	5.5	5.8	6.6	6.2	6.3
Content	7.0	7.0	7.7	7.9	7.3
Technology	5.4	6.1	6.6	6.8	6.7
Interactivity	6.6	6.7	7.2	7.4	7.3
Copywriting	7.0	6.8	7.3	7.6	7.1
Ease of use	7.1	7.3	7.4	7.4	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
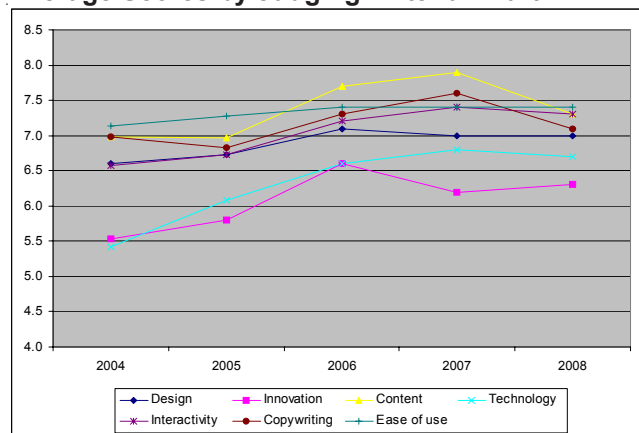
Analysis

Small business Web sites joined the WebAwards as a separate category in 2003 and have lagged the ISAR index in all years except 2003. They underperformed the 5-year criteria benchmark averages in all areas. As an industry, they are strongest in content, ease of use, and copywriting, but lag in innovation and technology.

Web sites allow even the smallest businesses to compete for customers on a global scale. Unfortunately, many of these businesses do not invest in having qualified professionals build and maintain their Web presence. The best small business Web sites can become business's number one source for new customers and they can service those customers very cost effectively.

Industry vs ISAR 5-Year Average By Criteria
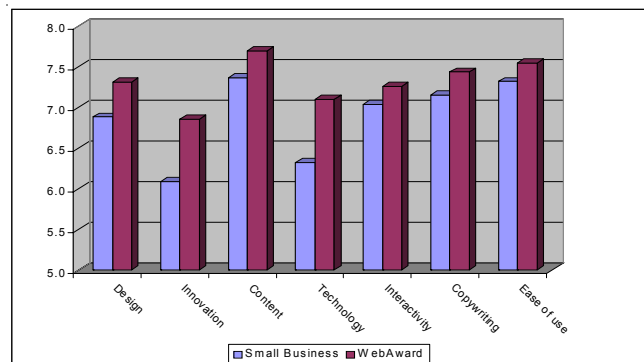
Best of Industry Winners

Year	Winner	Web site
2008	HKTDC	hktdc.com
2007	dLife	dLife Website
2006	BusinessWeek	BusinessWeek Online - Small Biz
2005	Mediapulse, Inc.	Stuart Row Landscapes, Inc.
2004	Gerard Konars	Bridal and Formal, Inc. Website
2003	Byte Interactive	Byte Interactive

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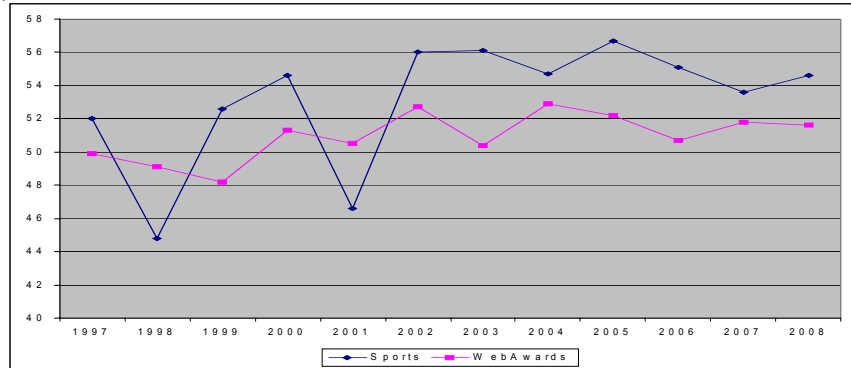
WebAward Internet Standards Assessment Report

2009 Sports Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Sports	WebAwards
1999	52.6	48.2
2000	54.6	51.3
2001	46.6	50.5
2002	56	52.7
2003	56.1	50.4
2004	54.7	52.9
2005	56.7	52.2
2006	55.1	50.7
2007	53.6	51.8
2008	54.6	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.9	7.9	8.2	7.9	8.0
Innovation	7.4	7.6	7.7	7.4	7.5
Content	8.1	8.2	8.4	8.1	8.3
Technology	7.5	7.6	7.8	7.4	7.7
Interactivity	7.1	7.2	7.4	7.3	7.6
Copywriting	7.7	7.6	7.9	7.8	7.8
Ease of use	7.5	7.6	7.8	7.8	7.7

