



WebAward Internet Standards Assessment Report

2009 University Industry Benchmark Results

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

Year	Univ	WebAward
1999	48.2	48.2
2000	50.5	51.3
2001	47.9	50.5
2002	52.2	52.7
2003	51.1	50.4
2004	52.4	52.9
2005	55.2	52.2
2006	51.5	50.7
2007	51.8	51.8
2008	49.2	51.6

Score out of a possible 70 points

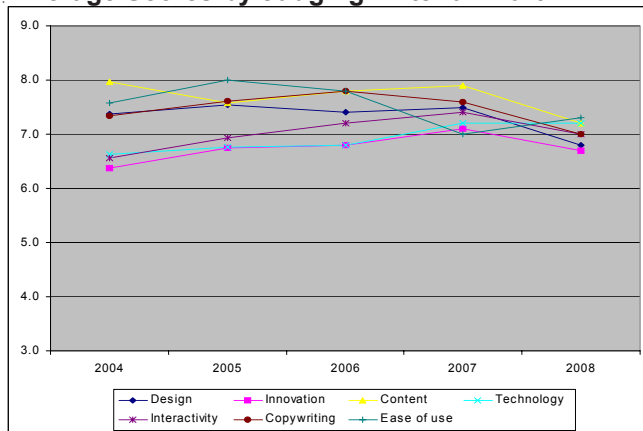


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.4	7.5	7.4	7.5	6.8
Innovation	6.4	6.7	6.8	7.1	6.7
Content	8.0	7.6	7.8	7.9	7.2
Technology	6.6	6.8	6.8	7.2	7.2
Interactivity	6.6	6.9	7.2	7.4	7.0
Copywriting	7.3	7.6	7.8	7.6	7.0
Ease of use	7.6	8.0	7.8	7.0	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

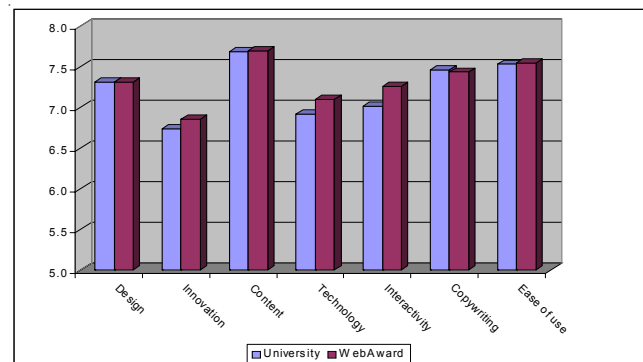


Analysis

University Web sites have demonstrated split performance within the ISAR index. They outperformed the index five times, underperformed five times, and matched the index twice. 2008 resulted in dismally low scores compared to the WebAward average. University sites have outperformed the 5-year criteria benchmark averages in copywriting and matched the average in design and content. As an industry they score highest in content, copywriting, ease of use, and design, but lag in innovation, technology, and interactivity.

Today's university students have grown up on the Internet and are a driving force of things to come. If a university does not embrace this and actively work to protect their online reputation, students will go elsewhere.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Market United	Murdoch University Switching
2007	The Art Institute of Pittsburgh	The Art Institute of Pittsburgh
2006	Xavier University	The Road to Xavier
2005	Geary Interactive	San Diego State University Timeline
2004	School of Visual Arts	School of Visual Arts Website
2003	160over90	Chestnut Hill College Admissions Site
2002	University of Houston	Univ of Houston Advancement Div
2001	Interactive Media Associates	The Juilliard School
2000	University at Buffalo	University at Buffalo Admissions
1998	EdgeNet Media	Belmont University
1998	Lisboa	George Washington Univ Exec MBA

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