Sampler

Fastfifty 2011

Benchmarking a selection of leading UK corporate websites

Introduction

This free sampler gives an overview of the results and analysis found in the new 2011 Fast Fifty website benchmarking report. After many years of benchmarking law firm websites, this year the Fast Fifty has been adapted to include nine other key UK business sectors. They are:

- Accountancy
- Business Support Services
- Chartered Surveyors
- Energy & Utilities
- Financial Services
- Insurance
- Law
- Pharmaceuticals
- Property Development
- Publishing

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The Results

WINNING SITES BY CATEGORY AND OVERALL

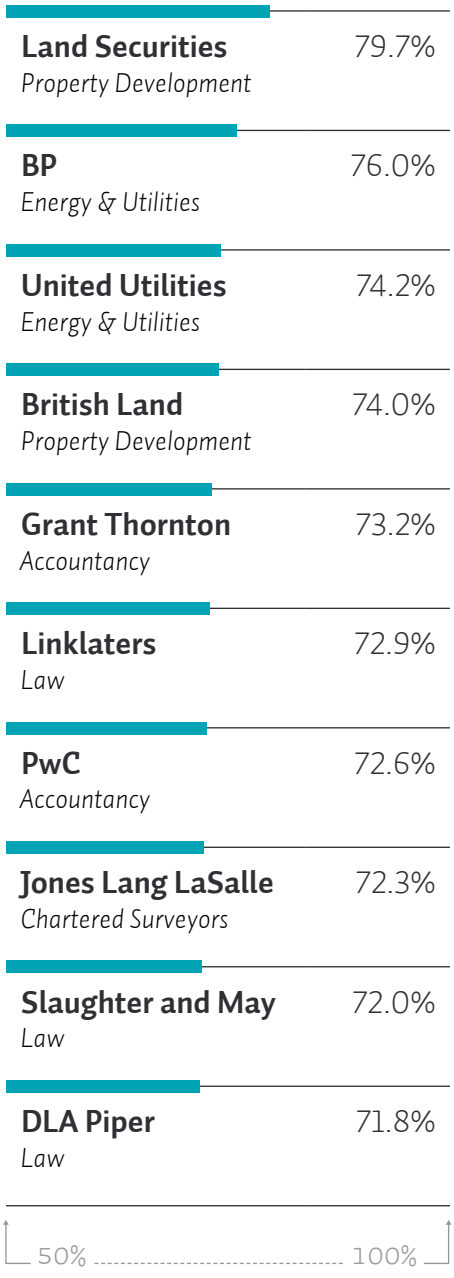
Overall	**Land Securities**	79.7%
Content	**Land Securities**	86.0%
Usability	**Ernst & Young**	73.8%
Design	**Land Securities**	84.4%
Marketing	**Big Yellow Group**	81.1%

Land Securities, the UK's largest commercial property company, achieved the highest score of the 100 websites assessed. With winning scores of 86.0 and 84.4 for Content and Design respectively, and high scores for the other two categories, the Land Securities website demonstrates excellence in every area and is a deserving winner.

The site has many notable features, but perhaps the most significant is its consistency, which shows that a website is very much the sum of its parts. This simple yet vivid site achieves a subtle, harmonious balance between aesthetic visuals, sympathetic design, slick navigation and engaging content, which makes for a rich user experience.

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THE TOP 10



Category results: Content

The criteria used to judge Content cover the following areas:

- Essential basic information introducing the organisation and its business, such as key services/products pages, 'about us' pages, contact pages etc.
- Content which enhances the organisation's profile (thought leadership, up-to-date news, key employee profiles, research, CSR material etc)
- Specialist information that builds and maintains effective relationships with a range of stakeholders including clients, media, investors etc.
- Different methods of content delivery (blogs, video, RSS, email updates etc) that helps engage the audience
- Compliance with regulatory requirements

Password-protected content is not reviewed, but credit has been given wherever the broad nature and value of such content is described and is clearly accessible via the website.

Content Insights

- With an average of 67.7% and the highest single category score of 86% from overall winner Land Securities, Content was both the individual and group best performer of the four categories
- The top 10 was dominated by four sectors: accountancy, law, energy & utilities and property development
- One chartered surveyor, Jones Lang LaSalle, made the top 10
- All the top 10 are well-known businesses with substantial brand influence and knowledge resources. This was evident in their Content performance

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THE TOP 10

Land Securities *Property Development*	86.0%
BP *Energy & Utilities*	85.3%
British Land *Property Development*	82.6%
Jones Lang LaSalle *Chartered Surveyors*	81.9%
PwC *Accountancy*	81.7%
Ernst & Young *Accountancy*	80.6%
Linklaters *Law*	80.6%
DLA Piper *Law*	78.9%
Centrica *Energy & Utilities*	78.6%
Eversheds *Law*	78.4%

