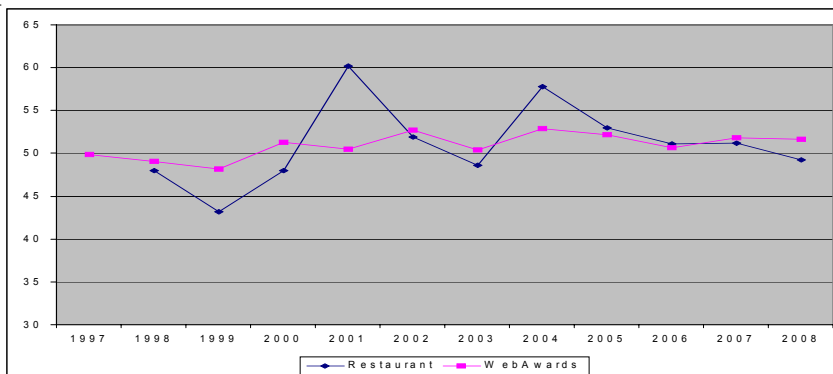# WebAward Internet Standards Assessment Report
2009 Restaurant Industry Benchmark Results

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

Year	Restaurant	WebAward
1999	43.2	48.2
2000	48	51.3
2001	60.2	50.5
2002	51.9	52.7
2003	48.6	50.4
2004	57.8	52.9
2005	53	52.2
2006	51.1	50.7
2007	51.2	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	7.9	7.3	7.6	7.6	7.2
Innovation	6.8	6.5	6.9	7.1	6.8
Content	8.0	7.2	7.4	7.8	7.3
Technology	6.7	6.5	7.2	7.1	6.8
Interactivity	7.0	6.9	6.9	6.7	6.6
Copywriting	7.8	7.0	7.5	7.6	7.2
Ease of use	7.8	7.1	7.6	7.5	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
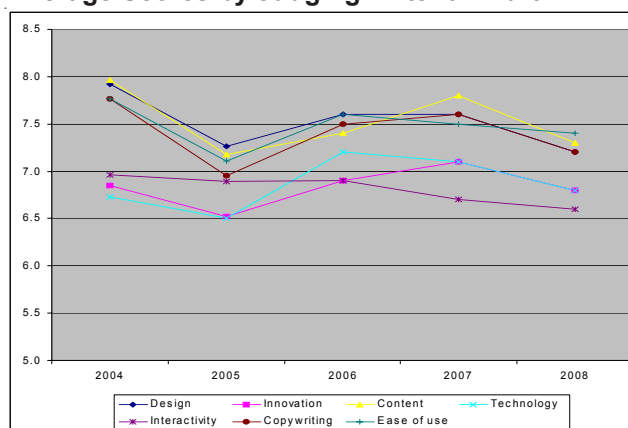
Analysis

In a downward trend since 2004, restaurant Web sites have underperformed the ISAR index in 2008 while matching the overall ISAR index for the three years prior. Throughout the study, they demonstrated up and down performance relative to the index. Restaurant Web sites outperformed the criteria benchmark averages in the design category and nearly matched it in innovation, copywriting, and ease of use. They fell below the benchmarks in content, technology and interactivity.

Good restaurant Web sites are more than just online menus. These sites understand that people are using the Internet to determine what and where to dine. Aggregators, like Open Table, will make having a compelling Web site even more important.

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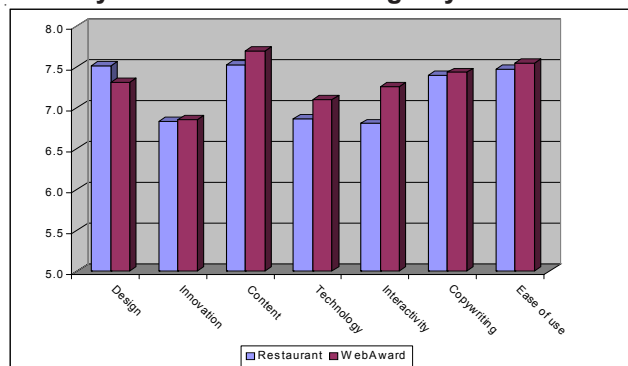
Best of Industry Winners

Year	Winner	Web site
2008	Design Lab	Four
2007	Avatar New York LLC	Mr. Broadway Kosher Restaurant
2006	E-Site Marketing	Montage Studio
2005	Apollo Interactive, Inc.	Johnny Rockets
2004	NetSuccess	Mercy Wine Bar
2003	Brann	Roy's Hawaiian Fusion
2002	Stone Ward Fusebox	TCBY
2001	Moyer Packing Company	Greaseland
2000	NOVO	RestaurantPro
1999	Site Dynamics	The Original Hooters
1998	USWeb Corporation	Blimpie Corporate Website

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