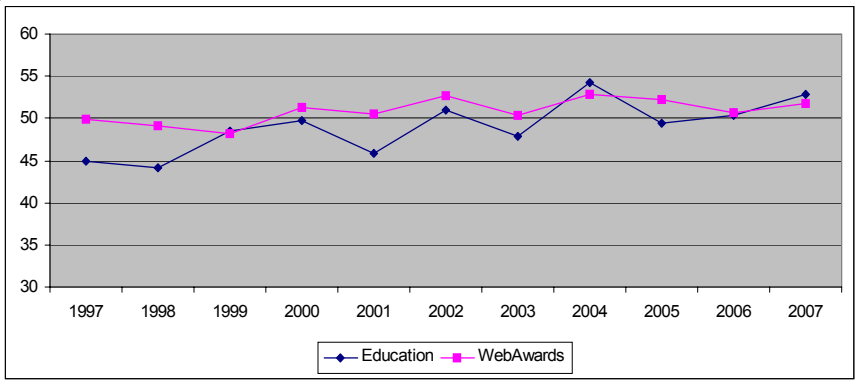
WebAward Internet Standards Assessment Report

2008 Education Industry Benchmark Results

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

Year	Ed	WebAwards
1997	44.9	49.9
1998	44.1	49.1
1999	48.5	48.2
2000	49.7	51.3
2001	45.8	50.5
2002	51	52.7
2003	47.8	50.4
2004	54.2	52.9
2005	49.4	52.2
2006	50.3	50.7
2007	52.8	51.8

Score out of a possible 70 points

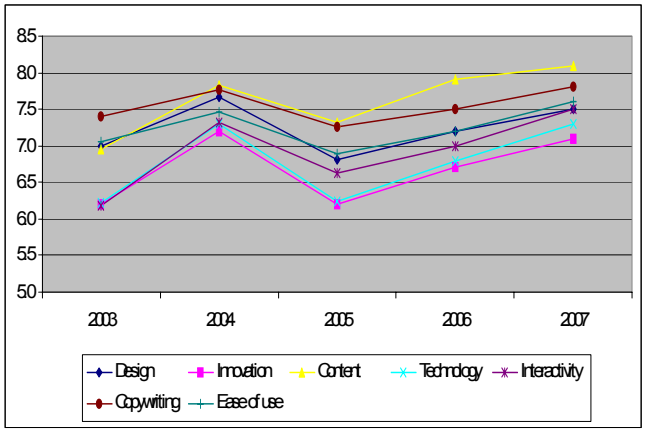


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	7.7	6.8	7.2	7.5
Innovation	6.2	7.2	6.2	6.7	7.1
Content	7.0	7.8	7.3	7.9	8.1
Technology	6.2	7.3	6.2	6.8	7.3
Interactivity	6.2	7.3	6.6	7.0	7.5
Copywriting	7.4	7.8	7.3	7.5	7.8
Ease of use	7.0	7.5	6.9	7.2	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

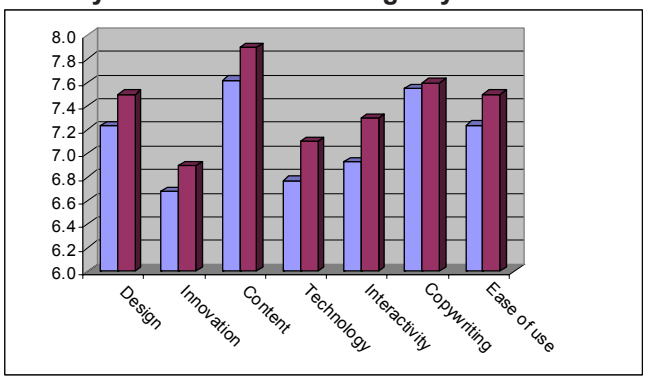


Analysis

Education Web sites are generally in line with the overall ISAR index, although they have been on the underperforming side of the index 7 of the last 11 years. Because these sites scores are just average or slightly below, Education sites have underperformed the 5-year criteria benchmarks in all areas. Content and copywriting are Education Web sites strong points. It is no surprise that technology and innovation are their weak points.

