



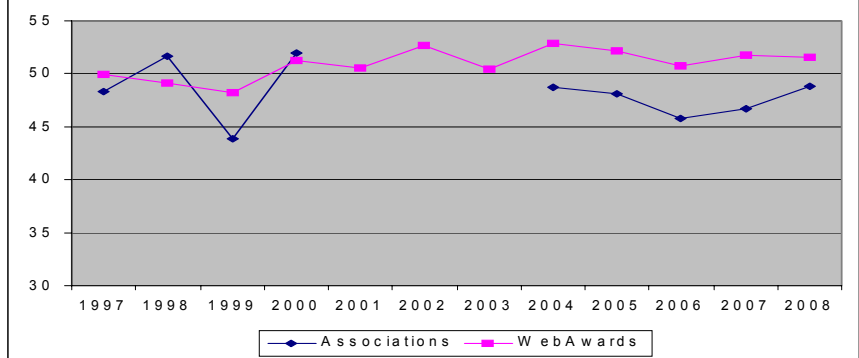
WebAward Internet Standards Assessment Report

2009 Association Industry Benchmark Results

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

Year	Assns	WebAwards
1999	43.9	48.2
2000	52.0	51.3
2001		50.5
2002		52.7
2003		50.4
2004	48.7	52.9
2005	48.1	52.2
2006	45.8	50.7
2007	46.69	51.8
2008	48.8	51.6

Score out of a possible 70 points

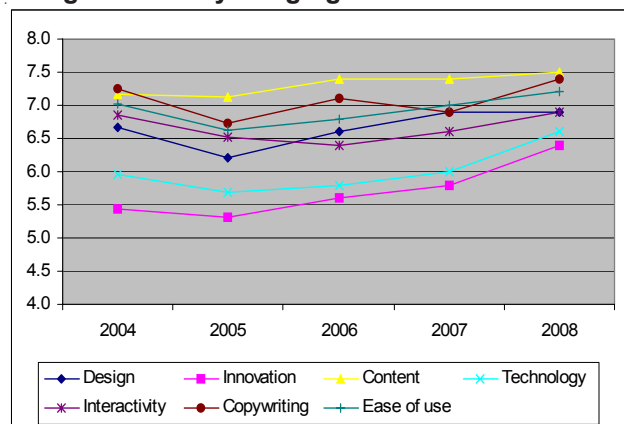


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.7	6.2	6.6	6.9	6.9
Innovation	5.4	5.3	5.6	5.8	6.4
Content	7.2	7.1	7.4	7.4	7.4
Technology	6.0	5.7	5.8	6.0	6.6
Interactivity	6.9	6.5	6.4	6.6	6.9
Copywriting	7.2	6.7	7.1	6.9	7.4
Ease of use	7.0	6.6	6.8	7.0	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

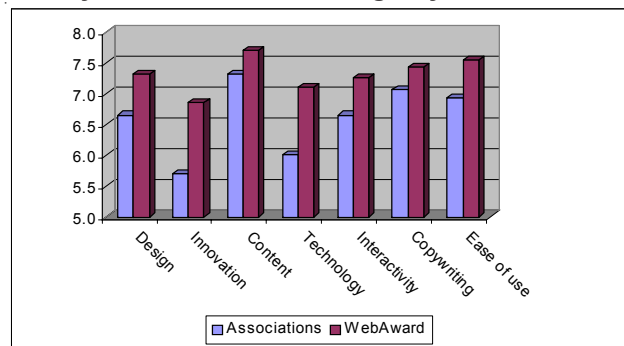


Analysis

Association Web sites have underperformed the ISAR Index for the last five consecutive years. Due to limited resources and funding, it is not surprising that associations score lowest in innovation and technology, although these scores have been rising steadily for the past four years. They score highest in content and copywriting. Association Web sites function as a valuable communication channel with their members, but this channel is not the exclusive communication vehicle. The top associations Web sites often keep their most valuable information in member-only areas.

Due to a programming error, the association industry was left out of the 2001-2003 WebAwards leaving a gap in the data for this industry. During this time, many associations participated in other industry categories.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	NMMA/Discover Boating	DiscoverBoating.com
2007	Automated Graphic Systems	American Bar Association
2006	BrowserMedia	NCEF
2005	Xtential Corporation	AAF Advertising Hall of Fame
2004	Aesention, Inc.	WI Manufacturers & Commerce
2000	Cole & Weber	betterbricks.com
1999	Aristotle	American Taekwondo Assn
1998	Inlet, Inc.	American Business Press
1997	Investment Company Institute	Mutual Fund Connection

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