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The **FTSE All-Share** Companies Websites Index

Q3 2010/705

To compile this survey we reviewed the websites of FTSE All-Share Index companies, using the Sitemorse automated website optimisation software (page content, templates and infrastructure) to test and rank each website.

This report presents a summary of the findings and is produced in association with FatWire.

FatWire®
SOFTWARE

www.fatwire.com

“Sitemorse is the hidden **competitive edge** – no website should be without it.”

“Being able to **launch on time** with the confidence that everything is working is **far more valuable** than the normal woolly ROI calculations and vendor promises.”

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Welcome to the latest issue of the Sitemorse FTSE All-Share Index. Our surveys provide independent, authoritative benchmarking to promote accountability and best practice online. In today's market, your website represents an essential part of your business and as such should be thoroughly checked on an ongoing basis to ensure it's always fit for purpose.

This broad-ranging analysis of over 500 FTSE companies provides a revealing snapshot of how a significant proportion of the UK's most visited websites are performing. In this Index we list the top 50 and the bottom 20 and while there are, as always, many risers and fallers it's notable that more than a few of the lowest-ranked sites from Quarter 2 are still mired at the bottom this time round.

In our view, the overall quality of FTSE company websites still isn't high enough: too many sites are delivering a far from optimal user experience, and a worrying number fall well short of accessibility requirements. To highlight these concerns, we've added two new analyses in this issue: see Site Scores on page 8 and Web Accessibility Denied on page 9.

For more information on Sitemorse surveys, and to see the full list of sites surveyed, visit our website at www.sitemorse.com/survey.

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Content Integration Platform™ – Enabling organisations **to get more from** their **content**

In order to realize the full potential of the web as a business channel, **organisations need to be able to harness the full power of their content assets** for use online, and to **manage web content to enterprise standards.**

However, today most organisations' content, such as documents, images, videos, and more, is stored in a series of disparate repositories. Enterprises have no real means of tapping into these valuable assets to make websites richer, provide current and relevant information, and engage their audiences online.

Meanwhile, managing website content in accordance with enterprise standards for retention and business compliance can be a real challenge.

The FatWire Content Integration Platform solves these problems by enabling organisations to access content stored across the enterprise and publish it to their public websites, intranets and extranets managed by FatWire Content Server, while content from FatWire sites can automatically be retained in EMC® Documentum® for retrieval and business policy compliance.

"Powerful capabilities for accessing content of all types from Documentum, SharePoint, Windows and Unix file systems."

"No-one has complained to me about our web site..."

No-one does; they move to your competitors and often don't come back. 85% of consumers say they would have reservations about buying from a business with a poor quality website.

76%

of sites that have errors will have people that will not return

The **Top** Fifty

Are you in the top 50 for quality, compliance and performance?

Rank	Company	Index	Previous	Change
1	Marstons PLC	9.80	10	9
2	Land Securities Group PLC	9.14	3	1
3	SIG PLC	8.74	73	70
4	Monks Inv Tst PLC	8.74	46	42
5	British American Tobacco PLC	8.72	152	147
6	Charter International PLC	8.41	4	-2
7	Pendragon PLC	8.41	5	-2
8	Clarkson	8.38	7	-1
9	Electric & General Inv Tst PLC	8.27	6	-3
10	Smiths Group PLC	8.22	2	-8
11	Drax Group PLC	8.13	8	-3
12	International Ferro Metals LD	8.09	9	-3
13	St. Modwen Properties PLC	8.06	1	-12
14	Hansteen Holdings	7.98	19	5
15	Berkeley Group Holdings	7.96	71	56
16	Wpp PLC	7.90	114	98
17	Booker Group PLC	7.82	23	6
18	Salamander Energy PLC	7.77	15	-3
19	Morant Wright Japan Income Trust LD	7.77	12	-7
20	Forth Ports PLC	7.57	80	60
21	Howden Joinery Group	7.57		new
22	Throgmorton Trust PLC	7.44	20	-2
23	The Vitec Group PLC	7.44	309	286
24	Davis Service Group PLC	7.41	11	-13
25	Michael Page International PLC	7.40	48	23
26	Personal Assets Trust PLC	7.40	215	189
27	Kenmare Resources	7.35		new
28	TR Property Inv Tst PLC	7.31	24	-4
29	Severfield-Rowen PLC	7.26	27	-2
30	Avis Europe PLC	7.23	77	47
31	Laird PLC	7.20	82	51
32	Workspace Group PLC	7.16	81	49
33	Invista European Real Est. Tst SICAF	7.16		new
34	Hiscox LD	7.10	62	28
35	Imperial Tobacco Group PLC	7.07	26	-9
36	Daily Mail & General Trust PLC	7.06	390	354
37	FirstGroup PLC	7.04	55	18
38	Rank Group PLC	7.04	14	-24
39	BH Global LD	7.02	68	29
40	BH Macro LD	7.02	42	2
41	Sainsbury (J) PLC	6.94	31	-10
42	Galliford Try PLC	6.94	45	3
43	Rexam PLC	6.94	59	16
44	Baillie Gifford Trusts	6.94	104	60
45	Capital Shopping Centres Group	6.94	120	75
46	hg capital trust	6.93	29	-17
47	Burberry Group PLC	6.92	146	99
48	Game Group PLC	6.92	96	48
49	IP Group PLC	6.89	66	17
50	Witan Inv Tst PLC	6.88	50	0

