



WebAward Internet Standards Assessment Report

2009 Legal Industry Benchmark Results

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

Year	Legal	WebAwards
1999	48	48.2
2000	51	51.3
2001	52	50.5
2002	50.6	52.7
2003	50	50.4
2004	50.4	52.9
2005	51.5	52.2
2006	48.8	50.7
2007	49.7	51.8
2008	45.8	51.6

Score out of a possible 70 points

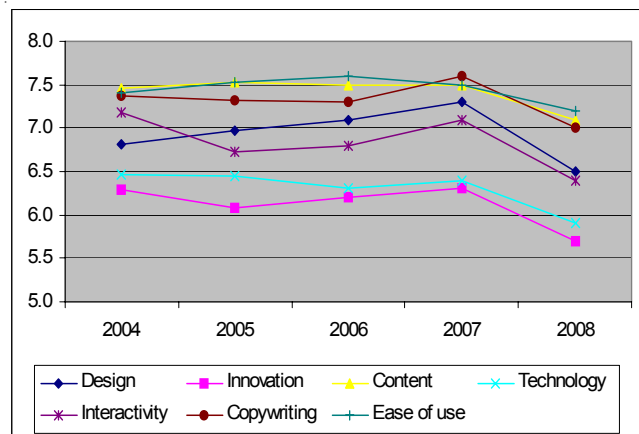


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	7.0	7.1	7.3	6.5
Innovation	6.3	6.1	6.2	6.3	5.7
Content	7.5	7.5	7.5	7.5	7.1
Technology	6.5	6.4	6.3	6.4	5.9
Interactivity	7.2	6.7	6.8	7.1	6.4
Copywriting	7.4	7.3	7.3	7.6	7.0
Ease of use	7.4	7.5	7.6	7.5	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

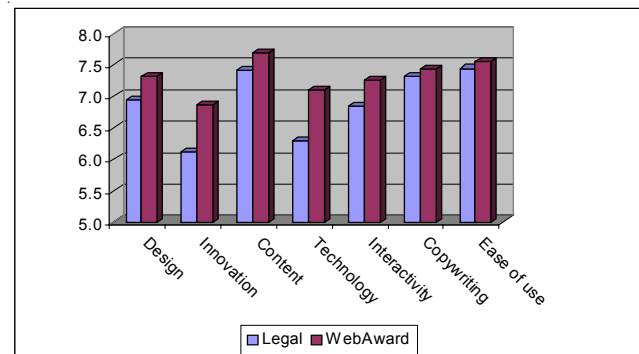


Analysis

Legal Web sites are generally in line, but slightly below the overall ISAR index for web development. Legal sites score well in ease of use, content, copywriting, and design. They score lowest in technology and innovation. Legal Web sites have underperformed the 5-year criteria benchmark averages in all areas.

Lawyers are not known to be risk takers and many of their Web sites reflect that philosophy. The best legal Web sites are thought leaders for their areas of expertise using corporate blogs to write about important topics.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	The Attorney Store	GETLEGAL.COM
2007	carbonhouse, inc.	Womble Carlyle Sandridge & Rice, PLLC
2006	Thomson-FindLaw	Yanowitch Law, P.A.
2005	Frost Brown Todd LLC	Frost Brown Todd LLC
2004	Pierce Atwood	Pierce Atwood
2003	Pepper Hamilton LLP	www.pepperlaw.com
2002	Lane Powell Spears Lubersky LLP	Lanepowell.com
2001	Thompson Hine LLP, Brulant, Inc.	Thompson Hine LLP
2000	Neal J.B. Simon	USLaw.com
1999	RLA Interactive	Kinney and Lange

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