

WEBRANKING
BY COMPREND
WHITEPAPER
2021-2022

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 whitepaper is a summary of the results and learnings from the 2021-2022 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.



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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.

Each 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 around 800 websites. Webranking results and data are then presented in an online tool where you can review your overall 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 insights and explaining how the ranked companies performed.

THE WEBRANKING METHODOLOGY

Each year, the process of ranking 800 corporate websites against stakeholder needs starts with an information-gathering stage.

During spring 2021, we conducted three surveys: Web Management, Careers, and Capital Market.

1. Web Management survey:

65 respondents from 12 countries participated to share the challenges that corporate teams are facing today. Respondents primarily represented large and medium-sized listed companies throughout Europe, and their roles ranged from Heads of Communications or IR to Web Managers and Communication Specialists.

2. Careers survey:

Respondents to the Careers survey included 179 passive and active jobseekers, representing 17 countries, primarily from Europe. They ranged from young professionals to senior jobseekers, age groups ranging from 18 to 55 and older.

3. Capital Market survey:

This was our final survey and included responses from 121 participants. The participants included analysts, fund managers, institutional investors, 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 2021 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 21 new companies on our lists.

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 found that jobseekers want to know companies' approach to remote working and that analysts, investors, and journalists want to be able to find the companies' KPIs, together with other financial figures.

RESULTS

2021-2022

WEBRANKING BY COMPREND 2021-2022

In this edition of Webranking, the ranked companies have increased their scores slightly compared to last year. The average score for Europe's 500 largest companies is 43.6 of 100 points, far from the 60 points a company needs to meet the most essential requirements from stakeholders.

Investor Relations continues to be the main challenge for most companies; for example, providing information about growth drivers and megatrends, financial outlook, targets, and achievements.

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

Europe 500: 43.6 (43 last year)

All companies: 42.1 (39.8 last year)

43.6

EUROPE 500

42.1

ALL COMPANIES



The screenshot shows the Kesko investor relations website. At the top, there is a navigation bar with 'COMPANY', 'CUSTOMER', 'INVESTORS', 'MEDIA', and 'CAREERS'. Below the navigation bar is a hero image with the text 'Kesko is a responsible and attractive investment'. The main content area is divided into two columns: 'Share performance' and 'Releases'. The 'Share performance' section includes a line chart showing the share price of KESKOA and KESKOB from 11/28/2020 to 11/26/2021. The 'Releases' section lists several press releases, including 'Kesko's new, even more challenging emissions reductions targets approved by the Science Based Targets initiative' and 'Dow Jones ranks Kesko among the world's leading companies in sustainability'. At the bottom, there is a section for the 'Q3/2021 INTERIM REPORT: The best result in Kesko's history' and a 'Kesko Digital Hour' event on Dec. 2021.

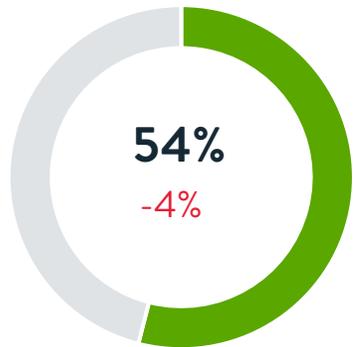


Kesko is one of the top performers in Investor Relations, providing virtual investor events and an IR blog.

