

WEBRANKING BY COMPREND 2020-2021

# HOW TO IMPROVE YOUR CORPORATE WEBSITE

Our Webranking research offers rich insights into changing audience expectations and shines a light on corporate communication best practice. This year, increasing stakeholder demands has resulted in a lower average score among the largest listed companies. The biggest content challenges for listed companies were in providing IR, share and governance information.

This whitepaper is a summary of the results and learnings from our 2020-2021 research. Learn what stakeholders are expecting from companies and how to improve your corporate website.

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# INTRODUCTION

**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 900 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 different sections of the corporate website, highlighting key stakeholder expectations and insights, and explaining how the ranked companies performed.

It is **the only** ranking that is based on **stakeholder expectations.**

# WEBRANKING BY COMPREND 2020-2021

Compared to last year, the average score for ranked companies has seen a downturn. This is primarily due to increasing stakeholder demands and their interest in greater transparency. Business models, R&D information, and tax policies are a few examples of areas where companies must work harder to keep up with the expectations of the capital market. Press sections are another area in need of more attention this year, as the service that Europe's largest companies are providing to business journalists has fallen behind the modern standard. The overall fulfilment for press section landed at 39% this year, far from the 100% stakeholders want and need.

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# THE WEBRANKING METHODOLOGY

**Each year, the process of ranking 900 corporate websites against stakeholder needs starts with an information gathering stage.**

**During spring 2020 we conducted 3 surveys: Web Management, Careers, and Capital Markets.**

## 1. Web Management survey

This received 60 responses from 12 countries and focused on the challenges 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 269 passive and active jobseekers, representing 17 countries, primarily from Europe. They ranged from young professionals to senior jobseekers. 47% of the survey participants were younger than 45 years old.

## 3. Capital Market survey

This was our final survey and included responses from 189 participants. The participants included analysts, fund managers, institutional investors, and business journalists following various sectors and markets.

### **READ THE RESULTS FROM OUR 3 SURVEYS:**

- Web Management Report
- Careers Report
- Capital Markets Report

## 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.

## The companies

### How we select companies

The company selection is based on market capitalisation. The selection is based on the STOXX All Europe list from the 1st of April 2020, from which we picked the 500 largest companies to rank. We call this list the Europe 500.

Additionally, we also rank the largest companies in the UK, based on FTSE 100 and FTSE 250. Depending on demand, we expand the lists in certain countries (e.g. in Sweden, Finland, Norway, and Denmark). In these cases, we use STOXX as our base for defining the largest companies. We update the company lists throughout the summer 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 cap. Changes in market cap and the expansion of the UK list to include FTSE 100 and FTSE 250 has led 119 new companies on our lists.

The criteria of the report changes each year. The basis for changing the criteria comes from the responses in our surveys - criteria are removed, added and given different scores depending stakeholder responses. For example, an influx of business journalists amongst the respondents has affected the score significantly this year. Sustainability, Press and About us content has seen a rise in importance.

Another change this year was the inclusion of UX (user experience) and accessibility criteria. As the EU has published a directive on web accessibility that will come into effect by 2025, we ranked websites with these requirements in mind. In previous years, we have included Lighthouse audits but this year we also undertook manual UX and accessibility reviews. This included menu structure, naming conventions, on-page visual guidance, screen reader-friendliness and the inclusion of closed captions in videos. Companies were penalised if their sites aren't user-friendly and accessible as this impacts the findability and readability of content. These new criteria lowered the overall scores.

