



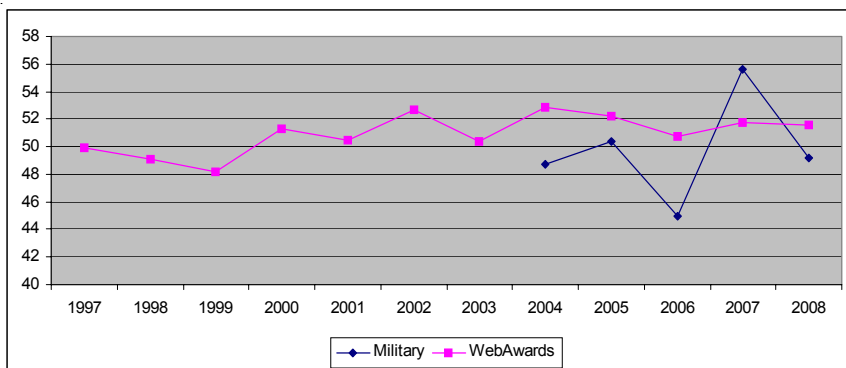
# WebAward Internet Standards Assessment Report

## 2009 Military Benchmark Results

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

<u>Year</u>	<u>Military</u>	<u>WebAwards</u>
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004	48	52.9
2005	50.4	52.2
2006	45	50.7
2007	55.6	51.8
2008	49.2	51.6

Score out of a possible 70 points

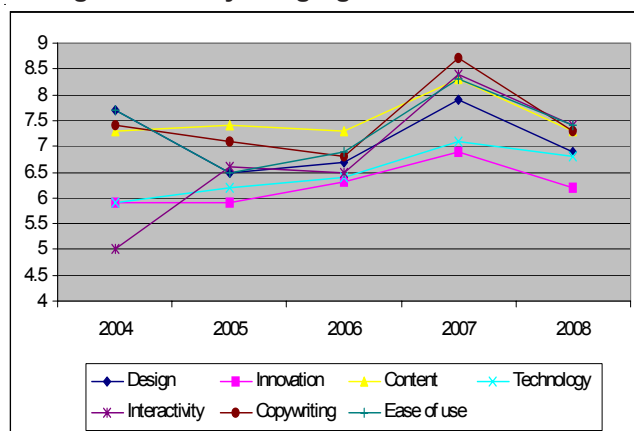


### Average Scores by Judging Criteria

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Design	7.7	6.5	6.7	7.9	6.8
Innovation	5.9	5.9	6.3	6.9	6.2
Content	7.3	7.4	7.3	8.3	7.3
Technology	5.9	6.2	6.4	7.1	6.8
Interactivity	5.0	6.6	6.5	8.4	7.4
Copywriting	7.4	7.1	6.8	8.7	7.3
Ease of use	7.7	6.5	6.9	8.3	7.4

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

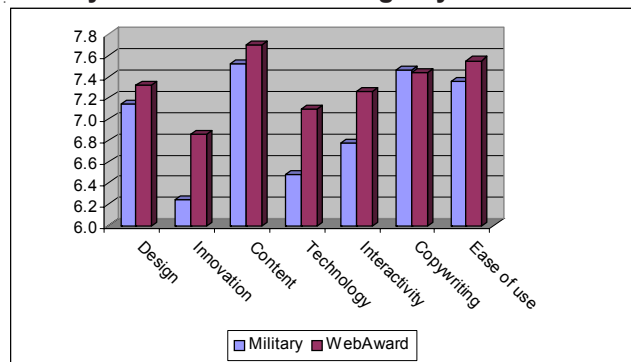


### Analysis

Military Web sites joined the WebAwards in 2004. Despite outperforming the index in 2007, military sites underperformed the ISAR index in all other years including 2008. These sites are strong in content, copywriting, and ease of use. They scored first across all industries in content scores and second overall in ease of use scores. Military sites score weakest in innovation and technology.

Military Websites often seem to suffer from an overwhelming need to provide technical data and statistics. A growing number of sites are adding multimedia to help better explain their offerings without overwhelming. Recruiting sites for the armed services are some of the most effective user experiences on the Net today.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Website</u>
2007	Zugara	Do Something Amazing
2006	Mullen	TodaysMilitary.com
2005	Department of Defense	Defense Department Transformation
2004	United Defense and Weber Shandwick	V2C2 Electronic Press Kit (EPK)

### 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](http://www.webaward.org)