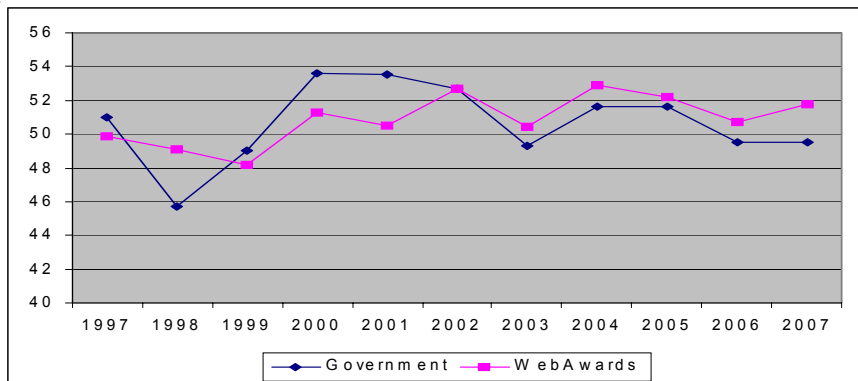# WebAward Internet Standards Assessment Report

2008 Government Benchmark Results

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

Year	Govt	WebAwards
1997	51	49.9
1998	45.7	49.1
1999	49	48.2
2000	53.6	51.3
2001	53.5	50.5
2002	52.7	52.7
2003	49.3	50.4
2004	51.6	52.9
2005	51.6	52.2
2006	49.5	50.7
2007	49.5	51.8

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.6	6.8	6.8	7.2	7.2
Innovation	5.5	6.1	6.1	6.2	6.4
Content	7.1	7.6	7.3	7.6	7.7
Technology	5.6	6.4	6.4	6.6	6.6
Interactivity	6.3	6.7	6.8	7.1	7.2
Copywriting	7.4	7.5	7.3	7.5	7.4
Ease of use	7.0	7.3	7.1	7.4	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
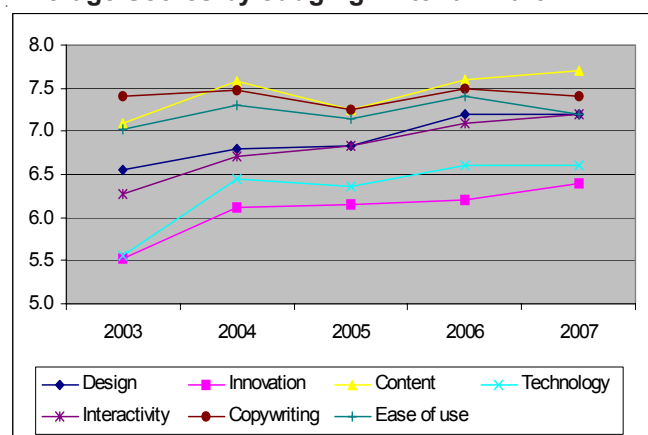
Analysis

Prior to 2003, Government Web sites, including federal, state, and municipal agencies generally met or exceeded the ISAR index; however, the past five years have resulted in consistent underperformance in the index. 2007 was a particularly poor performing year. Because of this sub-par performance, government sites have lagged the 5-year criteria benchmark averages in all areas. As an industry, they are best at content and copywriting, but consistently lag in innovation and technology.

Most government sites suffer from an over reliance on text and strict conformity to other sites pertaining to that governmental body. Sites that can break out of these predictable bland requirements can really stand out and be a showcase for the agency that created them.

Industry vs ISAR 5-Year Average By Criteria
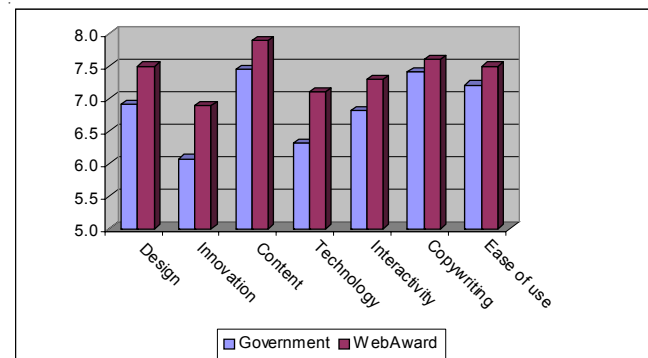
Best of Industry Winners

Year	Winner	Web site
2007	Zugara	Do Something Amazing
2006	National Library of Scotland	National Library of Scotland
2005	U.S. Postal Service	Postage Rate Calculator
2004	Batiz.com, Inc.	Drive Clean
2003	TMP Worldwide	United States Naval Reserve
2002	Campbell-Ewald Advertising	Accelerate Your Life, NAVY
2001	Zentropy Partners/Campbell-Ewald	U.S. Navy
2000	SixtyFootSpider	Stealth Force
1999	Golin/Harris International	Respect Your Mind, Protect Your Body
1998	Seattle City Light	Conservation
1997	Sandia National Laboratories	Sandia National Labs

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