



2009 WebAward Judging Report for

DISA.mil Entry #12372

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How the Judging Works

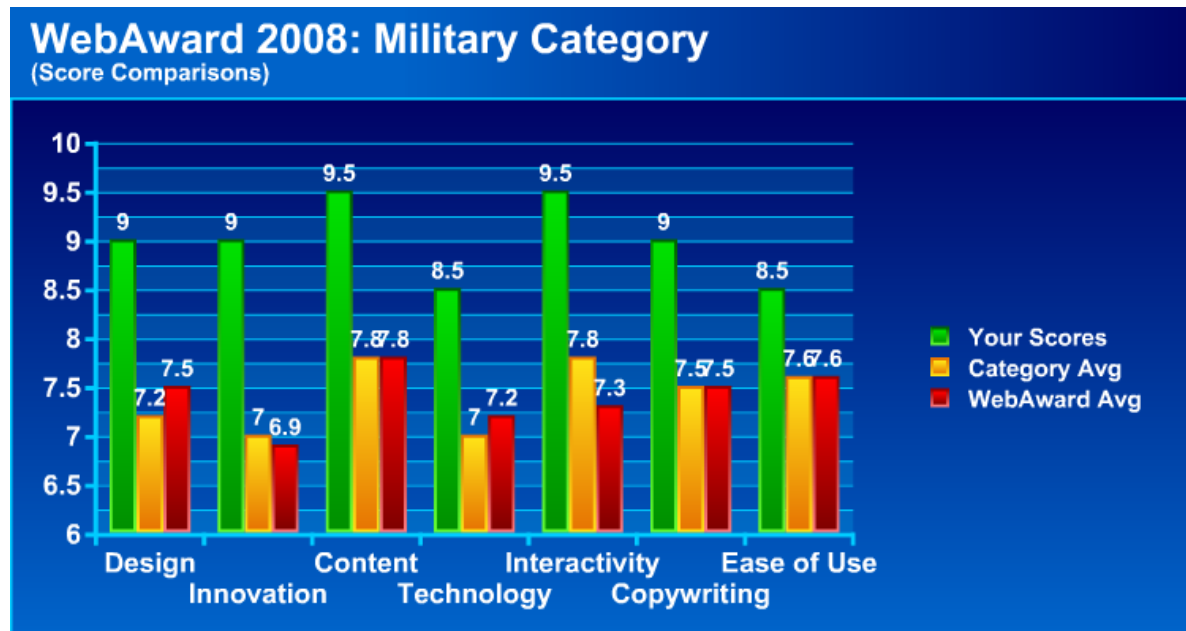
Each site is assigned to three or more expert judges for evaluation. The judges are informed of the mission statement and prospective audience for the site and provided a link with password, if needed, to enter and review the site. Judges are not told who submitted the entry or which category it is entered into. They visit the site starting with the URL provided on the entry form and assume the role of a target user. After reviewing the site, they enter their scores for seven different judging criteria and sometimes overall comments before moving on to the next site. At the conclusion of the judging, the two highest scores are averaged for the final score. Any lower scores are dropped, although the comments are retained and provided to the participants.

Each site is judged on each of the seven criteria, earning a score between 0 and 70 points. The highest score in a given category wins Best Website of that industry. If the remaining entries receive a score of 60 or greater, they receive the Outstanding Website WebAward. Entries receive the Standard of Excellence WebAward when their score is above the average of their industry, but below 60 points.

Entry Scores

Entries were judged on the following seven criteria on a scale of 0-10 points:

Military



Criteria	Your Score	Industry Average	WebAward Avg
Design	9.0	7.2	7.5
Innovation	9.0	7.0	6.9
Content	9.5	7.8	7.8

Technology	8.5	7.0	7.2
Interactivity	9.5	7.8	7.3
Copywriting	9.0	7.5	7.5
Ease of use	8.5	7.6	7.6
Overall Score	63.0	49.0	51.9

Industry average based on all sites entered within category. WebAwards average based on all sites entered in 2009 WebAwards.

Judges Comments

Below are the comments (if any) submitted by the judges reviewing your entry. Please note that these comments are the unedited views of the individual judges and not those of the Web Marketing Association. Also please remember that your final score was determined by the average of the highest two scores provided by the judges and comments received may not be necessarily indicative of the final score you received.

"Sharp, clean. Clear. Easy to navigate. King of scares me. May be because I'm not the target. Good use of technology. nice pics."

"Very comprehensive site. Could provide more transparency in regards to how best to contact your organization."

"Very well achieved site incorporating lots of information and publications. Nice interactive functions for job seekers and event registration. Great job!"

These comments can be used in your marketing efforts for press releases, newsletter articles, ect. and to help you better understand how the judges viewed you site. These comments can not be released to anyone other than the nominator of the entry.

Congratulations again on your achievement in this year's WebAward competition.