



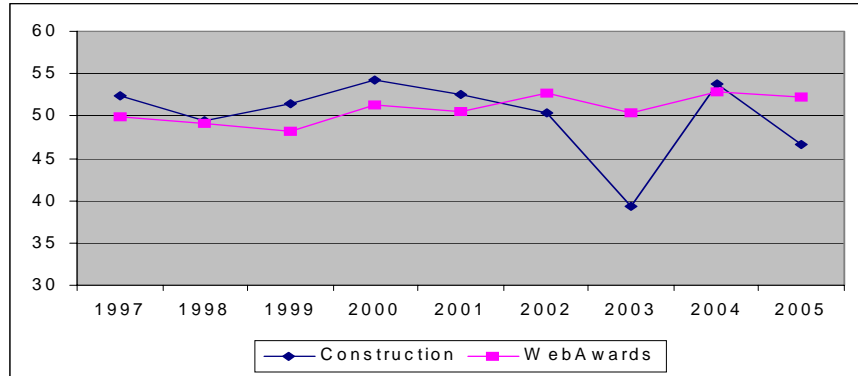
WebAward Internet Standards Assessment Report

Construction Industry Benchmark Results

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

Year	Const	WebAwards
1997	52.4	49.9
1998	49.4	49.1
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

Score out of a possible 70 points

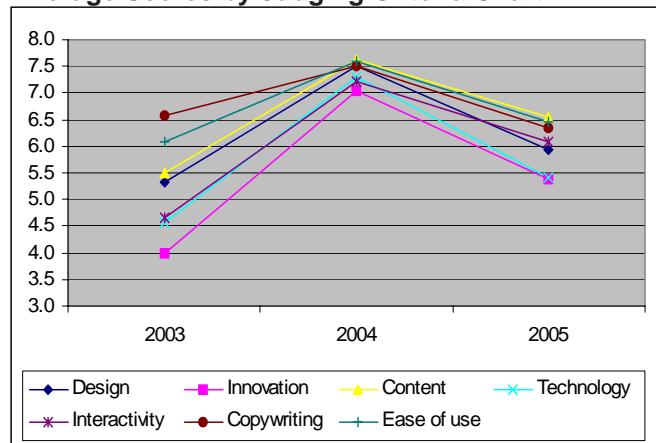


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	5.3	7.5	5.9	6.3
Innovation	4.0	7.1	5.4	5.5
Content	5.5	7.6	6.6	6.6
Technology	4.6	7.3	5.4	5.8
Interactivity	4.7	7.2	6.1	6.0
Copywriting	6.6	7.5	6.3	6.8
Ease of use	6.1	7.6	6.5	6.7

Score out of a possible 10 points

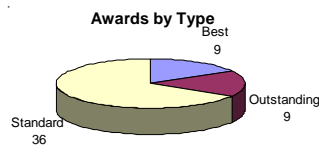
Average Scores by Judging Criteria Chart



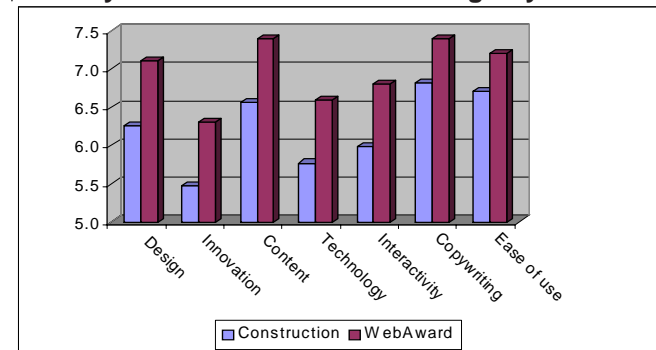
Commentary

Construction Web sites have generally been in line with overall ISAR Index, other than a significant under performance in 2003. The 2003 results significantly impacted the three year average resulting in significant under performance in each of the judging criteria for the period. Construction also received the third lowest average score for overall Web development and the lowest content score among all of the industries reviewed. Construction sites score highest in ease of use and copywriting, while innovation and use of technology scored the lowest marks.

Many construction sites have not moved beyond the "brochureware" phase and look like online versions of their printed sales materials.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	FLEX360	Bell-Corley.com
2004	MarketSource, LLC	Four Seasons Consumer Site and Franchise Portal
2003	The Lutgert Companies	Azure at Bonita Bay
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

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's 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