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
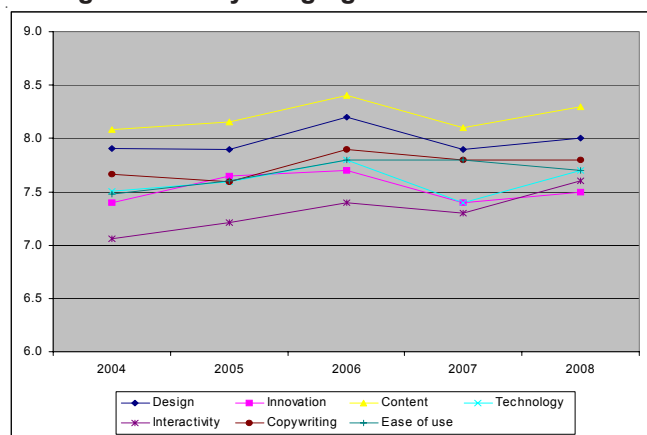
Analysis

Sports Web sites have significantly outperformed the ISAR index in each of the last seven years. Content is the driving force behind most sports Web sites. They also score well in design, copywriting, and ease of use. Sports sites are one of the few Web sites that outperformed the 5-year criteria benchmark averages in every category.

Sport Web sites have become an essential part of supporting a fanatical fan base where stats, scores, and news help fans stay up-to-date on their favorite team or player. These sites also include an expansion of the retail aspect where sport and fitness minded people can make important buying decisions.

Industry vs ISAR 5-Year Average By Criteria
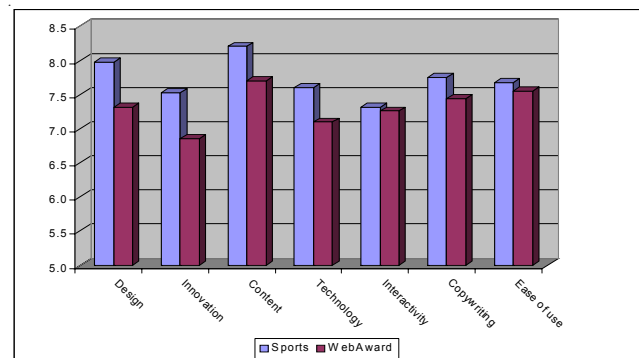
Best of Industry Winners

Year	Winner	Web site
2008	Zugara	RBK DGK 2007
2007	bbdigital (Blattner Brunner)	Golf Pride Website
2006	The Overland Agency	Soloflex, Inc. Microsite
2005	R/GA	Nike Basketball
2004	Zugara and Reebok	RBK Sound and Rhythm
2003	Refinery, Inc.	Prince Tennis Website
2002	SportsLine.com	CBS SportsLine.com
2001	Cole & Weber / Red Cell	Nike Women's Site
2000	A.D.2, Inc. & Insync Media	Mission Hockey's Flyweight.com
1999	News Digital Media	FOXSports.com
1998	Black Dog Design Co.	LPGA.com

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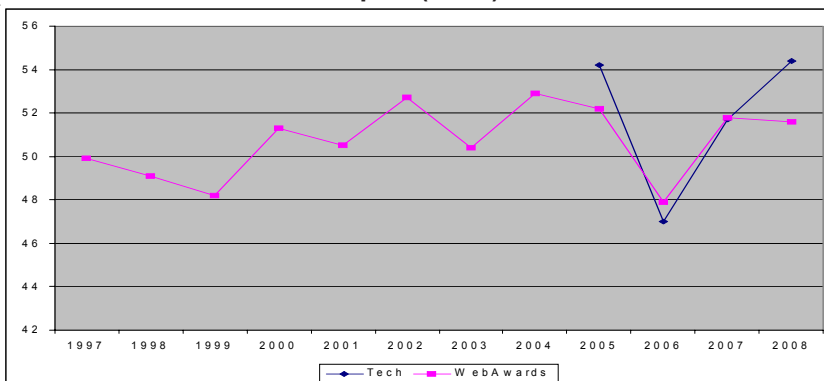
WebAward Internet Standards Assessment Report

2009 Technology Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Tech	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	54.2	52.2
2006	47	47.9
2007	51.7	51.8
2008	54.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.3	7.3	7.5	7.8
Innovation	6.4	6.4	6.7	7.6
Content	7.6	7.6	7.8	8.1
Technology	6.7	6.7	7.2	7.7
Interactivity	7.1	7.1	7.4	7.5
Copywriting	7.3	7.3	7.5	7.8
Ease of use	7.4	7.4	7.7	8.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
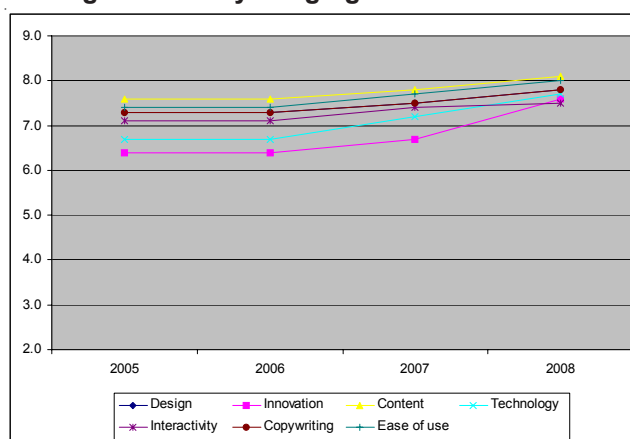
Analysis

Another new industry added to the ISAR study last year, the technology industry has outperformed the overall ISAR Index for two of the past four years. Content, copywriting, design, and ease of use tend to be their strengths and innovation received the lowest score.

