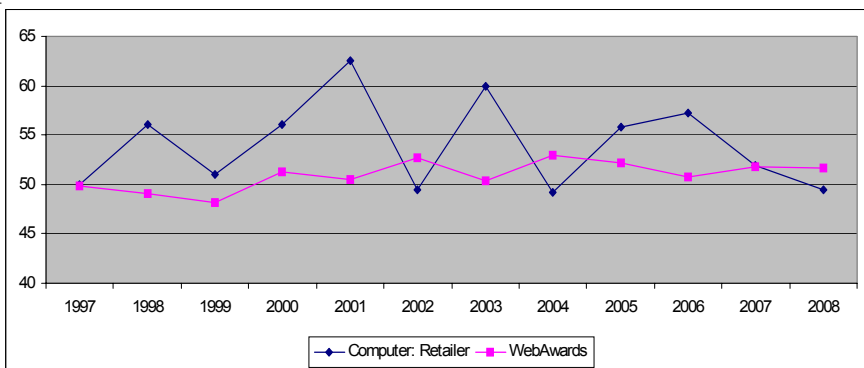# WebAward Internet Standards Assessment Report
2009 Computer Retailer Industry Benchmark Results

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

Year	Comp Retail	WebAward
1999	51	48.2
2000	56	51.3
2001	62.5	50.5
2002	49.5	52.7
2003	60	50.4
2004	49.2	52.9
2005	55.8	52.2
2006	57.2	50.7
2007	51.9	51.8
2008	49.5	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.5	7.8	8.8	7.5	6.3
Innovation	4.5	6.5	7.0	7.1	6.0
Content	7.2	7.9	8.5	8.0	7.7
Technology	5.3	7.6	8.3	7.5	6.8
Interactivity	6.9	8.0	8.3	8.1	7.7
Copywriting	6.3	8.0	8.0	7.0	7.3
Ease of use	6.5	8.1	8.2	6.6	7.7

Score out of a possible 10 points

## Average Scores by Judging Criteria Chart
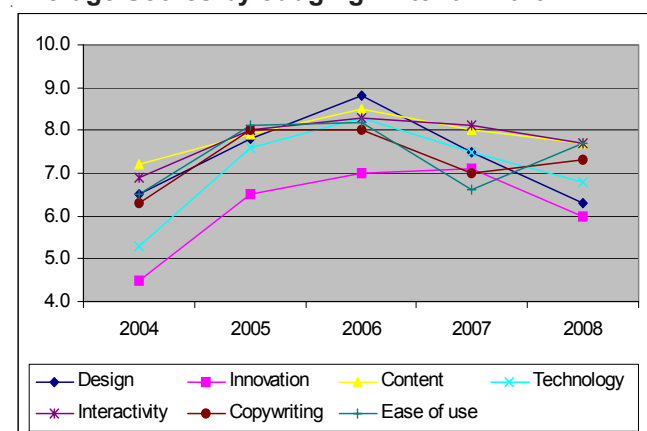
Analysis

Computer Retailer Web sites have equaled or outperformed the overall ISAR index nine out of the last twelve years with only marginal underperformance in 2002, 2004 and 2008. These sites are generally in line with the 5-year criteria benchmark in most area. Computer retail sites also do well in the content nd interactivity areas.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

This category has been dropped from the 2009 WebAwards and will not be included in future ISAR reports. Companies competing in this category should consider retail, catalog or shopping categories in the future.

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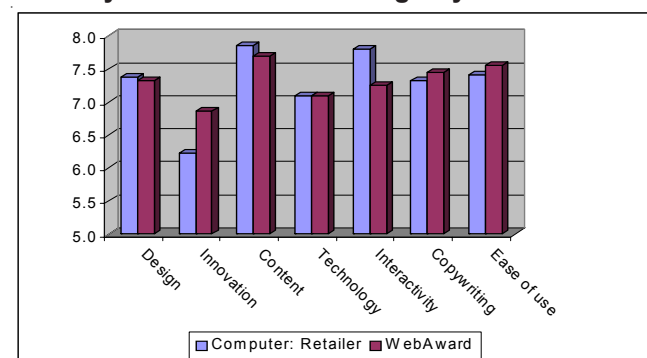
Best of Industry Winners

Year	Winner	Web site
2008	HP	The HP Home & Home Office Store
2007	T3	Dell Virtual Office
2006	Critical Mass	Dell Home/Home Office
2005	HPshopping.com	HP's Direct to Consumer e-Commerce Store
2004	HPshopping.com	hpshopping.com
2003	HPshopping.com	hpshopping.com
2002	HPshopping.com	hpshopping.com
2001	HPshopping.com	hpshopping.com
2000	Dell Online Team	Dell.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