# WebAward Internet Standards Assessment Report
2009 Professional Services Benchmark Results

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

Year	Prof	WebAward
1999	41.6	48.2
2000	50.7	51.3
2001	52.2	50.5
2002	53.7	52.7
2003	51	50.4
2004	51.3	52.9
2005	51.9	52.2
2006	51.2	50.7
2007	49.1	51.8
2008	49.8	51.6

Score out of a possible 70 points
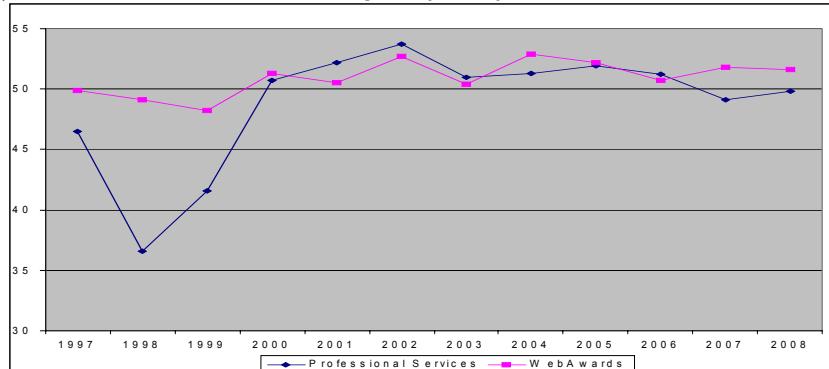
Average Scores by Judging Criteria

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

*Score out of a possible 10 points*
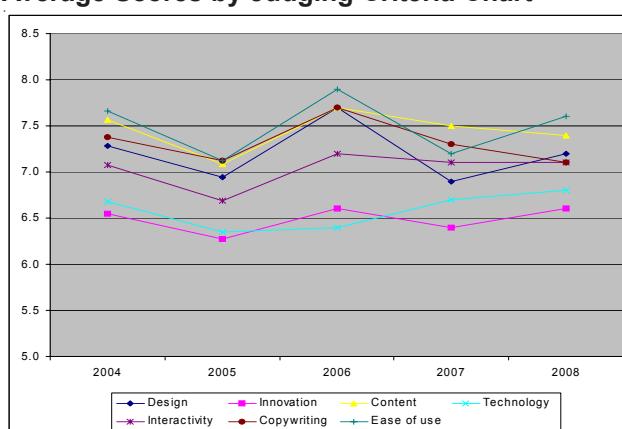
Analysis

Professional services Web sites have closely mirrored the ISAR index since 2000. Prior to 2000, they experienced three years of poor performance. Professional service Web sites are well written and easy to use hence their strong scores in content, copywriting, and ease of use. They lack innovation and technology.

There are many professional services sites that are still stuck in the days of online brochures. The best sites work to engages the visitor and establish their company as a brand.

Average Scores by Judging Criteria Chart

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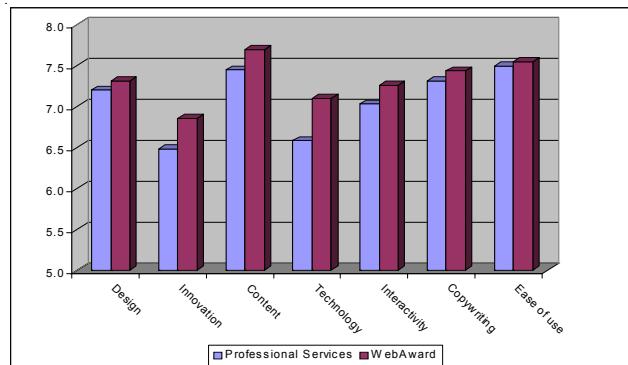
Best of Industry Winners

Year	Winner	Web site
2008	BGT Partners	BGT Partners Corporate Website
2007	EditAvenue Incorporated	LanguageScape.com
2006	Jeffrey	Hire Jeffrey
2005	Modem Media	Interviews from Hell
2004	Schwabe, Williamson & Wyatt	Schwabe, Williamson & Wyatt
2003	Iconlogic	Kilpatrick Stockton LLP
2002	Hornall Anderson Design Works	Mahlum Architects Web Site
2001	Gartner	Gartner|G2
2000	NOVO	NOVO Corporate Web site
1999	Ernst & Young	Ernst & Young U.S. Web Site
1998	Channel Marketing Corporation	Channel Marketing Corp
1997	Burson-Marsteller	The Perception Managers

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