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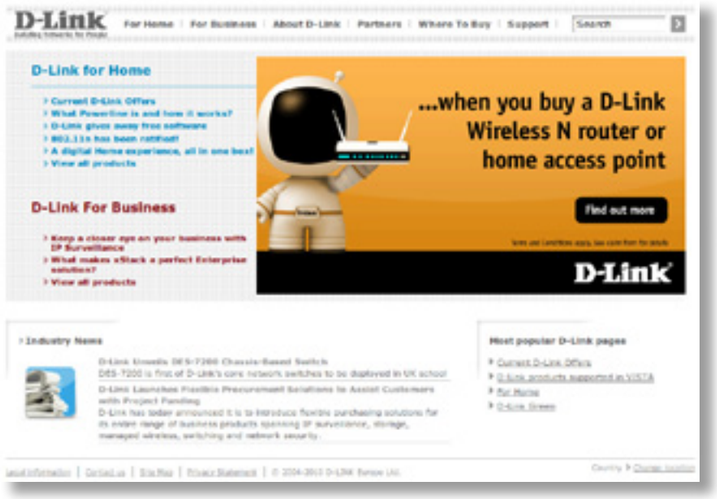
D-Link Selects **FatWire** to **Manage Entire European** Web Presence

As a global leader in connectivity and networking, D-Link needs to support a large number of websites for their growing European business.

D-Link's large-scale product catalogues, multiple site environment, and broad base of content managers and users, required a solution that was highly scalable, dynamic, and easy to use. With a diverse set of online constituents including consumers, home office, small to medium business, and enterprise users, D-Link chose FatWire Content Server to deliver targeted content to each user in real-time.

"We studied the WCM solution providers very carefully," said Minthia von Wiarda, European marketing manager at D-Link. "FatWire impressed us with scalability, personalized content delivery, analytics, and web 2.0 functionality."



FatWire Content Server automates the entire process of managing the web experience including content authoring, site design, content publishing and deployment, targeted marketing, analytics, and tools for user generated content. Fatwire Content Server delivers the simplicity, ease-of-use and flexibility demanded by business users, as well as the sophistication, robustness and rich functionality needed by site administrators.

"The selection of FatWire by a leading company such as D-Link, underscores FatWire's leadership in managing large scale, sophisticated web deployments including extensive product catalogues," said Andrew Martin, UK regional manager at FatWire Software. "At FatWire, **we have helped many customers grow their businesses via online success and we look forward to helping D-Link** do the same."

D-Link
Building Networks for People

"We studied the WCM solution providers very carefully. FatWire impressed us immediately."

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"**Flexibility** and willingness to grasp and **work within** our business model as well as **our budget** are all important."

Can you honestly say that your organisation's IT, Internet and data communications offer you value for money and the most efficient solutions?

If the answer to this question is 'No', you should be speaking to Iconnyx – we provide Internet and MPLS Connectivity, Managed Hosting and Managed IT Services to UK businesses.

We have a reputation for delivering high quality value-for-money solutions that fit the requirements of both UK businesses & the public sector. We offer experience across multiple vertical markets, including Retail, Finance, Technology, Legal, Media and many others.

