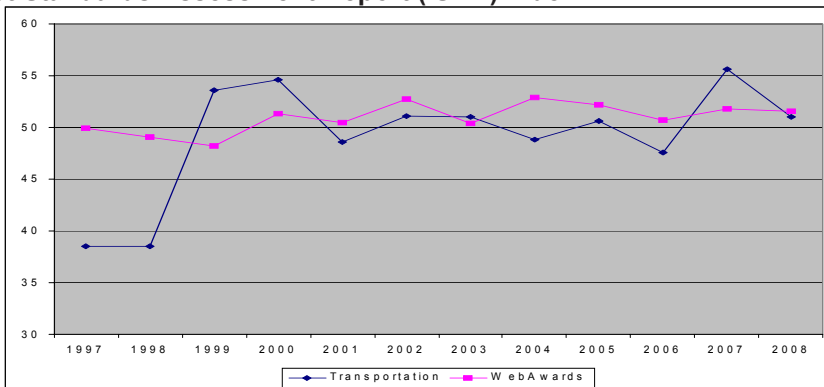# WebAward Internet Standards Assessment Report

2009 Transportation Industry Benchmark Results

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

Year	Trans	WebAwards
1999	53.6	48.2
2000	54.6	51.3
2001	48.6	50.5
2002	51.1	52.7
2003	51	50.4
2004	48.8	52.9
2005	50.6	52.2
2006	47.6	50.7
2007	55.6	51.8
2008	51.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.7	6.4	7.1	8.1	7.5
Innovation	6.0	5.6	6.3	7.9	7.0
Content	7.3	7.0	7.2	8.4	7.3
Technology	6.4	6.2	6.3	7.8	7.1
Interactivity	7.1	6.7	6.7	7.9	7.0
Copywriting	7.1	6.9	7.2	7.9	7.5
Ease of use	6.7	6.7	6.8	7.7	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
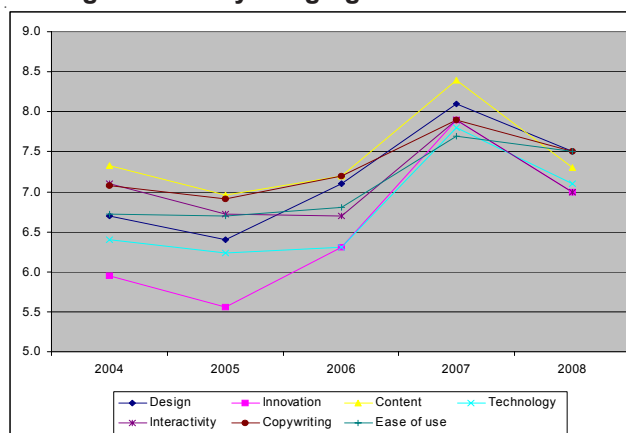
Analysis

Transportation Web sites have outperformed the overall ISAR index four times and have underperformed eight times in twelve years. While their scores were greatly improved in 2007, 2008 resulted in a return to sub par performance. Due to being below the ISAR index in four out of the past five years, the transportation industry lags behind the 5-year criteria benchmark averages in all areas. Transportation sites are strongest in content, copywriting, and design and weaker in innovation and technology.

The Internet has helped to take the transportation industry from a mail room vendor to an indispensable business tool. Transportation Web sites include many features that at one time were innovative, but now seem commonplace.

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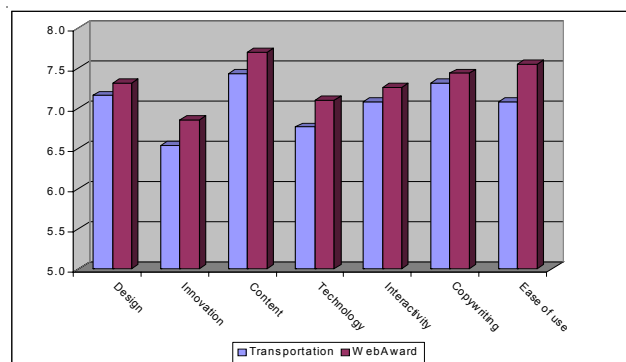
Best of Industry Winners

Year	Winner	Web site
2008	Sapient	HondaJet Redesign Phase 3
2007	Wunderman Team Detroit	Reach Higher
2006	Arnold Worldwide	Freedom of the Seas website
2005	eCourier	ECourier
2004	Onlinefocus	FedEx Identity
2003	IS Solutions	GetMeThere
2002	FedEx InSight Team	FedEx InSight
2001	FedEx	fedex.com
2000	OnlineFocus, Inc.	FedEx.com Single Point of Contact Hub
1999	Aristotle	Jones Harley-Davidson
1998	Virtual1	Moving a - b
1997	BHI Corporation	CGTX Web Site

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