Flash can really help technology companies bring their sites to life and provide effective product demonstrations without the need for having a salesperson visit every potential customer.

Industry vs ISAR 5-Year Average By Criteria
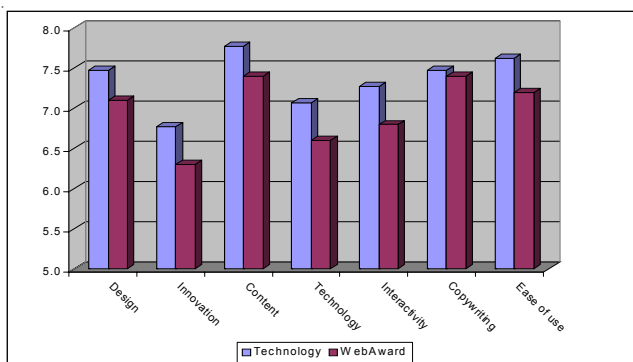
Best of Industry Winners

Year	Winner	Web site
2008	eBusiness Marketing	Gene.com
2007	WIRED Digital	WIRED.com
2006	Streamload	MediaMax, powered by Streamload
2005	R/GA	Nokia Nseries Sitelet

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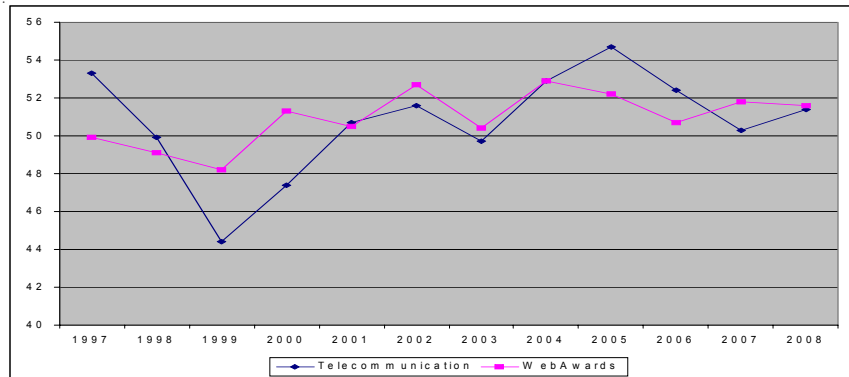
WebAward Internet Standards Assessment Report
2009 Telecommunications Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Telecomm	WebAwards
1999	44.4	48.2
2000	47.4	51.3
2001	50.7	50.5
2002	51.6	52.7
2003	49.7	50.4
2004	52.9	52.9
2005	54.7	52.2
2006	52.4	50.7
2007	50.3	51.8
2008	51.4	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.6	7.7	7.2	7.4
Innovation	7.2	7.2	7.0	7.0	7.0
Content	7.7	7.4	7.9	7.5	7.6
Technology	7.4	7.1	7.3	7.1	7.1
Interactivity	7.4	6.7	7.5	6.9	7.3
Copywriting	7.6	7.3	7.4	7.2	7.4
Ease of use	7.5	7.3	7.6	7.3	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
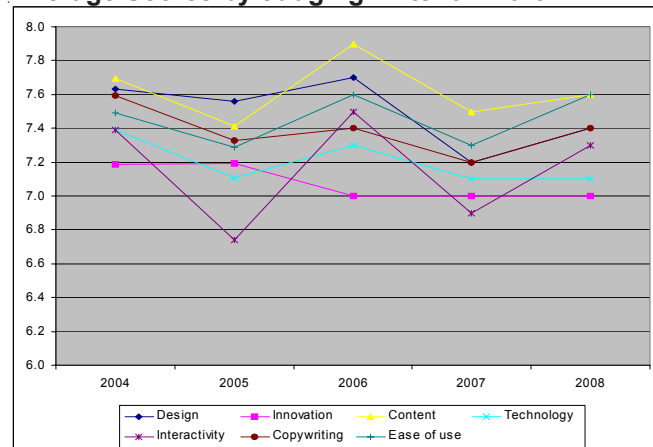
Analysis

Telecommunication Web sites have had inconsistent performance in the ISAR index. After two years of above average performance in 2005 and 2006, they dropped below the average in 2007 and then climbed back to match the average in 2008.

Telecommunication Web sites outperformed the 5-year criteria benchmark average in innovation, design, and technology. As an industry, they score high in content and lowest in innovation.

Telecommunications Web sites have embraced Flash as a way to add rich media demos to their Web sites. Being able to effectively demonstrate a new telephone, PDA, or piece of equipment increases the likelihood that buyers will purchase directly online or by telephone rather than in person through a third party.

