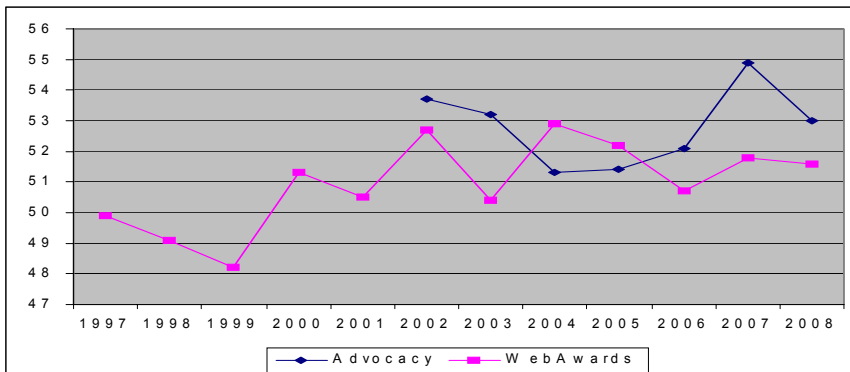# WebAward Internet Standards Assessment Report
2009 Advocacy Industry Benchmark Results

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

Year	Advocacy	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	53.7	52.7
2003	53.2	50.4
2004	51.3	52.9
2005	51.4	52.2
2006	52.1	50.7
2007	54.9	51.8
2008	53	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	7.1	7.2	7.9	7.8
Innovation	5.5	6.3	6.9	7.6	7.6
Content	7.9	7.3	8.1	8.4	8.2
Technology	5.9	6.4	7.2	7.6	6.9
Interactivity	6.7	6.9	7.2	7.5	7.1
Copywriting	7.9	7.4	7.9	8.0	7.9
Ease of use	7.6	7.2	7.5	8.1	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
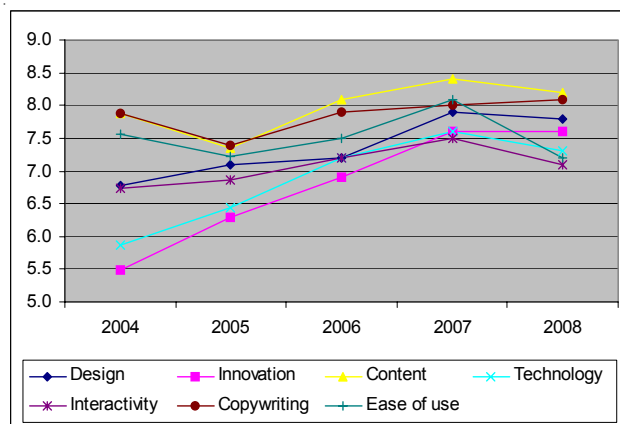
Analysis

Advocacy sites are used to create awareness to social issues. Added to the WebAwards in 2002, advocacy sites have outperformed the overall ISAR index five out of the seven years in which they competed. They showed strong content and copywriting scores once again in 2008. Due to the conservatism and tight budgets of advocacy organization, advocacy sites tend to score lowest in innovation and technology.

Advocacy sites tend to be very good a pulling at the heart strings to sway visitors to their particular point of view. Strong writing and good use of images make many of these sites successful.

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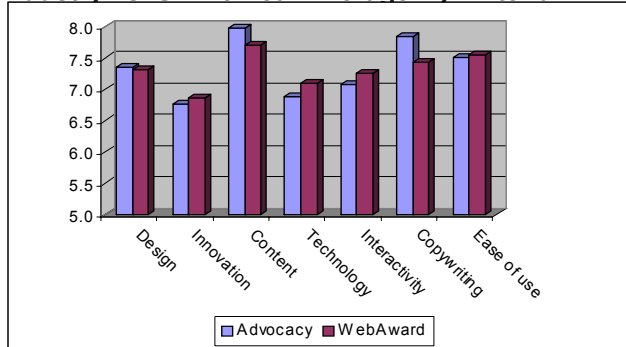
Best of Industry Winners

Year	Winner	Web site
2008	Clarity Coverdale Fury	Are You Ok With That?
2007	Ignite Health	Banner Moments
2006	Ignite Health	Live with it
2005	Tribal DDB	Exhale
2004	Change	Register and Vote 2004
2003	International Fund For Animal Welfare	Protecting Animals and Their Environments Worldwide
2002	The Cato Institute	The Cato Institute

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