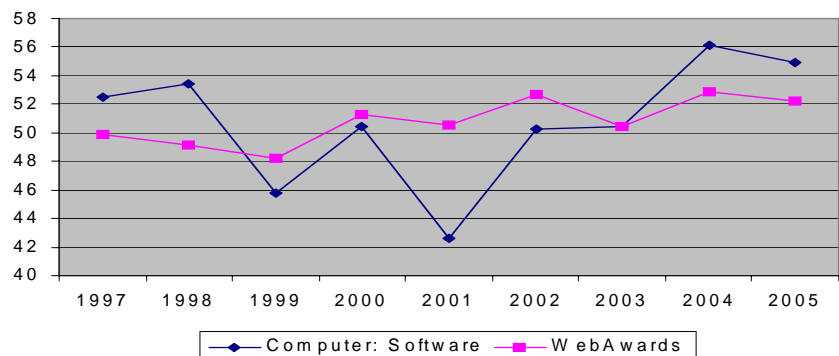# WebAward Internet Standards Assessment Report

Computer Software Industry Benchmark Results

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

Year	Software	WebAwards
1997	52.5	49.9
1998	53.4	49.1
1999	45.8	48.2
2000	50.4	51.3
2001	42.6	50.5
2002	50.3	52.7
2003	50.4	50.4
2004	56.1	52.9
2005	54.9	52.2

Score out of a possible 70 points

Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.0	7.6	7.3	7.3
Innovation	6.1	6.8	6.6	6.5
Content	7.1	7.7	7.5	7.4
Technology	6.3	7.0	6.8	6.7
Interactivity	6.7	7.5	7.1	7.1
Copywriting	7.5	7.6	7.5	7.5
Ease of use	7.0	7.8	7.3	7.4

*Score out of a possible 10 points*

Average Scores by Judging Criteria Chart
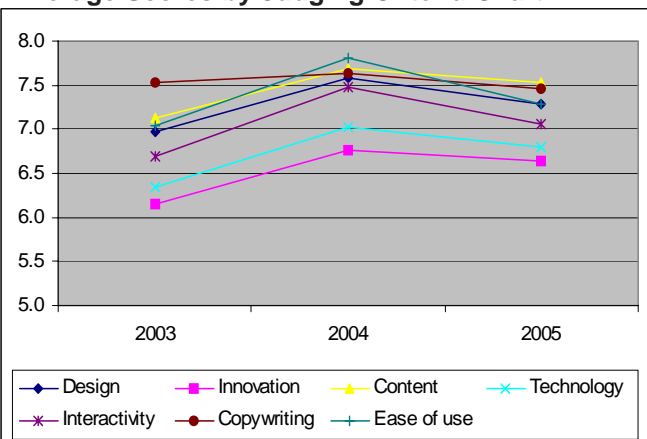
Commentary

Computer software Web sites have generally been in line with overall ISAR Index, other than a significant under performance in 2001. The industry scores above average in all judging criteria over the past three years with design, content, copywriting and ease of use leading the way. It scores lowest in innovation.

Consumers expect computer software manufacturer's Web sites to set the expectations for the company's products. Therefore, it is not surprising that the industry has paid close attention to all of the usability aspects that make a Web site understandable for consumers.

Awards by Type

Best 9
Outstanding 37
Standard 95
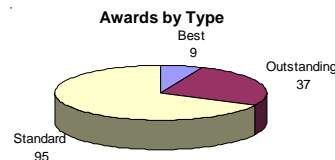
Industry vs WebAward 3-Year Average By Criteria
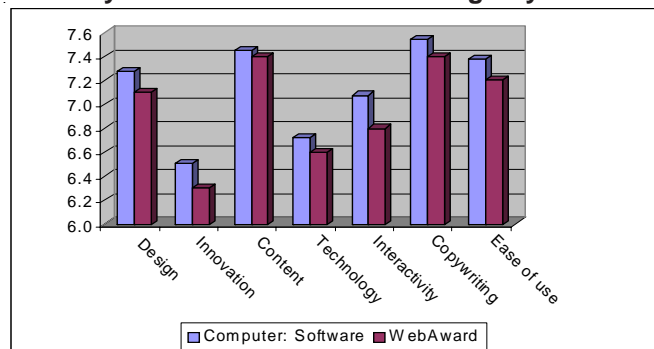
Best of Industry Winners

Year	Winner	Web site
2005	Avid Technology	Avid Technology corporate website
2004	Wind River	Wind River Website
2003	Novell, Inc.	Novell Worldwide Web Site
2002	Leopard	Terraspring Web Site
2001	Commerce One	CommerceOne.Com
2000	Paul Berry	MiniPlan.com
1999	The Hoffman Agency	think3 Web Site
1998	Shandwick Interactive	Ontrack Data International Web site
1997	Oracle Corporation	Oracle Alliance Online

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's 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