Industry vs ISAR 5-Year Average By Criteria
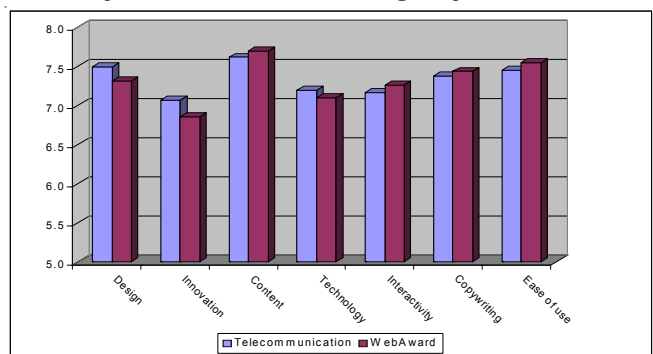
Best of Industry Winners

Year	Winner	Web site
2008	These Days	Nokia Jealous Computers
2007	Arnold Worldwide	Vonageland
2006	Teehan+Lax Inc.	TELUS Mike Microsite
2005	Walt Disney Internet Group	Disney Mobile Studios
2004	Organic, Inc.	Sprint PCS Ready Link
2003	THINK	BellSouth e-Bill Flash Demo
2002	Auragen Communications, Inc. Dixon Schwabl Advertising	Frontier CyberCenter Online Tour
2001	R/GA	Ericsson.com
2000	SBC Communications	SBC Communications
1999	Stackig/TMPW	Westell

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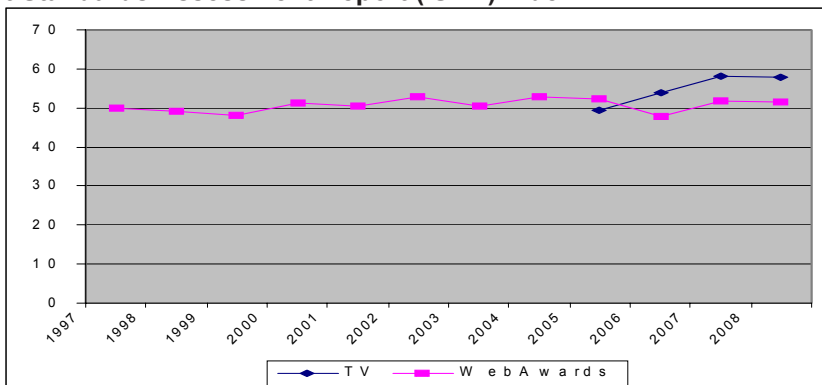
WebAward Internet Standards Assessment Report
2009 Television Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	TV	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	49.4	52.2
2006	54.0	47.9
2007	58.0	51.8
2008	57.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.2	8.1	8.5	8.2
Innovation	6.9	7.9	8.1	8.3
Content	7.4	8.6	8.8	8.8
Technology	7.1	8.3	8.5	8.5
Interactivity	6.4	7.8	7.9	8.1
Copywriting	7.1	8.1	8.2	8.2
Ease of use	6.9	7.8	8.0	8.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
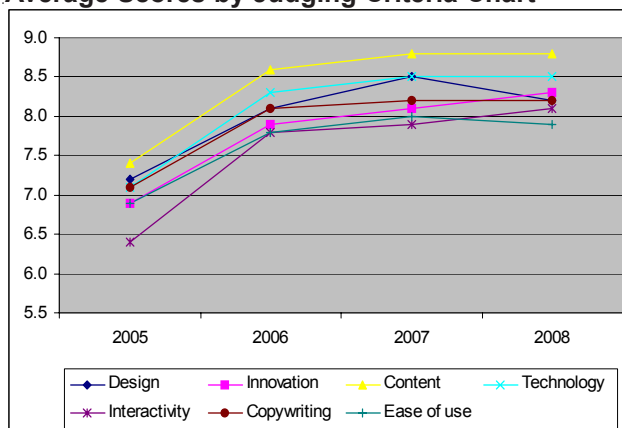
Analysis

TV Web sites are new to the ISAR study last year as they only joined the WebAwards in 2005. TV Web sites have exceeded the ISAR index for the past three years. They distinctively earned the second highest overall average score in the ISAR index. TV sites scored the top score in the content, technology, and interactivity criteria categories while scoring second and third highest respectively in innovation and copywriting in relation to the 5-year criteria benchmark averages. TV sites are strongest in content, design, and technology.

Like movie Web sites, TV Web sites know how to create a sense of ownership with the viewers who become online visitors. The best sites use the Internet to expand the viewing experience and allow fans to better understand the motivation of the cast and plot twists.

