



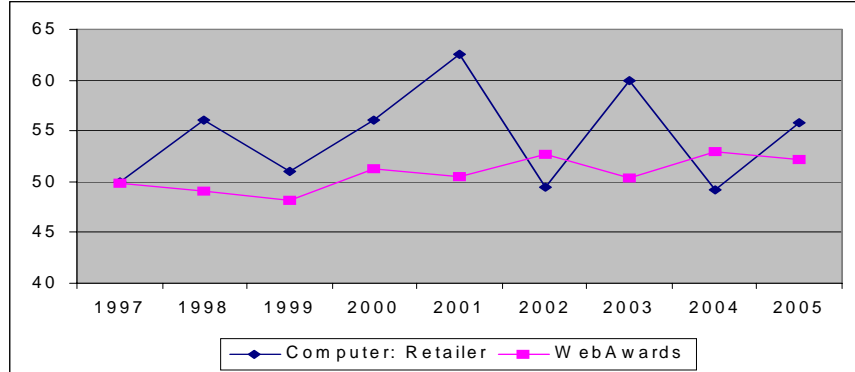
# WebAward Internet Standards Assessment Report

## Computer Retailer Industry Benchmark Results

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

Year	Comp Retail	WebAward
1997	50	49.9
1998	56	49.1
1999	51	48.2
2000	56	51.3
2001	62.5	50.5
2002	49.5	52.7
2003	60	50.4
2004	49.2	52.9
2005	55.8	52.2

*Score out of a possible 70 points*

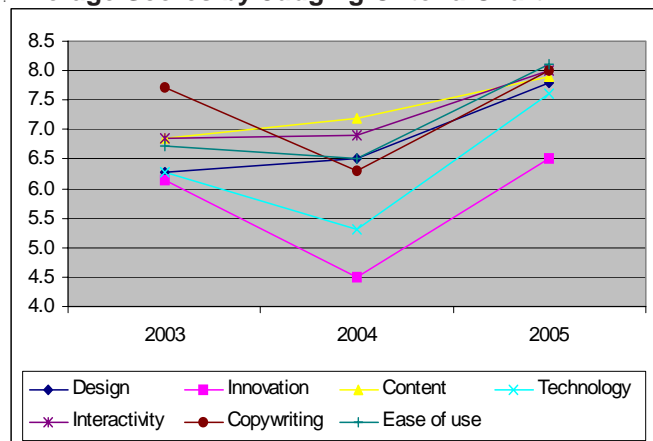


### Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.3	6.5	7.8	6.9
Innovation	6.1	4.5	6.5	5.7
Content	6.9	7.2	7.9	7.3
Technology	6.3	5.3	7.6	6.4
Interactivity	6.9	6.9	8.0	7.3
Copywriting	7.7	6.3	8.0	7.3
Ease of use	6.7	6.5	8.1	7.1

*Score out of a possible 10 points*

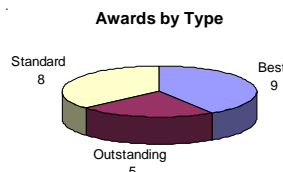
### Average Scores by Judging Criteria Chart



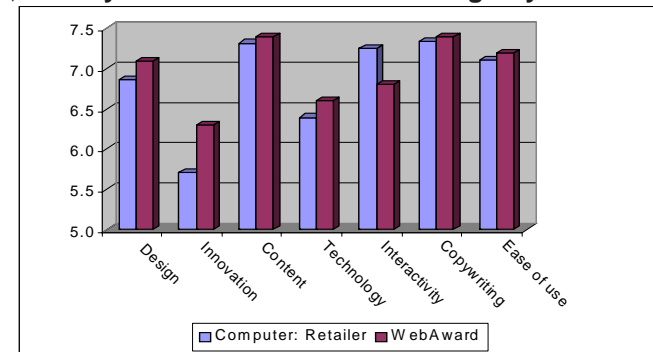
### Commentary

Computer retailer Web sites have outperformed the overall standard of excellence in six of the past nine years with very strong performances in both 2001 and 2003. The sites are strongest in content, copywriting and interactivity while showing weakness in innovation. Computer retailers narrowly miss matching the criteria average, other than interactivity which it out performed and innovation which it significantly under performed, over the past three years.

The Computer retail category has been dominated by hpshopping.com, winning Best of Industry for five years running – a feat unequalled in WebAwards history.



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



### Best of Industry Winners

Year	Winner	Web site
2005	HPshopping.com	HP's Direct to Consumer e-Commerce Store
2004	HPshopping.com	hpshopping.com
2003	HPshopping.com	hpshopping.com
2002	HPshopping.com	hpshopping.com
2001	HPshopping.com	hpshopping.com
2000	Dell Online Team	Dell.com
1998	W3PR, Inc.	Dell Computers
1997	TechWave	BuySoftware.com

### 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)