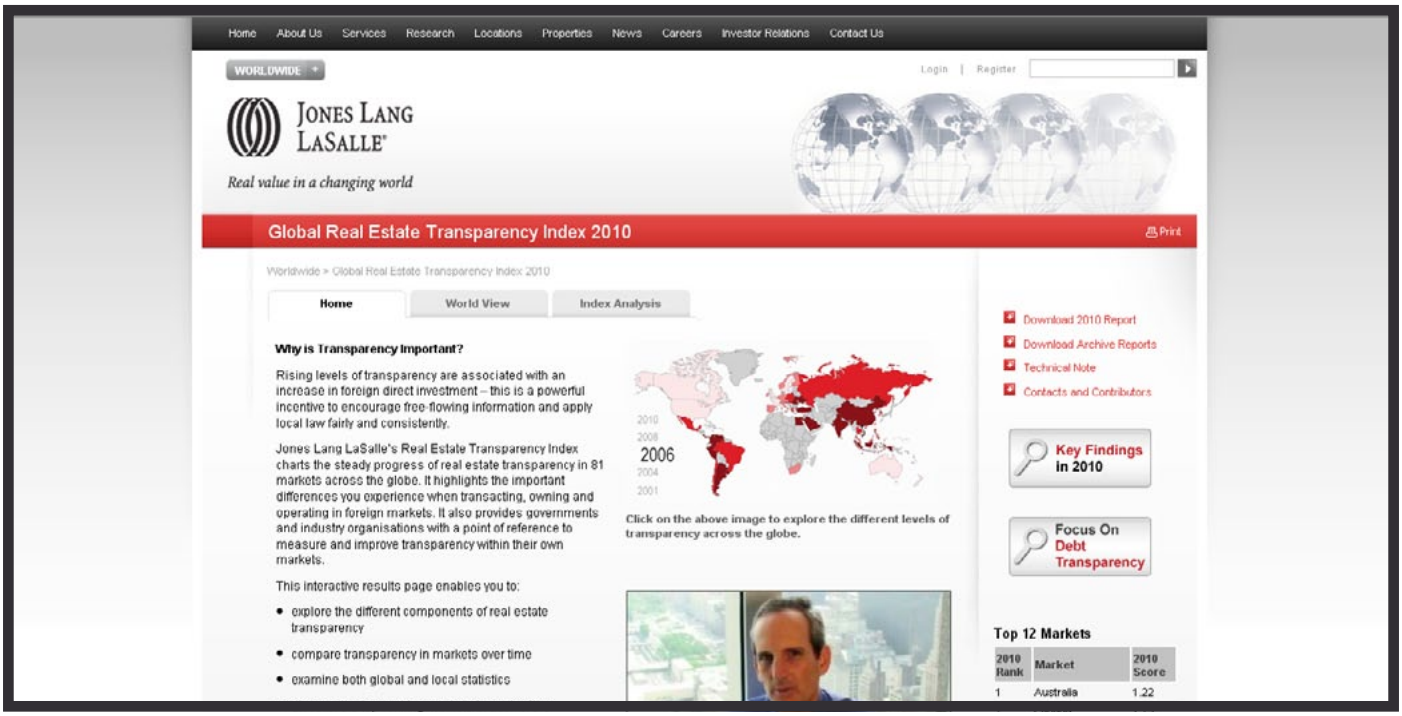


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Content Best Practice Examples

Making the most of thought-leadership

Jones Lang LaSalle

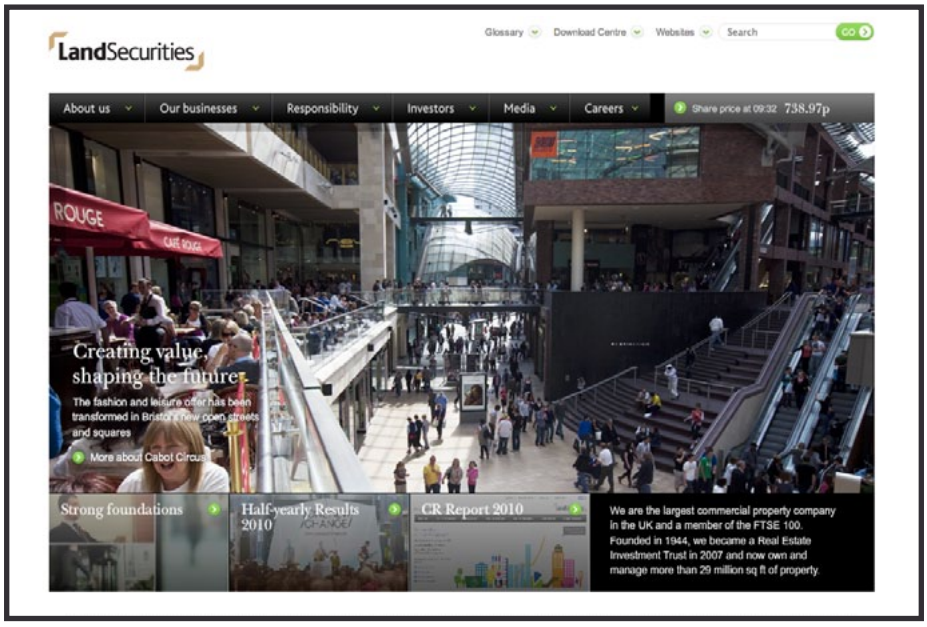


- Online and offline versions of report available
- Interactive map displays complex information in easy-to-view format
- Video commentary adds extra level of content delivery