Industry vs ISAR 5-Year Average By Criteria
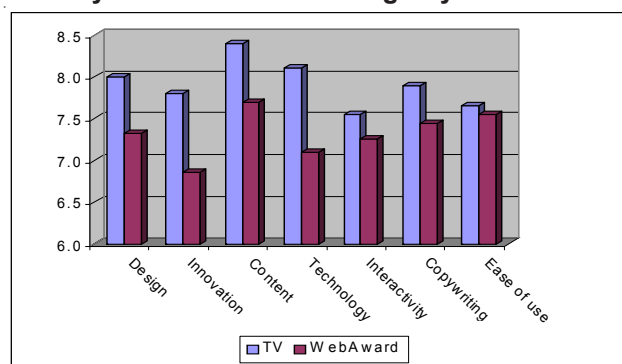
Best of Industry Winners

Year	Winner	Web site
2008	USA Network	Psych
2007	USA Network	USANetwork.com
2006	Big Spaceship	TBS: Department of Humor Analysis
2005	Bayshore Solutions	Jon Brunson Outdoors

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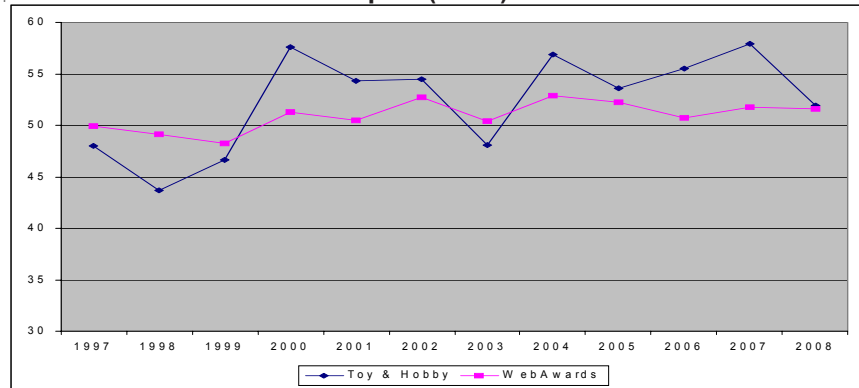
WebAward Internet Standards Assessment Report

2009 Toy & Hobby Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Hobby	WebAwards
1999	46.6	48.2
2000	57.6	51.3
2001	54.3	50.5
2002	54.5	52.7
2003	48.1	50.4
2004	56.88	52.9
2005	53.6	52.2
2006	55.5	50.7
2007	57.9	51.8
2008	51.9	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.6	7.4	8.3	8.9	7.3
Innovation	7.0	6.3	7.8	8.5	7.4
Content	7.4	7.4	8.3	8.8	7.5
Technology	7.4	6.5	7.9	8.3	7.0
Interactivity	6.4	6.9	7.8	7.4	7.9
Copywriting	7.7	7.2	8.2	8.4	7.1
Ease of use	7.7	7.1	7.3	7.7	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
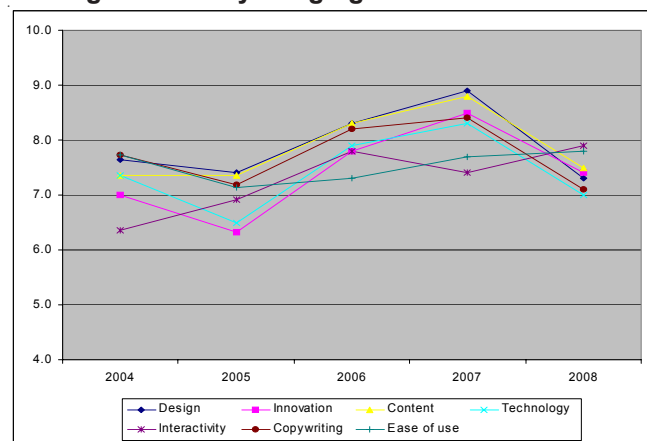
Analysis

Toy and hobby Web sites outperformed the ISAR index in eight out of the twelve years competing. Although they only marginally outperformed the index in 2008, they exceeded the index for the past five consecutive years. These recent high scores enabled the toy and hobby industry to score above the 5-year criteria average in all areas. Historically, toy and hobby sites have been strong in design, content, and copywriting.

Toy & Hobby Web sites make it easy for toy buyers and hobbyists to search for the latest and greatest gadget or game. These sites are also an important source for news and information relating to loyal hobbyists' interests.

Industry vs ISAR 5-Year Average By Criteria
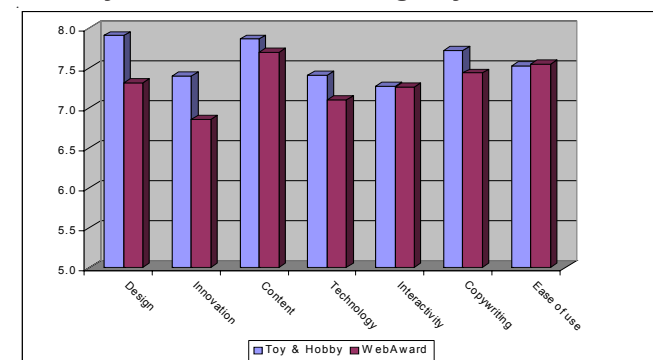
Best of Industry Winners

