

**WEBRANKING**  
BY COMPREND  
**WHITEPAPER**  
2022-2023

# HOW TO IMPROVE YOUR CORPORATE WEBSITE

Our Webranking research offers rich insights into changing audience expectations and shines a light on corporate communication best practices.

This white paper is a summary of the results and learnings from the 2022-2023 research. It covers what stakeholders expect from companies regarding information about the company, investor relations, ESG, press, careers, and other areas that analysts, investors, journalists and jobseekers consider to be essential.



# WHAT'S COVERED

## #04 ABOUT WEBRANKING

05: BACKGROUND

07: THE WEBRANKING METHODOLOGY

## #09 RESULTS 2022-2023

10: SUMMARY

12: HOMEPAGE

13: ABOUT US

14: PRESS

15: REPORTING

16: THE SHARE

17: INVESTOR RELATIONS

18: GOVERNANCE

19: SUSTAINABILITY

20: CAREERS

21: FEATURES AND FUNCTIONALITIES

## #22 TOP PERFORMERS

23: TOP 20 ALL COMPANIES

24: TOP 20 EUROPE 500

25: BEST PERFORMING COUNTRIES

26: BEST PERFORMING SECTORS

## #27 THE WEBRANKING REPORT

28: THIS IS THE WEBRANKING REPORT

30: HOW THE WEBRANKING REPORT CAN HELP YOU

31: REPORT TYPES

32: WHAT OUR CLIENTS SAY

## #36 CONTACTS

# ABOUT WEBRANKING

We believe the **purpose** of a corporate website is to **engage audiences** in a **conversation** about **why** your company **matters**.

Done well, it can **drive** your **business** and **brand** and help **build** long-term **relationships** and **trust** with stakeholders.

However, many **companies** today **aren't getting** the **maximum value** from their **corporate websites**.



Established in **1997**, Webranking by Comprend is Europe's **leading survey of corporate websites**. It is the **only ranking** that is **based on stakeholder expectations**.

Every year, we speak to **corporate audiences** to understand their website requirements and expectations, including **analysts, investors, journalists, and jobseekers**.

These **insights** form the basis of the **objective criteria** we use to rank the websites of the largest companies in Europe. The Webranking results and data are then presented in an **online tool** where you **can review your score, learn about the criteria, benchmark against your peers**, and much more.

We have structured this white paper around the key sections of the corporate website, highlighting stakeholder expectations and insight and explaining how the ranked companies performed.



# THE WEBRANKING METHODOLOGY

Every year, the process of ranking the corporate websites of Europe's largest companies against stakeholder needs starts with an information-gathering stage. During spring 2022, we conducted three surveys: Web Management, Careers, and Capital Market.

## Web Management survey

**44** respondents from **14** countries participated to share the challenges that corporate teams are facing today.

The respondents primarily represented **large** and **medium-sized** listed companies throughout Europe. Their roles ranged from **Heads of Communications** to **Web Managers** and **Communication Specialists**.

## Careers survey

**216** respondents from **11** countries answered questions about which information they consider to be most important on a corporate website when assessing a potential employer.

The respondents ranged from **young professionals** to **senior jobseekers**, age groups ranging from **18** to **55**.

## Capital Market survey

**129** respondents answered questions about which information they consider most important when assessing a listed company's corporate website.

The respondents included **investors, analysts** and **business journalists** following various sectors and markets.

# THE WEBRANKING METHODOLOGY

## From surveys to criteria

The survey results are compiled into criteria, which are in turn assigned a score. The more importance stakeholders place upon a criterion, the higher the score. Points are weighted accordingly for each criterion and rated on a scale from 1 to 5 in order of importance.

## How we select companies

The company selection is based on market capitalization. We have used the STOXX All Europe list from the 1st of April 2022 to identify the 500 largest companies to rank. We call this list the Europe 500.

Depending on demand, we expand the lists in certain countries (e.g. the UK, Sweden, Finland, Norway, Denmark, Italy, and Switzerland). In these cases (with exceptions for Italy and Switzerland), we use STOXX as our base for defining the largest companies. Throughout the summer, we update the company lists to account for instances where a company is involved in potential mergers or delistings.

## Changes from last year

As the nature of the stock markets can be volatile, the lists in which companies are featured can change from year to year due to variations in market capitalization. Changes in market cap have led to 33 new companies on our lists this year.

The criteria of the report change each year. The basis for changing the criteria comes from the responses in our surveys - criteria are removed, added, and given different scores depending on stakeholder responses.

Among new needs and requirements that have arisen this year, we for example, found that jobseekers want to see a clear explanation of a company's purpose. We also noticed that it is more important than ever to provide thorough explanations of risks and risk management, including geopolitical risks.



# RESULTS 2022-2023

# WEBRANKING BY COMPREND 2022-2023

The results of our annual ranking show that the 668 largest companies in Europe haven't improved in meeting the expectations of corporate website stakeholders. The average score is up by 0.6 points to 44.0 out of 100. Still, the companies do not meet the expectations of their stakeholder groups.

Sustainability is continuously gaining increased importance for all stakeholder groups. Because of this, it is more important than ever for companies to ensure that they have transparent sustainability information on their corporate websites.

Generally, European companies don't meet high expectations in their sustainability communication, as it is not transparent or detailed enough.

Below are the average scores out of 100 for the largest company lists that were included in our review:

**Europe 500:** 44.0 (43.6 last year)

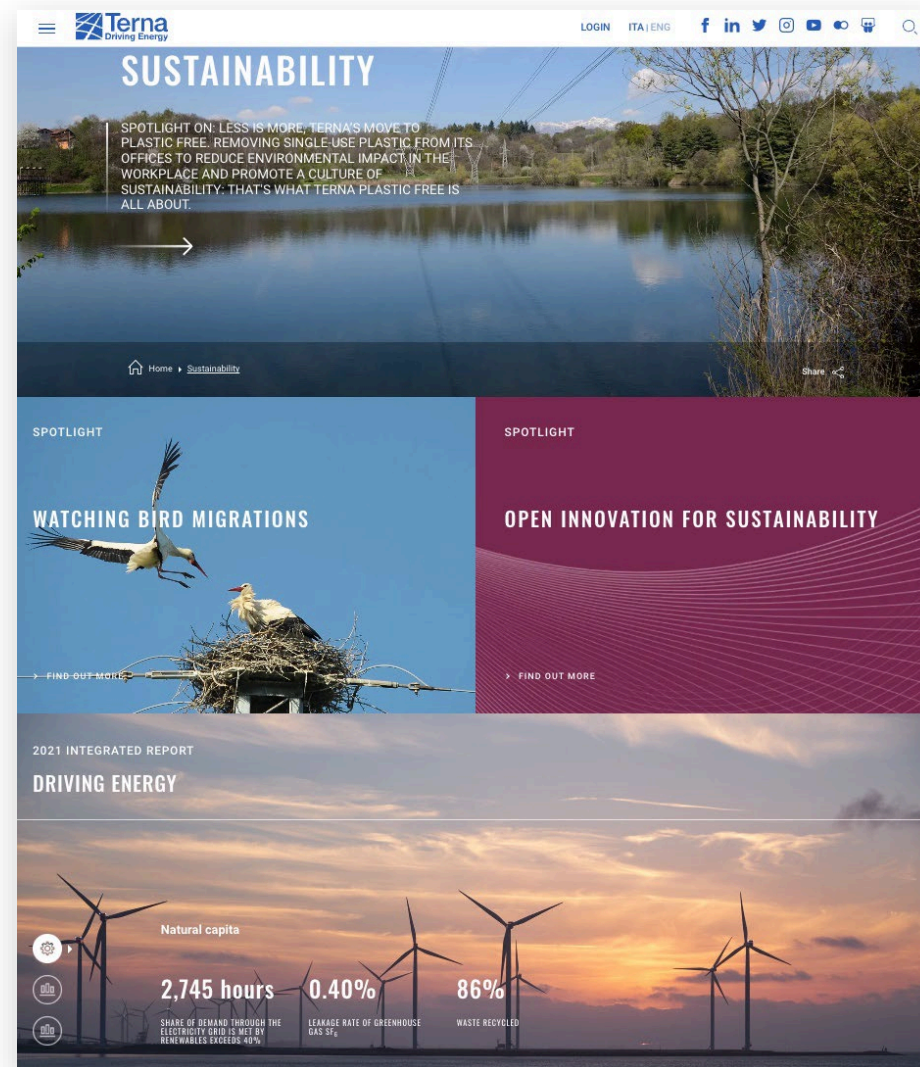
**All companies:** 44.7 (42.1 last year)

# 44.0

## EUROPE 500

# 44.7

## ALL COMPANIES

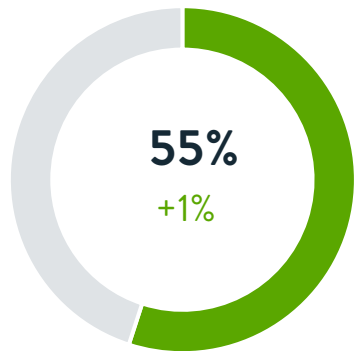


**Terna** is together with **Swisscom** the best-performing company in sustainability. They offer detailed sustainability data and policies.

