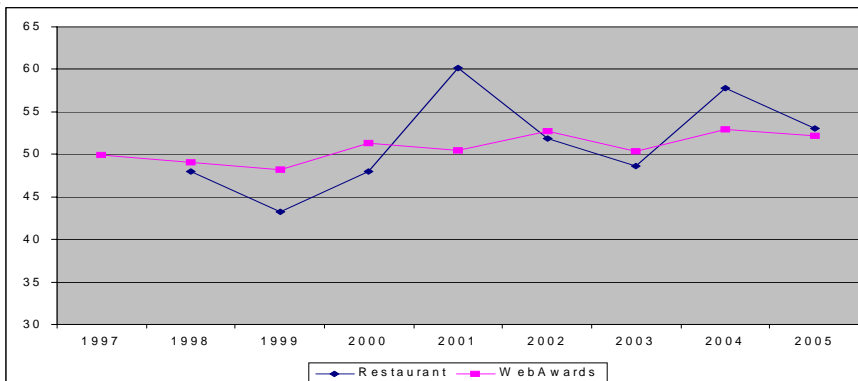# WebAward Internet Standards Assessment Report
Restaurant Industry Benchmark Results

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

Year	Restaurant	WebAward
1997		49.9
1998	48	49.1
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

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.0	7.9	7.3	7.4
Innovation	5.6	6.8	6.5	6.3
Content	6.5	8.0	7.2	7.2
Technology	5.6	6.7	6.5	6.3
Interactivity	6.2	7.0	6.9	6.7
Copywriting	6.7	7.8	7.0	7.2
Ease of use	7.4	7.8	7.1	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
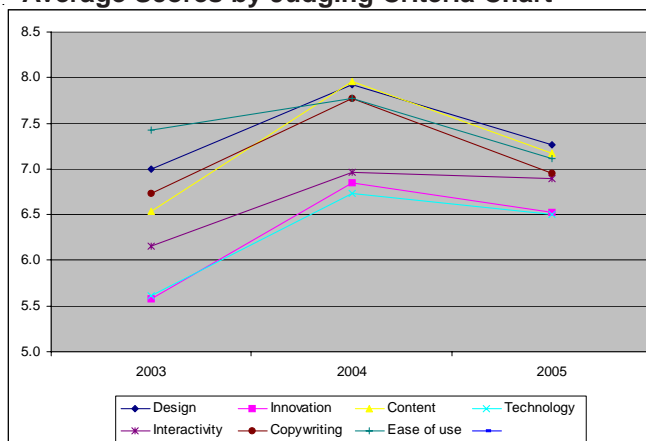
Commentary

Restaurant Web sites have under performed the overall ISAR Index in five of the eight years they have been included in the WebAwards. They have been above average in design and ease of use and slightly below average in the other 3-year criteria averages.

Restaurant sites should seek to recreate the environment the user will experience if he or she visits the establishment. A restaurant Web site should reflect the owner's vision and a growing number are including reservation capabilities online.

Industry vs WebAward 3-Year Average By Criteria
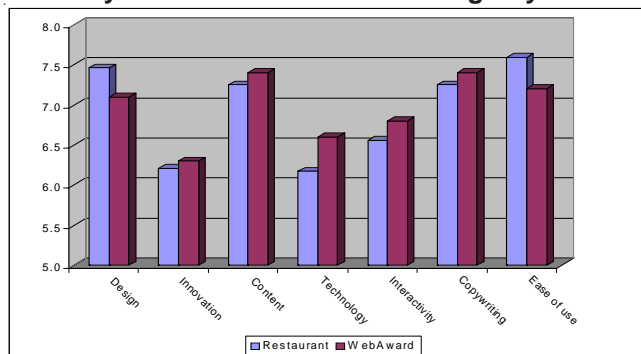
Best of Industry Winners