Year	Winner	Web site
2008	Studiocom	Activision
2007	Mattel	BarbieGirls.com
2006	Tellus	MJ Trim
2005	Endeca	A Toy Store of Toy Stores
2004	ChevronTexaco Products	Chevron Cars
2003	eleven inc.	Kodak LS420 Sitelet
2001	TEMPLAR STUDIOS, LLC	LEGO BIONICLE (Story Site)
2000	Aristotle	Brass Eagle
1999	BroadVision	Pets.com
1998	iXL, Inc.	Barbie.com for girls
1997	Carmichael Lynch Spong with Department 56	Hot Link to Holiday Villages

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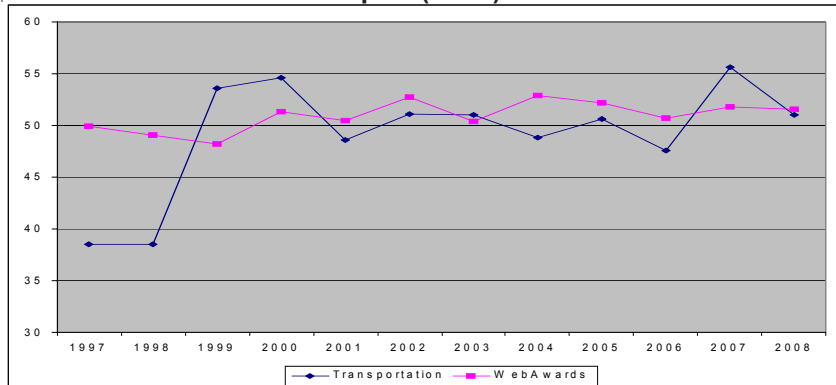
WebAward Internet Standards Assessment Report

2009 Transportation Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Trans	WebAwards
1999	53.6	48.2
2000	54.6	51.3
2001	48.6	50.5
2002	51.1	52.7
2003	51	50.4
2004	48.8	52.9
2005	50.6	52.2
2006	47.6	50.7
2007	55.6	51.8
2008	51.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.7	6.4	7.1	8.1	7.5
Innovation	6.0	5.6	6.3	7.9	7.0
Content	7.3	7.0	7.2	8.4	7.3
Technology	6.4	6.2	6.3	7.8	7.1
Interactivity	7.1	6.7	6.7	7.9	7.0
Copywriting	7.1	6.9	7.2	7.9	7.5
Ease of use	6.7	6.7	6.8	7.7	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
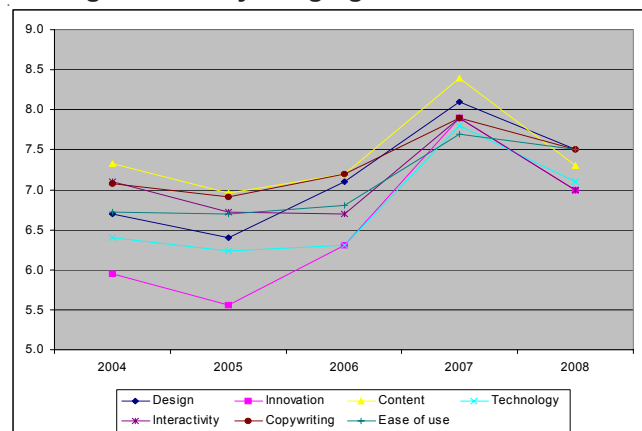
Analysis

Transportation Web sites have outperformed the overall ISAR index four times and have underperformed eight times in twelve years. While their scores were greatly improved in 2007, 2008 resulted in a return to sub par performance. Due to being below the ISAR index in four out of the past five years, the transportation industry lags behind the 5-year criteria benchmark averages in all areas. Transportation sites are strongest in content, copywriting, and design and weaker in innovation and technology.

The Internet has helped to take the transportation industry from a mail room vendor to an indispensable business tool. Transportation Web sites include many features that at one time were innovative, but now seem commonplace.

Industry vs ISAR 5-Year Average By Criteria
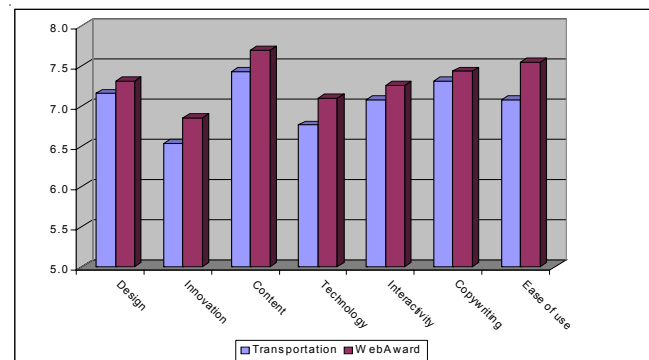
Best of Industry Winners