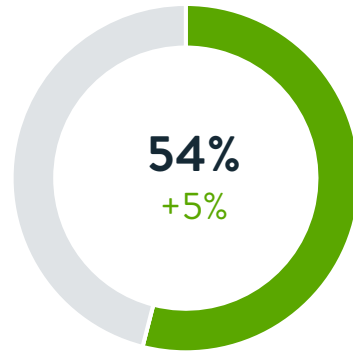
# AVERAGE RESULTS ALL COMPANIES

**Average score:** 44.7 points (42.1 last year) **+ -**: Change since last year

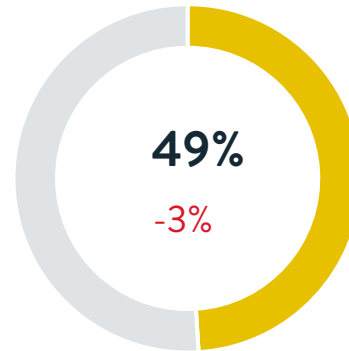
Homepage



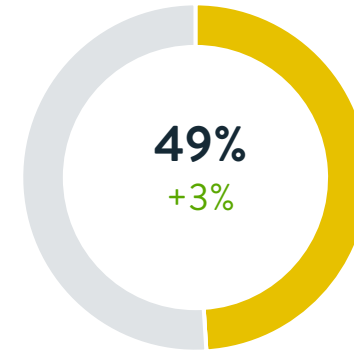
Reporting



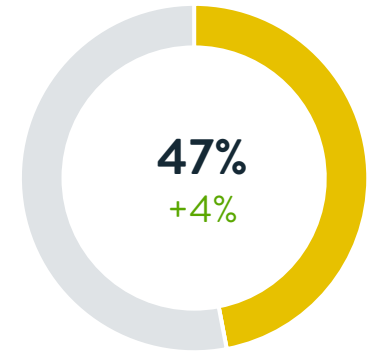
Features and functionalities



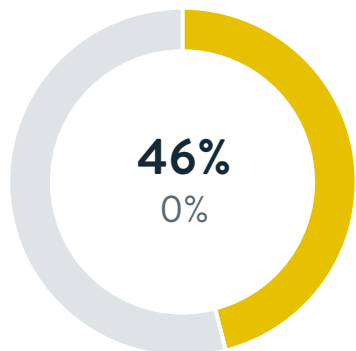
Press



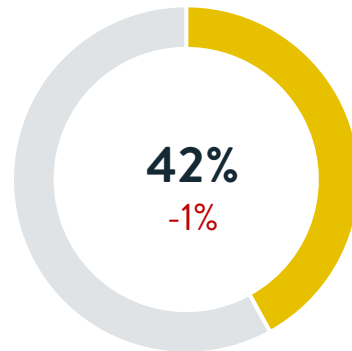
Governance



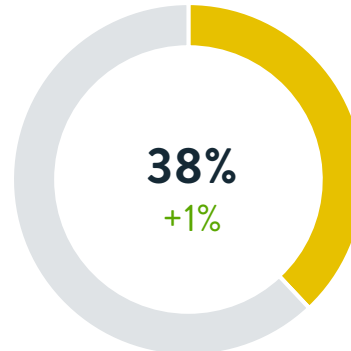
About us



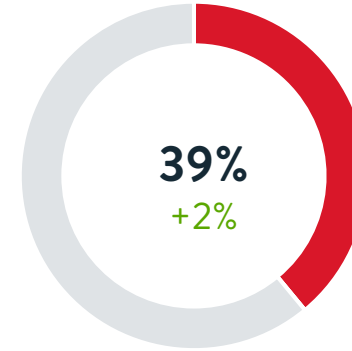
Sustainability



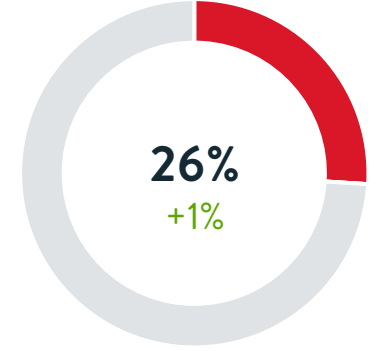
The Share



Careers



IR

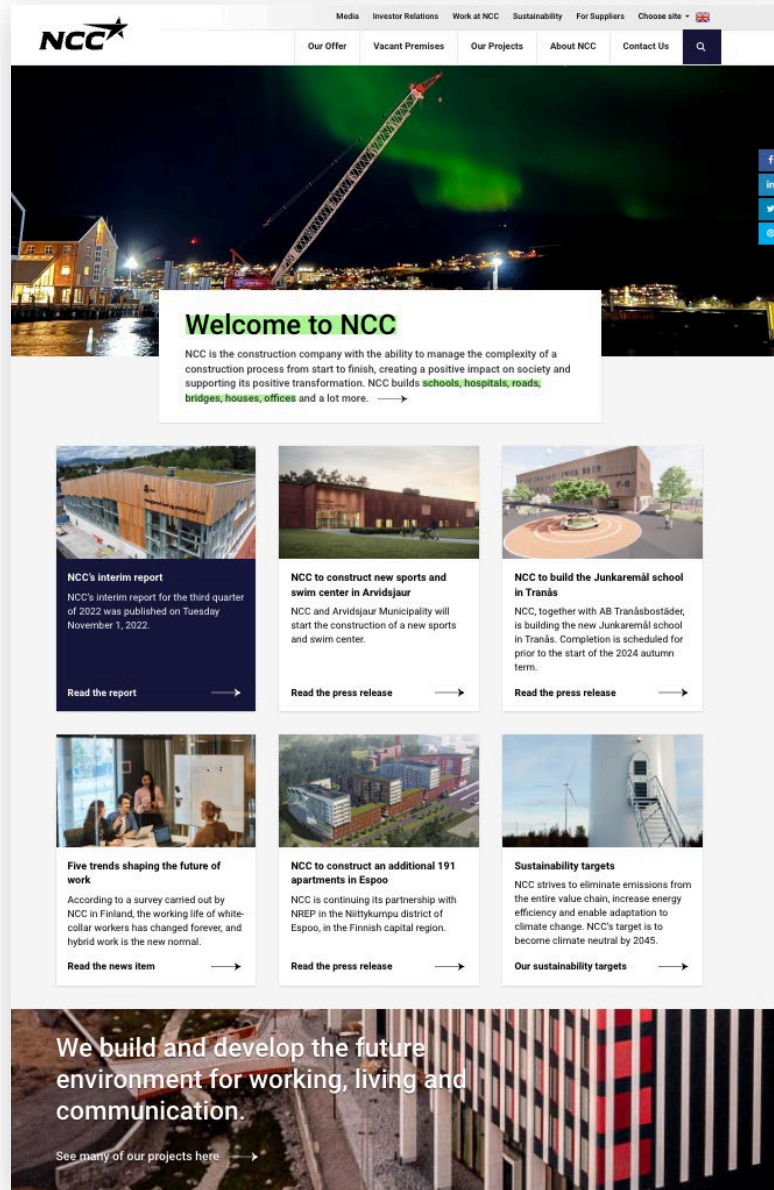


# HOMEPAGE

The Homepage can be thought of as a virtual front door to your business as it is often the first point of contact that potential customers or clients will have with your company, so it's important to make a good impression.