# RESULTS

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

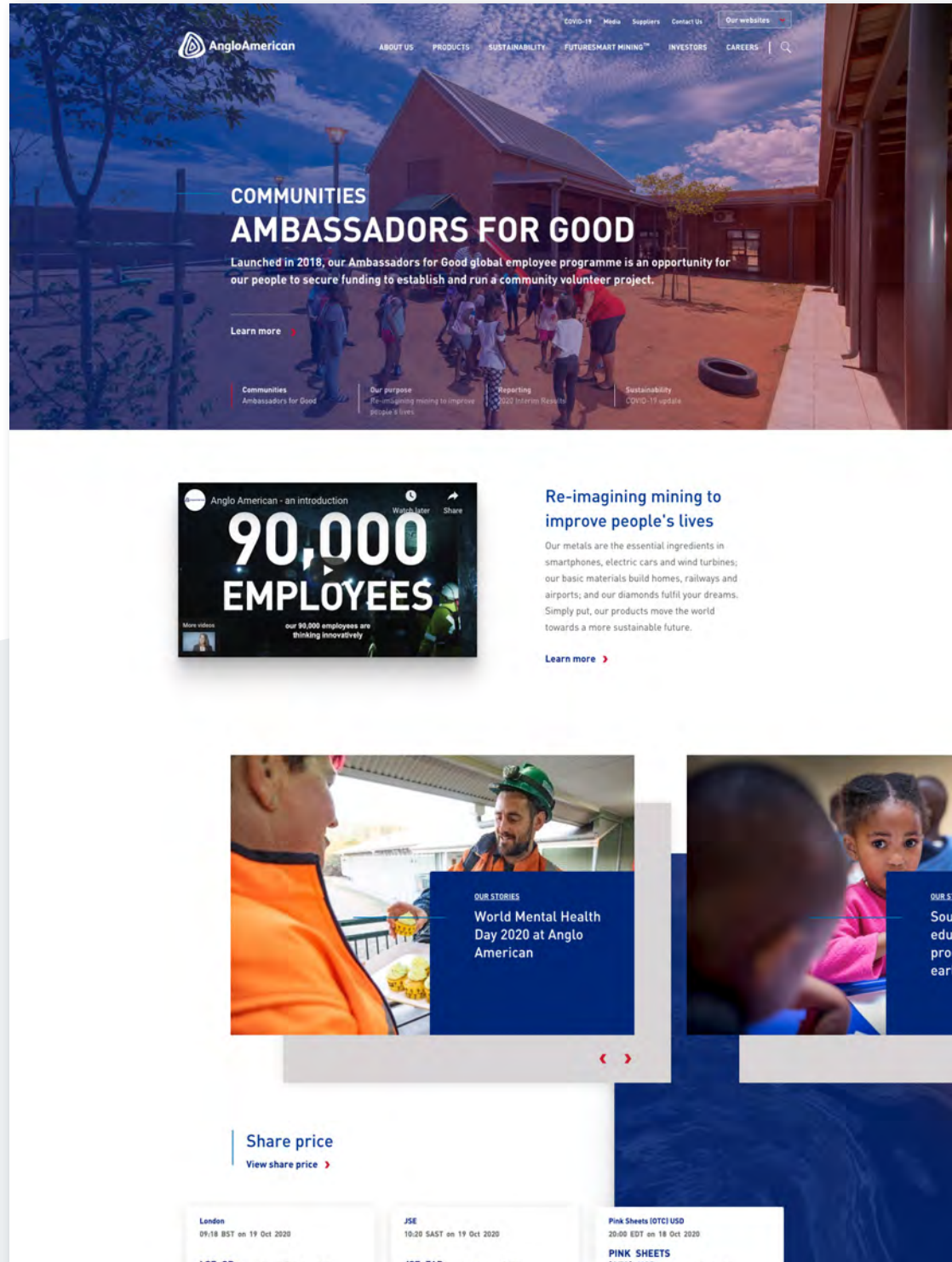
**EUROPE 500: 43** (45.1 LAST YEAR)

**ALL COMPANIES: 39.8** (42.5 LAST YEAR)

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Anglo American's homepage clearly communicates the company's purpose and provides helpful signposts to its sustainability agenda as well. It also presents key assets to download such as the latest annual report, and everything is contained in a neat scroll.