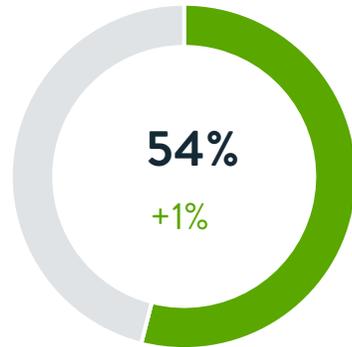
AVERAGE RESULTS EUROPE 500

Average score: 43.6 points + -: Change since last year

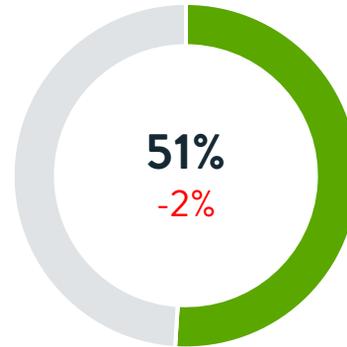
Homepage



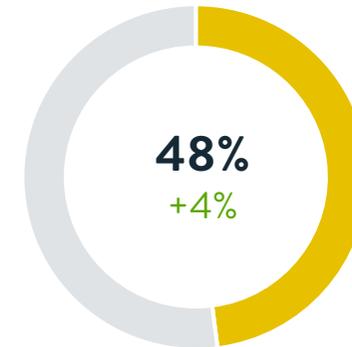
Features and functionalities



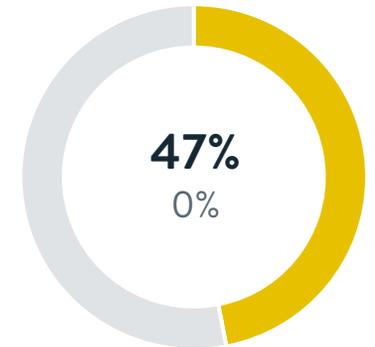
Reporting



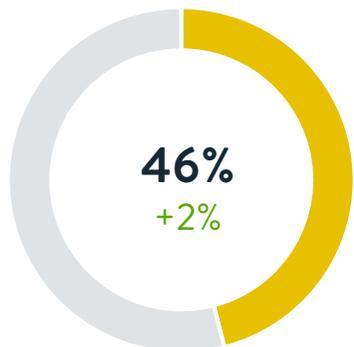
Press



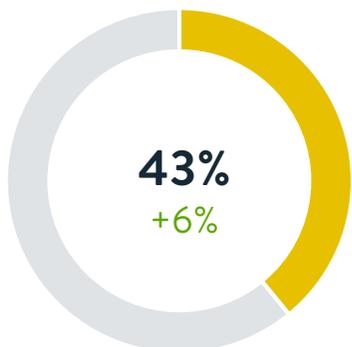
About us



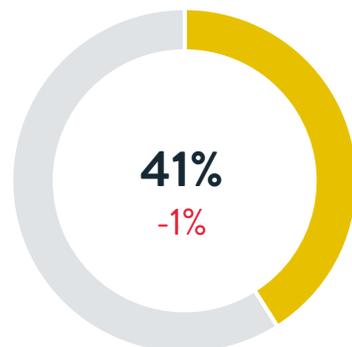
Sustainability



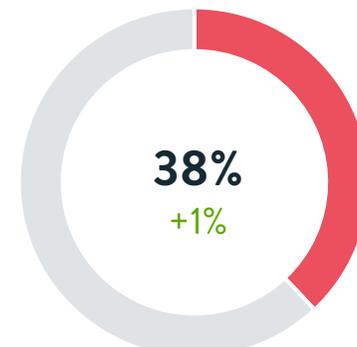
Governance



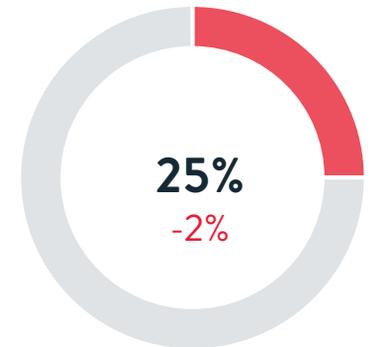
Careers



The Share



IR

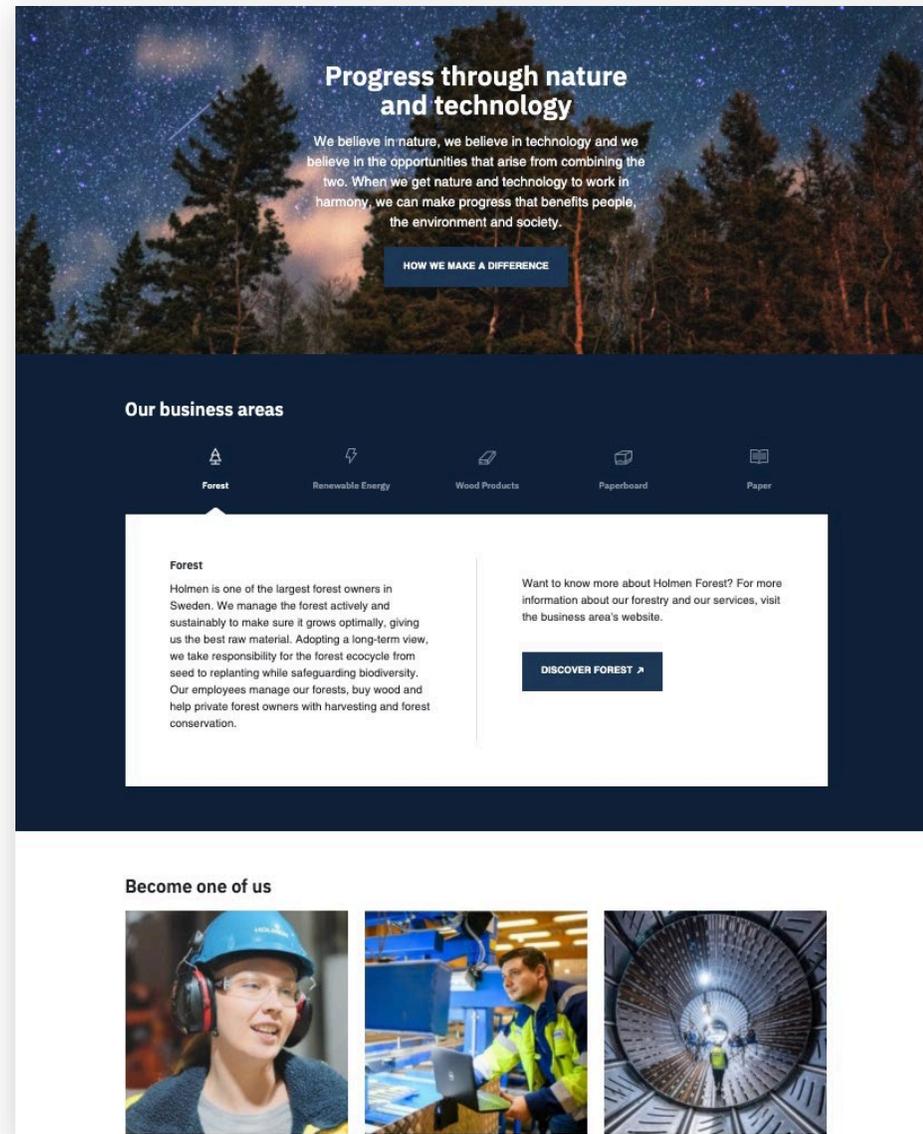


HOMEPAGE

The Homepage is often, though not always the first page that a visitor meets when entering a website. This is where a company has the opportunity to make a positive first impression. It is thus of high importance to provide content interesting enough to keep the visitor on the website. Bounce rates are often high, and companies have little time to capture the interest of their audiences. The visitors also want to find the information they are looking for quickly and do not have much patience in searching for it; that is why there should be links to relevant information on the Homepage.

The average Homepage fulfilment this year among all ranked companies was 54%. This shows that they include much of the expected information, but not all.

One piece of information that should be available on the Homepage is a brief introduction to the company, with a link to further reading. The company should briefly explain their vision and mission, who they are, and what their primary purpose and goals are as a company. This year's result shows that 41% of the ranked companies include this, which means that most companies can improve in this aspect.



HOLMEN

[Holmen](#) present a summary of the company's purpose as the top placed content. Holmen also introduce each business area with the possibility to click for further information.

More best practice examples:

[Anglo American](#)

[Ørsted](#)

[Fortum](#)

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. The section should be easily accessible and provide the visitor with topline information about your company. Take the opportunity to tell your company's story and capture the attention of all visitors, be it potential investors, business journalists or jobseekers.

Your stakeholders are very interested in your business model and are expecting to find it on your website. 38% of the ranked companies provide an explanation of the business model in HTML, but only 18% explain how they create value. Comparing this result with what we see in our research for Annual Report on Annual Reports, it seems as if companies think it is sufficient to present it in their annual reports, and not directly on the website. According to stakeholders, this couldn't be more wrong; 93% find it important to be able to read about the business model on your corporate website.

Top performers in About Us

1.	Banca Ifis	Italy	Financial Services
2.	Terna	Italy	Utilities
3.	Snam	Italy	Utilities
4.	Eni	Italy	Energy
5.	Generali	Italy	Insurance
6.	Swisscom	Switzerland	Telecommunications
7.	Givaudan	Switzerland	Chemicals
8.	Swedish Match	Sweden	Food, Beverage and Tobacco
9.	ERG	Italy	Utilities
10.	Amplifon	Italy	Health Care

Our business model and strategy

Our unique ownership business model provides us with a competitive advantage in a challenging market, and has enabled us to become the number one hotel operator in the UK, and to expand our presence in Germany.

Our unique vertically integrated model sets us apart

Our vertically integrated model, which combines the ownership of property, hotel operations, brand, and inventory distribution has enabled Premier Inn to grow at a significantly faster pace than competitors, deliver a consistently superior customer experience and generate a strong return on capital for shareholders over the last 15 years.



Our operating model drives competitive advantage

Premier Inn's unique operating model provides a clear competitive advantage, enabling the delivery of a winning customer proposition that will have a strong appeal to customers in both the current and post pandemic environments. The key components of the model that drive our competitive advantage, combined with our strong brand and direct distribution, are:



WHITBREAD

[Whitbread](#) present their business model in a creative way, clearly explaining their competitive advantages.