Year	Winner	Web site
2008	Sapient	HondaJet Redesign Phase 3
2007	Wunderman Team Detroit	Reach Higher
2006	Arnold Worldwide	Freedom of the Seas website
2005	eCourier	ECourier
2004	Onlinefocus	FedEx Identity
2003	IS Solutions	GetMeThere
2002	FedEx InSight Team	FedEx InSight
2001	FedEx	fedex.com
2000	OnlineFocus, Inc.	FedEx.com Single Point of Contact Hub
1999	Aristotle	Jones Harley-Davidson
1998	Virtual1	Moving a - b
1997	BHI Corporation	CGTX Web Site

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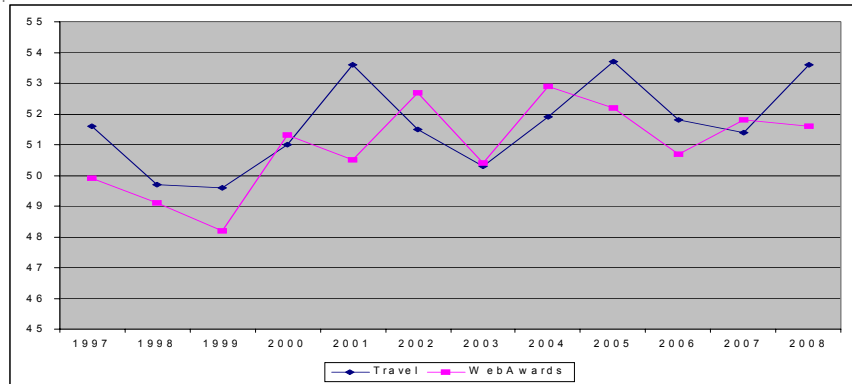
WebAward Internet Standards Assessment Report
2009 Travel Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Travel	WebAwards
1999	49.6	48.2
2000	51	51.3
2001	53.6	50.5
2002	51.5	52.7
2003	50.3	50.4
2004	51.9	52.9
2005	53.7	52.2
2006	51.8	50.7
2007	51.4	51.8
2008	53.1	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.5	7.6	7.5	7.8
Innovation	6.2	6.9	6.9	7.0	7.5
Content	7.5	7.6	7.7	7.8	8.0
Technology	6.5	7.0	7.2	7.2	7.6
Interactivity	7.3	7.3	7.4	7.1	7.4
Copywriting	7.4	7.4	7.5	7.4	7.7
Ease of use	7.2	7.3	7.4	7.4	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
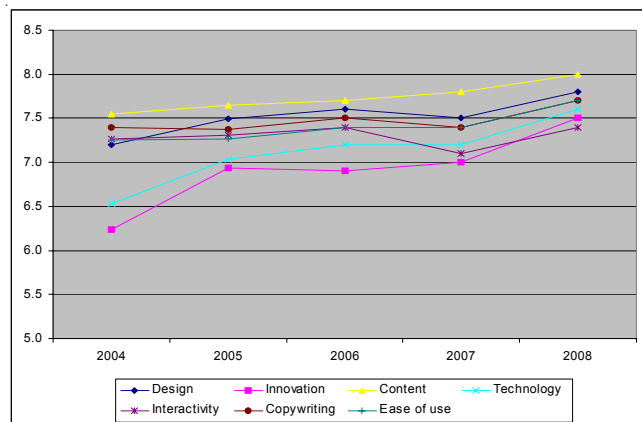
Analysis

The travel industry is generally in line with the ISAR index with periods of both over and under performance. Travel Web sites are strong in content, design, copywriting, and ease of use. A strong 2008 performance pulled up the travel industry 5-year criteria average scores to match or beat the WebAward 5-year averages in all areas except for ease of use.

Face it. Most travelers start planning their trips on the Internet whether it is looking for a destination or actually booking reservations. Having a dynamic, interesting and informative Web site just gets your foot in the door. You need a compelling, entertaining Web site to really stand out in this industry.

Industry vs ISAR 5-Year Average By Criteria
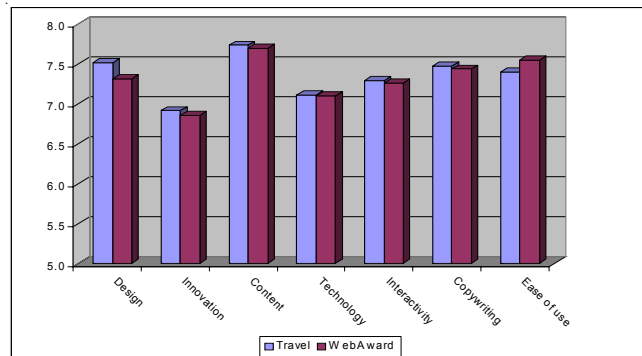
Best of Industry Winners

Year	Winner	Web site
2008	Teehan+Lax Inc	AirMiles Make Like Miles
2007	Arnold Worldwide	Hungry Suitcase
2006	Hospitality eBusiness	RIU Cancun Portal
2005	Yellowstone Journal Corp	YellowstonePark.com
2004	Quicksilver Associates	Seabourn Cruise Line
2003	Apollo Interactive	Excalibur Las Vegas Resort Hotel
2002	Arnold Worldwide	Alaska
2001	AGENCY.COM	Experience British Airways
2000	BSMG Worldwide	American Airlines Web Site
1999	Aristotle	Hot Springs Advertising and Promotions
1998	iXL	The Luxury Collection
1998	Aristotle	Arkansas Parks and Tourism