Year	Winner	Web site
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

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
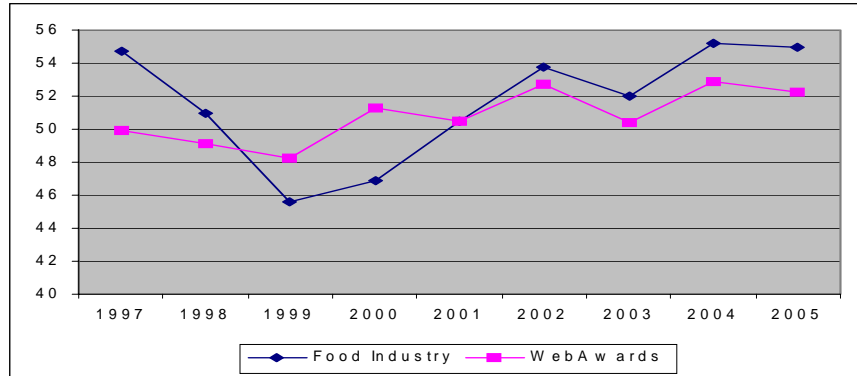
WebAward Internet Standards Assessment Report

Food Industry Benchmark Results

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

Year	Food	WebAwards
1997	54.7	49.9
1998	51	49.1
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

Score out of a possible 70 points

Food Industry — WebAwards

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.3	7.6	7.6	7.5
Innovation	6.5	6.9	6.9	6.8
Content	7.4	7.8	7.6	7.6
Technology	6.4	7.1	7.0	6.8
Interactivity	6.5	7.4	7.2	7.0
Copywriting	7.6	7.8	7.5	7.6
Ease of use	7.2	7.5	7.3	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart


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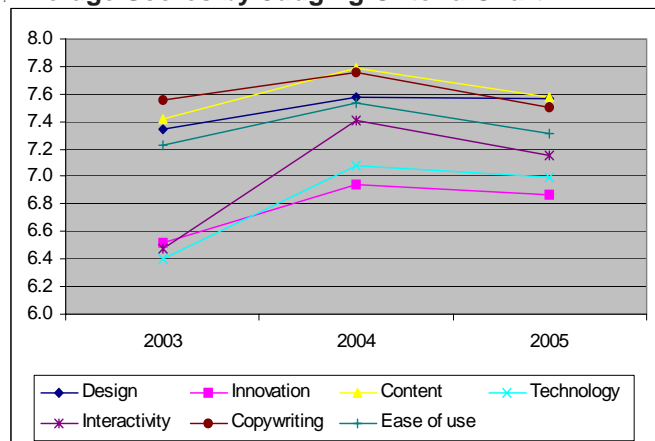
Commentary

Food industry Web sites have generally outperformed the overall ISAR Index for Web development – beating the overall average each year except for 1999 and 2000. Furthermore, they have beaten the 3-year average in each of the seven judging criteria.

Food Web sites are usually well designed and contain well written content. They generally could improve on their innovation and use of technology. The best food sites use the Web experience to provide a flavor of what could be expected without getting your taste buds involved.
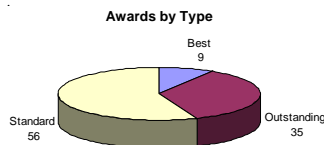
Awards by Type

Best 9
Outstanding 35
Standard 56

Industry vs WebAward 3-Year Average By Criteria

Food Industry — WebAward
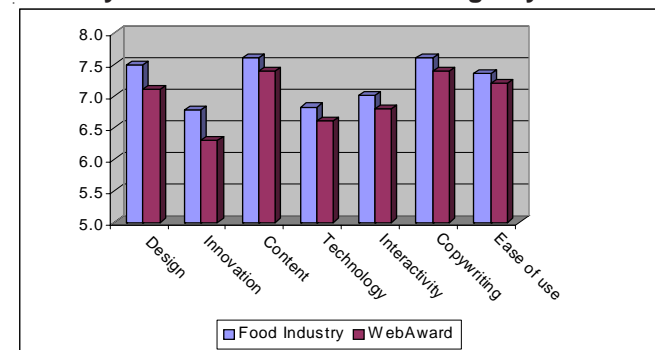
Best of Industry Winners

Year	Winner	Web site
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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