# WebAward Internet Standards Assessment Report
Small Business Industry Benchmark Results

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

Year	Small Business	WebAwards
1997		49.9
1998		49.1
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
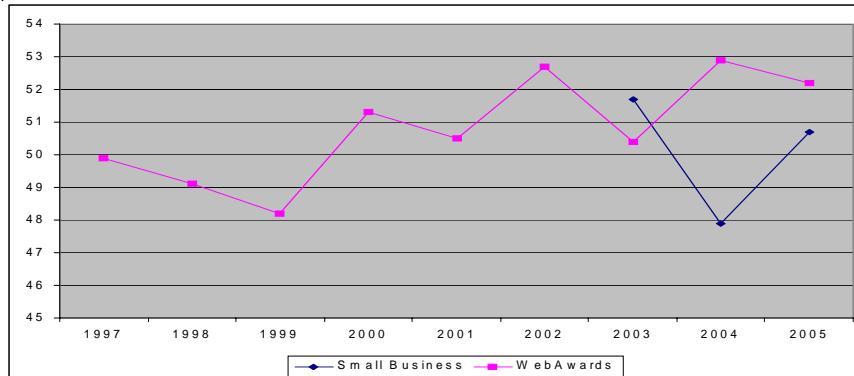
Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.4	6.6	6.7	6.9
Innovation	6.7	5.5	5.8	6.0
Content	8.4	7.0	7.0	7.5
Technology	6.3	5.4	6.1	5.9
Interactivity	7.1	6.6	6.7	6.8
Copywriting	8.4	7.0	6.8	7.4
Ease of use	7.3	7.1	7.3	7.2

*Score out of a possible 10 points*

Average Scores by Judging Criteria Chart

Commentary

Small business Web sites joined the WebAwards in 2003 and have been above average in content, interactivity, and copywriting. They have faired less well in innovation and use of technology.

The Internet has been a great equalizer for small businesses. Web sites allow even the smallest businesses to compete for customers on a global scale.

Awards by Type — Best 3, Outstanding 6, Standard 22
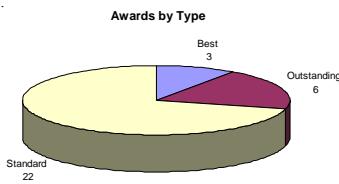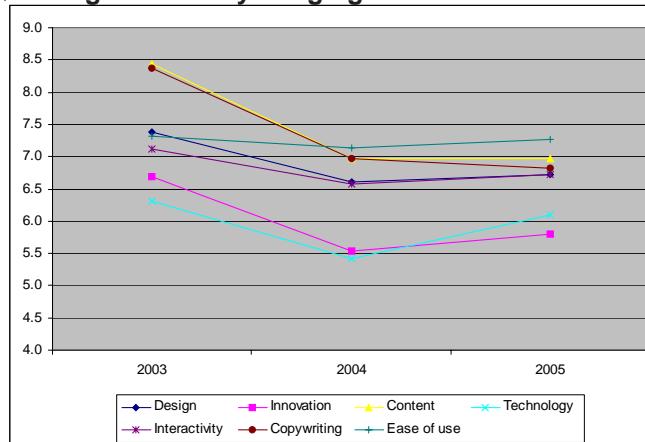
Industry vs WebAward 3-Year Average By Criteria
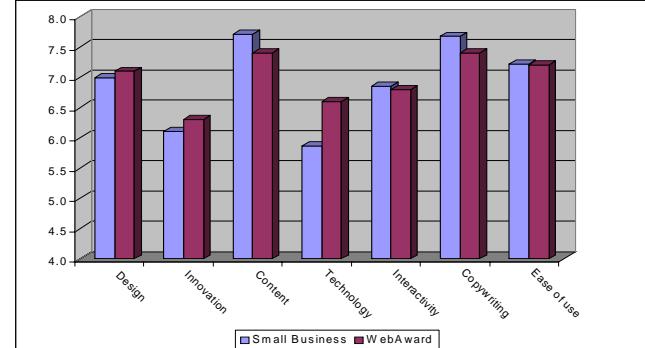
Best of Industry Winners

Year	Winner	Web site
2005	Mediapulse, Inc.	Stuart Row Landscapes, Inc.
2004	Gerard Konars	Bridal and Formal, Inc. Website
2003	Byte Interactive	Byte Interactive

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