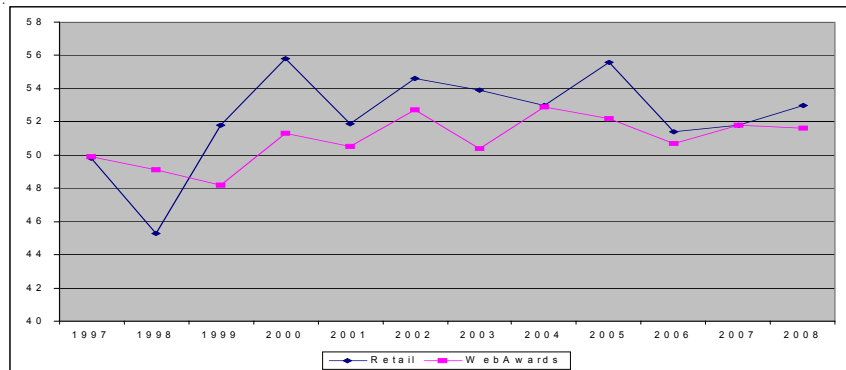# WebAward Internet Standards Assessment Report
2009 Retail Industry Benchmark Results

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

Year	Retail	WebAwards
1999	51.8	48.2
2000	55.8	51.3
2001	51.9	50.5
2002	54.6	52.7
2003	53.9	50.4
2004	53	52.9
2005	55.6	52.2
2006	51.4	50.1
2007	51.8	51.8
2008	53.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.6	7.6	7.8	7.7
Innovation	6.5	6.9	6.9	6.8	7.0
Content	7.5	7.9	7.8	7.7	8.0
Technology	6.7	7.2	7.1	7.0	7.3
Interactivity	7.3	7.6	6.8	7.5	7.6
Copywriting	7.2	7.7	7.6	7.5	7.7
Ease of use	7.3	7.8	7.6	7.6	7.9

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
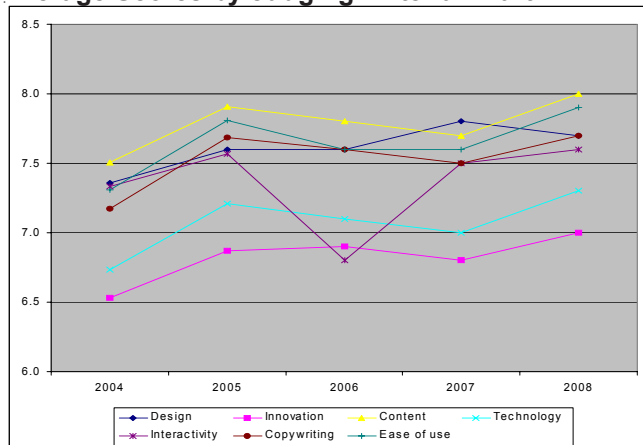
Analysis

Retail Websites have historically been above average performers in the ISAR index. They had one year of below average performance (1999) and three years of matched performance (1997, 2004 & 2007). All other years, they have outperformed the index and 2008 was not exception. Restaurant Web sites have exceeded the 5-year criteria benchmark in design, content, interactivity, copywriting, and ease of use. It narrowly missed the benchmark in innovation and technology.

Retail Web sites have opened new markets for most retailers, lifting the geographic boundaries of brick and mortar. Search engine optimization is the single most important factor for success for retail Web sites.

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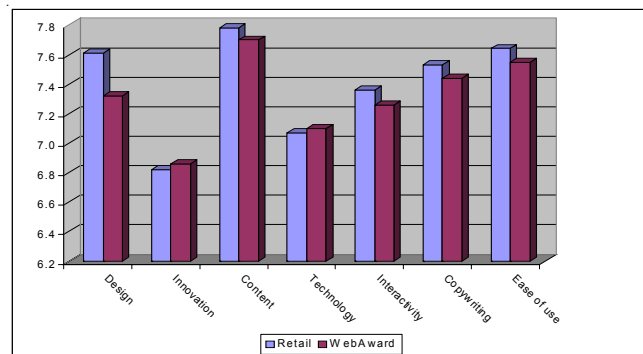
Best of Industry Winners

Year	Winner	Web site
2008	Arc Worldwide	Hallmark Journeys
2007	Creative Digital Group	The Home Depot Home Services
2006	Resource Interactive	RBK Music
2005	R/GA	Nike ID
2004	PixelMEDIA, Inc.	ECCO USA, Inc Web Site
2003	Freerun Technologies	Olivier Napa Valley
2002	Sharpe Partners	www.samsphotoclub.com
2001	Fry Multimedia	Eddie Bauer
2000	Personus	EMPORI.COM
1999	BroadVision	Home Depot
1998	Organic	barnesandnoble.com

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