More best practice examples:

[Ferguson](#)
[Mondi](#)
[ITV](#)

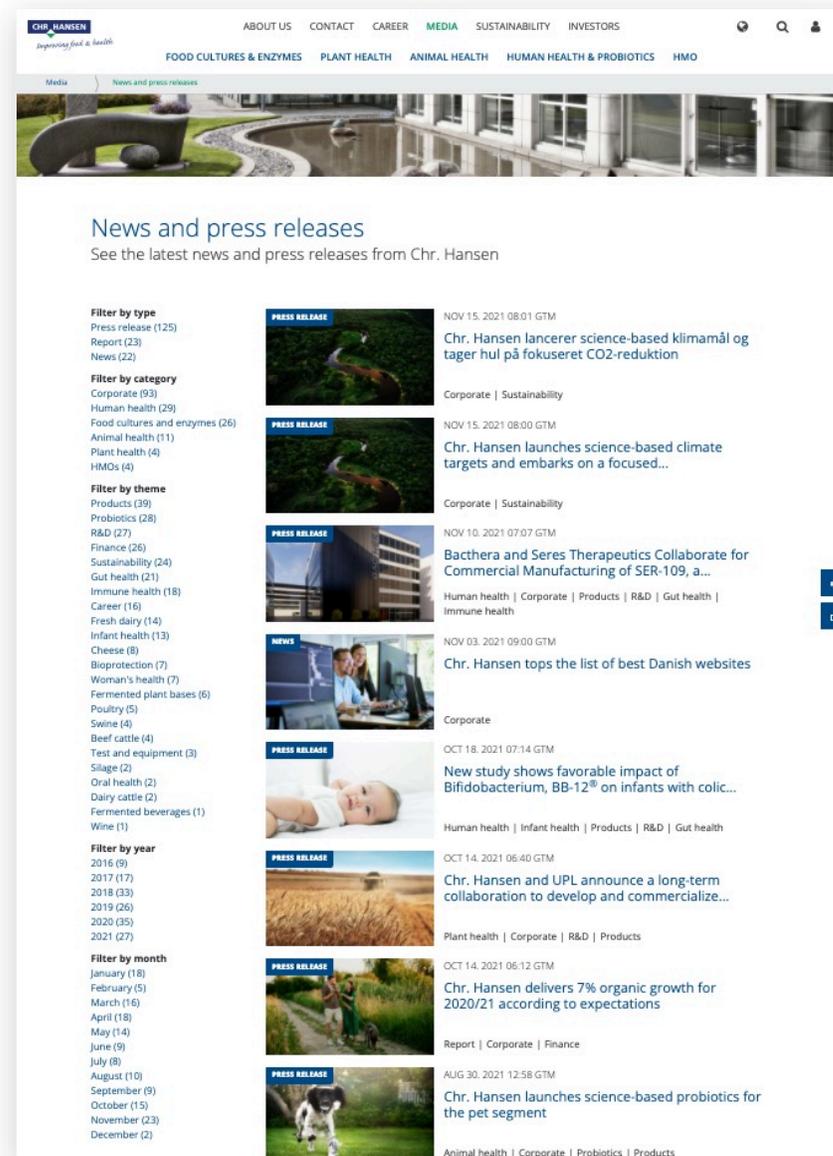
PRESS

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. In the long run, this can help build long-lasting and trustworthy relationships.

The ranked companies scored an average of 46%, which is an improvement of seven percentage points from last year. The companies are good at including both press releases and regulatory releases in HTML, making them easier to read than if they were included as PDFs.

The press section needs to display news in a user-friendly and accessible way. A press release archive that offers the users filters on both year/month and categories helps them get a good overview and find relevant releases. 92% of stakeholders see categories like these important. Another area that is of importance to stakeholders is information about how COVID-19 has impacted the business.

Top performers in Press		
1. Wärtsilä	Finland	Industrial Goods and Services
2. Terna	Italy	Construction and Materials
2. Snam	Italy	Utilities
2. Vinci	France	Utilities
5. Banca Ifis	Italy	Energy
5. Eni	Italy	Insurance
5. Generali	Italy	Real Estate
5. Swedish Match	Sweden	Financial Services
5. IGD	Italy	Food, Beverage and Tobacco
10. Unicredit	Italy	Banks



CHR HANSEN

Chr. Hansen provide a news and press release archive that is possible to filter on both category, theme, and month/year, which makes the archive easy to use.

More best practice examples:
[Swedish Match](#)
[Metso Outotec](#)
[Ericsson](#)

REPORTING

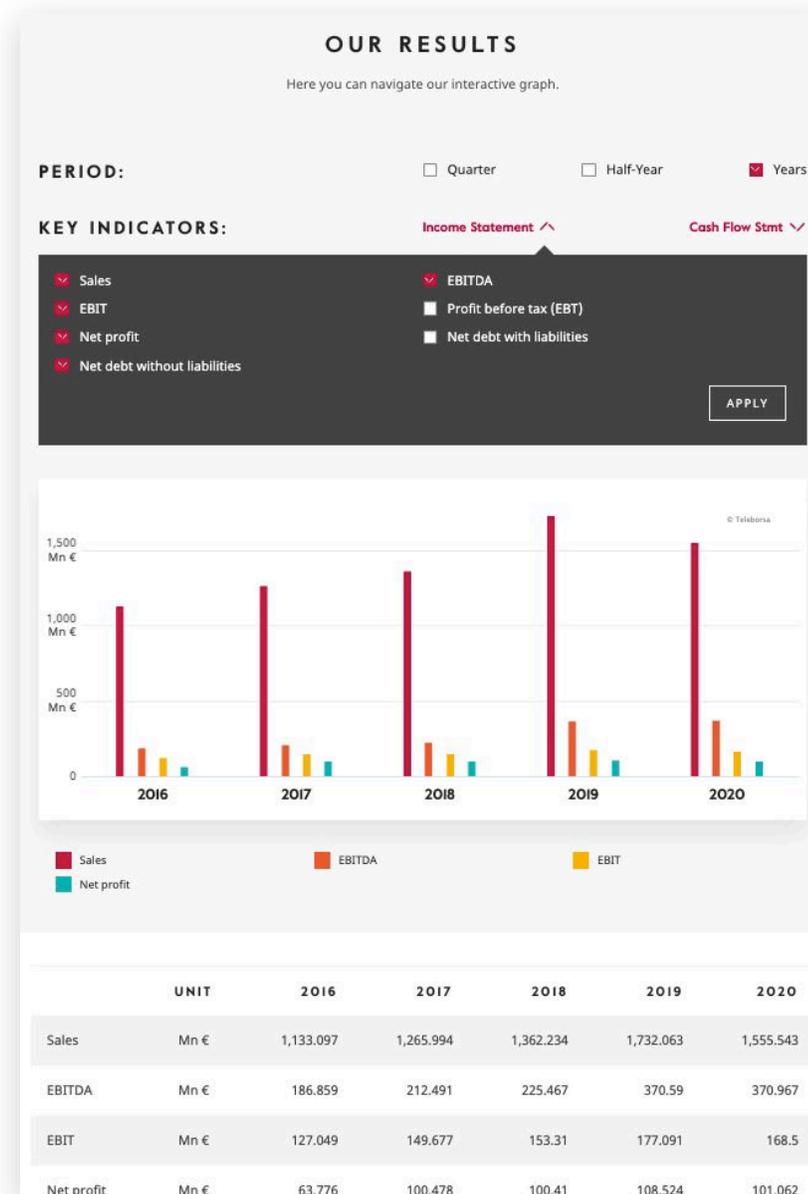
A general trend is that more and more companies are moving towards an online format for financial reporting, and this is also something that is growing in importance for stakeholders. Using the online format for financial reporting is more user-friendly and accessible since it, for example, adapts better to screen size. Our research shows that not many companies are keeping up with this trend; only 13% of the ranked companies have chosen to provide their annual report in an online format.

The average score for all ranked companies was 51%, the same as last year, indicating that not many companies have made changes in this area. One area where the companies have improved is providing updated financial calendars and links to more information.

Stakeholders also expect to find a presentation of financial key performance indicators in addition to figures displaying the general financial performance. Every company has different financial key performance indicators, and presenting them makes it easier for the investors to evaluate which key figures are the most important.