An informative homepage can help to improve the user experience for visitors to your website. By providing clear and concise information, visitors can easily find what they are looking for and navigate to other pages on your website. This can also help to increase the likelihood that visitors will spend more time on your website

The average Homepage fulfilment this year among all ranked companies was **55%**.



Top performers in Homepage (same score for all)		
Atlas Copco	Sweden	Industrial Goods and Services
Addlife	Sweden	Health Care
NCC	Sweden	Construction and Materials
Arkema	France	Chemicals
Billerud	Sweden	Basic Resources
Boliden	Sweden	Basic Resources
CaixaBank	Spain	Banks
Danske Bank	Sweden	Food, Beverage and Tobacco
Electrolux		
Professional	Sweden	Industrial Goods and Service
Holmen	Sweden	Basic Resources

**NCC's** homepage creates a good overview of the company, including business areas and sustainability information

More best practice examples:  
[Valmet](#)  
[Naturgy](#)  
[Boliden](#)

# ABOUT US

The About Us section is one of the most visited sections of the corporate website, capital market professionals and jobseekers alike visit this section to gain an understanding of a company's operations, mission and vision.

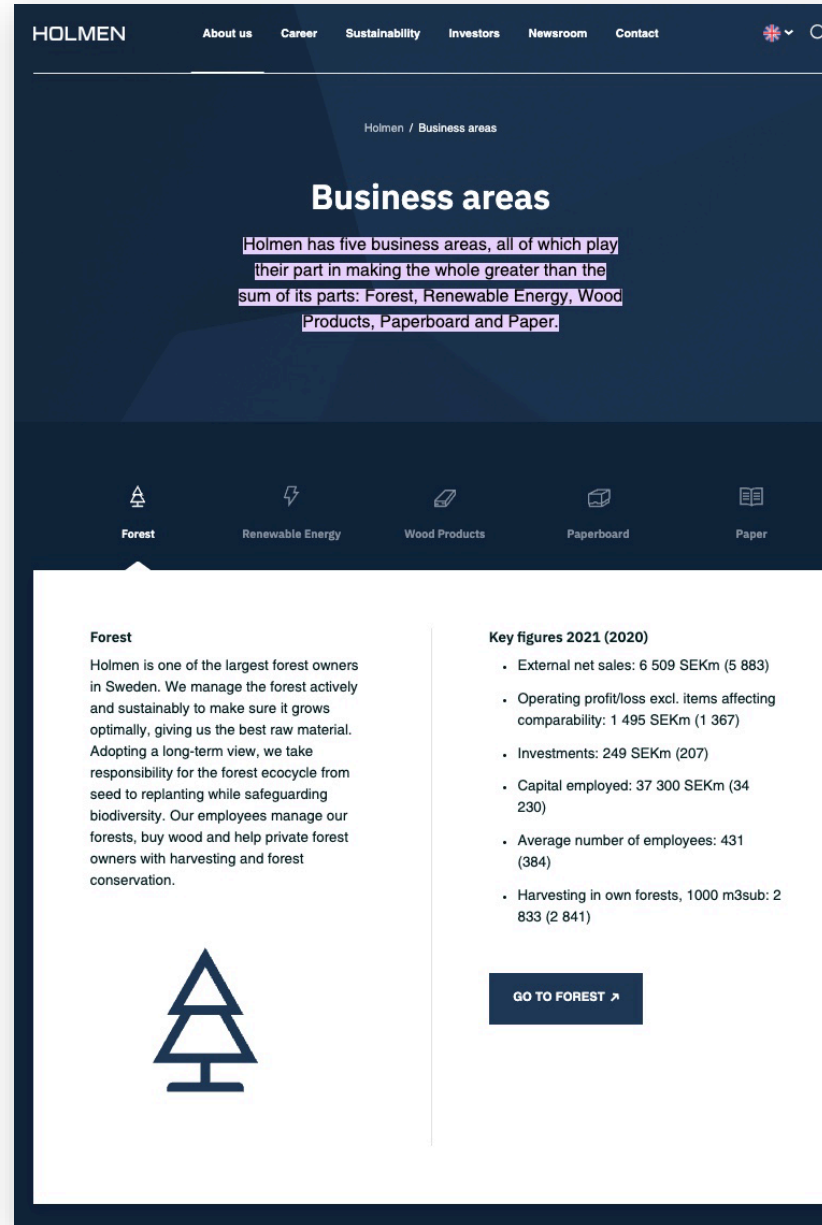
By providing detailed information about your company, including your history, mission, and values, you can show potential customers that you are a legitimate and trustworthy company.

The average score was **46%** this year which is the same as last year.

Your stakeholders want to gain deep knowledge about your business areas, including financial results. They help give the user an understanding of how big part of your company's business that specific business area is. Only **15%** of the ranked companies provide this information, so improvement is definitely needed.

## Top performers in About us

1. Repsol	Spain	Energy
2. Atlas Copco	Sweden	Industrial Goods and Services
3. Terna	Italy	Utilities
4. Snam	Italy	Energy
5. Poste Italiane	Italy	Insurance
6. Generali	Italy	Insurance
7. Swedish Match	Sweden	Food, Beverage and Tobacco
8. Swisscom	Switzerland	Telecommunications
9. Givaudan	Switzerland	Chemicals
10. Eni	Italy	Energy



HOLMEN

About us Career Sustainability Investors Newsroom Contact

Holmen / Business areas

## Business areas

Holmen has five business areas, all of which play their part in making the whole greater than the sum of its parts: Forest, Renewable Energy, Wood Products, Paperboard and Paper.

Forest Renewable Energy Wood Products Paperboard Paper

### Forest

Holmen is one of the largest forest owners in Sweden. We manage the forest actively and sustainably to make sure it grows optimally, giving us the best raw material. Adopting a long-term view, we take responsibility for the forest ecocycle from seed to replanting while safeguarding biodiversity. Our employees manage our forests, buy wood and help private forest owners with harvesting and forest conservation.

### Key figures 2021 (2020)

- External net sales: 6 509 SEKm (5 883)
- Operating profit/loss excl. items affecting comparability: 1 495 SEKm (1 367)
- Investments: 249 SEKm (207)
- Capital employed: 37 300 SEKm (34 230)
- Average number of employees: 431 (384)
- Harvesting in own forests, 1000 m3sub: 2 833 (2 841)

GO TO FOREST ↗

**Holmen** offer a great overview of their business areas, with a short introduction and key figures (including a comparison with last year).

**More best practice examples:**  
[Sandvik](#)  
[Poste Italiane](#)

# PRESS

The press section should cater to journalists and stakeholders wanting to keep updated on a company. An easy-to-find and user-friendly press section promotes transparency and shows journalists that a company is willing to work with them

