



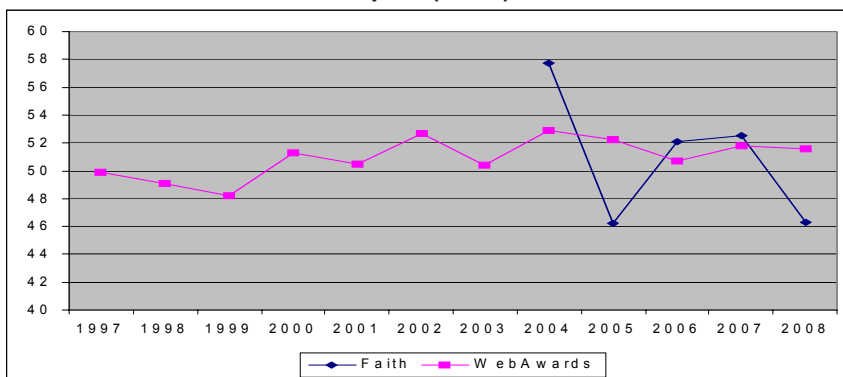
WebAward Internet Standards Assessment Report

2009 Faith-Based Benchmark Results

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

	<u>Faith</u>	<u>WebAwards</u>
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	57.7	52.9
2005	46.2	52.2
2006	52.1	50.7
2007	52.5	51.8
2008	46.3	51.6

Score out of a possible 70 points

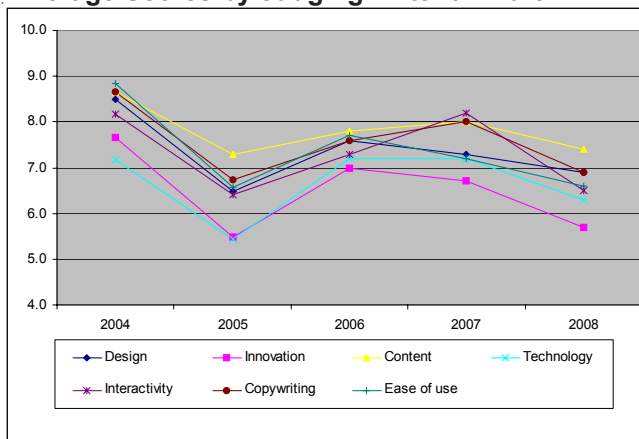


Average Scores by Judging Criteria

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Design	8.5	6.5	7.6	7.3	6.9
Innovation	7.7	5.5	7.0	6.7	5.7
Content	8.7	7.3	7.8	8.0	7.4
Technology	7.2	5.4	7.2	7.2	6.3
Interactivity	8.2	6.4	7.3	8.2	6.5
Copywriting	8.7	6.7	7.6	8.0	6.9
Ease of use	8.8	6.6	7.7	7.2	6.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

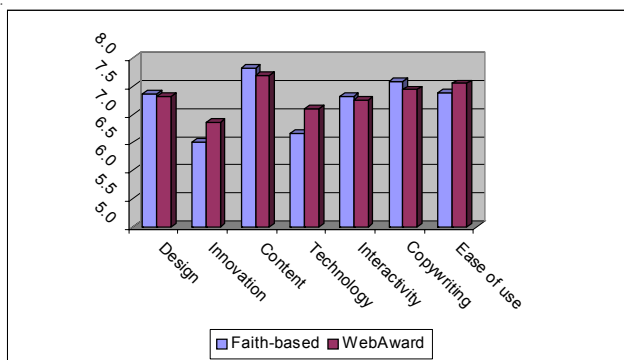


Analysis

Faith-based Web sites are newcomers to the WebAwards joining in 2004. A stellar performance in 2004 was offset by poor performance in 2005. For the past two years, the industry has settled in with less drastic swings and has outperformed the index by a small margin until falling to 2005-like levels again in 2008. The 5-year criteria average scores are slightly above average in content, copywriting, and interactivity. Faith-based Web sites match the average criteria scores in design and fall below average in innovation and technology. As an industry, faith-based sites are strongest in content, copywriting, and interactivity. They lag in innovation and technology.

Many faith-based sites are strong in social media, offering user generated content to their advantage. They often have dedicated users that can provide valuable content and offer satisfying user interactions.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Website</u>
2008	Mediapulse	Park West Church
2007	Bayshore Solutions	Wycliffe Bible Translators
2006	Dallas Theological Seminary	Dallas Theological Seminary Website
2005	Biola University	Talbot School of Theology Website
2004	PhotoMission, Inc.	A Worldwide Community of Christian Photographers

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