Top performers in Reporting

1. Snam	Italy	Utilities
1. Terna	Italy	Utilities
3. BASF	Germany	Chemicals
3. Poste Italiane	Italy	Insurance
5. Hera Group	Italy	Utilities
6. Eni	Italy	Energy
7. Roche	Switzerland	Health Care
7. Acea	Italy	Utilities
9. Essity	Sweden	Personal Care, Drug and Grocery Stores
9. Royal Dutch Shell	UK	Energy
9. Swisscom	Switzerland	Telecommunications



amplifon

Amplifon present an interactive tool where the user can view the financial key indicators as both graphs and tables. It is possible to choose which key indicators you want to compare, and you can also divide by quarter, half-year or year.

More best practice examples:

[Adidas](#)
[Unilever](#)
[Coloplast](#)

INFORMATION ABOUT THE SHARE

Information about the company's shares is essential to investors to understand past development and who the shareholders are. Comprehensively presenting this lets companies develop efficient two-way financial communications with their stakeholders. Intuitive charts and interactive tools, as well as a steady flow of information, helps to facilitate this conversation.

The average score was 38 of 100 points for all the ranked companies, which is a slight improvement from last year when the average score was 35 points. The relatively low average score shows that many European companies struggle to meet stakeholder expectations regarding the inclusion of information about their shares.

Most European companies include share graphs in HTML containing information about market cap and trading codes. However, not many companies include a historical overview of the share capital development. The companies should explain corporate actions that have affected the number of shares.

Top performers in The Share

1. Snam	Italy	Utilities
1. Terna	Italy	Utilities
3. Hera Group	Italy	Utilities
4. Eni	Italy	Energy
4. Fortum	Finland	Utilities
4. Italgas	Italy	Utilities
7. Poste Italiane	Italy	Insurance
7. Sampo	Finland	Insurance
9. Amplifon	Italy	Health Care
10. IGD	Italy	Real Estate
10. Repsol	Spain	Energy

SHARE CAPITAL

This page provides information on how the share capital has developed since 1831, the year the company was established.

Year	Corporate Action description	Share Capital				Increase/Decrease Share Capital
		Currency	From	To	Divided into n. Shares	
2021	visit	Euro	Unchanged	1,581,069,241.00	1,581,069,241	No
2021	visit	Euro	1,576,052,047.00	1,581,069,241.00	1,581,069,241	5,017,194
2020	visit	Euro	1,569,773,403.00	1,576,052,047.00	1,576,052,047	6,278,644
2019	visit	Euro	1,569,600,895.00	1,569,773,403.00	1,569,773,403	172,508
2019	visit	Euro	1,565,165,364.00	1,569,600,895.00	1,569,600,895	4,435,531
2018	visit	Euro	1,561,808,262.00	1,565,165,364.00	1,565,165,364	3,357,102
2017	visit	Euro	1,559,883,538.00	1,561,808,262.00	1,561,808,262	1,924,724
2016	visit	Euro	1,556,873,283.00	1,559,883,538.00	1,559,883,538	3,010,255
2010	visit	Euro	1,556,864,483.00	1,556,873,283.00	1,556,873,283	8,800
2009	visit	Euro	1,556,860,589.00	1,556,864,483.00	1,556,864,483	3,894
2009	visit	Euro	1,410,113,747.00	1,556,860,589.00	1,556,860,589	146,746,842
2008	visit	Euro	1,409,382,825.00	1,410,113,747.00	1,410,113,747	730,922
2007	visit	Euro	1,409,250,242.00	1,409,382,825.00	1,409,382,825	132,583
2007	visit	Euro	1,407,081,683.00	1,409,250,242.00	1,409,250,242	2,168,559



Generali present an extensive account of their share capital development, going back to 1831 when the company was founded. The history is presented in a clear table with links to information about corporate actions that have affected the number of shares.

More best practice examples:

[Repsol](#)
[UPM-Kymmene](#)
[Kesko](#)

INVESTOR RELATIONS

Investor Relations (IR) of a corporate website should facilitate clear communications between a company and its financial audience to ensure a fair valuation of its equity and debt securities.

Like in previous Webranking editions, the European companies struggle with providing sufficient Investor Relations information. This year, the average score in this section is 25 points, which is one point less than last year.

The companies are generally good at explaining their overall business goals and strategies but struggle to provide more detail about financial targets and the achievement of targets. Financial targets should be presented in numbers, and history should be included about how the companies have achieved the targets.

Top performers in Investor Relations

1. Terna	Italy	Utilities
2. Poste Italiane	Italy	Insurance
2. Snam	Italy	Utilities
4. Hera Group	Italy	Utilities
5. Mediobanca	Italy	Financial Services
5. A2A	Italy	Utilities
7. Swedish Match	Sweden	Food, Beverage and Tobacco
8. Kesko	Finland	Personal Care, Drug and Grocery Stores
9. Generali	Italy	Insurance
10. Eni	Italy	Energy
10. Leonardo	Italy	Industrial Goods and Services
10. Swisscom	Switzerland	Telecommunications
10. ERG	Italy	Utilities

TARGETS AND ACHIEVEMENTS

[Home](#) • [Investors](#) • [Strategy](#) • [Targets and achievements](#)
[Share](#)

Our 2021–2025 Industrial Plan reinforces our central role as “director” and enabler of the transformation of the Italian energy system through increased integration of renewable energy sources. Our plan stands out for a sharp acceleration in investments and a growth in dividend policy, while preserving a solid capital profile

Stability of the financial profile, a focus on highly-predictable regulated activities and high cash generation: these fundamental characteristics of our Group will be further strengthened with our 2021–2025 Industrial Plan.

FINANCIAL OBJECTIVES: ENSURING SUSTAINABLE GROWTH

Achieved financial objectives

	FY 2020	FY 2020	FY 2019	Δ vs FY 2019
	Actual Cdn	Guidance Cdn	Actual Cdn	
REVENUES	2,514	2.49 ✓ Achieved	2,295	+10%
EBITDA	1,830	1.79 ✓ Achieved	1,741	+5%
Group Net Income ¹	786		757	+4%
EPS ² ccents	39.1	38 ✓ Achieved	37.7	
Capex	1,351	1.3 ✓ Achieved	1,264	+7%
Net Debt	9,173		8,259	

¹ Attributable to Terna.
² Cent per share

Goals of the 2021-2025 Plan

	FY 2020*	FY 2021*	FY 2025*
	Guidance Cdn	Guidance Cdn	Guidance Cdn
REVENUES	2.49	2.57	3.04
EBITDA	1.79	1.84	2.21
CAPEX ¹	1.3	1.4	9.2
EPS ccents	38	39	49

* Including Bridge Cables from acquisition date.
¹ Including Regulated, Non-Regulated, capitalized financial charges and ECI contributions.



Terna present their financial objectives in a clear way supported by tables. Terna also include interactive graphs for each key objective showing their goals towards 2025.

