

# H&H Webranking Company Report

2009 is the thirteenth 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 760 companies and contains 400 best practice examples based on 140 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.

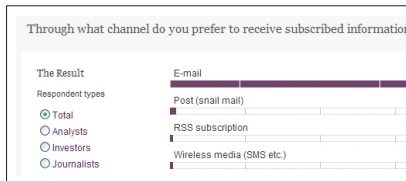
In addition, the results are presented with a comparative approach - including comparisons, not only with last year's score, but also internationally as well as domestically. With help from our selection of best practice examples your company will attain an edge in online communication.

## New for H&H Webranking Company Report 2009

- Increased number of Best Practice examples to 400
- Yearly updated protocol with renewal ratio about 20%
- Further interesting examples covering social media and employer branding
- Approaching our goal of testing companies' entire online communication.

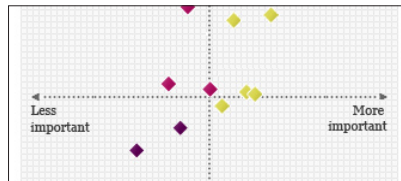
## H&H Webranking Questionnaire

The capital Market survey is presented in the report. More than 350 European investors, analysts and journalists together with 230 young professionals have answered questions on how they use corporate websites and what information and functions they expect to find.



## 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.



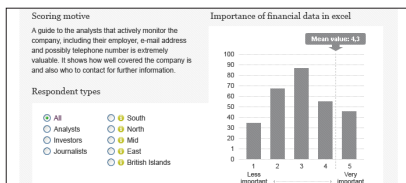
## How good is your website?

The report consists of 140 criteria in 11 different sections. You can easily access what content and functionality your website need. With recommendation and explanatory text about the criteria.



## Scoring motive

Under each and every criteria you can easily access the level of importance in the scoring motive tool. Whether you are interested in analyst or journalists demands or respondents from the British Isles or Eastern Europe.



## 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 Technology	12
B Functions	15
C Start page	6
D General Information	11
E Press	9
F Financial Information	34
G Corporate Governance	14
H CSR Corporate Social Responsibility	11
I Contact	11
J Calendar	9
K Career	10
Total:	140

## The H&H Webranking Questionnaire

1. More than 350 European investors, analysts and business journalists together with 230 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 140 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.