Iconnyx delivers tailored data connectivity solutions in combination with 100% availability hosting services for a variety of uses including web development and e-commerce.

Our Managed IT Services offer the complete solution for businesses using a combination of Microsoft technology, your own applications and our own systems, powered by our VITAL technology platform. This delivers an IT solution either on-site at your offices or hosted in the cloud, or both!

"The quality of connection and support has been second to none ... I don't recall one minute of downtime over the four years. I wouldn't hesitate to recommend Iconnyx."

“I see only a few problems...”

Even 1% of errors is too high, what if one of the problems is your stock price feed, your buy button not working, or email address failure?

This quarter’s **Top** site

http://www.marstons.co.uk/

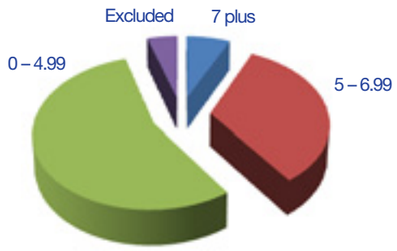
How it made it to the top	
Overall	9.80
Function	10.00
Accessibility	9.00
Code quality	10.00
Performance	10.00
Email	9.00
Metadata	10.00
Analytics	not included
Spelling	not included
PDF	9.00
Front page loading	Pass

Most **Improved**

http://www.greggs.co.uk

Site **Scores**

To achieve an acceptable level of online quality and compliance, a site needs to gain a Sitemorse Score of at least 7 out of 10. The pie chart shows the small proportion of sites in our survey that reached that figure. Too many sites are still being excluded from the index due to their reliance on assistive technology - an indication that they will also cause problems for Google search and hinder accessibility.



Bottom **Twenty**

Company	Company
African Barrick Gold PLC	Intermediate Capital Group PLC
BP PLC	Henderson Group PLC
Carillion PLC	Carnival PLC
SEGRO PLC	Halfords Group PLC
Anglo Pacific Group PLC	Batm Advanced Communications LD
Mothercare PLC	Colt Telecom Group S.A.
Kesa Electricals PLC	Aquarius Platinum LD
Soco International PLC	Manchester & London Inv Tst PLC
Centamin Egypt LD	DTZ Holdings PLC
JD Sports Fashion PLC	Randgold Resources LD

67%

Improvement in natural search with Sitemorse

“Our own CMS does all the checking we need thanks, including spelling, metadata, links and accessibility.”

‘There isn’t a CMS that offers anywhere near the level of a Sitemorse audit. Quite simply, if the problem doesn’t exist... then we can’t find it. That’s why we call our service ‘building web confidence’.

Web accessibility **denied**

It’s a legal requirement for websites to be accessible. Listed below are those with the worst scores: 100% means every tested page had failures.

	% of pages that fail	
Company	**A**	**AA**
Anglo Pacific Group PLC	100.00%	100.00%
BTG PLC	100.00%	100.00%
Candover Investments PLC	100.00%	100.00%
Carnival PLC	100.00%	100.00%
Clinton Cards	100.00%	100.00%
Cranswick PLC	100.00%	100.00%
Domino’s Pizza UK & IRL PLC	100.00%	100.00%
DTZ Holdings PLC	100.00%	100.00%
Fidessa Group PLC	100.00%	100.00%
Graphite Enterprise Trust PLC	100.00%	100.00%
Hansen Transmissions	100.00%	100.00%
Holidaybreak PLC	100.00%	100.00%
Imagination Technologies Group PLC	100.00%	100.00%
Ing Global Real Estate Secs LD	100.00%	100.00%
Intec Telecom Systems PLC	100.00%	100.00%
JD Sports Fashion PLC	100.00%	100.00%
Manchester & London Inv Tst PLC	100.00%	100.00%
Mondi PLC	100.00%	100.00%
NCC Group PLC	100.00%	100.00%
Oxford Biomedica PLC	100.00%	100.00%
Paypoint PLC	100.00%	100.00%
Photo-Me International PLC	100.00%	100.00%
PV Crystalox Solar PLC	100.00%	100.00%
Scottish Oriental (First State)	100.00%	100.00%
SEGRO PLC	100.00%	100.00%
Taylor Wimpey PLC	100.00%	100.00%
Topps Tiles PLC	100.00%	100.00%
Tullett Prebon PLC	100.00%	100.00%
Bloomsbury Publishing	99.20%	100.00%
Catlin Group LD	99.20%	100.00%
Finsbury Growth & Income Trust PLC	99.20%	100.00%
Hunting PLC	99.20%	100.00%
Micro Focus International PLC	99.20%	100.00%
Renovo Group PLC	99.20%	100.00%
Rolls-Royce Group PLC	99.20%	100.00%
Safestore Holdings PLC	99.20%	100.00%
Tate & Lyle PLC	99.20%	100.00%
Tesco PLC	99.20%	100.00%
Thorntons PLC	99.20%	100.00%
Lookers PLC	99.20%	99.20%
UTV Media PLC	99.17%	100.00%
Advance Developing Markets Fund LD	99.00%	100.00%
Wincanton PLC	98.96%	100.00%
Intermediate Capital Group PLC	98.40%	100.00%
Punch Taverns PLC	98.40%	100.00%