More best practice examples
[BMW](#)
[Kesko](#)
[Indutrade](#)

GOVERNANCE

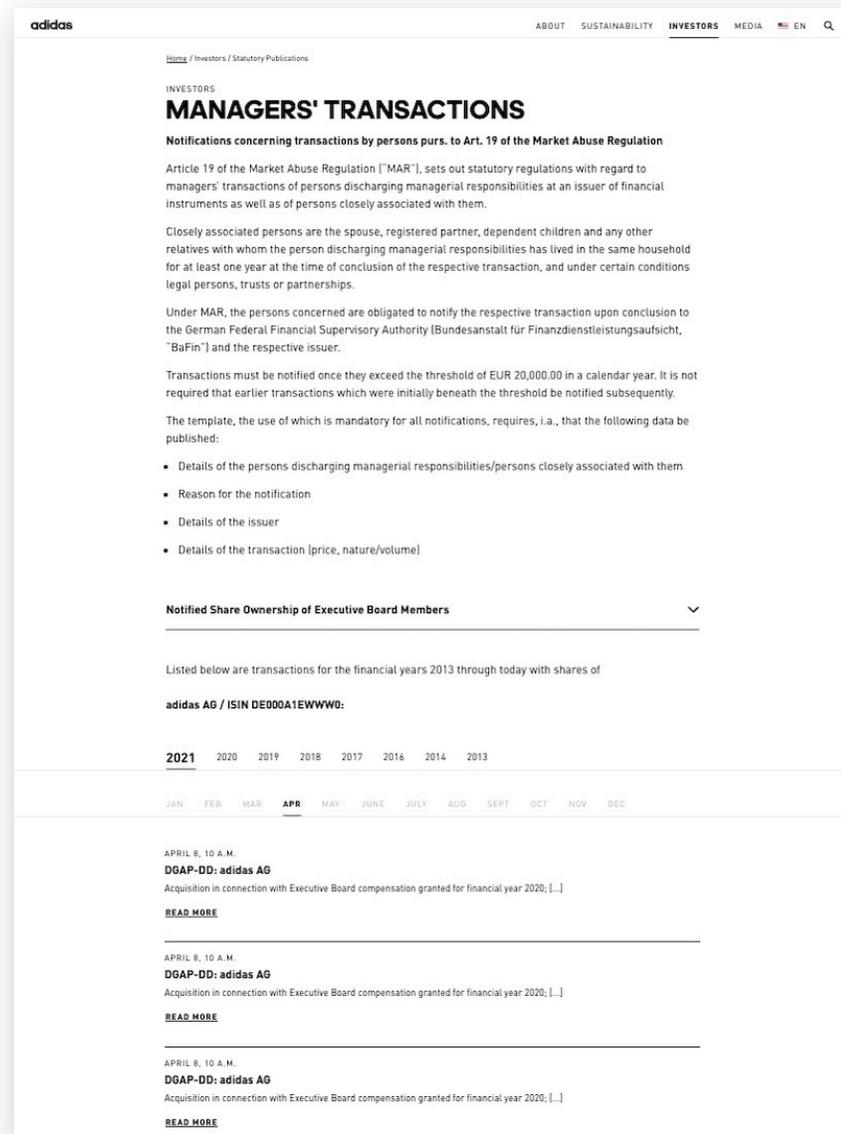
The primary goal of corporate governance is to ensure the accountability and transparency of a company's finances for the long-term benefit of stakeholders. One way of doing this is to share information on the nature of the relationship between stakeholders, the board of directors and management.

To be seen as transparent by stakeholders, it is of high importance to provide sufficient governance information, and the demands are not becoming lower.

This year, the ranked companies have improved their average score by eight percentage points, from 35% to 43%. The companies do a good job of providing information about the board of directors, by, for example, including their CVs. However, information about the board of directors' share transactions (insiders) is often missing. This is information that is of high importance to include to be seen as transparent by stakeholders

Top performers in Governance

1. Snam	Italy	Utilities
1. Terna	Italy	Utilities
1. Italgas	Italy	Utilities
1. Mondadori	Italy	Media
5. Generali	Italy	Insurance
5. IGD	Italy	Real Estate
7. Eni	Italy	Energy
8. Poste Italiane	Italy	Insurance
9. Wärtisilä	Finland	Industrial Goods and Services
10. Acea	Italy	Utilities



The screenshot shows the adidas investor page with the following content:

- adidas** logo and navigation menu (ABOUT, SUSTAINABILITY, INVESTORS, MEDIA, EN, Q).
- Breadcrumbs: Home / Investors / Statutory Publications
- INVESTORS** section header.
- MANAGERS' TRANSACTIONS** section header.
- Notifications concerning transactions by persons purs. to Art. 19 of the Market Abuse Regulation**
- Text: Article 19 of the Market Abuse Regulation ("MAR"), sets out statutory regulations with regard to managers' transactions of persons discharging managerial responsibilities at an issuer of financial instruments as well as of persons closely associated with them.
- Text: Closely associated persons are the spouse, registered partner, dependent children and any other relatives with whom the person discharging managerial responsibilities has lived in the same household for at least one year at the time of conclusion of the respective transaction, and under certain conditions legal persons, trusts or partnerships.
- Text: Under MAR, the persons concerned are obligated to notify the respective transaction upon conclusion to the German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht, "BaFin") and the respective issuer.
- Text: Transactions must be notified once they exceed the threshold of EUR 20,000.00 in a calendar year. It is required that earlier transactions which were initially beneath the threshold be notified subsequently.
- Text: The template, the use of which is mandatory for all notifications, requires, i.a., that the following data be published:
 - Details of the persons discharging managerial responsibilities/persons closely associated with them
 - Reason for the notification
 - Details of the issuer
 - Details of the transaction (price, nature/volume)
- Notified Share Ownership of Executive Board Members** (with a dropdown arrow)
- Text: Listed below are transactions for the financial years 2013 through today with shares of
- adidas AG / ISIN DE000A1EWWW0:**
- Year selection: 2021, 2020, 2019, 2018, 2017, 2016, 2014, 2013
- Month selection: JAN, FEB, MAR, **APR**, MAY, JUNE, JULY, AUG, SEPT, OCT, NOV, DEC
- Transaction entry 1:
 - APRIL 8, 10 A.M.
 - DGAP-DD: adidas AG**
 - Acquisition in connection with Executive Board compensation granted for financial year 2020; [...]
 - [READ MORE](#)
- Transaction entry 2:
 - APRIL 8, 10 A.M.
 - DGAP-DD: adidas AG**
 - Acquisition in connection with Executive Board compensation granted for financial year 2020; [...]
 - [READ MORE](#)
- Transaction entry 3:
 - APRIL 8, 10 A.M.
 - DGAP-DD: adidas AG**
 - Acquisition in connection with Executive Board compensation granted for financial year 2020; [...]
 - [READ MORE](#)

adidas

[Adidas](#) provide an extensive section covering the managers' share transactions with a history of eight years. It is also possible to filter on month and not just year, making it easy to use.