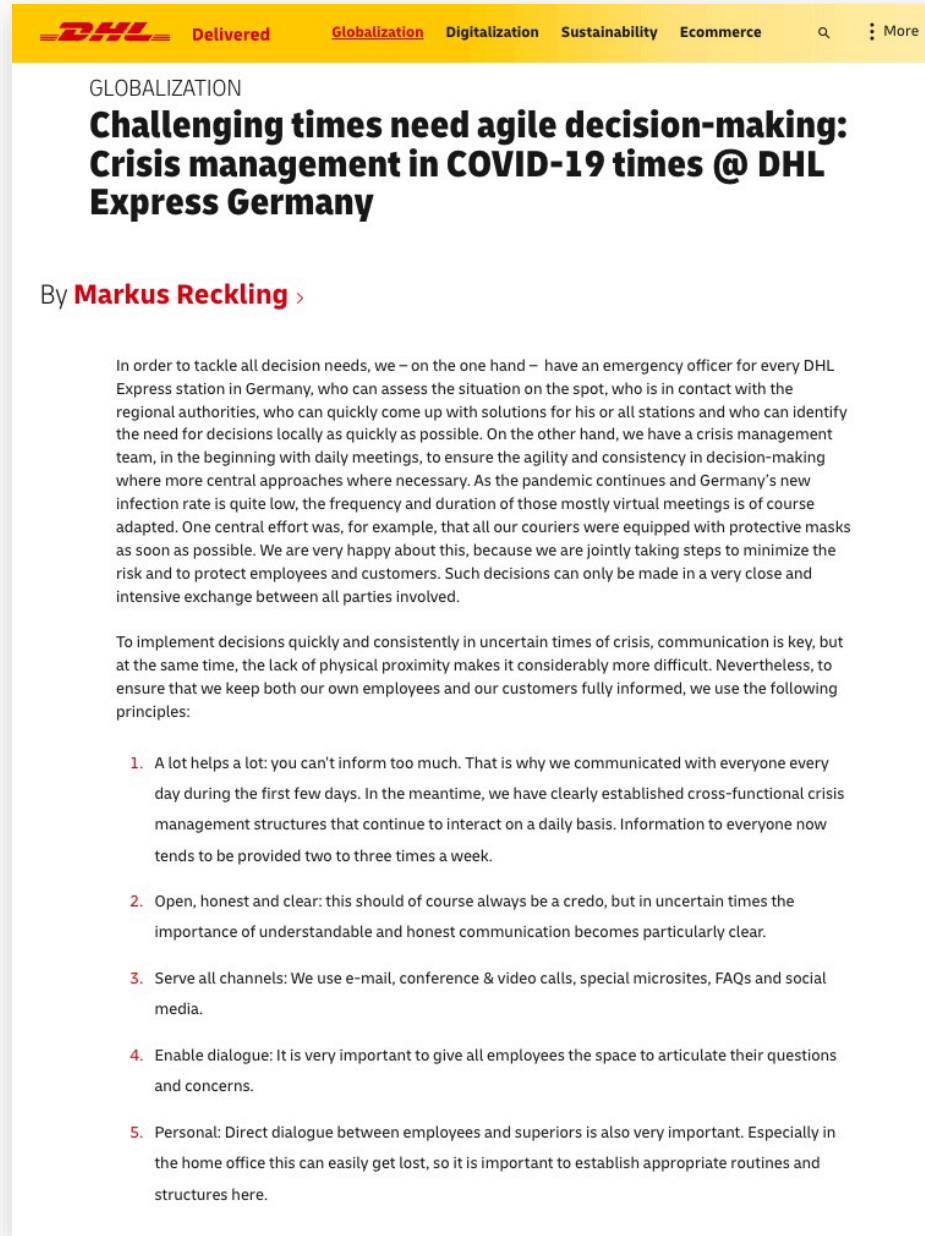
The average score for the press section was **49%** which is a slight improvement since last year.

As various kinds of crises are becoming more and more common in our world (for example Covid-19 and the war in Ukraine), it is important that companies show that they are prepared to handle them.

Presenting information about how you would communicate during a crisis is a good start, for example, explaining which channels you would use. Of the ranked companies, as little as **2%** present this which leaves a lot of room for improvement.

## Top performers in Press

1.	Snam	Italy	Energy
2.	Eni	Italy	Energy
3.	Poste Italiane	Italy	Insurance
4.	Terna	Italy	Utilities
5.	Generali	Italy	Insurance
6.	Givaudan	Switzerland	Chemicals
7.	Italgas	Italy	Utilities
8.	Intesa Sanpaolo	Italy	Banks
9.	Deutsche Post	Germany	Industrial Goods and Services
10.	Essity	Sweden	Personal Care, Drug and Grocery Stores



**DHL** Delivered Globalization Digitalization Sustainability Ecommerce

GLOBALIZATION

## Challenging times need agile decision-making: Crisis management in COVID-19 times @ DHL Express Germany

By **Markus Reckling** >

In order to tackle all decision needs, we – on the one hand – have an emergency officer for every DHL Express station in Germany, who can assess the situation on the spot, who is in contact with the regional authorities, who can quickly come up with solutions for his or all stations and who can identify the need for decisions locally as quickly as possible. On the other hand, we have a crisis management team, in the beginning with daily meetings, to ensure the agility and consistency in decision-making where more central approaches where necessary. As the pandemic continues and Germany's new infection rate is quite low, the frequency and duration of those mostly virtual meetings is of course adapted. One central effort was, for example, that all our couriers were equipped with protective masks as soon as possible. We are very happy about this, because we are jointly taking steps to minimize the risk and to protect employees and customers. Such decisions can only be made in a very close and intensive exchange between all parties involved.

To implement decisions quickly and consistently in uncertain times of crisis, communication is key, but at the same time, the lack of physical proximity makes it considerably more difficult. Nevertheless, to ensure that we keep both our own employees and our customers fully informed, we use the following principles:

1. A lot helps a lot: you can't inform too much. That is why we communicated with everyone every day during the first few days. In the meantime, we have clearly established cross-functional crisis management structures that continue to interact on a daily basis. Information to everyone now tends to be provided two to three times a week.
2. Open, honest and clear: this should of course always be a credo, but in uncertain times the importance of understandable and honest communication becomes particularly clear.
3. Serve all channels: We use e-mail, conference & video calls, special microsites, FAQs and social media.
4. Enable dialogue: It is very important to give all employees the space to articulate their questions and concerns.
5. Personal: Direct dialogue between employees and superiors is also very important. Especially in the home office this can easily get lost, so it is important to establish appropriate routines and structures here.

**DHL** explain how they will communicate both internally and externally in a crisis, including in which channels.

**More best practice examples:**  
[Lassila & Tikanoja](#)  
[Suominen](#)

# REPORTING

There is a lot happening in the financial reporting field, with new standards such as ESEF being implemented. The average score for the ranked companies was 54%, and it is one of the areas where the companies perform best.

As ESEF (European Single Electronic Format) is required for all listed companies in all European countries for Annual Reports covering the financial year of 2021, it should now be considered a new standard for all companies.

To comply with the new regulations, companies should provide an XBRL-package containing all necessary files. An [Inline XBRL](#) viewer that allows the reader to open an XBRL file directly in their internet browser.

Just **15%** of the companies provide an Inline XBRL-viewer and we hope to see more companies presenting this next year when they are more used to the XBRL-reporting format.

Top performers in Reporting		
1.	Atlas Copco	Sweden Industrial Goods and Services
2.	Repsol	Spain Energy
3.	Eni	Italy Energy
4.	Poste Italiane	Italy Insurance
5.	Terna	Italy Utilities
6.	Snam	Italy Energy
7.	Italgas	Italy Utilities
8.	Sandvik.	Sweden Industrial Goods and Services
9.	BASF	Germany Chemicals
10.	Essity	Sweden Personal Care, Drug and Grocery Stores

Inline Viewer 549300EW2KM4KROKQV31-2021-12-31-en Highlight:  XBRL Elements

tietoevry

Report by the Board of Directors and Financial Statements

1.1. – 31.12.2021

tietoevry

<b>Report by the Board of Directors<sup>1)</sup></b>	<b>Consolidated Financial Statements (IFRS)</b>	<b>FINANCIAL RISK MANAGEMENT AND CAPITAL STRUCTURE</b>	8. Intangible assets	122
About TietoEvry	2. Income statement	50. 18. Management of financial risks and capital structure	9. Tangible assets	122
Highlights of 2021	3. Statement of other comprehensive income	50. 19. Interest-bearing loans and borrowings	96. 10. Investments	123
Five-year key figures	4. Statement of financial position	51. 20. Leases	98. 11. Long-term receivables	123
IT market development	5. Statement of cash flows	52. 21. Financial income and expenses	101. 12. Current receivables	124
New strategy launched in 2021	6. Statement of changes in shareholders' equity	53. 22. Financial assets and liabilities - carrying amount and fair value and fair value hierarchy	102. 13. Prepaid expenses and accrued income	124
Performance in 2022	7. <b>Notes to the consolidated financial statements (IFRS)</b>	23. Derivatives	104. 14. Changes in shareholders' equity	125
Financial performance	8. 1. Corporate information	24. Cash and cash equivalents	105. 15. Provisions	126
Cash flow and financing	11. BASIS OF PREPARATION	25. Share capital and reserves	105. 16. Non-current liabilities	126
Investments and development	13. 2. Principal accounting policies	26. Changes in Group structure	107. 18. Accrued liabilities and deferred income	127
Order backlog	13. 3. Adoption of new and amended IFRS standards and interpretations	27. Subsidiaries	109. 19. Deferred tax assets and liabilities	127
Major agreements	14. 4. Use of judgements and estimates	28. Interests in joint ventures	111. 20. Contingent liabilities	127
Changes in Group structure	18. PERFORMANCE FOR THE YEAR	29. Related party transactions	113. 21. Derivatives	128
Branches	19. 5. Segment information	30. Commitments and contingencies	113. 22. Management of financial risks	128
Personnel	21. 6. Revenue	31. Events after the reporting period	114	
Non-financial information	31. 7. Other operating income and expenses	64. <b>Parent company's financial statements</b>		
Shareholders' meetings	31. 8. Employee expenses	64. Income statement	115. <b>Dividend proposal, signatures for the Board of Directors' report and Financial Statements and Auditor's Report</b>	129
Shareholders' Nomination Board	32. 9. Income taxes	70. Balance sheet		
The Board of Directors	33. 10. Earnings per share	73. Statement of cash flows		
The President and CEO and operative management				

TietoEvry offer the XBRL-tagged Annual Report in an Inline Viewer.

