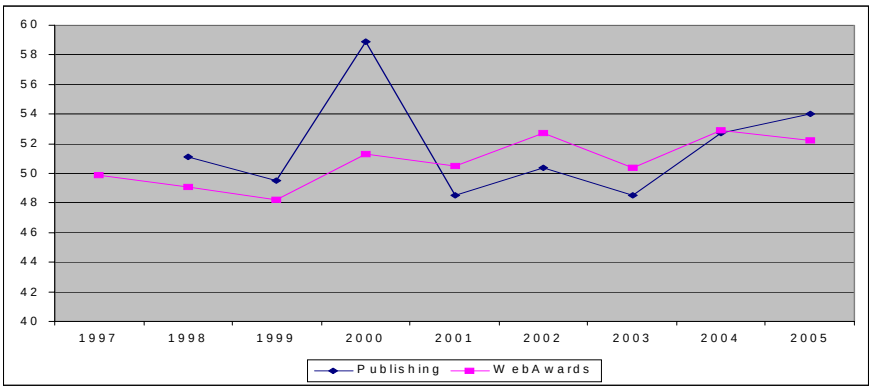
WebAward Internet Standards Assessment Report

Publishing Industry Benchmark Results

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

Year	Publish	WebAward
1997		49.9
1998	51.1	49.1
1999	49.5	48.2
2000	58.9	51.3
2001	48.5	50.5
2002	50.4	52.7
2003	48.5	50.4
2004	52.7	52.9
2005	54	52.2

Score out of a possible 70 points

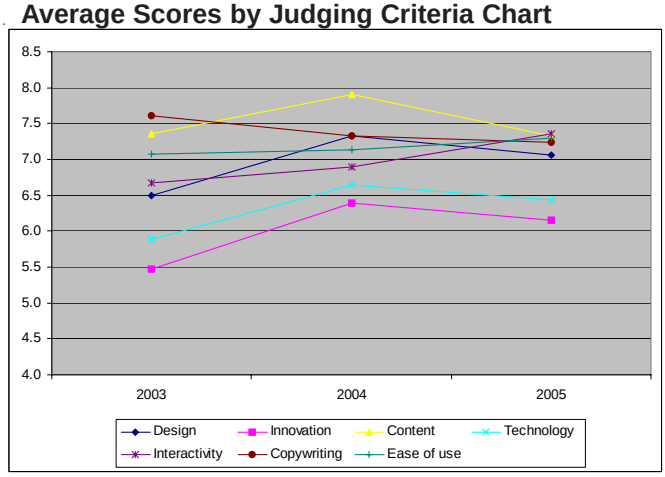


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.5	7.3	7.1	7.0
Innovation	5.5	6.4	6.1	6.0
Content	7.4	7.9	7.3	7.5
Technology	5.9	6.6	6.4	6.3
Interactivity	6.7	6.9	7.4	7.0
Copywriting	7.6	7.3	7.2	7.4
Ease of use	7.1	7.1	7.3	7.2

Score out of a possible 10 points

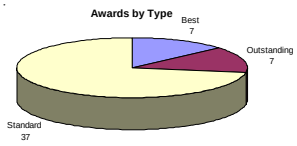
Average Scores by Judging Criteria Chart



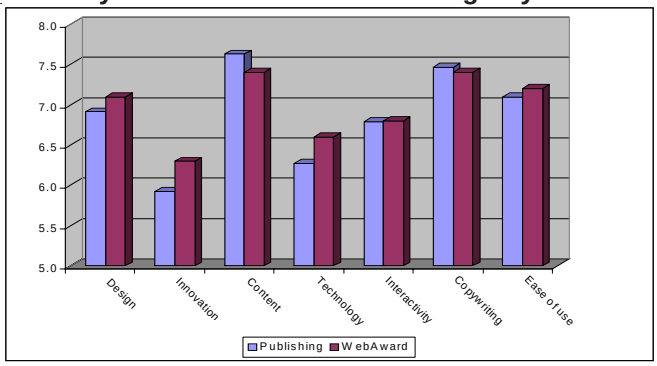
Commentary

Publishing Web site performance has been mixed with a see-saw like over-under performance history. However, publishing Web sites seem to be generally in line with industry standards based on individual criteria 3-year averages.

Publishers have found that it is critical for each new publication to have a Web presence in order to take advantage of the opportunities for public relations and sales at online retailers such as Amazon.com.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Kel Geddes Management Ltd	Official Anne Geddes Website
2004	Mediapulse	New Homes Guide Website
2003	Association of American Colleges and Universities	AAC&U Web Site
2002	International Data Group	International Data Group
2001	Kel Geddes Management Ltd	Anne Geddes Official Website
2000	Luminant Worldwide	Bill Gates' Business at the Speed of Thought
1999	SmartMoney.com	SmartMoney.com
1998	iSyndicate	Tektronix Colorize.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

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