

# H&H Webranking Company Report

2008 is the twelfth consecutive year that we conduct the H&H Webranking Survey. H&H Webranking is the established international yardstick for companies that want to benchmark their website performance in an international comparison. The H&H Webranking report offers practical ideas for improvement which can be implemented in order to make your company best-in-class in online communication. This year's H&H Webranking Report covers an evaluation of 700 companies and contains more than 300 best practice examples based on 139 criteria.

The H&H Webranking Company Report covers a thorough exposition of H&H Webranking, including a comprehensive review of the questionnaire on which our criteria are based upon and not least, a detailed presentation of your company's result in each criterion along with comments for improvements.

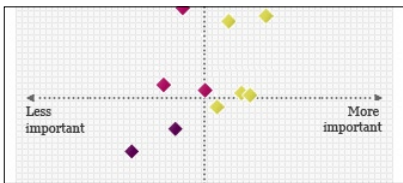
In addition, the results are presented with a comparative approach - including comparisons, not only with last year's score, but also internationally as well as domestically. With help from our selection of best practice examples your company will attain an edge in online communication.

## New for H&H Webranking Company Report 2008

We continue on our interactive report format\* with its close connection between results, criteria, user options and best practice examples. This year we have improved our online report even further by adding executive summaries of your sector and country. Our research protocol is updated yearly with a renewal ratio of about 20% and this year we have a lot of interesting new criteria covering social media and a whole new section covering employer branding.

### Cluster overview for important improvements

The online report allows a new way of sorting extensive but vital information. With this cluster overview, you can easily find the most important areas for improvements.



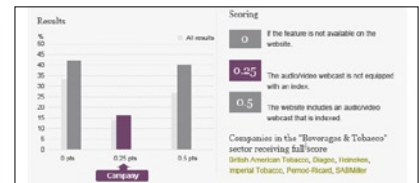
### Attention areas for each section

The report consists of 11 different sections. Each section is listed by criteria that you easily can improve, based on an adjustment between your score and user opinions about the specific criteria's importance.

Criterion	Your score
◆ B5 - Print-out function	0
◆ B6 - Internal search engine	0.5
◆ B15 - Practical test, e-mail	1.5
◆ B12 - Subscription service for press releases e	0.5
◆ B1 - Indexed webcasts, video and audio	0.25
◆ B2 - Webcast archive	0.25

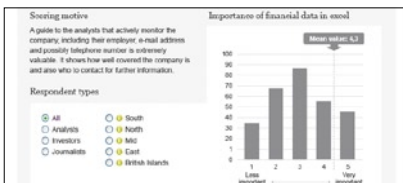
### Results just one click away

By clicking in the cluster, you can drill down to the separate score of each criteria of interest. Here, you can find comments and recommendations of what is required in order to receive full score.



### Scoring motive

The H&H Webranking criteria are based on more than 360 European investors', analysts' and journalists' answers of a survey regarding their usage, preferences and requirements of corporate websites. The respondents' answers are used as basis for the review criteria.



### Learn from others

In direct connection to this year's criteria, we list at least two best practice examples that effectively can be used as inspiration or as a shortcut in your journey towards corporate website success.



### The full review of corporate websites

Sections in the survey:	No of criteria:
A Structure, Design & Technology	11
B Global/Interactive Functions	16
C Corporate/IR frontpage	7
D General Company Information	10
E Press Room	10
F IR/Financial Information	34
G Corporate Governance	13
H CSR Corporate Social Responsibility	12
I Contact Information	10
J Website Calendar	8
K Employer branding	8
<b>Total:</b>	<b>139</b>

### The H&H Webranking Questionnaire

1. More than 360 European investors, analysts and business journalists together with 120 young professionals have answered questions on how they use corporate websites and what information and functions they expect to find.

2. The answers from the questionnaire have been transformed into 139 review criteria, divided into 11 sections. The ranking is conducted by neutral researchers from Hallvarsson & Halvarsson.

3. The H&H Webranking survey results in a comprehensive European corporate website ranking list and is published in financial newspapers and magazines throughout Europe.

The H&H Webranking Company Report is priced at € 3 900 and can be ordered by visiting [www.webranking.eu](http://www.webranking.eu) or by emailing us at [info@webranking.eu](mailto:info@webranking.eu)

\*) The online version also includes a printer friendly feature and the possibility to download the results in Excel.