More in report

Review of Winning Site

WWW.LANDSECURITIES.COM



- High quality imagery that relates strongly to their business
- Light background frames content well
- Exemplary site structure: prominent horizontal menu system, central main feature box with three additional feature boxes that expand when moused over, and further links at footer
- Super responsive dynamic navigation
- Great balance of imagery and space, navigation and content leaves visitor with very positive overall impression

INTERVIEW WITH THE WINNER

Melanie Shaw
Investor Relations & Digital Communications Manager

Land Securities Group PLC

Was it [the redesign] driven by the board, the marketing / communications team, another department, or a mixture?

The redesign was entirely managed by the corporate communication department after we received the go-ahead from the Board who raised online communication as a key focus area for the company. Having the Board's support early on and getting their approval for a big shake-up of our online presence was key to the success of the project.

When the redesign was given the green light, did you look to any other sectors / industries / websites for inspiration, or did you have a pre-conceived idea of what you wanted?

We had a pretty good idea of what we wanted to achieve with the new site and we surrounded ourselves with expert agencies in website design and development. Our brief to them was…

More in the report

About the Report

The report sample consists of 100 sites taken from 10 business sectors. In order to show excellence and variety across different sectors the report focuses only on the top 50. The rest of the top 50 are listed below:

THE REST: 11 TO 50

Yell Group	71.5%	Eversheds	69.7%	Intertek	67.2%	Homeserve	64.9%
Ernst & Young	71.5%	Man Group	69.5%	GlaxoSmithKline	67.2%	Aggreko	64.8%
Reed Elsevier	71.4%	Deloitte	69.3%	AstraZeneca	67.0%	Hargreaves Lansdown	64.8%
Derwent London	71.2%	Royal Dutch Shell	69.2%	G4S PLC	66.9%	Regus	64.6%
Norton Rose	71.1%	Centrica	69.1%	Pearson	66.5%	Tullow Oil	64.3%
Clifford Chance	70.4%	Hogan Lovells	69.1%	Hiscox	66.3%	Capita	63.9%
Big Yellow Group	70.4%	Segro	68.6%	National Grid	66.1%	Hammerson	63.1%
Brit Insurance	70.3%	Novae Group	67.9%	Shire	66.1%	Catlin	62.9%
Beazley	70.0%	BG	67.5%	Rathbones	65.8%	Petrofac	62.6%
Savills	69.7%	Baker Tilly	67.4%	Freshfields	65.5%	Severn Trent	62.3%

THE FOLLOWING DID NOT MAKE THE 'FAST FIFTY'

- Aberdeen Asset
- Allen & Overy
- Amlin
- Ashmore Group
- Atkins
- Axis Shield
- BDO
- Bluebay Asset Management
- BTG
- Capital Shopping Centres Group
- CB Richard Ellis
- Centaur
- Chaucer Holdings
- Colliers CRE
- Cushman & Wakefield
- Dechra
- DMGT
- DTZ
- Experian
- F & C Asset Management
- Genus PLC
- Great Portland Estates
- GVA
- Hansteen Holdings
- Henderson
- Herbert Smith
- Hikma
- Informa
- Jardine Lloyd Thompson
- Jupiter
- King Sturge
- Knight Frank
- KPMG
- Lambert Smith Hampton
- Lancashire
- Mecom
- PKF
- Prostrakan
- Rentokil Initial
- RSA (Royal Sun Alliance)
- RSM Tenon
- Schroders
- Scottish and Southern Energy
- Serco
- Shaftesbury PLC
- Smith & Williamson
- Trinity Mirror
- United Business Media
- Vectura
- Wilmington Group

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The Scoring System

The Fast Fifty has a rich heritage in the legal sector as the premier benchmark survey of law firm website excellence. The scoring system has been adapted and updated to cater for these other business sectors. Each website is independently assessed by at least two reviewers and rated on more than 80 criteria, grouped under the four main website categories: **Content (35%)**, **Usability (25%)**, **Design (25%)** and **Marketing (15%)**. Figures in brackets denote the weighting of each category as a percentage of the total score.

The scores are weighted using a system of importance based on the reviewers' extensive experience of website analysis in a number of professional service, B2B and B2C sectors, and an overall percentage score derived for each website.

In cases where a company has global and specific country sites, both the global and UK sites were checked when scoring, with the UK site considered as the primary site. Sites were reviewed in January and February 2011, so any changes made to the websites after this time are not reflected in the report.

For further information, please contact James Tuke or Edward Dyson on 020 7256 7651 or at research@intendance.com

About Intendance

Intendance is a full-service digital agency that has been helping clients make the most of online and offline communications for over ten years.

Go to www.intendance.com to find out more.

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