More best practice examples:

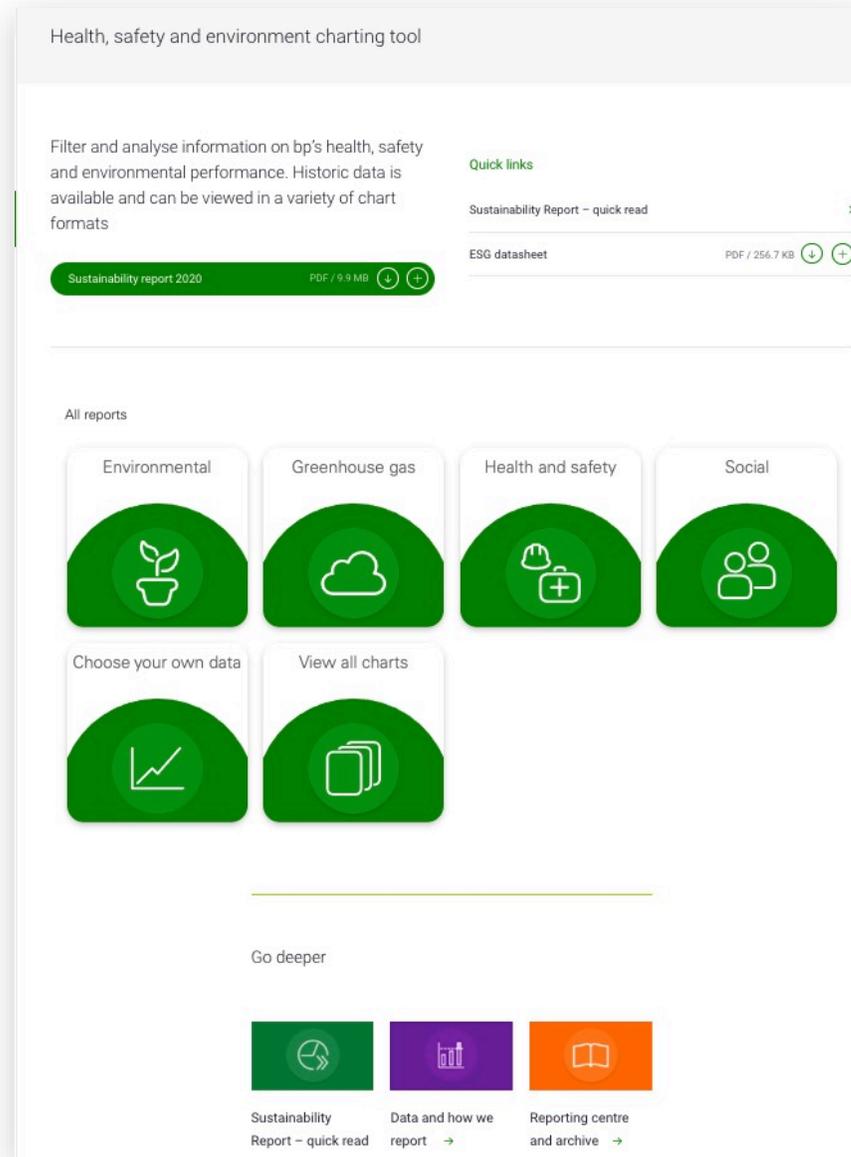
[Kinnevik](#)
[EDP](#)
[Nordea](#)

SUSTAINABILITY

As the stakeholder demand for transparent and measurable information on corporate sustainability work is increasing, so is the number of regulations companies have to follow. To keep up with stakeholder expectations and stricter legislation, companies need to provide relevant and extensive information on how they work with these metrics.

The average score for all ranked companies is 46% which is an increase of ten percentage points, which breaks the trend of European companies losing scores in this section. Many companies include clear presentations of their sustainability strategies, but when it comes to providing data on how they perform in achieving the strategies, many companies fall behind. Stakeholder expectations are becoming higher and higher in terms of sustainability communication, and stakeholders expect to find many different kinds of sustainability data.

Top performers in Sustainability		
1. Terna	Italy	Utilities
1. Intesa Sanpaolo	Italy	Banks
3. Eni	Italy	Energy
4. A2A	Italy	Utilities
4. ERG	Italy	Utilities
4. Fincantieri	Italy	Industrial Goods and Services
4 Poste Italiane	Italy	Insurance
4. Repsol	Spain	Energy
9. Snam	Italy	Utilities
10. Hera Group	Italy	Utilities




BP are at the forefront when it comes to providing sustainability data.

They include an interactive data tool for covering both environmental and social sustainability performance.

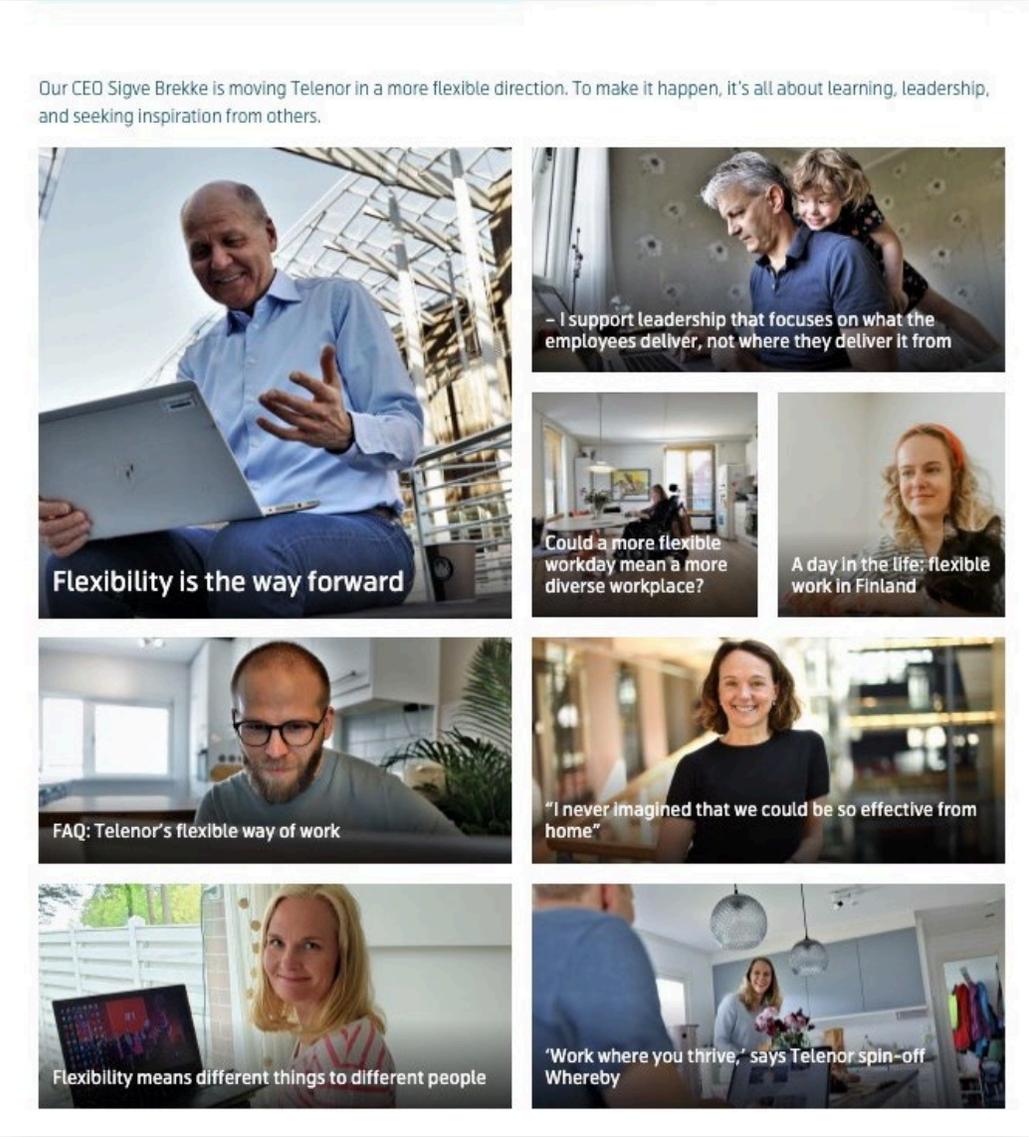
More best practice examples
[Vestas Wind Systems](#)
[Iberdrola](#)
[Electrolux](#)

CAREERS

The Careers section needs to cater to a broad spectrum of potential candidates. Showcasing the voice of employees is a great starting point as information on what it's like to work in a company is an essential consideration for jobseekers.

