



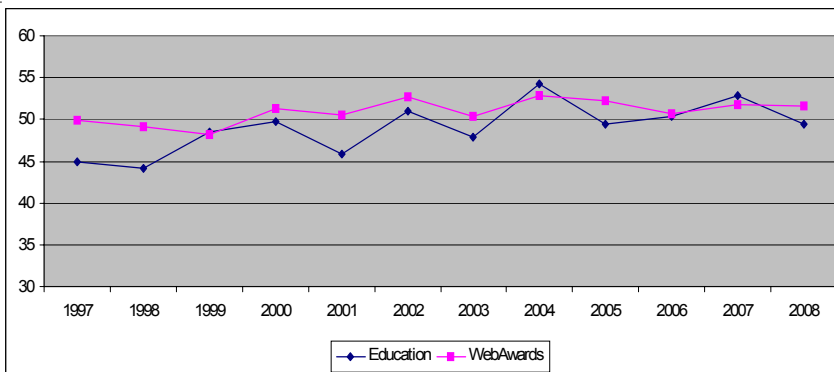
# WebAward Internet Standards Assessment Report

## 2009 Education Industry Benchmark Results

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

Year	Ed	WebAwards
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
2008	49.4	51.6

Score out of a possible 70 points

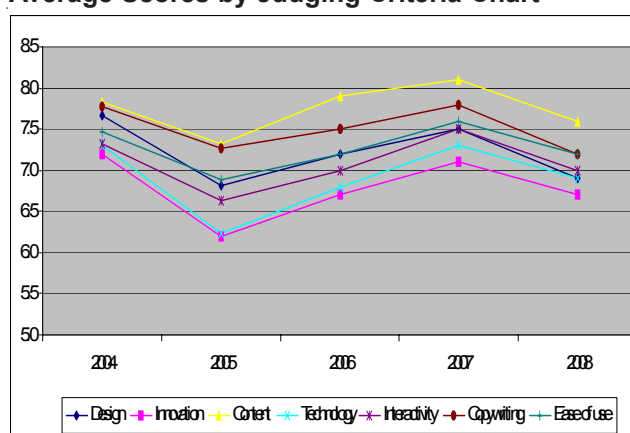


### Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.7	6.8	7.2	7.5	6.9
Innovation	7.2	6.2	6.7	7.1	6.7
Content	7.8	7.3	7.9	8.1	7.6
Technology	7.3	6.2	6.8	7.3	6.9
Interactivity	7.3	6.6	7.0	7.5	7.0
Copywriting	7.8	7.3	7.5	7.8	7.2
Ease of use	7.5	6.9	7.2	7.6	7.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

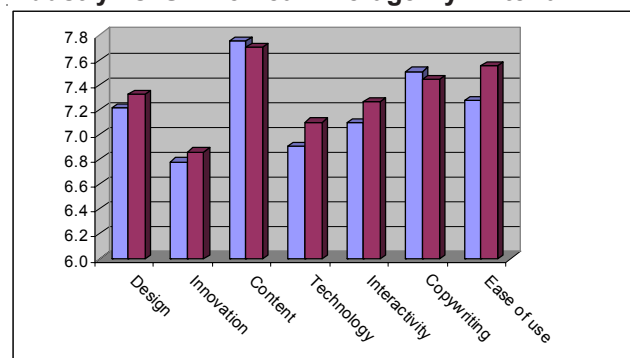


### Analysis

Education Web sites are generally in line with the overall ISAR index, although they have been on the underperforming side of the index 8 of the last 12 years. They have matched the index twice and have slightly outperformed it only twice as well. Because these sites scores are just average or slightly below, Education sites have underperformed the 5-year criteria benchmarks in most areas. Content and copywriting are Education Web sites strong points. It is no surprise that use of 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
2008	TribalDDB	START A CHAIN REACTION
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](http://www.webaward.org)