More best practice examples:  
[Atlas Copco](#)  
[Swedish Match](#)

# THE SHARE

Providing information about your company's shares is important for a number of reasons. For one, it helps potential investors understand the ownership structure of your company and how much of it is available for investment. This information can also help potential investors make informed decisions about whether or not to invest in your company.

The companies have on average received **38%** in the share section, meaning that most companies can improve in this area.

A dividend policy is a company's approach to distributing profits to its shareholders. It is important for a company to communicate its dividend policy to shareholders because it can affect the shareholders' expectations and their decisions about whether to buy, hold, or sell the company's stock. Because of this, a dividend policy including an estimated pay-out sum should be presented on a corporate website. **33%** of the ranked companies present this.

## Top performers in the Share

1.	Repsol	Spain	Energy
2.	Atlas Copco	Sweden	Industrial Goods and Services
3.	Eni	Italy	Energy
4.	Terna	Italy	Utilities
5.	Snam	Italy.	Energy
6.	Poste Italiane	Italy	Insurance
7.	Italgas	Italy	Utilities
8.	Swisscom.	Switzerland	Chemicals
9.	Sampo	Finland	Insurance
10.	Valmet	Finland	Industrial Goods and Services

**Fresenius** present detailed information about their dividend payments. You can also change currency and view the graphs in colour vision deficiency mode.

**More best practice examples:**  
[Nemetschek Group](#)  
[Zurich Insurance](#)



# INVESTOR RELATIONS

Investor Relations (IR) of a corporate website should facilitate clear communications between a company and its financial audience. It allows potential investors to easily access information about the company, such as its financial performance, business strategy, and leadership team. By making IR information readily available, a company can demonstrate transparency and accountability, which can build trust with investors.

Still, IR information continues to be the biggest challenge for the companies, since the average score only is at **26%**. This is concerning considering the increased expectations on companies to disclose this information.

Informing about risk management and which risks apply to your business is getting increasingly important in today's uncertain world. This is an area where the companies can improve since the average score only is at **18%**.

## Top performers in Investor Relations

1.	Atlas Copco	Sweden	Industrial Goods and Services
2.	Repsol	Spain	Energy
3.	Eni	Italy	Energy
4.	Terna	Italy	Utilities
5.	Snam	Italy.	Energy
6.	Poste Italiane	Italy	Insurance
7.	Italgas	Italy	Utilities
8.	Mediobanca.	Italy	Financial Services
9.	Kesko	Finland	Personal Care, Drug and Grocery Stores
10.	Generali	Italy	Insurance

**Asthead Group** provide a detailed risk management section including impact, mitigation and change for each risk. There is also an indication if the risk is predicted to increase or decrease.

**More best practice examples:**  
[Atlas Copco](#)  
[Indutrade](#)

# GOVERNANCE

The overall objective of a corporate governance section is to provide complete transparency about your company and operations. It can also improve the company's reputation and build trust with its investors, customers, and other stakeholders.

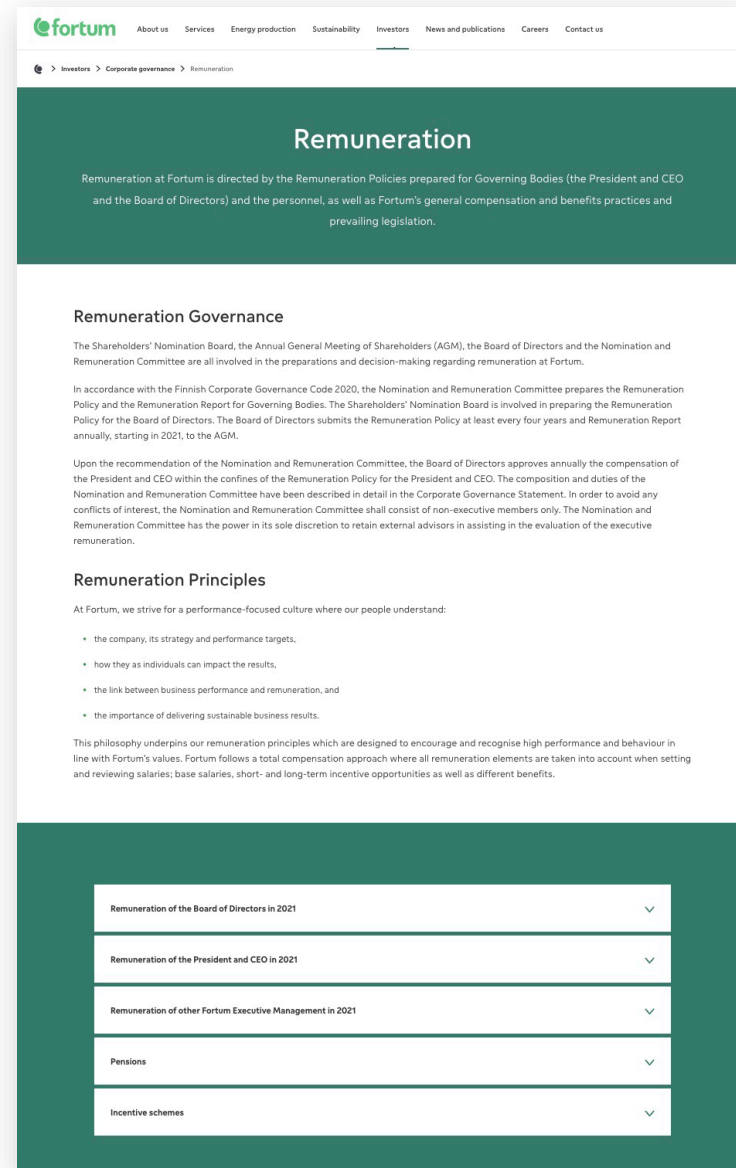
Governance information can also help you comply with regulatory requirements.. By presenting this information on the website, companies can ensure that they are meeting these requirements.

The average score for the ranked companies this year was **47%**. It is one of the better performing areas for the companies.

An area of improvement is to present more information about the remuneration paid to the management. On a corporate website, both the remuneration policy and the numbers paid should be presented.

## Top performers in Governance

1.	Repsol	Spain	Energy
2.	Terna	Italy	Utilities
3.	Snam	Italy	Energy
4.	Italgas	Italy	Utilities
5.	Generali	Italy	Insurance
6.	Eni	Italy	Energy
7.	Poste Italiane.	Italy	Insurance
8.	Kinnevik	Sweden	Financial Services
9.	Wärtsilä	Finland	Industrial Goods and Services
10.	Swedish Match	Sweden	Food, Beverage and Tobacco



**Fortum** present the remuneration principles on the same page as the data on the remuneration paid. The numbers are presented in tables, making it easy to get an overview.

**More best practice examples:**  
[Terna](#)  
[Kinnevik](#)

# SUSTAINABILITY

By providing information about the company's sustainability efforts on their website, a company can show stakeholders that they take sustainability seriously and are committed to operating in an environmentally responsible way.

Providing transparent sustainability information can also help a company to demonstrate compliance with relevant regulations and standards, such as those related to environmental protection and sustainability reporting

The companies have, on average, received **42%**, and there has been no improvement since last year. Companies really need to start keeping up with increasing expectations in this area.

An area for improvement for the companies is presenting materiality analyses, clearly showing which sustainability issues are most essential to their business and stakeholders. A materiality analysis can help to build trust with stakeholders by demonstrating that the company is committed to addressing the issues that are most important to them. **21%** of the ranked companies present a materiality analysis.