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org
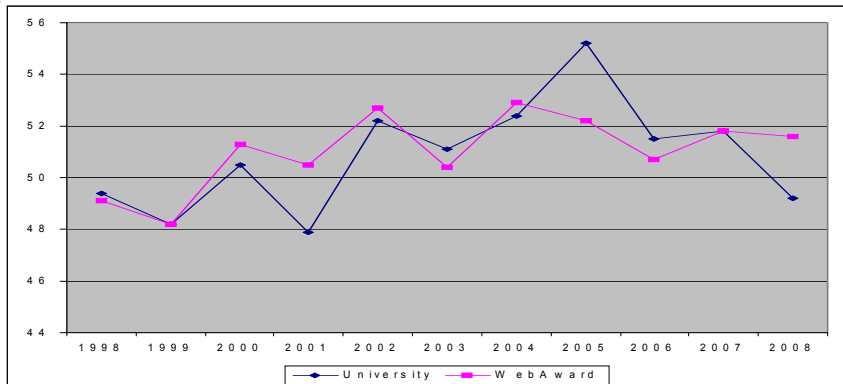
WebAward Internet Standards Assessment Report
2009 University Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Univ	WebAward
1999	48.2	48.2
2000	50.5	51.3
2001	47.9	50.5
2002	52.2	52.7
2003	51.1	50.4
2004	52.4	52.9
2005	55.2	52.2
2006	51.5	50.7
2007	51.8	51.8
2008	49.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.5	7.4	7.5	6.8
Innovation	6.4	6.7	6.8	7.1	6.7
Content	8.0	7.6	7.8	7.9	7.2
Technology	6.6	6.8	6.8	7.2	7.2
Interactivity	6.6	6.9	7.2	7.4	7.0
Copywriting	7.3	7.6	7.8	7.6	7.0
Ease of use	7.6	8.0	7.8	7.0	7.3

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
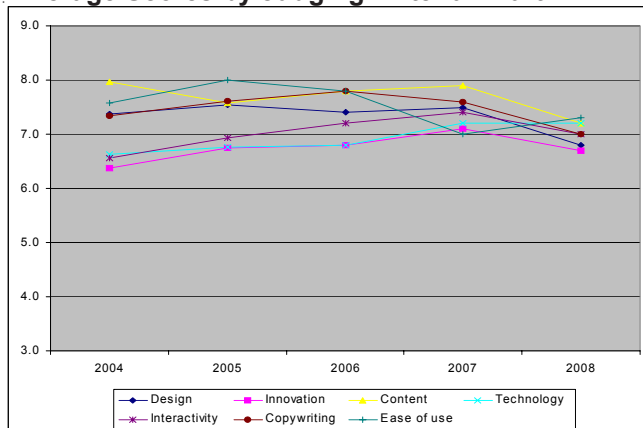
Analysis

University Web sites have demonstrated split performance within the ISAR index. They outperformed the index five times, underperformed five times, and matched the index twice. 2008 resulted in dismally low scores compared to the WebAward average. University sites have outperformed the 5-year criteria benchmark averages in copywriting and matched the average in design and content. As an industry they score highest in content, copywriting, ease of use, and design, but lag in innovation, technology, and interactivity.

Today's university students have grown up on the Internet and are a driving force of things to come. If a university does not embrace this and actively work to protect their online reputation, students will go elsewhere.

Industry vs ISAR 5-Year Average By Criteria
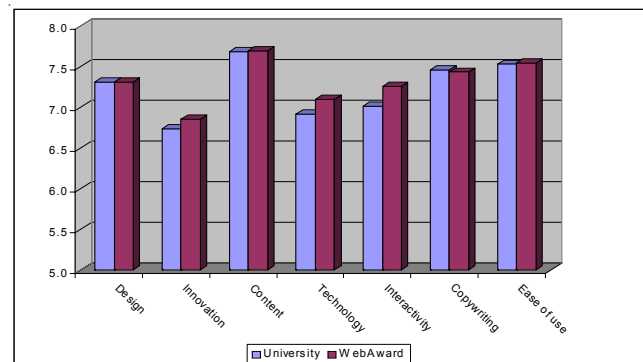
Best of Industry Winners

Year	Winner	Web site
2008	Market United	Murdoch University Switching
2007	The Art Institute of Pittsburgh	The Art Institute of Pittsburgh
2006	Xavier University	The Road to Xavier
2005	Geary Interactive	San Diego State University Timeline
2004	School of Visual Arts	School of Visual Arts Website
2003	160over90	Chestnut Hill College Admissions Site
2002	University of Houston	Univ of Houston Advancement Div
2001	Interactive Media Associates	The Juilliard School
2000	University at Buffalo	University at Buffalo Admissions
1998	EdgeNet Media	Belmont University
1998	Lisboa	George Washington Univ Exec MBA

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