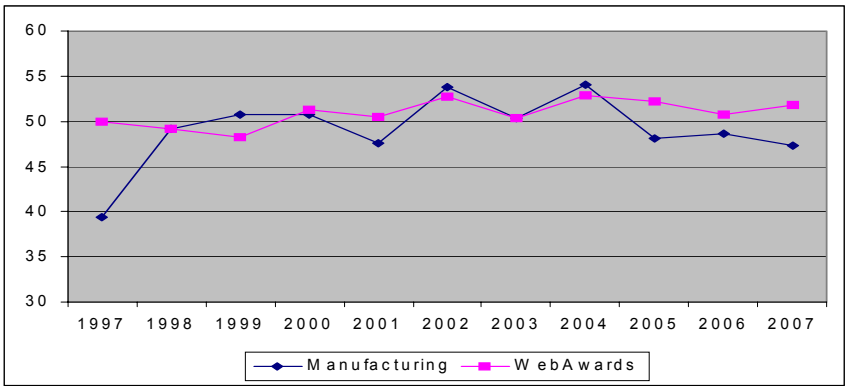
WebAward Internet Standards Assessment Report

2008 Manufacturing Industry Benchmark Results

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

Year	Man	WebAwards
1997	39.4	49.9
1998	49.2	49.1
1999	50.7	48.2
2000	50.7	51.3
2001	47.6	50.5
2002	53.8	52.7
2003	50.4	50.4
2004	54	52.9
2005	48.1	52.2
2006	48.7	50.7
2007	47.3	51.8

Score out of a possible 70 points

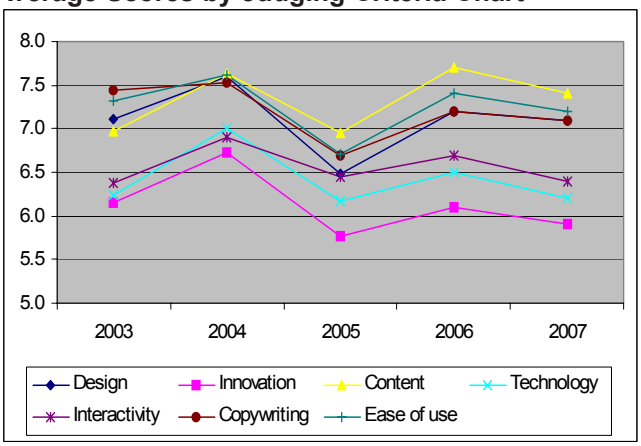


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.1	7.6	6.5	7.2	7.1
Innovation	6.1	6.7	5.8	6.1	5.9
Content	7.0	7.6	7.0	7.7	7.4
Technology	6.2	7.0	6.2	6.5	6.2
Interactivity	6.4	6.9	6.4	6.7	6.4
Copywriting	7.4	7.5	6.7	7.2	7.1
Ease of use	7.3	7.6	6.7	7.4	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

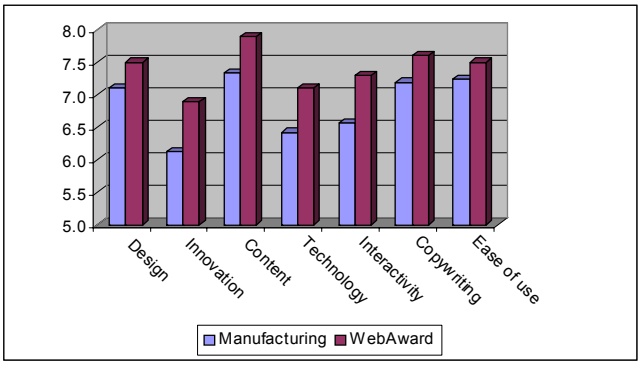


Analysis

Manufacturing Web sites have generally matched the overall ISAR index for the past eleven years; although, they have been slightly lower than the index for the past three consecutive years. They score below the 5-year criteria benchmark averages in all areas. Content, ease of use, and copywriting are manufacturing Web sites strong points.

Most manufacturing Web sites are simple B2B Web sites that focus on their distributor's needs. However, a growing number of manufactures are taking advantage of consumer brand awareness and providing an in-depth product demo to differentiate their products from the competition.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Eaton Corporation	2006 Annual Report
2006	My1stop	My1stop Printing
2005	Sub-Zero	Sub-Zero PRO 48 Refrigerator
2004	BRP and Nurun Inc.	BRP Corporate/Brand Web Ecosystem
2003	Advanced Elastomer Systems	Santoprene.com
2002	Engine Interactive	Precor
2001	Neenah Paper	Neenah Paper
2000	Biggs-Gilmore Communications	Valent Web Site
1999	ComVersant	Philips PC Peripherals
1998	Shandwick Interactive	Marvin Windows & Doors

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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