## Top performers in Sustainability

1.	Terna	Italy	Utilities
2.	Swisscom	Switzerland	Chemicals
3.	Generali	Italy	Insurance
4.	Eni	Italy	Energy
5.	Poste Italiane	Italy	Insurance
6.	Intesa Sanpaolo	Italy	Banks
7.	Sandvik	Sweden	Industrial Goods and Services
8.	Givaudan	Switzerland	Chemicals
9.	TotalEnergies	France	Energy
10.	Iberdrola	Spain	Utilities

**Our sustainability management approach** | Material topics | Partnerships and initiatives

**How we engage**

- Customer sustainability requests
- Audits
- Customer innovation days
- Customer and industry conferences and events
- Key account manager relationships – ongoing dialogue
- Use of consumer insight programmes for consumer understanding, cultural insights and sensorial decoding
- Leveraging digital capabilities to enhance insights in consumer trends

**Key topics and concerns discussed**

- Climate change
- Consumer health and wellbeing
- Governance and business conduct / ethics / transparency
- Human rights
- Innovation capabilities and management
- Product / ingredient environmental and social performance
- Product quality and safety; and ingredient disclosure
- Responsible sourcing and traceability

**Material topics**

Our list of material topics is mapped against the GRI Standards topics, our purpose pillars, the United Nations Global Compact (UNGC) Principles and the United Nations' Sustainable Development Goals (SDGs) to show that they are fully consistent with the most commonly used sustainability frameworks.

Materiality topic	Equivalent GRI topic	Purpose pillar	UNGC Principles	SDG mapping
Biodiversity	GRI 304: Biodiversity		Principle 8	
Climate change	GRI 202-2: Financial implications and other risks and opportunities due to climate change GRI 301: Materials GRI 302: Energy GRI 305: Emissions		Principle 7, 8, 9	
Consumer health & wellbeing	GRI 415: Customer health and safety			
Diversity, inclusion & people development	GRI 102-8: Information on employees and other workers GRI 401: Market presence GRI 401: Employment GRI 404: Training and education GRI 405: Diversity and equal opportunity GRI 406: Non-discrimination GRI 201: Economic performance		Principle 6	
Economic performance	GRI 201: Economic performance			
Employee safety, health & wellbeing	GRI 403: Occupational health and safety			
Governance & business conduct / ethics / transparency	GRI 102-11: Precautionary Principle or approach GRI 102-16: Values, principles, standards, and norms of behaviour GRI 102-17: Mechanisms for advice and concerns about ethics GRI 102-18: Governance structure GRI 205: Anti-corruption		Principle 10	
Human rights	GRI 102-41: Collective bargaining agreements GRI 402: Labour/management relations GRI 407: Freedom of association and collective bargaining GRI 408: Child labour GRI 409: Forced or compulsory labour GRI 412: Human rights assessment GRI 414: Supplier social assessment		Principle 1, 2, 3, 4, 5	
Innovation capabilities & management			Principle 8, 9	
Local community development	GRI 203: Indirect economic impacts GRI 413: Local communities		Principle 1	
Product / ingredients environmental & social performance	GRI 301: Materials GRI 302: Energy GRI 305: Emissions GRI 416: Customer health and safety		Principle 7, 8, 9	
Product quality & safety and ingredient disclosure	GRI 416: Customer health and safety GRI 417: Marketing and labelling			
Raw materials availability	GRI 301: Materials			
Responsible sourcing & traceability	GRI 102-9: Supply chain GRI 204: Procurement practices GRI 308: Supplier environmental assessment GRI 407: Freedom of association and collective bargaining GRI 408: Child labour GRI 409: Forced or compulsory labour GRI 412: Human rights assessment GRI 414: Supplier social assessment		Principle 1, 2, 4, 8, 10	
Waste management & circular principles	GRI 306: Waste		Principle 8	
Water stewardship	GRI 303: Water and effluents		Principle 8	

Creators Nature People Communities

Givaudan present both how they engage with different stakeholder groups, and the material topics. The topics are also related to the SDGs and their purpose.

More best practice examples:  
[Arkema](#)  
[Atlas Copco](#)

# CAREERS

The Careers section needs to cater to a broad spectrum of potential candidates. In order to effectively brand your company as an employer, it's important to focus on your company's mission, values, and culture. This can include highlighting your company's commitment to diversity and inclusion, as well as the commitment to your employees' professional development and well-being.

You should also include information about the benefits of working for the company, such as compensation and flexible working opportunities.


As we have seen in previous years, Careers information remains as one of the biggest challenges for the ranked companies. The average score was **39%** in this section.

The importance of having a job where you feel a sense of purpose is increasing for jobseekers, but only **50%** of the ranked companies clearly state their purpose in the Careers section. This is essential information to be able to attract talent.

## Top performers in Careers


1.	Poste Italiane	Italy	Insurance
2.	Snam	Italy	Energy
3.	Terna	Italy	Utilities
4.	Volvo	Sweden	Industrial Goods and Services
5.	Dunelm Group	UK	Retail
6.	Swisscom	Switzerland	Chemicals
7.	Eni	Italy	Energy
8.	Sandvik	Sweden	Industrial Goods and Services
9.	Italgas	Italy	Utilities
10.	Chr. Hansen	Denmark	Health Care

**OUR PURPOSE**



**INNOVATION AT THE HEART OF OUR STRATEGY**

<p><b>10,000</b> patents</p> <p><small>introduced in 1889 years, Michelin has tripled its patent filings</small></p>	<p><b>6,600</b> people</p> <p><small>work in R&amp;D on three continents</small></p>	<p><b>59,000</b> progress ideas</p> <p><small>Each employee can suggest ideas. They allow the company to always improve itself!</small></p>
--	--	---




I subscribe to Michelin's humanist vision: improving mobility, placing technology at the service of human well-being and innovating to open up new horizons.

**Florent Menegaux**

**CONTRIBUTE TO A BETTER SUSTAINABLE MOBILITY**

The Michelin founding brothers have created their first products and services to answer mobility needs of people and goods. Today in a growing world with demanding environmental requirements, our challenge is to innovate to invent the mobility of tomorrow, a profound shift towards cleaner, more connected road mobility that makes more efficient use of energy and raw materials.

The "Movin' On" event at each of its editions reflects the Group's actions in favor of more sustainable mobility.



**STRONG IMPLICATIONS FOR SOCIETY AND LOCAL COMMUNITIES**

We support many projects and initiatives around the world by investing in jobs, local business development, security, mobility and education.

**Michelin** clearly explain their purpose from different perspectives, including sustainability. Key facts are also provided.

**More best practice examples:**  
[Novo Nordisk](#)  
[ASML Holding](#)

# FEATURES AND FUNCTIONALITIES

An intuitive user experience, including a logical site structure and navigation, responsive design and accessible content, plays a vital role in delivering a compelling website.

A user-friendly website is important because it provides a positive experience for users and helps them find the information they need quickly and easily. This can help to improve the reputation of the company and increase the likelihood that users will return to the site in the future. It is also for accessibility reasons, which is important from both a legal and ethical standpoint.

Features and functionalities is one of the best performing areas for the ranked companies, where they have on average received **49%**.

One of the most important features is the navigation system, to help users find what they are looking for. The companies have on average received **67%**, which is at a fairly good level.

## Top performers in Features and Functionalities

- |     |               |             |                            |
|-----|---------------|-------------|----------------------------|
| 1.  | Vinci         | France      | Construction and Materials |
| 2.  | Swedbank      | Sweden      | Banks                      |
| 3.  | BioMérieux    | France      | Health Care                |
| 4.  | Snam          | Italy       | Energy                     |
| 5.  | Swedish Match | Sweden      | Food, Beverage and Tobacco |
| 6.  | UBS           | Switzerland | Financial Services         |
| 7.  | Ericsson      | Sweden      | Telecommunications         |
| 8.  | BP            | UK          | Energy                     |
| 9.  | Erste Group   | Austria     | Banks                      |
| 10. | Volvo Cars    | Sweden      | Automobiles and Parts      |



Arkema provides several indicators of where you are in the website structure, both breadcrumbs and a highlight. All available pages in the section are also shown.

More best practice examples:  
[Lanxess](#)  
[Danske Bank](#)

# TOP PERFORMERS 2022-2023

# TOP 20 ALL COMPANIES

Top performing companies of all 668 ranked companies.