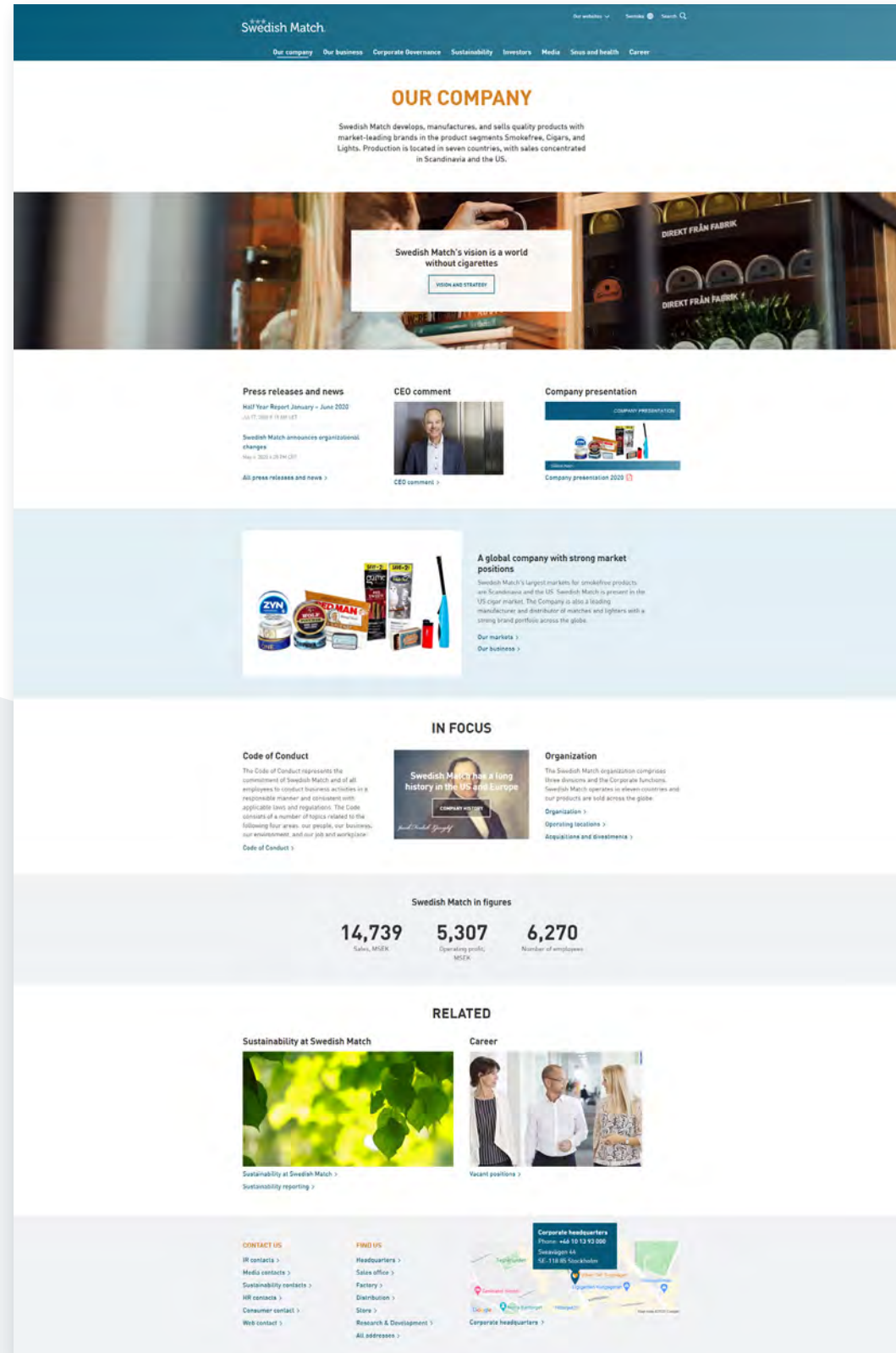
## HOMEPAGE

The homepage might not always be the first entry point for visitors, but audiences expect it to be a well-curated presentation of the company's activities. Selecting homepage content can be a tricky balancing act for companies as they will have competing internal priorities and a wide range of external audiences to cater for.

Key pieces of information should be easily accessible on a homepage. For example, a link to the latest financial report is highly important for all capital market stakeholders.

The average homepage score this year was 56%. This demonstrates that ranked companies have succeeded in including a good amount of key content, which is a useful way to provide a snapshot of the business and guide visitors to relevant information.





