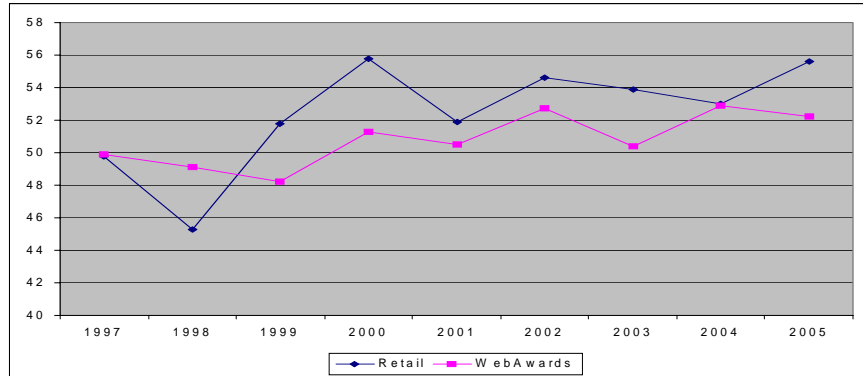# WebAward Internet Standards Assessment Report
Retail Industry Benchmark Results

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

Year	Retail	WebAwards
1997	49.8	49.9
1998	45.3	49.1
1999	51.8	48.2
2000	55.8	51.3
2001	51.9	50.5
2002	54.6	52.7
2003	53.9	50.4
2004	53	52.9
2005	55.6	52.2

Score out of a possible 70 points

Average Scores by Judging Criteria

|	2003	2004	2005	Total
Design	7.4	7.4	7.6	7.5
Innovation	6.7	6.5	6.9	6.7
Content	7.6	7.5	7.9	7.7
Technology	6.9	6.7	7.2	6.9
Interactivity	7.2	7.3	7.6	7.4
Copywriting	7.8	7.2	7.7	7.6
Ease of use	7.7	7.3	7.8	7.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
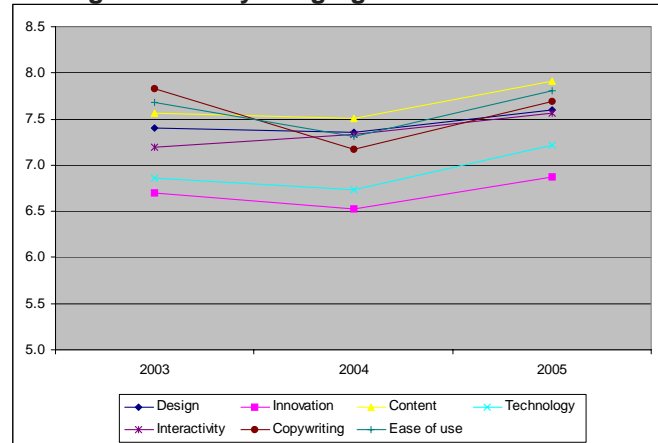
Commentary

Retail Web sites have generally outperformed the ISAR Index beating the average seven of the past nine years. Retail Web sites are strong in design, content, interactivity, copywriting, and ease of use – beating the 3-year criteria averages across the board. Web sites have allowed retailers to expand their brands and reach beyond geographic boundaries. Their expertise in catalog marketing has served them well in translating those skills to their Web development.
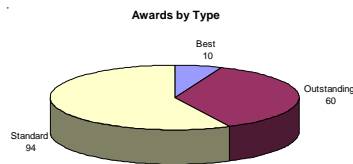
Awards by Type

Best 10
Outstanding 60
Standard 94

Industry vs WebAward 3-Year Average By Criteria
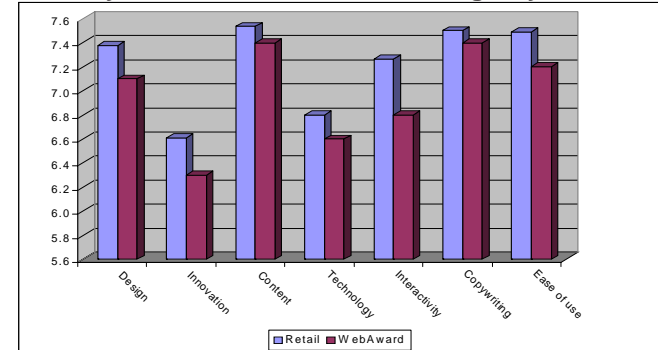
Best of Industry Winners

Year	Winner	Web site
2005	R/GA	Nike ID
2004	PixelMEDIA, Inc.	ECCO USA, Inc Web Site
2003	Freerun Technologies	Olivier Napa Valley
2002	Sharpe Partners	www.samsphotoclub.com powered by Fujifilm
2001	Fry Multimedia	Eddie Bauer
2000	Personus	EMPORI.COM
1999	BroadVision	Home Depot
1998	Organic	barnesandnoble.com
1997	CKS Partners	E-Photo Web Site
1997	Andy's Garage Sale, Inc.	Andy's Garage Sale