- |  |  |
|--|--|
| <b>#1.</b> Terna, 95.9 points          | <b>#11.</b> NCC, 77.7 points             |
| <b>#2.</b> Snam, 95.1 points           | <b>#12.</b> Essity, 76.5 points          |
| <b>#3.</b> Poste Italiane, 93.0 points | <b>#13.</b> BASF, 76.2 points            |
| <b>#4.</b> Eni, 90.6 points            | <b>#14.</b> Valmet, 75.4 points          |
| <b>#5.</b> Italgas, 89 points          | <b>#15.</b> Fortum, 75.1 points          |
| <b>#6.</b> Swisscom, 86.9 points       | <b>#16.</b> Kesko, 75.0 points           |
| <b>#7.</b> Generali, 85.7 points       | <b>#17.</b> Wärtsilä, 74.8 points        |
| <b>#8.</b> Givaudan, 82.9 points       | <b>#18.</b> Intesa Sanpaolo, 73.7 points |
| <b>#9.</b> Sandvik, 82.1 points        | <b>#19.</b> Repsol, 72.4 points          |
| <b>#10.</b> Swedish Match, 81.6 points | <b>#20.</b> Vinci, 72.2 points.          |



# TOP 20 EUROPE 500

Top performing companies among those included on the Europe 500 list (the largest companies based on market cap).

- |  |  |
|--|--|
| <b>#1.</b> Terna, 95.9 points          | <b>#11.</b> BASF, 76.2 points            |
| <b>#2.</b> Snam, 95.1 points           | <b>#12.</b> Valmet, 75.4 points          |
| <b>#3.</b> Poste Italiane, 93.0 points | <b>#13.</b> Fortum, 75.1 points          |
| <b>#4.</b> Eni, 90.6 points            | <b>#14.</b> Kesko, 75.0 points           |
| <b>#5.</b> Swisscom, 86.9 points       | <b>#15.</b> Wärtsilä, 74.8 points        |
| <b>#6.</b> Generali, 85.7 points       | <b>#16.</b> Intesa Sanpaolo, 73.7 points |
| <b>#7.</b> Givaudan, 82.9 points       | <b>#17.</b> Repsol, 72.4 points          |
| <b>#8.</b> Sandvik, 82.1 points        | <b>#18.</b> Vinci, 72.2 points           |
| <b>#9.</b> Swedish Match, 81.6 points  | <b>#19.</b> Mediobanca, 72.0 points      |
| <b>#10.</b> Essity, 76.5 points        | <b>#20.</b> Unicredit, 69.9 points.      |





# BEST PERFORMING COUNTRIES

(Average score for the 20 largest companies, out of 100 points)

#1. Finland, 61.2 points 

#2. Sweden, 55.1 

#3. Italy, 53.9 points 

#4. Germany, 52.5 points 

#5. Switzerland, 49.5 points 

#6. Austria, 47.2 points 

#7. UK, 46.7 points 

#8. Denmark, 45.3 points 

#9. Spain, 45.0 points 

#10. Norway, 44.4 points 

#11. Europe 500, 44.0 points 

#12. Netherlands, 43.5 points 

#13. France, 42.6 points 

#14. Belgium, 38.9 points 

# BEST PERFORMING SECTORS

(Average score for all companies, out of 100 points)

Sector	Score	Sector	Score
#1. Chemicals	52.2	#11. Banks	43.7
#2. Energy	51.8	#12. Industrial Goods and Services	43.4
#3. Basic Resources	51.7	#12. Health Care	43.4
#4. Utilities	48.2	#14. Consumer Products and Services	41.9
#5. Personal Care, Drug and Grocery Stores	46.4	#15. Retail	38.9
#6. Insurance	46.3	#16. Media	38.1
#7. Construction and Materials	46.1	#17. Financial Services	37.6
#8. Telecommunications	45.3	#18. Real Estate	37.5
#9. Food, Beverage and Tobacco	44.6	#19. Technology	36.7
#10. Automobiles and Parts	44.4	#20. Travel and Leisure	35.1

# THE WEBRANKING REPORT

# THIS IS THE WEBRANKING REPORT

## How your company performs against the criteria

The Webranking Report is an online tool featuring 50 core criteria and 50 in-depth criteria. Buying the report gives you full access to this information. The Webranking Report allows you to check your results, view the survey criteria and data, compare their performance against selected peers, and much more, with the purpose of helping you improve your corporate website and engage your audiences.

The report highlights improvement areas in the ten website sections detailed above.

## In-depth criteria

Each criterion often includes multiple subitems. This means that those who provide more than the basic information will be awarded a higher score.

For example, the 50 core criteria consist of 260 of these subitems. The criteria and subitems are detailed and explained in the report - including the importance stakeholders place in them.

## Best practice examples

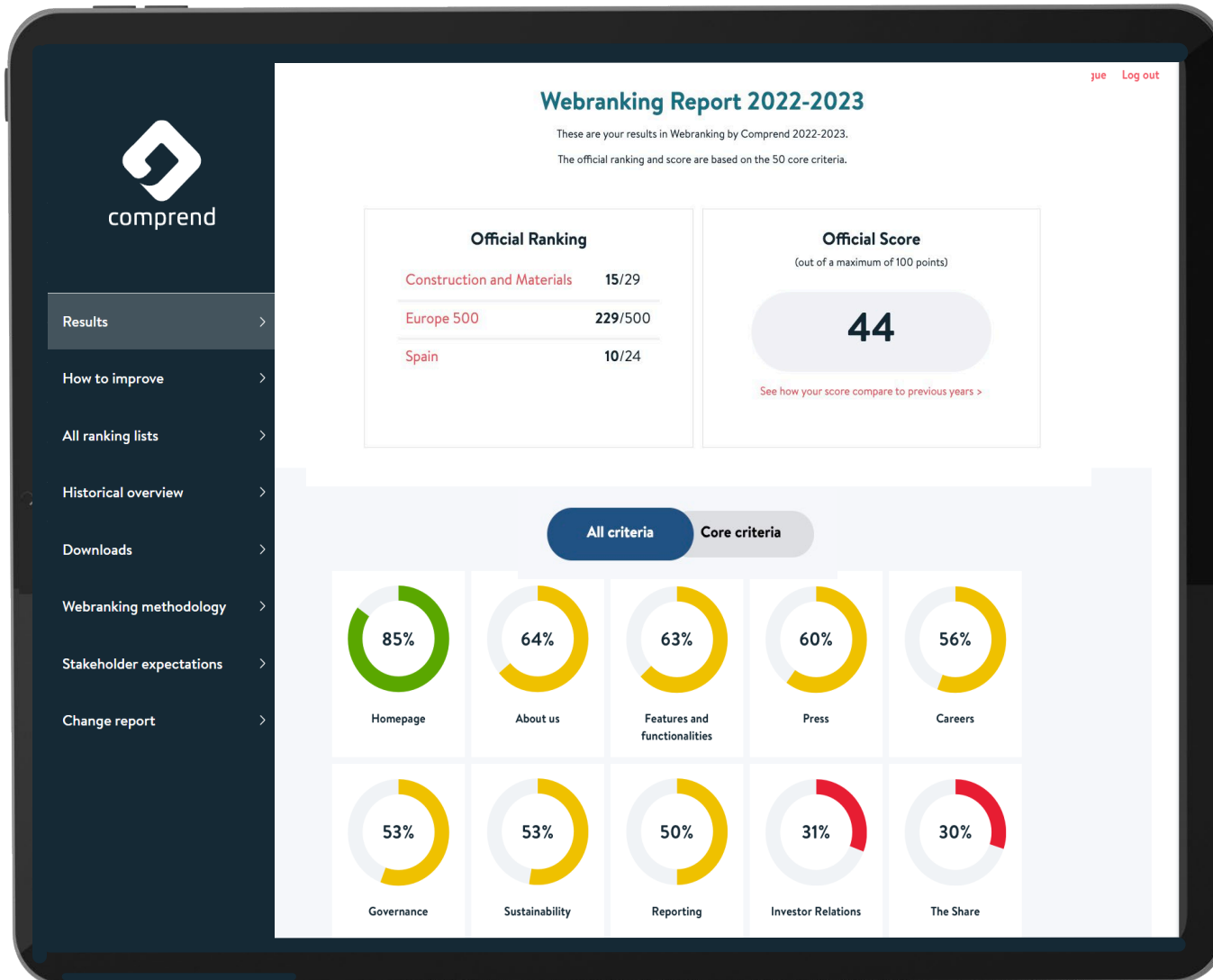
The Webranking Report is designed for ease of use. It lists your results for each of the 100 criteria alongside an explanation on why this is important and what information is missing or needs to be amended. Core criteria also include best practice examples, presented with screenshots and relevant links.