Meeting jobseeker expectations continues to be a challenge for European companies, but the average score for all ranked companies has improved by five percentage points. The companies are generally good at introducing themselves to jobseekers but fall behind in explaining their benefits and employee experience.

For example, 96% of stakeholders expect to find information about the approach to remote working, but only 18% of all companies include this. This is one of the examples where there is quite a large discrepancy between stakeholder expectations and which information the companies provide.



Top performers in Careers		
1. Terna	Italy	Utilities
2. Poste Italiane	Italy	Insurance
3. Total	France	Energy
4. Generali	Italy	Insurance
5. Eni	Italy	Energy
5. Volvo	Sweden	Industrial Goods and Services
7. BMW	Germany	Automobiles and Parts
7. NCC	Sweden	Construction and Materials
7. Ørsted	Denmark	Utilities
7. Sandvik	Sweden	Industrial Goods and Services



Telenor offer a dedicated section where they explain their approach to flexible working. Telenor include both interviews with employees and a FAQ.

More best practice examples:
[Saint Gobain](#)
[Acciona](#)
[Jerónimo Martins](#)

FEATURES AND FUNCTIONALITIES

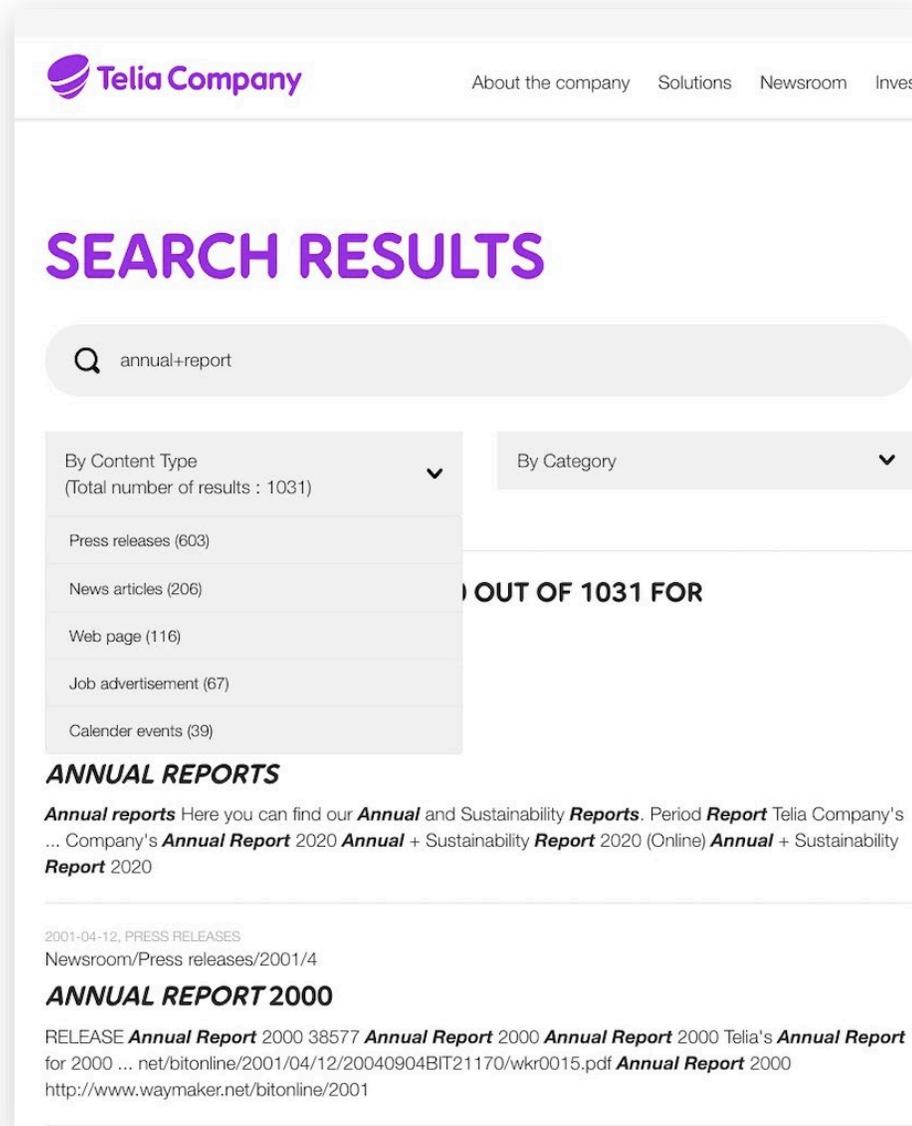
An intuitive user experience, including a logical site structure and navigation, responsive design and accessible content, plays a vital role in delivering a compelling website.

Together with the Homepage, the features and functionalities category are where the Europeans have performed best, receiving an average score of 54%. This means that the technical and user-experience-related aspects generally work well on the ranked corporate websites. Many companies provide clear navigation structures and consistent layout principles, making it easier for visitors to orientate themselves on the websites.

Many companies also include internal search engines with basic functions, and some improvements can be made by having spell-checkers and categories for the search results.

Top performers in Features & Functionalities

1. Vinci	France	Construction and Materials
1. Banca Ifis	Italy	Financial Services
3. Mediobanca	Italy	Financial Services
4. Terna	Italy	Utilities
5. BP	UK	Energy
5. Skanska	Sweden	Construction and Materials
7. NCC	Sweden	Construction and Materials
8. Unilever	UK	Personal Care, Drug and Grocery Stores
9. Idorsia	Switzerland	Health Care
9. Swatch Group	Switzerland	Consumer Products and Services



The screenshot shows the Telia Company website's search results page. At the top, there is a navigation bar with the Telia Company logo and links for 'About the company', 'Solutions', 'Newsroom', and 'Invest'. The main heading is 'SEARCH RESULTS' in large purple letters. Below this is a search bar containing the query 'annual+report'. To the right of the search bar, there are two dropdown menus: 'By Content Type (Total number of results : 1031)' and 'By Category'. The 'By Content Type' dropdown is open, showing a list of categories with their respective result counts: Press releases (603), News articles (206), Web page (116), Job advertisement (67), and Calender events (39). Below the search results, there is a section titled 'ANNUAL REPORTS' with a sub-heading '2001-04-12, PRESS RELEASES'. The text below this section reads: 'Annual reports Here you can find our Annual and Sustainability Reports. Period Report Telia Company's ... Company's Annual Report 2020 Annual + Sustainability Report 2020 (Online) Annual + Sustainability Report 2020'. Below this, there is a link to '2001-04-12, PRESS RELEASES' and another link to 'Newsroom/Press releases/2001/4'. At the bottom, there is a section titled 'ANNUAL REPORT 2000' with a sub-heading 'RELEASE Annual Report 2000 38577 Annual Report 2000 Annual Report 2000 Telia's Annual Report for 2000 ... net/bitonline/2001/04/12/20040904BIT21170/wkr0015.pdf Annual Report 2000' and a link to 'http://www.waymaker.net/bitonline/2001'.



[Telia Company](#) include an internal search engine that is possible to filter on both content type and category. In this way, it gets easier for the users to filter out the search results that they don't find relevant.