Swedish Match's 'Our company' section presents lots of relevant content that audiences are looking for. For example, they include information about their business units, including financial development 2018-2019 and interactive graphs.

## 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 a crucial 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.

Besides showcasing your company's story, explanations of your company's investments and work with R&D/innovation is highly sought after by stakeholders. This information communicates where a company sees future value created.

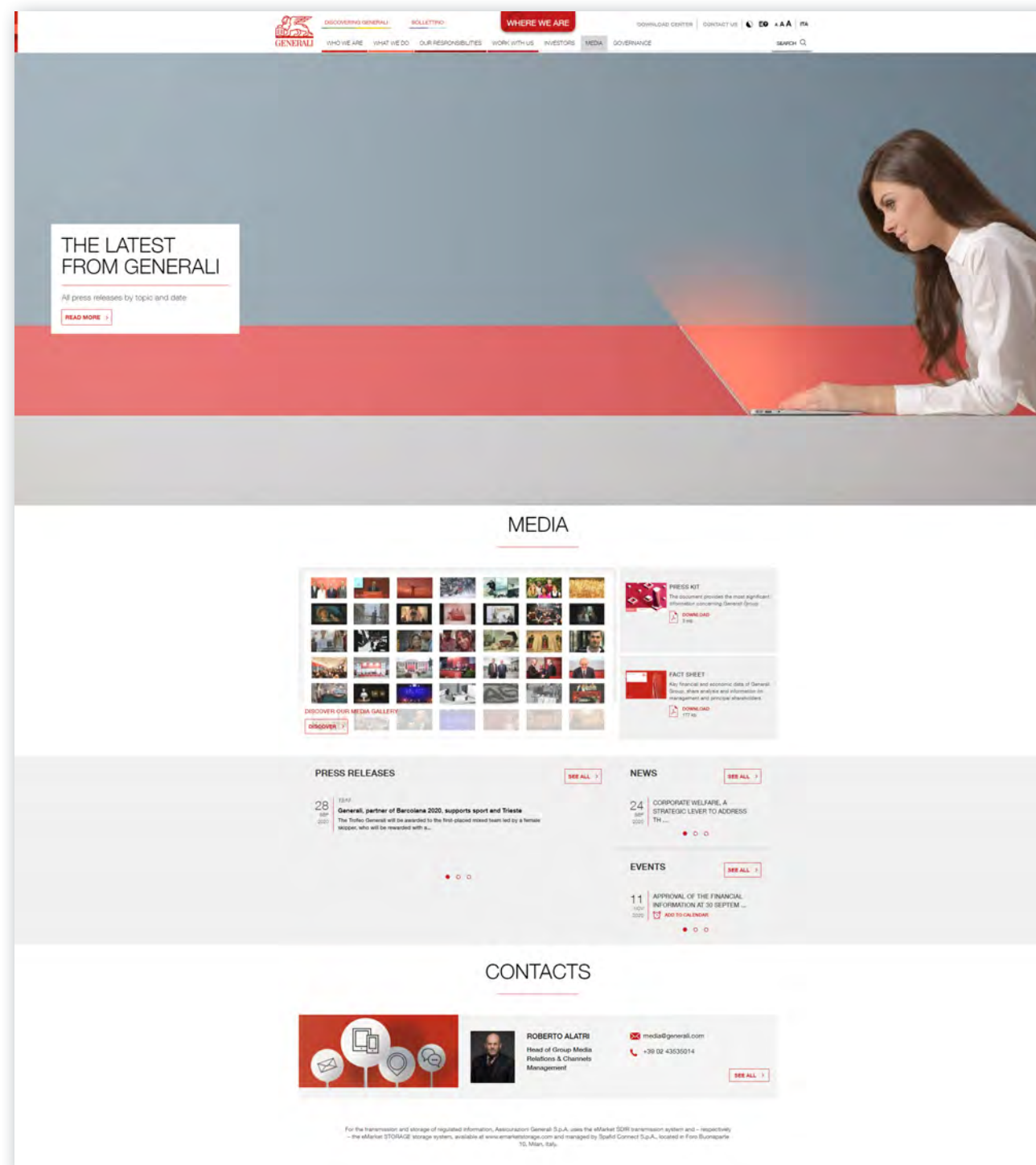
The average score for this section was 44% - a slight increase from last year's 43%. However, companies still have a lot of work to do to meet stakeholders' requirements for this section. Take this opportunity to put your best foot forward by providing plenty of content on a range of topics, from the business model to the corporate history.