When it comes to Web development, many education sites tend to be followers, not leaders. The best sites are integrating video and Flash animation to make learning exciting and dynamic. The youth of today are spending more time on the Internet than in front of TV. Educators need to use this trend to their benefit.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Creative Channel Services	Virgin Mobile - Train on Your Terms
2006	National Geographic	Discover Antarctica
2005	Disney Online	Hot Shot Business
2004	General Motors	GMability Education
2003	Disney Online	Hot Shot Business (Best of Show)
2002	Freddie Mac	Your Route to Homeownership
2001	IGCN	eTech Planner
2000	Addison	Educational Testing Service
1999	Strategic Interactive Group	www.harcourt.com
1998	DDB Needham	Space Day
1997	Video Placement Worldwide	VPW Classroom Info Network

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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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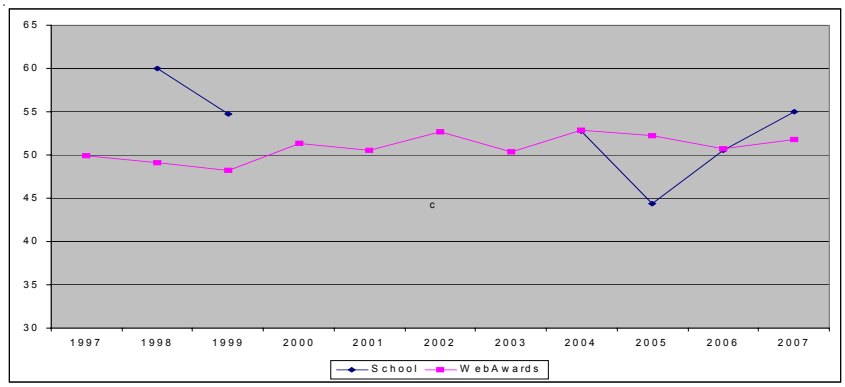
WebAward Internet Standards Assessment Report

2008 School Benchmark Results

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

Year	School	WebAwards
1997		49.9
1998	60	49.1
1999	54.7	48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	52.8	52.9
2005	44.4	52.2
2006	50.5	50.7
2007	55	51.8

Score out of a possible 70 points

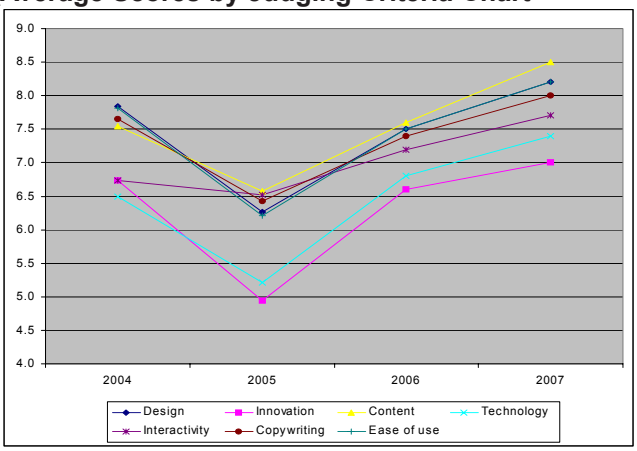


Average Scores by Judging Criteria

	2004	2005	2006	2007
Design	7.8	6.3	7.5	8.2
Innovation	6.7	4.9	6.6	7.0
Content	7.5	6.6	7.6	8.5
Technology	6.5	5.2	6.8	7.4
Interactivity	6.7	6.5	7.2	7.7
Copywriting	7.7	6.4	7.4	8.0
Ease of use	7.8	6.2	7.5	8.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

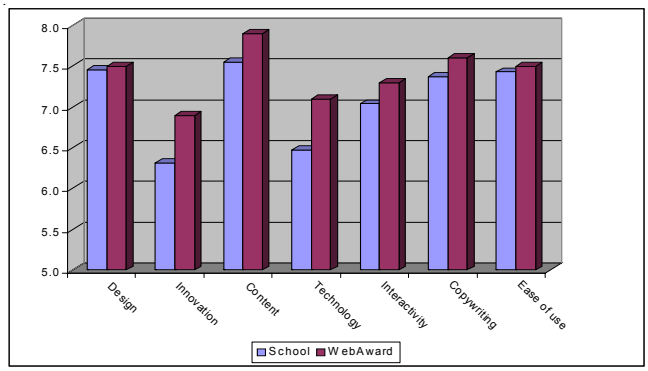


Analysis

Web sites rejoined the WebAwards in 2004 after being removed for four years. They have matched the ISAR index twice, performed dismally in 2005, and outperformed the index most recently in 2007. School Web sites perform best in content, design, and ease of use. They score lower in innovation and technology. School Web sites lag the 4-year criteria averages in all areas except for design which it matches.

