



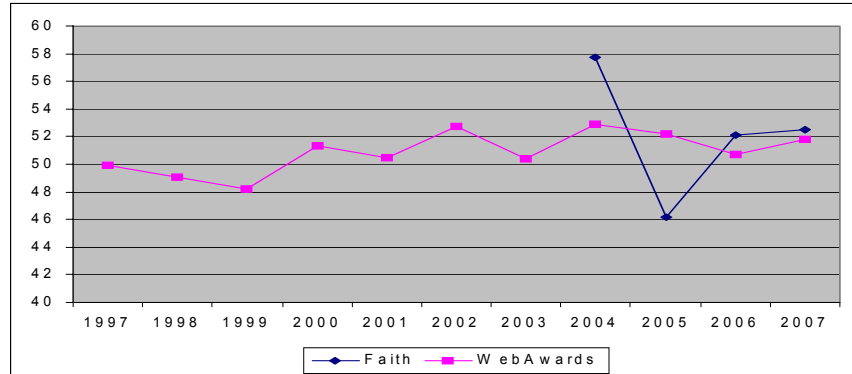
WebAward Internet Standards Assessment Report

2008 Faith-Based Benchmark Results

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

| | <u>Faith</u> | <u>WebAwards</u> |
|------|--------------|------------------|
| 1997 | | 49.9 |
| 1998 | | 49.1 |
| 1999 | | 48.2 |
| 2000 | | 51.3 |
| 2001 | | 50.5 |
| 2002 | | 52.7 |
| 2003 | | 50.4 |
| 2004 | 57.7 | 52.9 |
| 2005 | 46.2 | 52.2 |
| 2006 | 52.1 | 50.7 |
| 2007 | 52.5 | 51.8 |

Score out of a possible 70 points

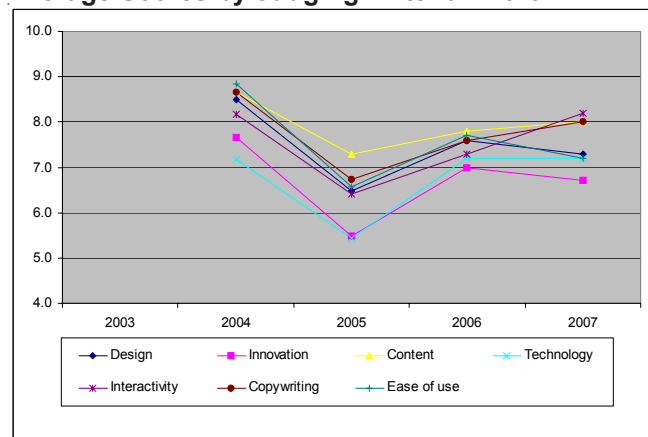


Average Scores by Judging Criteria

| | <u>2003</u> | <u>2004</u> | <u>2005</u> | <u>2006</u> | <u>2007</u> |
|---------------|-------------|-------------|-------------|-------------|-------------|
| Design | | 8.5 | 6.5 | 7.6 | 7.3 |
| Innovation | | 7.7 | 5.5 | 7.0 | 6.7 |
| Content | | 8.7 | 7.3 | 7.8 | 8.0 |
| Technology | | 7.2 | 5.4 | 7.2 | 7.2 |
| Interactivity | | 8.2 | 6.4 | 7.3 | 8.2 |
| Copywriting | | 8.7 | 6.7 | 7.6 | 8.0 |
| Ease of use | | 8.8 | 6.6 | 7.7 | 7.2 |

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

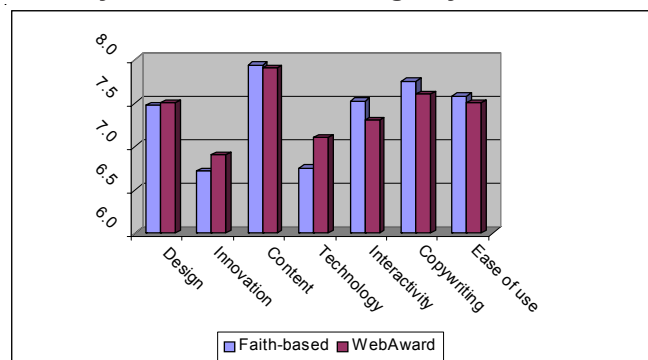


Analysis

Faith-based Web sites are newcomers to the WebAwards joining in 2004. A stellar performance in 2004 was offset by poor performance in 2005. For the past two years, the industry has settled in with less drastic swings and has outperformed the index by a small margin. The 4-year criteria average scores are above average in ease of use, copywriting, and interactivity. They received the third highest interactivity score across all industries.

Many faith-based sites are strong in social media, offering user generated content to their advantage. They often have dedicated users that can provide valuable content and offer satisfying user interactions.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

| <u>Year</u> | <u>Winner</u> | <u>Website</u> |
|-------------|-----------------------------|--|
| 2007 | Bayshore Solutions | Wycliffe Bible Translators |
| 2006 | Dallas Theological Seminary | Dallas Theological Seminary Website |
| 2005 | Biola University | Talbot School of Theology Website |
| 2004 | PhotoMission, Inc. | A Worldwide Community of Christian Photographers |

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