## PRESS

The press section needs to display news in a user-friendly and accessible way. Business journalists are always short on time so being transparent and helping make their jobs easier with easy-to-access news can help a company build long-lasting relationships with this audience.

Just like last year, the press release archive with good filtering options is a sure-fire way to satisfy stakeholders. It's the cornerstone of all good press sections.

The ranked companies scored an average of 39%, as much as 10 percentage points less than last year. This drop in scores is a result of an increase in stakeholder needs that companies haven't kept up with. Making press release archives as extensive as possible and providing details about the company's crisis communications are two great starting points.



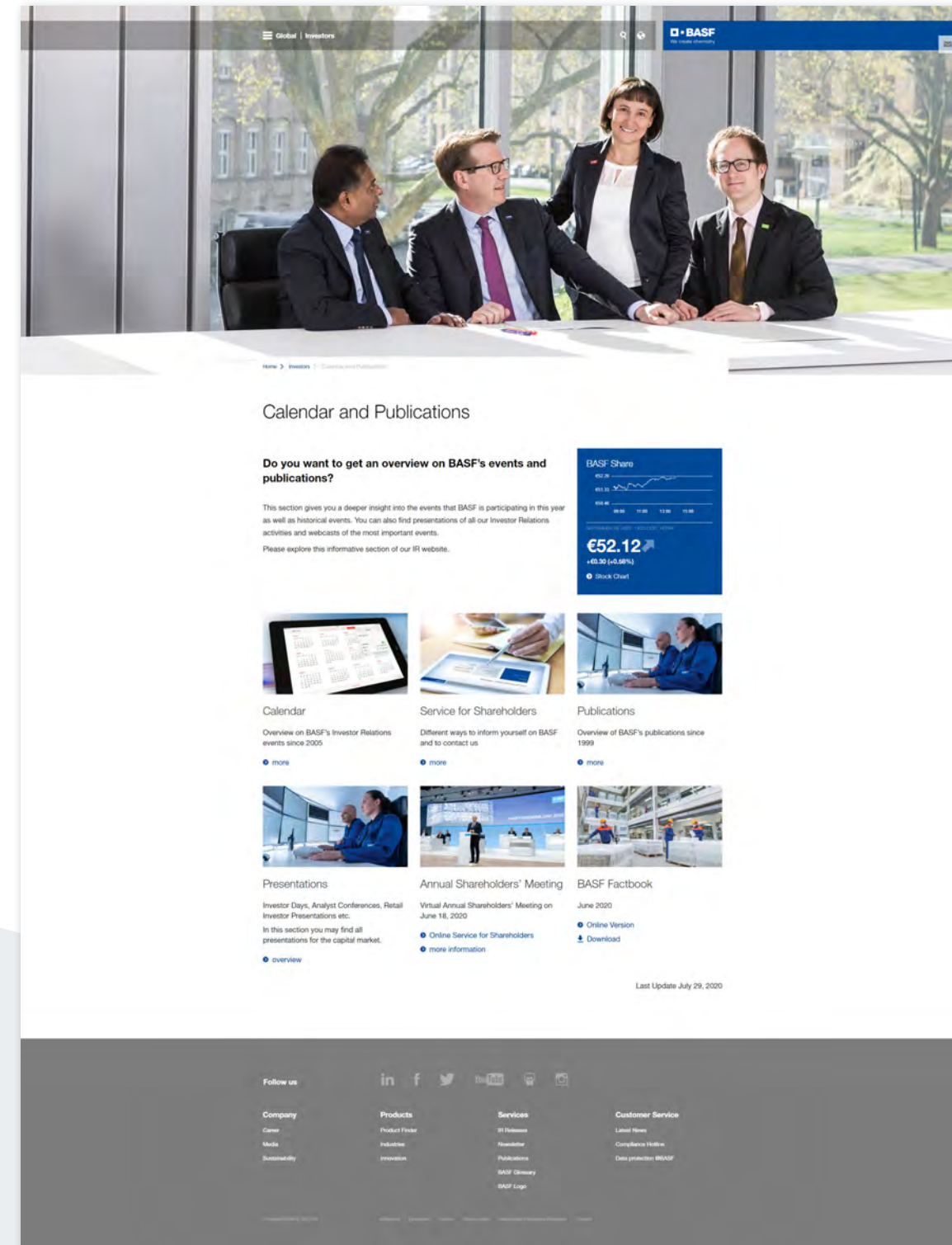
Generali's press section includes nearly all the content that stakeholders are looking for, as well as helpful functionality for press releases such as filters and a search box.