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

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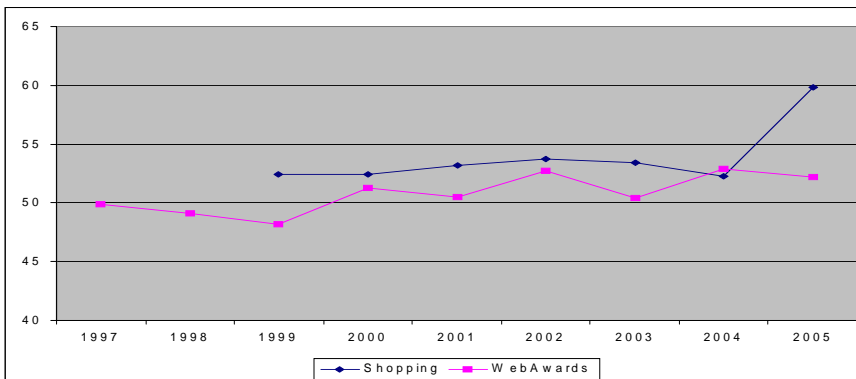
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WebAward Internet Standards Assessment Report

Shopping Industry Benchmark Results

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

Year	Shopping	WebAwards
1997		49.9
1998		49.1
1999	52.4	48.2
2000	52.4	51.3
2001	53.2	50.5
2002	53.7	52.7
2003	53.4	50.4
2004	52.3	52.9
2005	59.8	52.2

Score out of a possible 70 points

Average Scores by Judging Criteria

|	2003	2004	2005	Total
Design	7.4	7.5	8.7	7.9
Innovation	6.8	6.6	7.9	7.1
Content	7.6	7.5	8.4	7.8
Technology	6.9	6.8	7.7	7.1
Interactivity	7.0	7.4	8.1	7.5
Copywriting	7.8	7.3	8.3	7.8
Ease of use	7.5	7.5	8.4	7.8

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
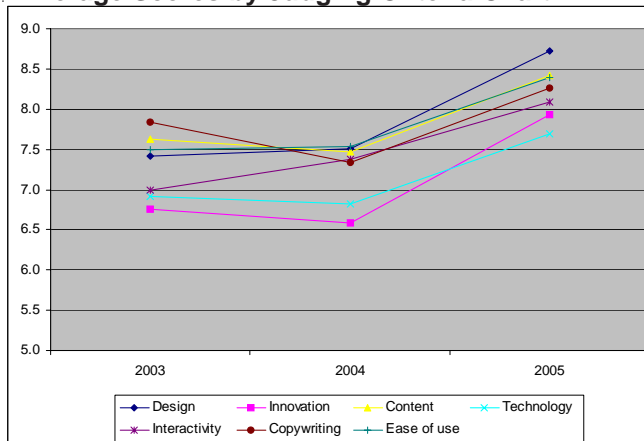
Commentary

Shopping Web sites joined the WebAwards in 1999 and are closely related to both retail and catalog industries. Shopping Web sites have been very consistant in their performance and generally outperformed the ISAR Index and are above the 3-year average in each of the judging criteria.

Shopping Web sites are the easiest to use of all Web sites reviewed.
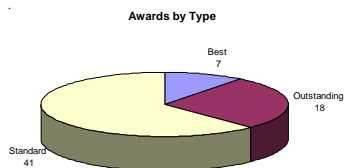
Awards by Type

Industry vs WebAward 3-Year Average By Criteria
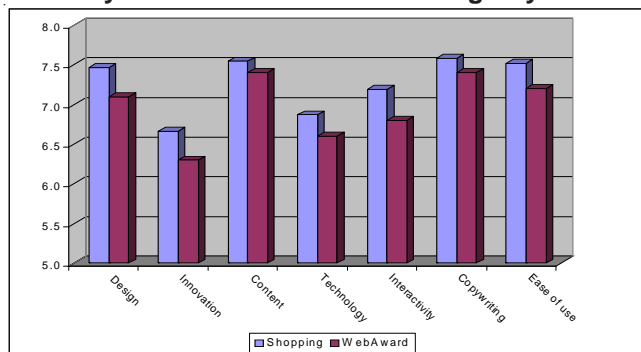
Best of Industry Winners

Year	Winner	Web site
2005	Ion Global	The Luxury Gift Company Online Shop
2004	Gevalia and Fry, Inc.	Gevalia Web Site
2003	Polo Ralph Lauren and AGENCY.COM	RLGirl
2002	R/GA	Hot Topic
2001	Fry Multimedia	Crate and Barrel
2000	Intimate Brands, Inc.	Victoria's Secret
1999	OVEN Digital	First Jewelry

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