



WebAward Internet Standards Assessment Report

2009 Home Building Industry Benchmark Results

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

Year	Building	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003	55.4	50.4
2004	54.1	52.9
2005	55.4	52.2
2006	50.9	50.7
2007	54.5	51.8
2008	47.9	51.6

Score out of a possible 70 points

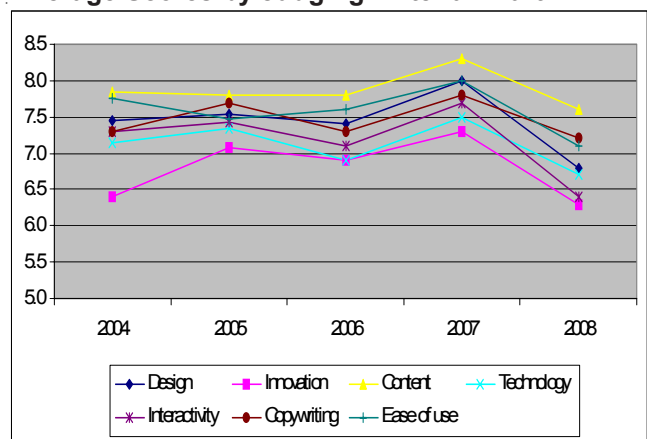


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	7.5	7.4	8.0	6.8
Innovation	6.4	7.1	6.9	7.3	6.3
Content	7.8	7.8	7.8	8.3	7.6
Technology	7.1	7.3	6.9	7.5	6.7
Interactivity	7.3	7.4	7.1	7.7	6.4
Copywriting	7.3	7.7	7.3	7.8	7.2
Ease of use	7.8	7.5	7.6	8.0	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

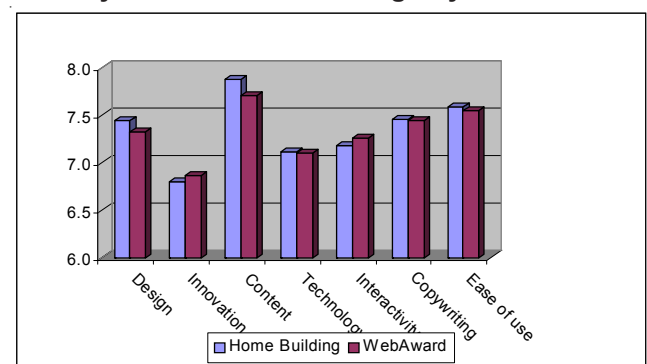


Analysis

Home building Web sites joined the WebAwards in 2003 and have outperformed the ISAR index every year they competed, until 2008 when they dropped sharply. These sites have beaten the 5-year criteria benchmark averages in design, content and ease of use. They have only narrowly underperformed the benchmarks in innovation, technology, innovation, and copywriting. As an industry, they are strongest in content, design, and ease of use. They could use improvement in innovation and technology.

The best home building Web site are leaders in terms of using new media to provide tours and product demonstrations online. However, there are still many sites within this industry that are nothing more than simple online billboards or digital sales brochures. It will be interesting to see if the economy plays a role in home builders maintaining their investment in their online activities.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Armstrong World Industries	Armstrong Residential Ceilings
2007	Creative Digital Group	The Home Depot Roofing, Siding, Windows
2006	Hanley Wood LLC	BUILDER Online
2005	Critical Mass	Andersen Windows
2004	Liggett-Stashower Interactive	Crane Performance Siding Web Site
2003	Emco Building Products Corp.	DreamRoofs.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