



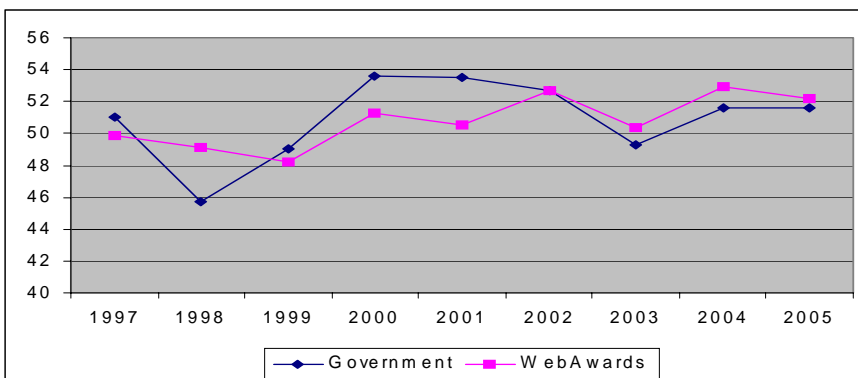
# WebAward Internet Standards Assessment Report

## Government Industry Benchmark Results

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

Year	Govt	WebAwards
1997	51	49.9
1998	45.7	49.1
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

Score out of a possible 70 points

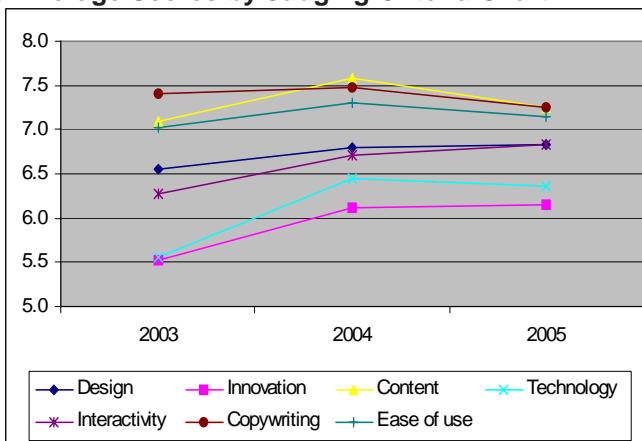


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.6	6.8	6.8	6.7
Innovation	5.5	6.1	6.1	5.9
Content	7.1	7.6	7.3	7.3
Technology	5.6	6.4	6.4	6.1
Interactivity	6.3	6.7	6.8	6.6
Copywriting	7.4	7.5	7.3	7.4
Ease of use	7.0	7.3	7.1	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

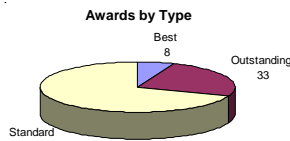


### Commentary

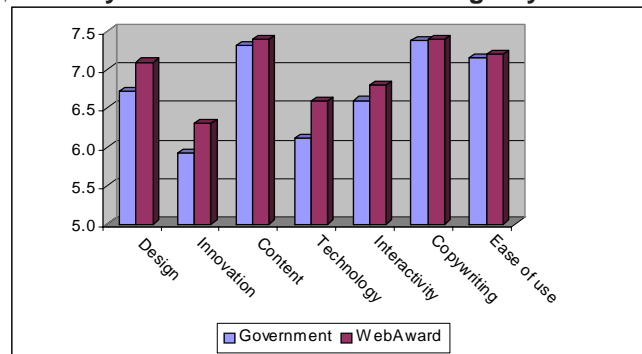
Government Web sites, including federal, state, and municipal agencies, generally met or outperformed the ISAR Index up until 2002, but have fallen below the average for the past three years. Because of this disappointing recent performance, government sites also lag the 3-year averages for each of the individual judging criteria.

Government Web sites generally score well for content, copywriting, and ease of use and like many industries fall short on innovation.

There are certainly exceptions to the general lack of innovation, most notably the 2002 Best of Show - *Accelerate Your Life, NAVY*.



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



### Best of Industry Winners

Year	Winner	Web site
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
1998	Seattle City Light	Conservation
1997	Sandia National Laboratories	Sandia National Labs

### 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](http://www.webaward.org)