# REPORTING

Online formats for financial reporting (annual and interim) are growing in importance, and companies must also aim to present operating and financial data as downloadable Excel files in order to keep up with the demands of stakeholders. Keeping the financial calendar updated is also important, as website visitors regularly look for information on upcoming events.

The average score for all ranked companies was 51%, one percentage point below last year's result. This demonstrates that there are still plenty of ways to improve - investors will always be interested in annual reports from listed companies, but the format the report is presented in can be improved to enhance readability and understanding. For example, with 74% of people reading corporate reports on a screen, we believe reporting should be digital-first. PDF documents are not designed to be the optimal delivery format for reading content online.

BASF has a comprehensive reporting section. It includes a thorough historic archive of reports, a clear company overview and an online annual report.



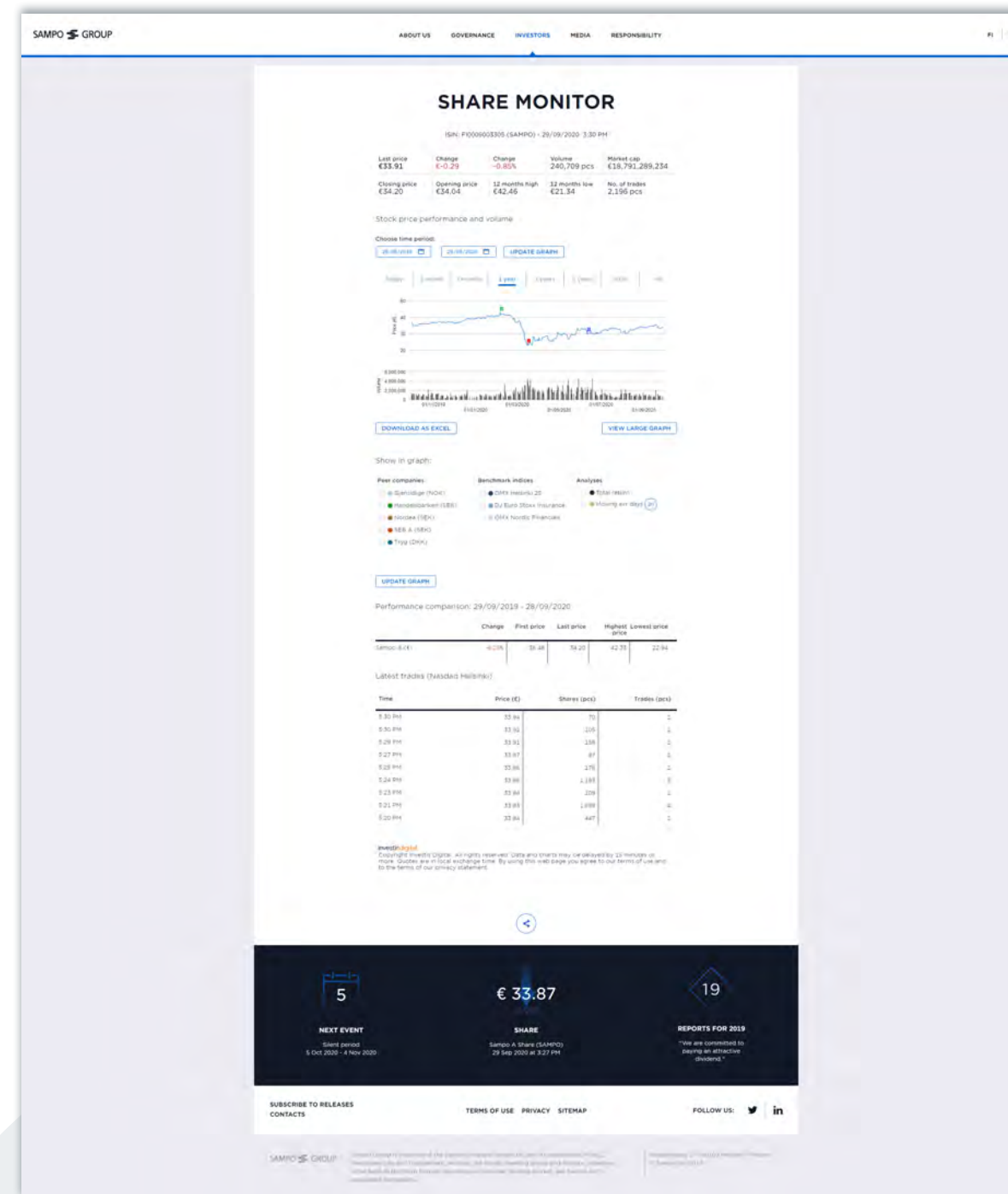


# SHARE INFORMATION

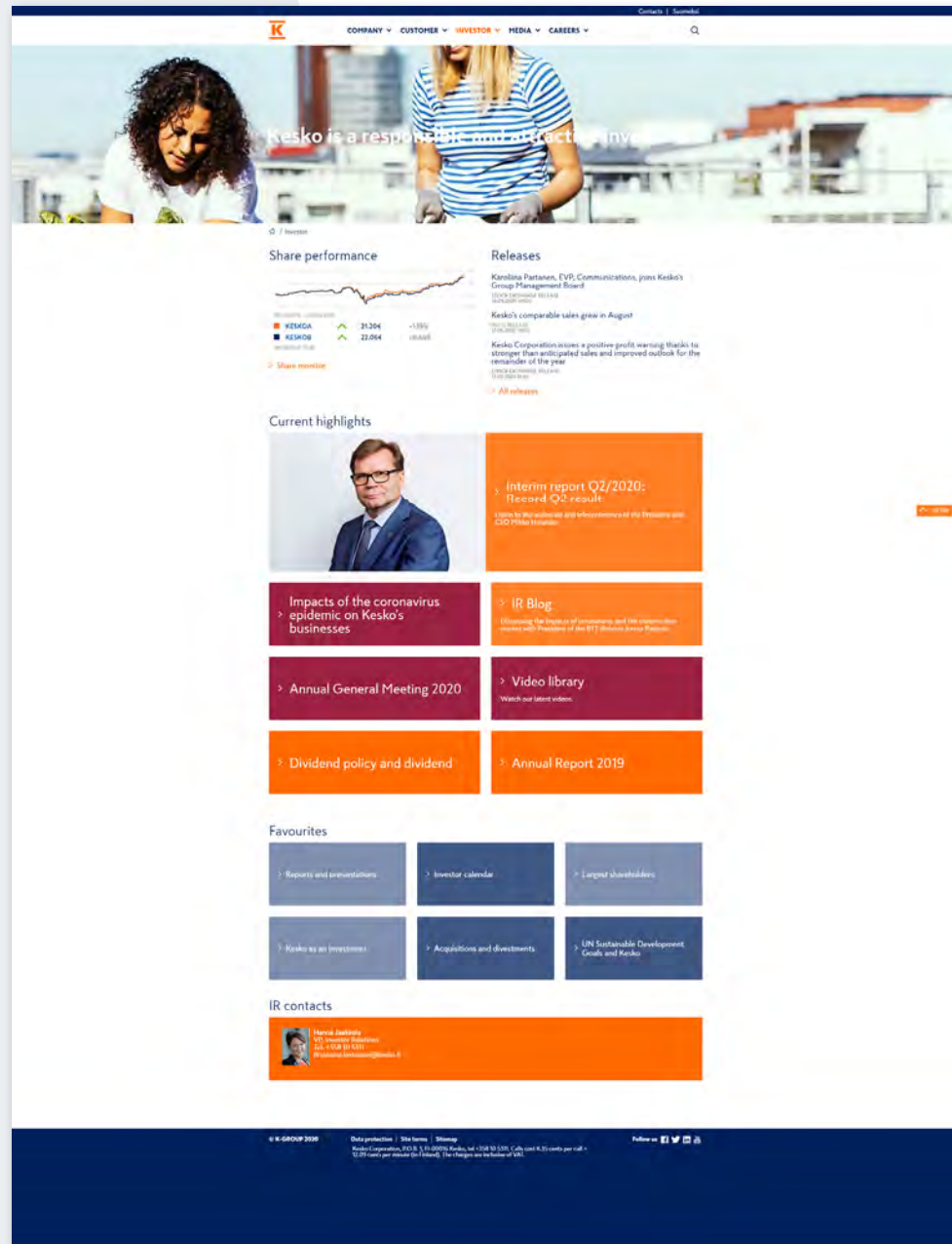
Presenting shareholder information in a comprehensive way lets companies develop efficient two-way financial communications with their stakeholders. Intuitive charts and interactive tools, as well as a steady flow of information, helps to facilitate this conversation.

