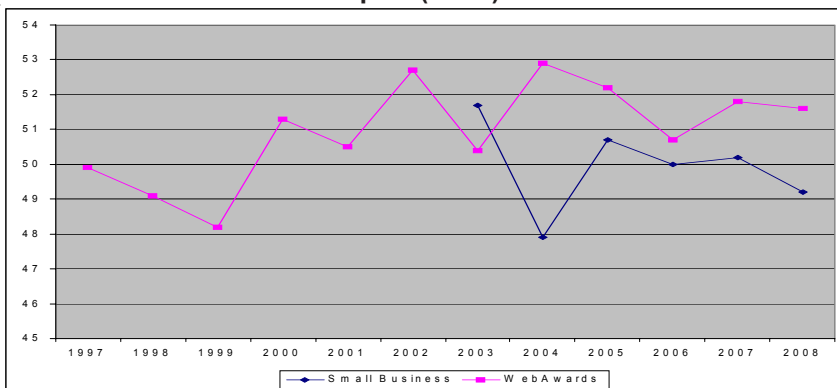# WebAward Internet Standards Assessment Report

2009 Small Business Industry Benchmark Results

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

Year	Sm Biz	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	51.7	50.4
2004	47.9	52.9
2005	50.7	52.2
2006	50	50.7
2007	50.2	51.8
2008	49.2	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.6	6.7	7.1	7.0	7.0
Innovation	5.5	5.8	6.6	6.2	6.3
Content	7.0	7.0	7.7	7.9	7.3
Technology	5.4	6.1	6.6	6.8	6.7
Interactivity	6.6	6.7	7.2	7.4	7.3
Copywriting	7.0	6.8	7.3	7.6	7.1
Ease of use	7.1	7.3	7.4	7.4	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
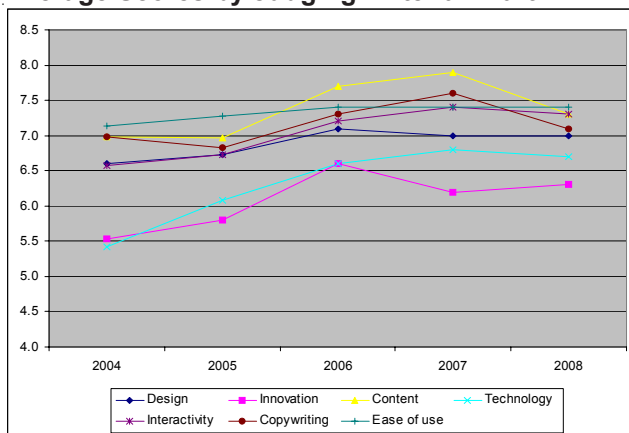
Analysis

Small business Web sites joined the WebAwards as a separate category in 2003 and have lagged the ISAR index in all years except 2003. They underperformed the 5-year criteria benchmark averages in all areas. As an industry, they are strongest in content, ease of use, and copywriting, but lag in innovation and technology.

Web sites allow even the smallest businesses to compete for customers on a global scale. Unfortunately, many of these businesses do not invest in having qualified professionals build and maintain their Web presence. The best small business Web sites can become business's number one source for new customers and they can service those customers very cost effectively.

Industry vs ISAR 5-Year Average By Criteria
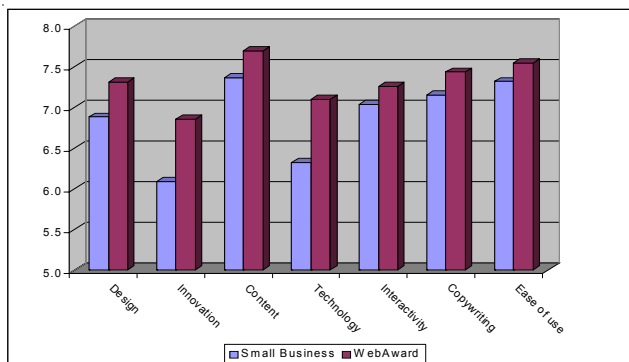
Best of Industry Winners

Year	Winner	Web site
2008	HKTDC	hktdc.com
2007	dLife	dLife Website
2006	BusinessWeek	BusinessWeek Online - Small Biz
2005	Mediapulse, Inc.	Stuart Row Landscapes, Inc.
2004	Gerard Konars	Bridal and Formal, Inc. Website
2003	Byte Interactive	Byte Interactive

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