



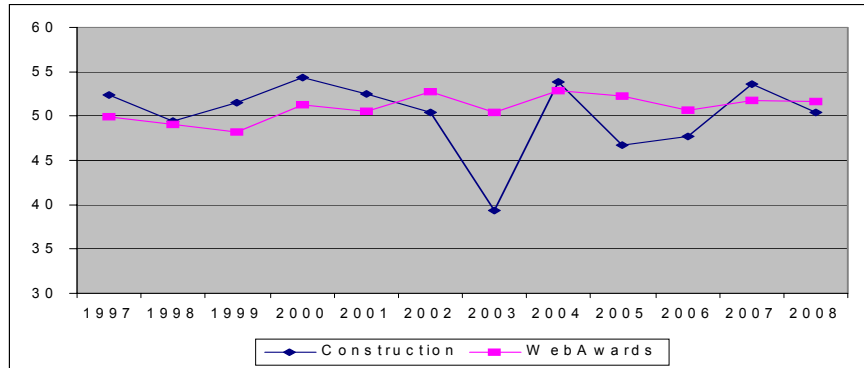
WebAward Internet Standards Assessment Report

2009 Construction Industry Benchmark Results

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

Year	Const	WebAwards
1999	51.5	48.2
2000	54.3	51.3
2001	52.5	50.5
2002	50.44	52.7
2003	39.4	50.4
2004	53.8	52.9
2005	46.7	52.2
2006	47.7	50.7
2007	53.6	51.8
2008	50.4	51.6

Score out of a possible 70 points

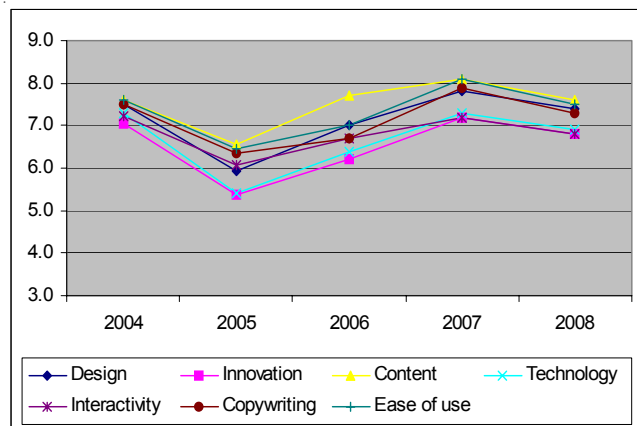


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.5	5.9	7.0	7.8	7.4
Innovation	7.1	5.4	6.2	7.2	6.8
Content	7.6	6.6	7.7	8.1	7.6
Technology	7.3	5.4	6.4	7.3	6.9
Interactivity	7.2	6.1	6.7	7.2	6.8
Copywriting	7.5	6.3	6.7	7.9	7.3
Ease of use	7.6	6.5	7.0	8.1	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

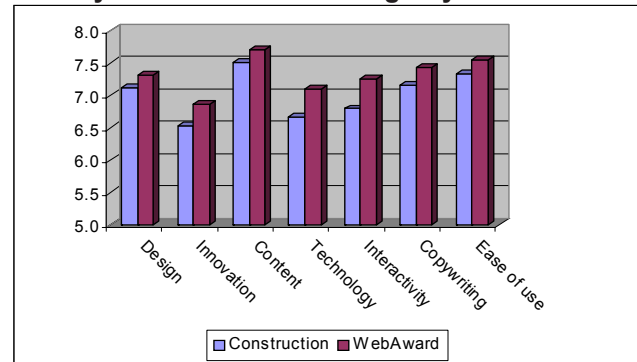


Analysis

Construction Web sites have generally been in line with the overall ISAR index and has equaled or exceeded the index seven out of twelve years. Underperformance in four of the past six years has resulted in construction Web sites falling below the 5-year criteria benchmarks in all areas. Construction sites score strongest in design, content and ease of use. They post lower scores in innovation, technology, and interactivity.

The best construction Web sites are continuing to incorporate Flash and other multimedia into their pages. This results in a much richer online experience for potential customers and key stakeholders in development projects.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	Faction Media	SpecJM.com
2007	AxxiemCorp	www.mgaroofting.com
2006	AxxiemCorp	PAF Painting
2005	FLEX360	Bell-Corley.com
2004	MarketSource, LLC	Four Seasons Consumer
2002	Razorfish, Inc.	CEMEX
2001	Hanft Byrne Raboy and Partners	Encompass Services Corp
2000	Toll Brothers, Inc.	Toll Brothers, Inc.
1999	Shandwick Interactive	Clad Ultimate Double
		Hung From Marvin
1998	web//connection	New World Infrastructure
1997	Shandwick Interactive	Insituform Technologies

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