School Web sites are becoming increasingly more important as a resource tool for students, parents, and the administration of school systems. Though often limited by budget restraints, administrations see the benefits and necessity of bringing their schools online.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Tellus	Bethany School
2006	WhippleHill Communications	St. George's School
2005	Tellus	West Clermont School District
2004	eSiteful Corporation	Plano Independent School District
1999	IDEAS Design, Inc.	Barbizon Modeling Schools
1998	Vancouver Film School	VFS Education

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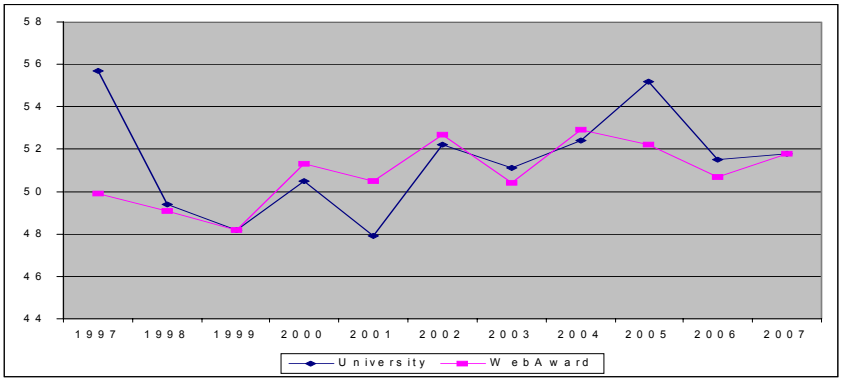
WebAward Internet Standards Assessment Report

2008 University Industry Benchmark Results

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

Year	Univ	WebAward
1997	55.7	49.9
1998	49.4	49.1
1999	48.2	48.2
2000	50.5	51.3
2001	47.9	50.5
2002	52.2	52.7
2003	51.1	50.4
2004	52.4	52.9
2005	55.2	52.2
2006	51.5	50.7
2007	51.8	51.8

Score out of a possible 70 points

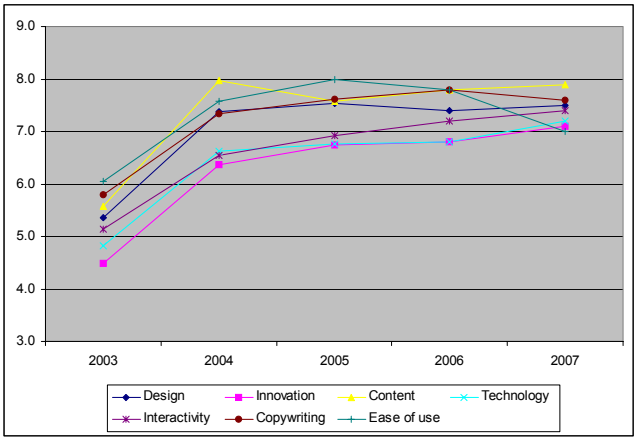


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	5.3	7.4	7.5	7.4	7.5
Innovation	4.5	6.4	6.7	6.8	7.1
Content	5.6	8.0	7.6	7.8	7.9
Technology	4.8	6.6	6.8	6.8	7.2
Interactivity	5.1	6.6	6.9	7.2	7.4
Copywriting	5.8	7.3	7.6	7.8	7.6
Ease of use	6.0	7.6	8.0	7.8	7.0

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

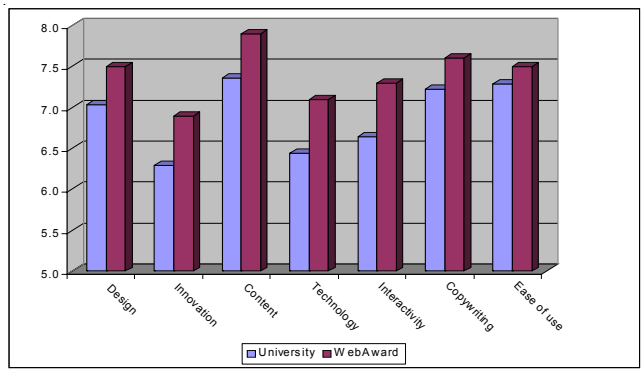


Analysis

University Web sites have demonstrated split performance within the ISAR index. They outperformed the index five times, underperformed four times, and matched the index twice. University sites have underperformed the 5-year criteria benchmark averages in all areas. They score highest in content, copywriting, and design, but lag in innovation, technology, and, more recently, ease of use.

Today's university students have grown up on the Internet and are a driving force of things to come. If a university does not embrace this and actively work to protect their online reputation, students will go elsewhere.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	The Art Institute of Pittsburgh	The Art Institute of Pittsburgh
2006	Xavier University	The Road to Xavier
2005	Geary Interactive	San Diego State University Timeline
2004	School of Visual Arts	School of Visual Arts Website
2003	160over90	Chestnut Hill College Admissions Site
2002	University of Houston	University of Houston Advancement Division
2001	Interactive Media Associates	The Juilliard School
2000	University at Buffalo	University at Buffalo Admissions
1998	EdgeNet Media	Belmont University
1998	Lisboa	George Washington University Exec MBA
1998	M-CARE	M-CARE Online
1997	CKS Partners	Visa RankIt Web Site

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