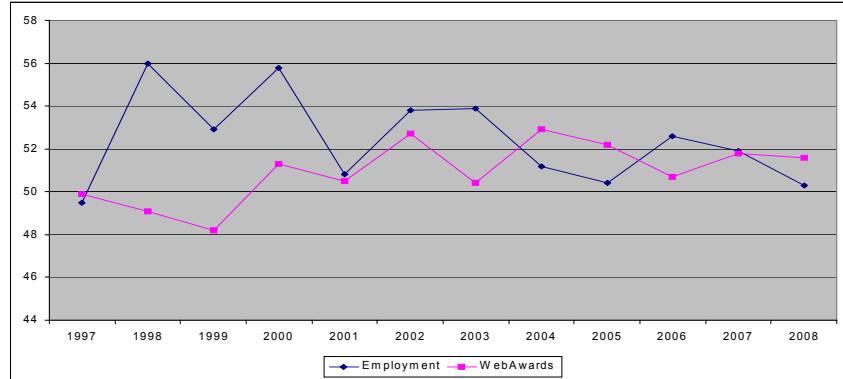# WebAward Internet Standards Assessment Report

2009 Employment Industry Benchmark Results

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

Year	Employ	WebAwards
1999	52.9	48.2
2000	55.8	51.3
2001	50.8	50.5
2002	53.8	52.7
2003	53.9	50.4
2004	51.2	52.9
2005	50.4	52.2
2006	52.6	50.7
2007	51.9	51.8
2008	50.3	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.1	6.5	7.4	7.4	7.2
Innovation	6.2	5.8	6.9	6.9	6.7
Content	7.6	7.2	8.0	7.7	7.5
Technology	6.6	6.1	7.4	7.0	6.7
Interactivity	7.3	6.8	7.5	7.4	7.0
Copywriting	7.7	7.0	7.8	7.7	7.5
Ease of use	7.8	7.0	7.7	7.7	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
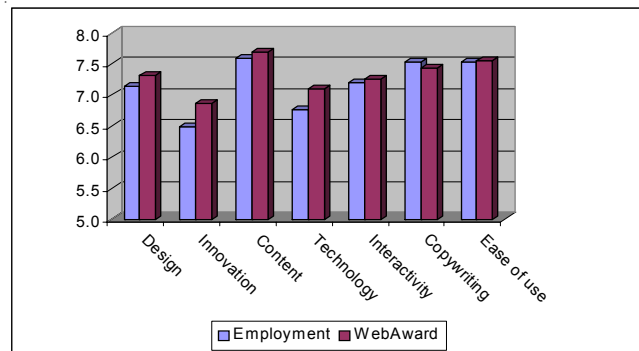

Industry vs ISAR 5-Year Average By Criteria
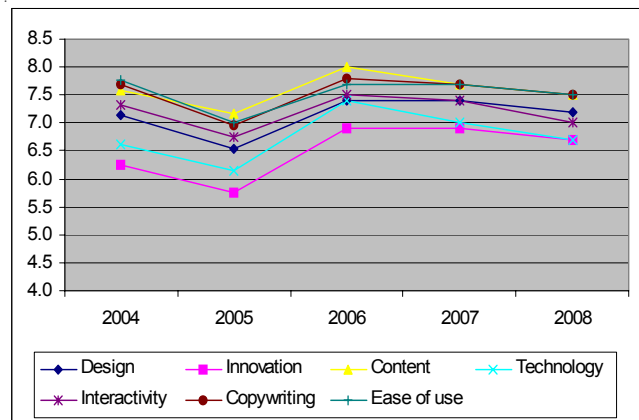
Analysis

Employment web sites continued it see-saw trend verses the WebAward Index and once again fell below the Index in 2008. Prior to this, they outperformed the index seven out of the ten years with their highest scores coming from the earlier years of the index. Employment Web sites matched the 5-year criteria benchmark average in most areas with copywriting being the only criteria that it outperformed. These sites are strongest in content, copywriting, and ease of use. They are weakest in innovation and technology.

The best employment Web sites are more than job search engines; they educate and prepare both employer and potential employee about what to expect and the sites facilitate making the right match. Finding the right employees is so important to companies today, that it is no wonder they are spending the time, energy, and budget to create dynamic Web sites.

Best of Industry Winners

Year	Winner	Web site
2008	Worktank	Microsoft Diversity
2007	JWT Employment Comm	FedEx Air Ops Microsite
2006	Modem Media	Dice.com Being IT
2005	InteliMark Enterprises	Au Pair & Nanny Agency
2004	Idea Integration	Aegis Therapies
2003	Kelly Services Internet Team	Kelly Services
2002	Kelly Services Internet Team	Kelly Services
2001	Digital Navigation	Eaton Corp Recruitment Site
2000	Salary.com	Salary.com
1999	Stackig/TMPW	Washington Hospital Center
1998	GE Medical Systems	GE Medical Systems Recruiting
1997	Monster.com	The Monster Board

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