44%

Improvement in page response with Sitemorse

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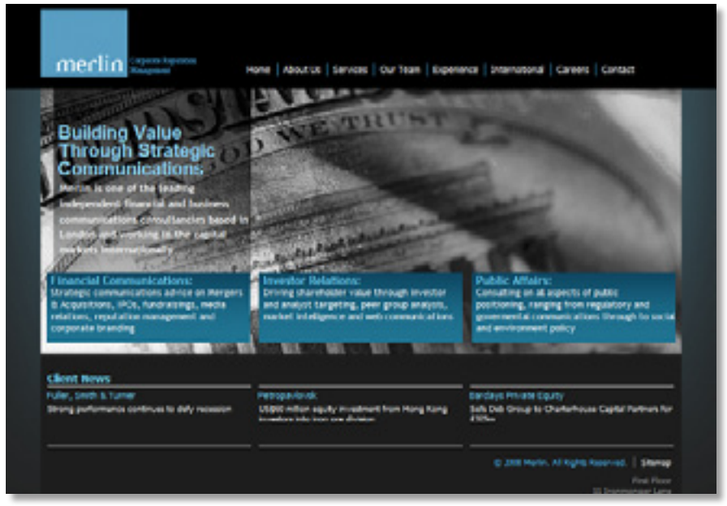
Investor Relations in a Digital Age – **getting the basics right**

The corporate reporting environment in the UK and elsewhere has undergone significant modernisation in recent years. The principal driving force behind this has clearly been enhanced technology, allowing companies to move to an online format for key documents including the annual report and price sensitive announcements that can be uploaded simultaneously with their release to the market. Concurrently, changes to the Companies Act 2006 and similar legislation overseas are allowing companies to communicate with their shareholders electronically rather than through printed material.

It is now commonplace to find the contents of presentations given to sell-side analysts on corporate websites. Beyond that, live and recorded webinars are often hosted and stored on company websites, freely available to all. These levels of disclosure are unprecedented, and the trend is continuing apace.

The upshot of all this is that online reputation management is becoming an increasingly salient issue for CEOs, finance directors and company secretaries, as well as more obviously for heads of investor relations



and corporate communication. As corporate executives devote more of their energies to their websites and the power of online media and communications continues to grow, the stakes in turn increase.

Why then do websites fail? The straightforward answer is because they have not been adequately tested – this needs to be a continual process, not a one-off, and best practice standards, once set, need to be managed and adhered to. What's more, the testing process should constantly seek to identify ways in which online engagement can be improved, and standards subsequently raised. The consequences of failure can be huge, sometimes tangible, often intangible – a lost sale, a potential investor being "turned off" – the list is considerable.

To the outside world, the ultimate responsibility for a corporate website is the CEO's. In which case, the CEO must ensure that those providing "web" services – be they internal or external parties – are delivering quality ongoing advice and value for money. It is therefore incumbent on those providing such services to frame their regular findings within the context of KPIs including accessibility, cogency and clarity, presentational appeal and layout, and search engine optimisation. This allows management to straightforwardly assess whether standards are being maintained and/or improved and online reputational risk is being minimised.

As communication advisers, we focus on ensuring that the right messages get to the right audiences at the right time, and part of that process is to ensure also that the delivery mechanisms work properly.

Paul Downes, Chief Executive, Merlin Corporate Reputation Management

69%
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