More best practice examples;
[Vattenfall](#)
[BP](#)
[Antofagasta PLC](#)

TOP PERFORMERS

2021-2022

TOP 20 EUROPE 500

- #1. Terna, 95.9 points
- #2. Snam, 91.6 points
- #3. Poste Italiane, 89.4 points
- #4. Eni, 88.3 points
- #5. Generali, 86.3 points
- #6. Swedish Match, 83.8 points
- #7. Swisscom, 83.5 points
- #8. Wärtsilä, 80.8 points
- #9. Givaudan, 78.8 points
- #10. Kesko, 78.2 points
- #11. Sandvik, 76.0 points
- #12. Amplifon, 75.3 points
- #13. Essity, 74.5 points
- #14. Mediobanca, 74.3 points
- #15. Repsol, 72.7 points
- #16. Fortum, 71.7 points
- #17. BASF, 71.4 points
- #18. Valmet, 71.2 points
- #19. Unicredit, 71.0 points
- #19. Intesa Sanpaolo, 71.0 points



BEST PERFORMING COUNTRIES

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

#1. Finland, 61.1 points 

#2. Italy, 57.6 

#3. Sweden, 54.3 points 

#4. Austria, 54.2 points 

#5. Switzerland, 49.8 points 

#6. Germany, 49.3 points 

#7. Denmark, 46.6 points 

#8. UK, 46.5 points 

#9. Norway, 43.7 points 

#10. Netherlands, 43.6 points 

#11. Spain, 42.6 points 

#12. France, 42.5 points 

#13. Belgium, 39.4 points 

#14. Russia, 32.4 points 

BEST PERFORMING SECTORS

Sector	Score	Sector	Score
#1. Telecommunications	51.5	#11. Health Care	43.6
#2. Chemicals	50.1	#12. Food, Beverage and Tobacco	43.1
#3. Utilities	48.0	#13. Banks	43.1
#4. Basic Resources	47.4	#14. Media	42.0
#5. Insurance	46.6	#15. Consumer Products and Services	41.8
#6. Construction and Materials	46.2	#16. Financial Services	39.7
#7. Energy	46.2	#17. Technology	37.1
#8. Personal Care, Drug and Grocery Stores	45.4	#18. Retail	36.6
#9. Automobiles and Parts	44.7	#19. Travel and Leisure	36.3
#10. Industrial Goods and Services	44.1	#20. Real Estate	36.2

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

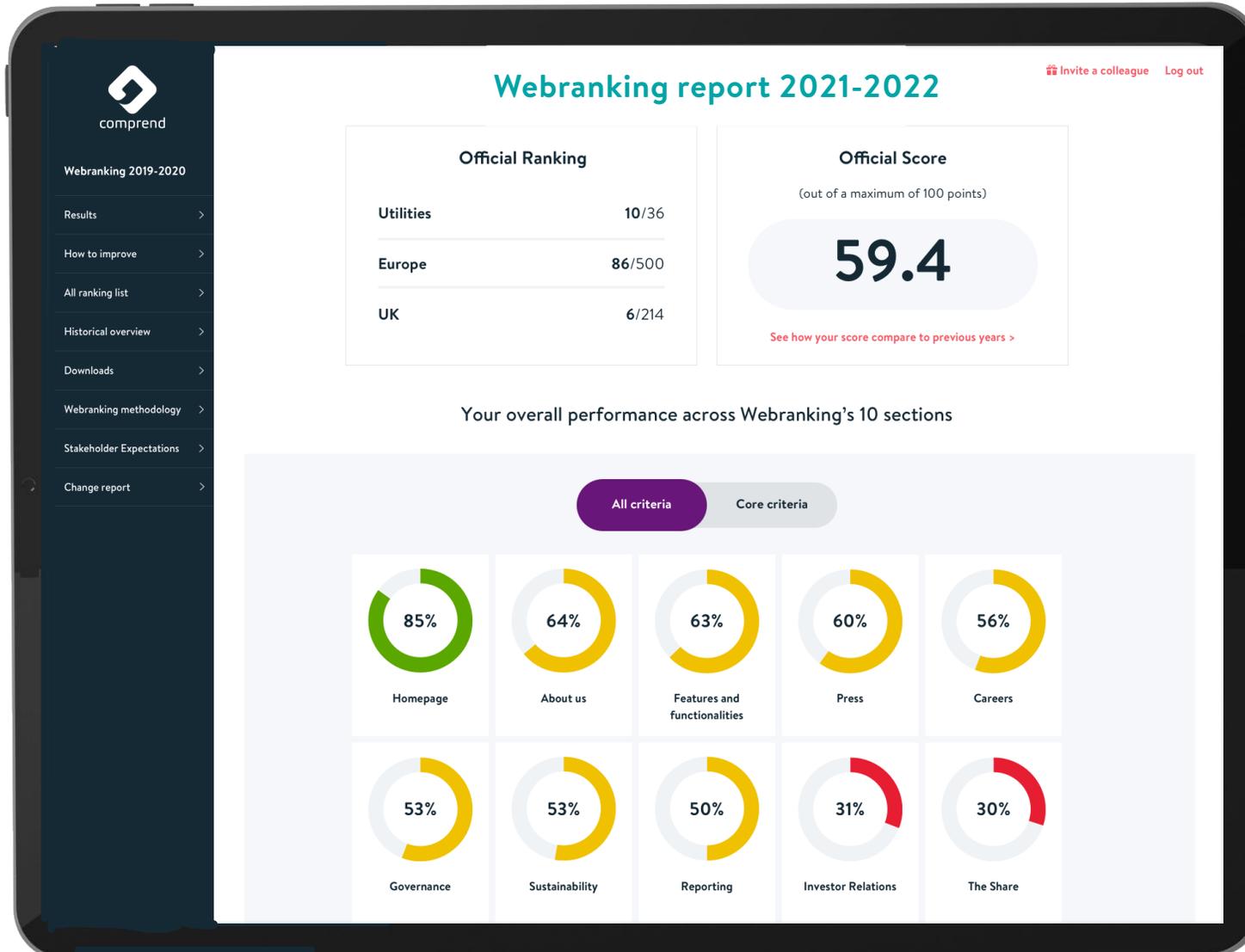
The Webranking Report is designed for ease of use. It lists your results for each of the 100 criteria alongside an explanation on why this is important and what information is missing or needs to be amended. Core criteria also include best practice examples, presented with screenshots and relevant links.

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.

THIS IS THE WEBRANKING REPORT



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

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
PRICE	€ 6,500	€ 11,500

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.



WHAT OUR CLIENTS SAY

This is what some the buyers of the Webranking Report have said about it:

“The report is every web editor's dream - a fact list for a great website. The report and articles are very well written and so useful for companies who want to improve their website and meet stakeholder needs.”

“The Webranking Report is a very good benchmark to compare our company with others, but it's also an objective reference to identify improvement opportunities and design our roadmap accordingly.”

“The report is very valuable in website development, easy to use and offers best practises.”

“ I really enjoy the Webranking by Comprend Report as it provides clear direction and suggestions on what to work on and how to improve the experience of on our website.”

“The report is thorough, detailed and very concrete. It covers a wide range of important points and the focus on user needs is an excellent perspective.”

“It is a comprehensive report that gives a very good picture of the current state of the website, as well as a good ‘to-do list’ for actions to make it better. The advice is very hands on.”

CONTACTS

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