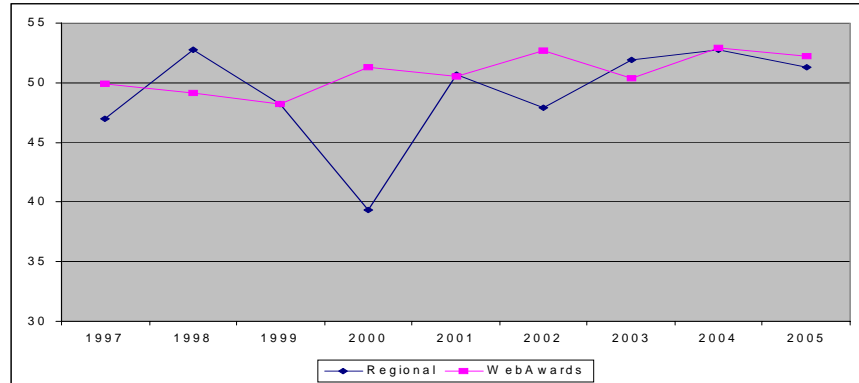# WebAward Internet Standards Assessment Report

Regional Industry Benchmark Results

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

Year	Regional	WebAwards
1997	47	49.9
1998	52.8	49.1
1999	48.2	48.2
2000	39.3	51.3
2001	50.7	50.5
2002	47.9	52.7
2003	51.9	50.4
2004	52.8	52.9
2005	51.3	52.2

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.3	7.4	7.4	7.4
Innovation	5.5	6.4	6.6	6.2
Content	6.9	7.7	7.6	7.4
Technology	5.8	6.8	6.8	6.5
Interactivity	6.3	6.6	7.1	6.6
Copywriting	7.7	7.8	7.3	7.6
Ease of use	7.2	7.3	7.2	7.2

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart
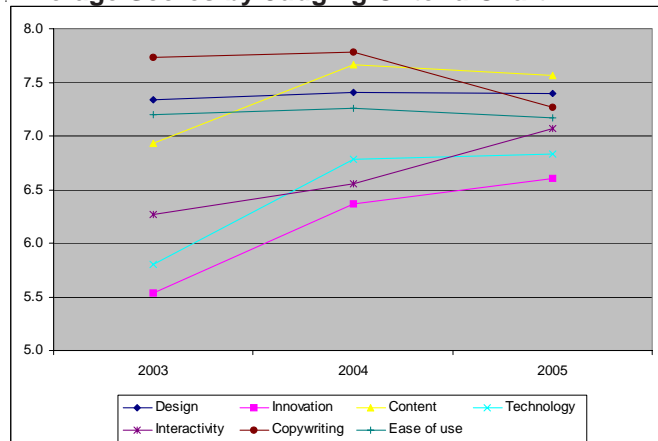
Commentary

Other than a disappointing showing in 2000, regional Web sites are generally in line with overall Web standards of excellence. Regional Web sites tend to be strong in design, copywriting, content, and ease of use, but shy on innovation. They are above average for design and copywriting compared to the 3-year criteria averages.

Regional Web sites are usually tourism portals for visitors to learn about a region or place before traveling there. Many of these sites have embraced rich media to highlight the attractions and beauty of the location.
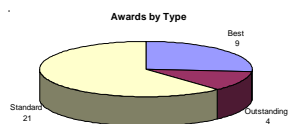
Industry vs WebAward 3-Year Average By Criteria
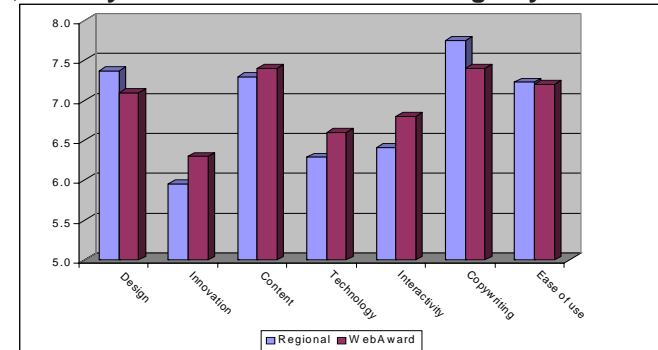
Best of Industry Winners

Year	Winner	Web site
2005	Mediapulse, Inc.	Knoxville Tourism and Sports Corp
2004	Ministry of Tourism of Valencia	Land of Valencia
2003	Atlanta CVB	Atlanta CVB
2002	Buffalo Niagara CVB	Buffalo Niagara CVB Website
2001	Aristotle	www.ozarkmountainregion.com
2000	Cincinnati.Com	Cincinnati.Com
1999	APL Digital	Ameritech.com
1998	The Cincinnati Enquirer	GoCincinnati.Com
1997	Lighthouse Interactive	Pittsburgh CVB

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