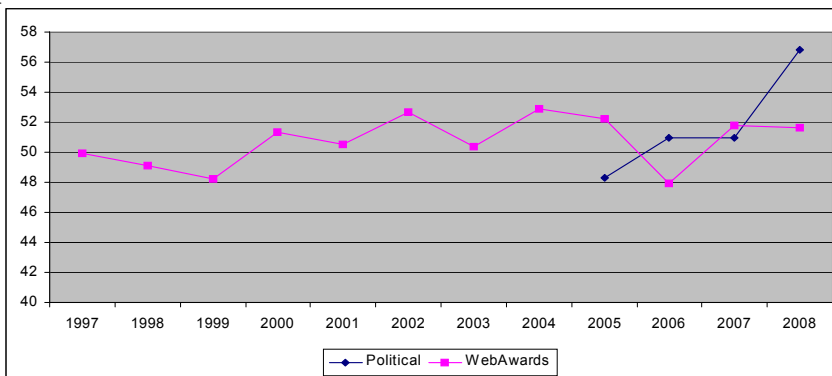# WebAward Internet Standards Assessment Report

2009 Political Benchmark Results

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

	Political	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	48.3	52.2
2006	51	47.9
2007	51	51.8
2008	56.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	6.3	7.5	6.6	7.5
Innovation	5.5	6.6	6.1	7.8
Content	6.5	7.9	8.4	8.5
Technology	5.6	7.3	6.5	8.2
Interactivity	6.2	7.4	7.5	8.1
Copywriting	6.5	7.9	8.2	8.5
Ease of use	6.6	7.9	7.6	8.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
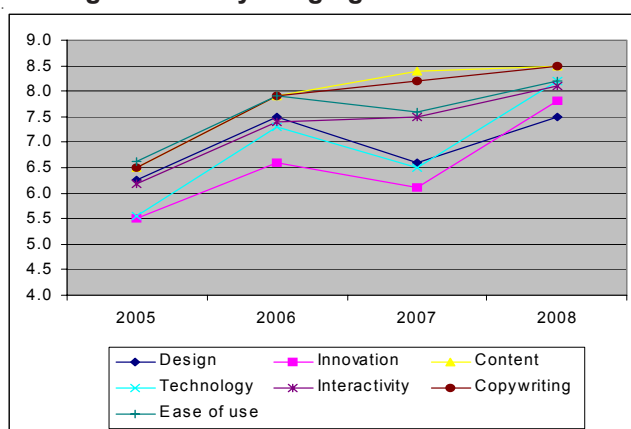
Analysis

It is no surprise that an election year brought huge success in the political industry's ISAR scores. New to the ISAR study last year, political sites earned the fifth highest overall score in this year's ISAR. Political sites had the highest copywriting scores, second highest interactivity scores, third highest in ease of use, and fourth highest in both content and technology.

Few would doubt that political web sites had a significant impact on 2008's election dynamics. All candidates recognized the amazing reach that an effective website can have on voter opinion and donor solicitation. Hundreds of millions of fundraising dollars were raised online bringing the digital era into the election process. This is an area that is expected to continue to emerge over the next several years.

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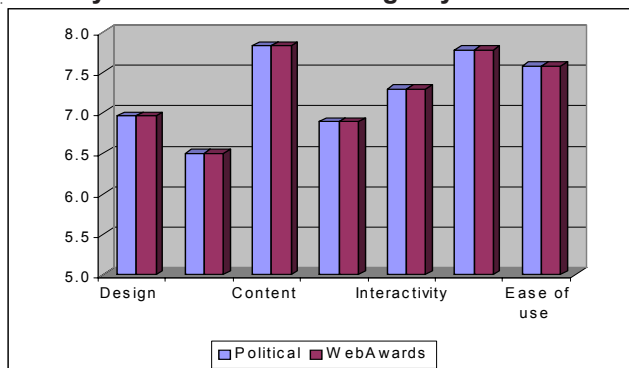
Best of Industry Winners

Year	Winner	Website
2008	Syrup	Hope. Act. Change.
2007	Molecular	Mitt Romney for President
2006	The Wall Street Journal	OpinionJournal.com
2005	The Wall Street Journal	OpinionJournal.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