



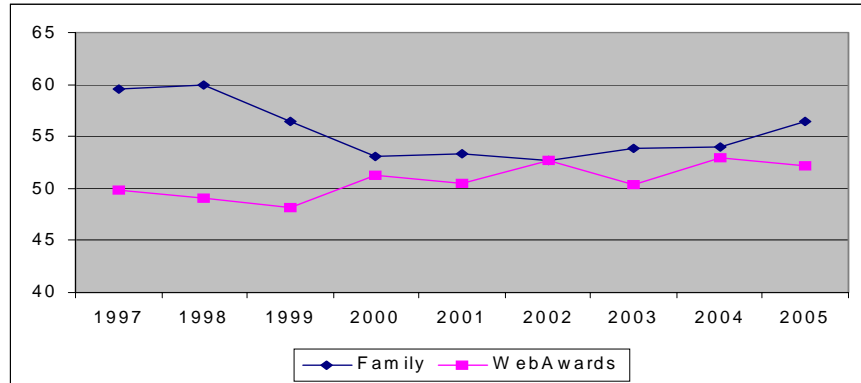
# WebAward Internet Standards Assessment Report

## Family Industry Benchmark Results

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

<u>Year</u>	<u>Family</u>	<u>WebAwards</u>
1997	59.6	49.9
1998	60	49.1
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

*Score out of a possible 70 points*

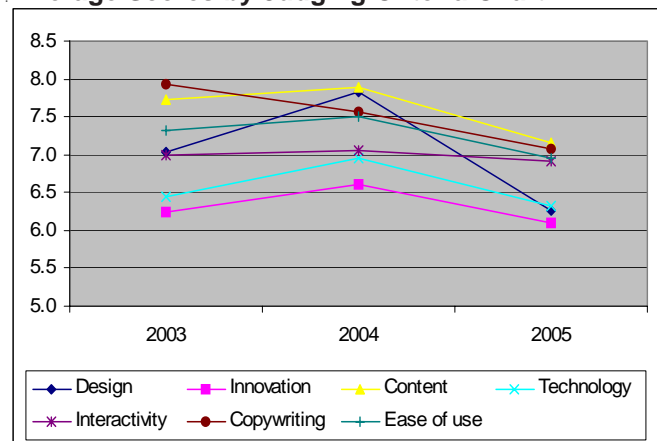


### Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.0	7.8	6.3	7.0
Innovation	6.2	6.6	6.1	6.3
Content	7.7	7.9	7.2	7.6
Technology	6.4	6.9	6.3	6.6
Interactivity	7.0	7.1	6.9	7.0
Copywriting	7.9	7.6	7.1	7.5
Ease of use	7.3	7.5	7.0	7.3

*Score out of a possible 10 points*

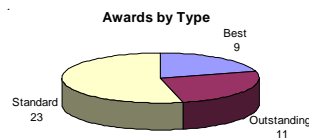
### Average Scores by Judging Criteria Chart



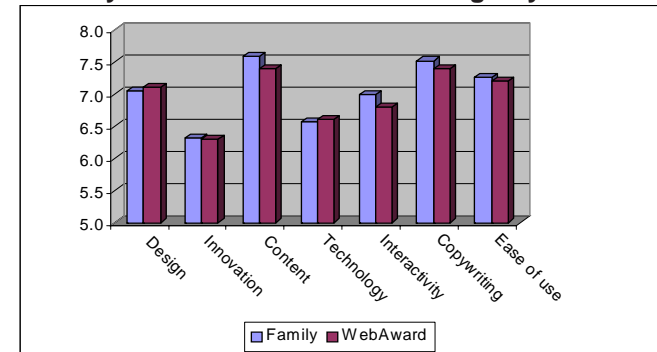
### Commentary

Family orientated Web sites have consistently outperformed the ISAR Index for the past nine years. They are one of a hand ful of sites that excel year after year. On the other hand, 3-year average criteria scores are generally in line with the overall averages and slightly exceed the averages in content, interactivity, copywriting, and ease of use.

Family Web sites tend to do very well at understanding the needs of their audience and using the latest technology to meet those needs.



### Industry vs WebAward 3-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
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
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### 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](http://www.webaward.org)