By presenting the dividend history, stakeholders can assess how a company's payouts have changed over the years and scrutinise how the company has reacted to changes in the financial landscape, which might inform dividend decisions in the future.

Like last year, shareholder information is an area where most companies struggle. The average score was 35%, one percentage point lower than last year. This low result shows that a vast majority of the content stakeholders are looking for is missing. Considering the importance of this information not only to existing shareholders but also to prospective investors, this is an area that companies should prioritise when improving their financial communication.



Like last year, Sampo's share section is still one of the best out there. Providing a plethora of useful information while also delivering a good user experience is a challenge that Sampo has overcome.



Satisfying the capital market's never-ending hunger for information is no small task. Kesko is up for the challenge and provides in-depth information while still offering a comprehensive overview of the company's performance.

## INVESTOR RELATIONS

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

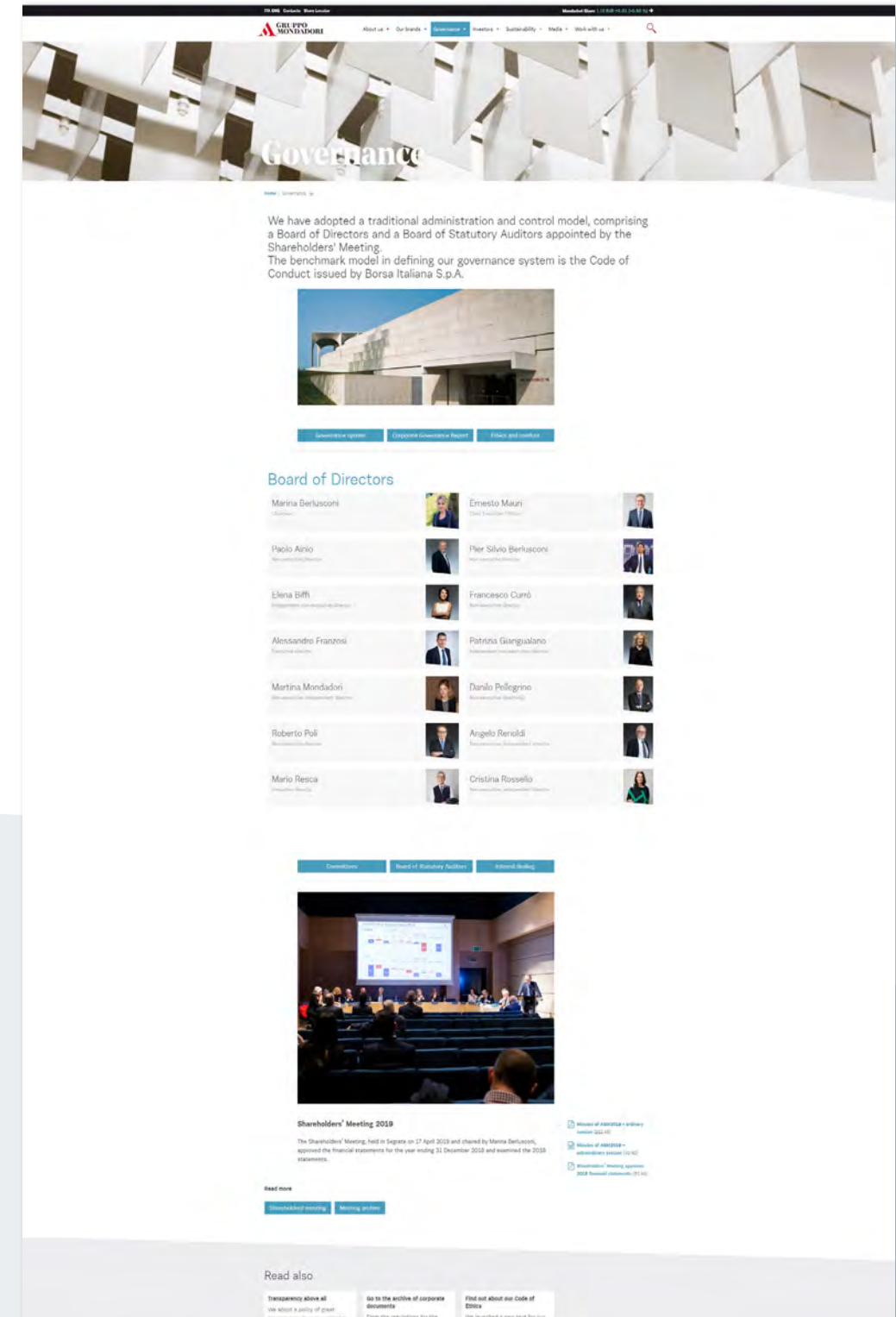
Financial market audiences use the information provided in the section to underpin investment recommendations or to make informed estimates about the future market value of the company's securities. Stakeholders generally prefer IR sections that include targets and statements about the future - the more detailed, the better! IR is historically the lowest-scoring section in Webranking and this year is no different as there is a large discrepancy between what stakeholders want and what companies provide. Although the average score amongst the ranked companies is slightly higher this year at 26%, there's still plenty of areas of improvement.

