



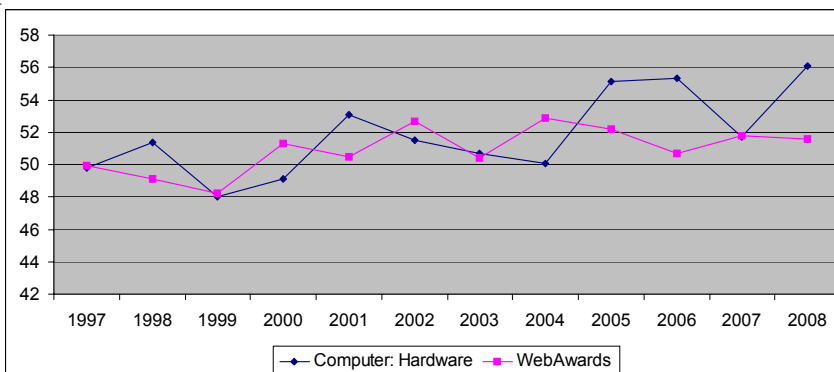
# WebAward Internet Standards Assessment Report

## 2009 Computer Hardware Industry Benchmark Results

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

<u>Year</u>	<u>Hardware WebAwards</u>	
1999	48.0	48.2
2000	49.1	51.3
2001	53.1	50.5
2002	51.5	52.7
2003	50.7	50.4
2004	50.1	52.9
2005	55.1	52.2
2006	55.3	50.7
2007	51.7	51.8
2008	56.1	51.6

Score out of a possible 70 points

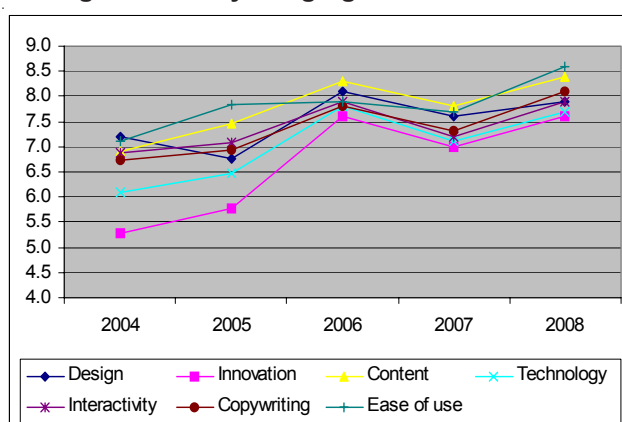


### Average Scores by Judging Criteria

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Design	7.2	6.8	8.1	7.6	7.9
Innovation	5.3	5.8	7.6	7.0	7.6
Content	6.9	7.5	8.3	7.8	8.4
Technology	6.1	6.5	7.8	7.1	7.7
Interactivity	6.9	7.1	7.9	7.2	7.9
Copywriting	6.7	6.9	7.8	7.3	8.1
Ease of use	7.1	7.8	7.9	7.7	8.6

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

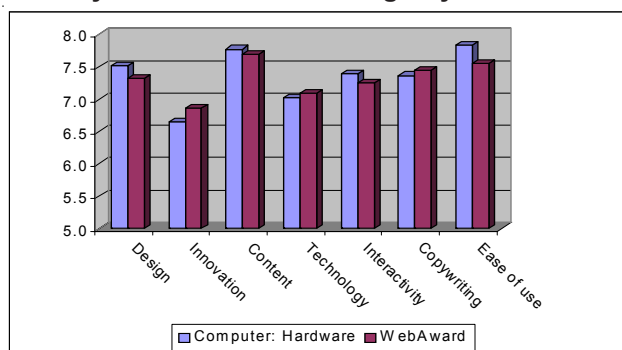


### Analysis

Computer hardware has significantly outperformed the ISAR Index for three of the past four years with 2007 being inline with the Index. Although computer hardware sites recent performance, the poor performance in 2004 has resulted in a drag on computer hardware sites scoring for the 5-year criteria benchmark. Computer hardware sites tend to be strongest in content, copywriting and ease of use. They beat the WebAward criteria average benchmark in the ease of use category. They score lowest in innovation and technology.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2008	HL2	Microsoft Hardware Sidewinder Mouse
2007	Dell Global Site Design	StudioDell
2006	Broadcom Corporation	Broadcom Website
2005	HP.com	HP.com
2004	HP.com	HP.com
2003	HP	HP Public Web Site
2002	Palm, Inc.	Palm.com
2001	IBM	ibm.com
2000	EMC Web Team	EMC.com
1999	Four Points Digital	3Com HomeConnect
1998	AGENCY.COM/Online Magic	Compaq Website
1997	Anderson & Lembke, Inc.	Altec Lansing microsite

### 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)