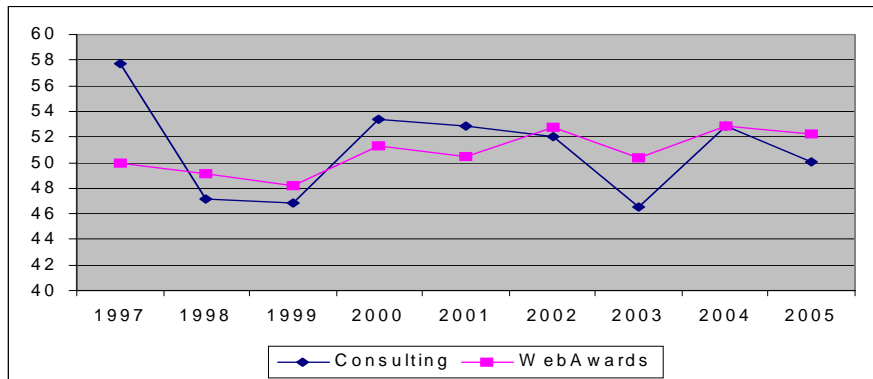# WebAward Internet Standards Assessment Report
Consulting Industry Benchmark Results

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

Year	Consult	WebAwards
1997	57.7	49.9
1998	47.1	49.1
1999	46.8	48.2
2000	53.4	51.3
2001	52.8	50.5
2002	52	52.7
2003	46.5	50.4
2004	52.9	52.9
2005	50.1	52.2

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.4	7.2	6.9	6.8
Innovation	6.0	6.4	6.1	6.2
Content	6.5	7.5	7.2	7.1
Technology	5.8	6.3	6.3	6.2
Interactivity	5.6	6.8	7.0	6.5
Copywriting	6.6	7.3	7.1	7.0
Ease of use	6.6	7.5	7.1	7.1

*Score out of a possible 10 points*

Average Scores by Judging Criteria Chart
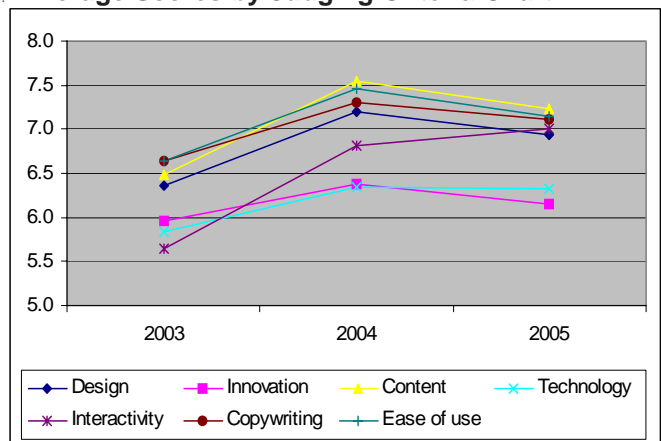
Commentary

Consulting Web sites are generally in line with overall ISAR Index for Web development, although they have under performed each of the criteria benchmarks for the past three year period. Consulting Web sites are strongest for content, copywriting and ease of use due to the usual information-centric format used by most sites in the industry. Innovation and use of technology are the areas where the industry scored the lowest.

Industry vs WebAward 3-Year Average By Criteria

Awards by Type
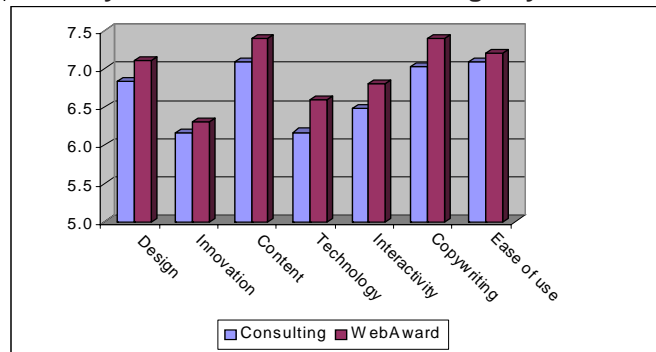
Best of Industry Winners

Year	Winner	Web site
2005	Jack Morton Worldwide	Jack Morton Worldwide
2004	Redhead Interactive	Synthesis
2003	PRTM Management Consulting	www.prtm.com
2002	Jack Morton Worldwide	jackmorton.com
2001	Sapient	sapient.com
2000	Siegelgale	Siegelgale.com
1999	Deloitte Consulting	www.dc.com
1998	US Interactive	Deloitte Consulting
1998	Channel Marketing Corp	Channel Marketing Website
1997	Rapp Collins	Rapp Collins Web Site

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