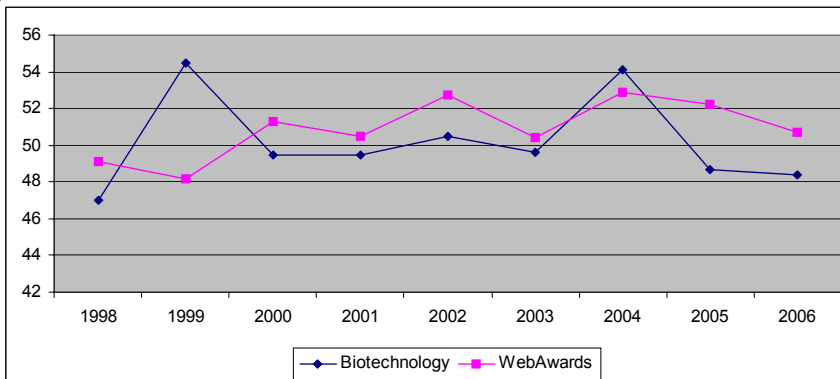# WebAward Internet Standards Assessment Report

2008 Biotechnology Industry Benchmark Results

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

Year	Biotech	WebAwards
1997		49.9
1998	47	49.1
1999	54.5	48.2
2000	49.5	51.3
2001	49.5	50.5
2002	50.5	52.7
2003	35.5	50.4
2004	54.1	52.9
2005	48.7	52.2
2006	48.4	50.7
2007	50.7	51.8

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.7	7.4	6.9	7.5	7.3
Innovation	5.7	6.5	5.5	6.1	5.7
Content	7.2	7.7	6.8	7.3	7.8
Technology	6.1	6.7	5.5	6.2	6.2
Interactivity	6.4	6.7	6.7	6.3	7.2
Copywriting	7.7	7.4	7.2	7.5	8.3
Ease of use	7.0	7.2	6.8	7.6	8.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
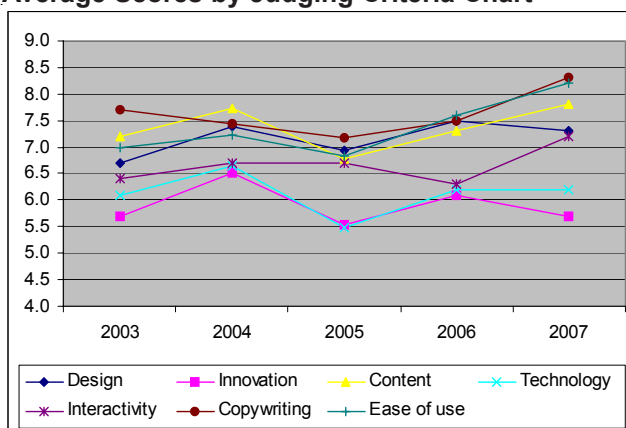
Analysis

Biotechnology Web sites have underperformed the overall ISAR index eight of the last ten years judged. Despite scoring the third highest score in copywriting across all industries judged, the biotechnology industry scored below the 5-year criteria benchmark in all other areas. Although well written and designed, these sites are weak in innovation and technology.

Biotech Web sites generally deal with complex content, advanced medical issues, and a highly educated audience. The use of Flash and other technologies to animate graphics and integrate video and audio has made it easier for the best biotech sites to tell their story.

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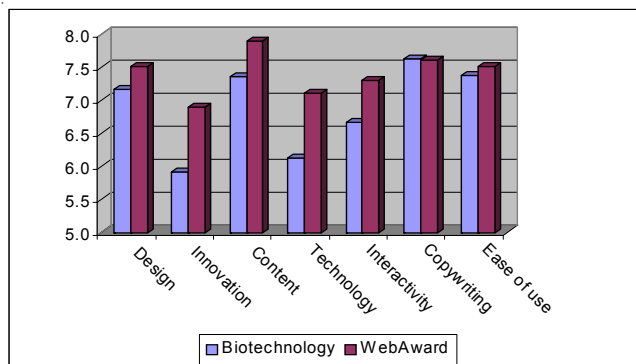
Best of Industry Winners

Year	Winner	Web site
2007	Euro Life x2	Prolastin
2006	AxxiemCorp	Cara Therapeutics
2005	Risdall Advertising Agency	Hutchinson Technology
2004	Genzyme Corporation / Stellent	Genzyme Web Initiative
2003	Alken-Murray Corporation	Alken-Murray
2002	Hanley-Wood Integrated Marketing	whybiotech.com
2001	Ornico 1to1	Efekto
2000	R/GA	Healthshield
1999	BioSpace.com Inc.	BioSpace.com
1998	Synergistic Media Network Inc.	BioSpace.com

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