## Accessing the report

In the Webranking Report, you also get access to the background data from our surveys, a list of all the content missing from your website, and results of ranked companies sorted by country and by website section. You can download your results in as an Excel file to make it easier for you and your team to work through the improvement suggestions. A PDF version of the full report is available if you would prefer that format.

Last but not least, you can invite as many colleagues as you'd like to access the report.

# THE WEBRANKING REPORT

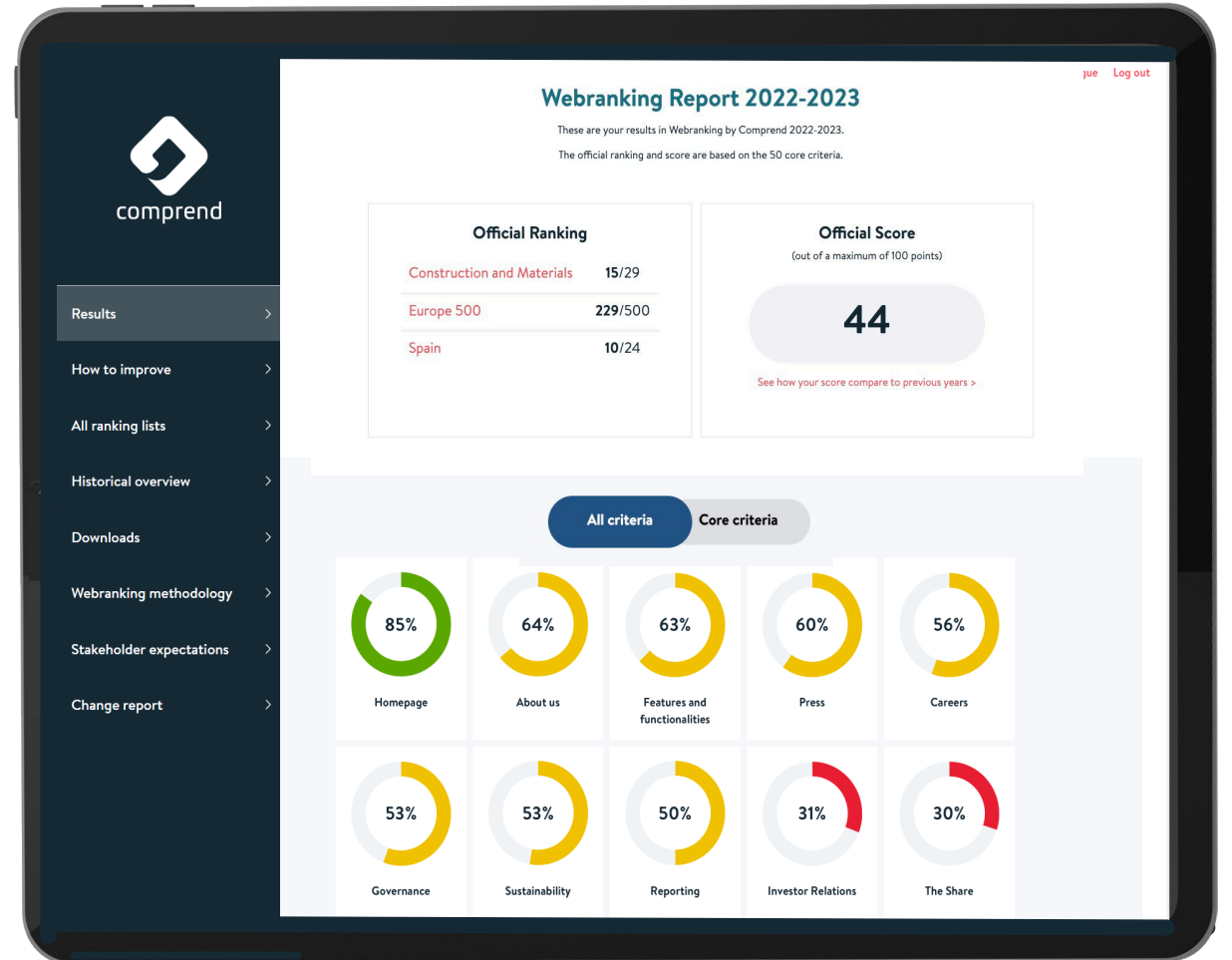


- How your company performs against stakeholders' expectations
- How your company performs compared to 3 peers
- In-depth criteria
- Comments about each section
- Best practice examples
- Background data
- Excel version
- PDF version

# HOW THE WEBRANKING REPORT CAN HELP YOU

The Webranking Report can help you and your organisation in many situations:

- As a baseline to ensure that your website constantly meets the needs of your stakeholders.
- As a tool for discussions with content owners in your organisation.
- As input for your backlog.
- As input for budget discussions.
- When you are about to start a website overhaul – to see which content you should keep and which is missing.
- When you have relaunched your website.



# REPORT TYPES

## WHAT'S INCLUDED

	STANDARD	PLUS
Criteria and results – definitions and weightings	Yes	Yes
Detailed data from research surveys	Yes	Yes
Best practice examples	Yes	Yes
PDF and Excel versions	Yes	Yes
Evaluation of your website	Yes	Yes
Benchmark analysis – Your website compared with 3 selected peers	Yes	Yes
Qualitative comparison and extended design, UX and content review	No	Yes
Presentation – online or in person	No	Yes
<b>PRICE</b>	€ 6,500	€ 11,500

### Standard

= the online tool

### Plus

= the online tool+ a qualitative review of your website made by our experts

# WHAT OUR CLIENTS SAY



“

The report has also given us **a common language** for talking about the website with **the rest of the organisation, the management and external stakeholders**. It has provided us with an **easily understandable** way of measuring content, functionality and user experience, while offering a **very applicable action plan** for **how to improve**.

What I really like about this report is that it's **not only a performance report**. It's also a **trend report, strategic guidance and action plan** all in one. It's **applicable from the moment of publication** as the analysing and conclusions have already been done so that you can **start working on your improvements right away**.

[Read the full interview](#)

Mette Christiansen  
Digital Communications Specialist  
Chr. Hansen



”

“

In my experience website managers **too often only rely on analytics** and very **limited knowledge about stakeholders and their needs**. The Webranking Report sheds more light on this matter and **offers concrete steps to improve a website**. **Analytics** helps us to operate the website but **is not enough to anticipate our stakeholders' needs**. An **external evaluation** helps to get a feeling of where we're standing and to **discover our blind spots**.

The evaluated points are **based on interviews with our target groups**, which helps us to **better understand their demands**. The report is **very detailed and well structured** so our editors can easily see which criteria they meet and which need improvement.

”



**Daniel Oestreich**  
**Online Relations Manager**  
**Continental**

[Read the full interview here](#)

## centrica

“

It's given us an understanding of **what content is important to have and why**, where it should be positioned, changed or made more visible. It also helps us with **our future planning**.

With Comprehend's help, we can have **insightful conversations around continuous improvements**. Webranking is one of the tools we use to help us get there, alongside our analytics and our HotJar survey.

It helps **provide the business case for why we should have a website** and it's good to have a **evidence to back up that we are doing the right things** by our customers and investors etc. Webranking is the recognition that we're doing all the right things.”

**Bronwyn Huband**  
Senior Digital Communications Manager  
Centrica

[Read the full interview here](#)

”

# CONTACTS

[WWW.COMPREND.COM/WEBRANKING](http://WWW.COMPREND.COM/WEBRANKING)



**Helena Wennergren**

Head of Research  
+46 70 971 12 10  
[helena.wennergren@comprend.com](mailto:helena.wennergren@comprend.com)



**James Handslip**

Managing Director (UK)  
+44 (0)20 8609 4908  
[james.handslip@comprend.com](mailto:james.handslip@comprend.com)