# GOVERNANCE

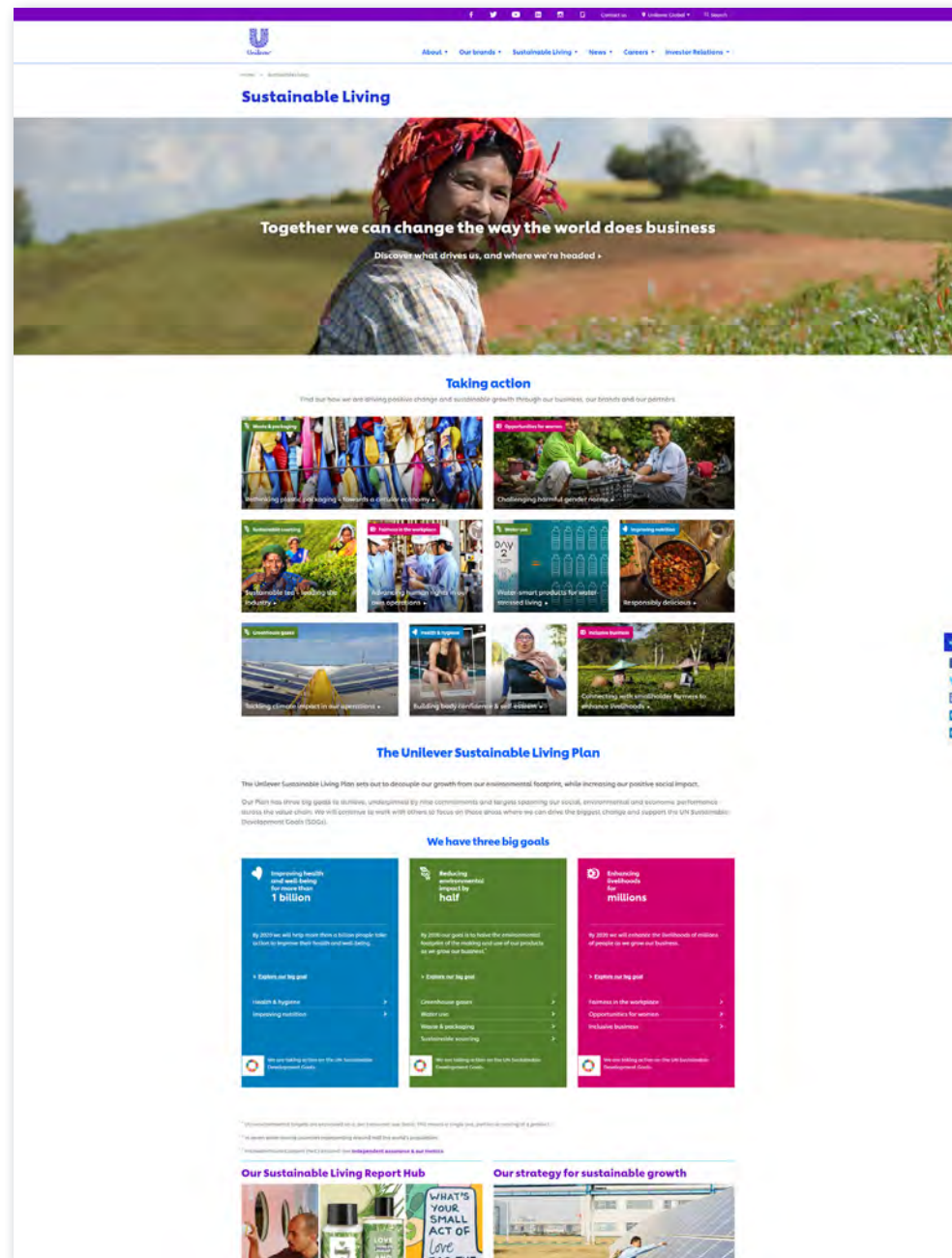
The primary goal of corporate governance is to ensure the accountability and transparency of a company's finances for the long-term benefit of stakeholders. One way of doing this is to share information on the nature of the relationship between stakeholders, the board of directors and management.

This year, ranked companies scored an average of 35%, a drop of eight percentage points since last year. This reflects a clear gap in the governance detail that stakeholders have come to expect.

Mondadori provides excellent governance content. The in-depth information goes far beyond just pictures of the board of directors and this section received a near perfect score.







## SUSTAINABILITY

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

This can also help attract employees, as an increasing amount of jobseekers rate sustainability initiatives as an important factor for selecting potential employers.

With an average score of 36%, a drop in 4 percentage points since last year, stakeholders are still demanding more sustainability content from most corporate websites.

As Environmental, Social, and Governance (ESG) performance is becoming a bigger factor in the investment criteria of investors, there is a compelling case for companies to strengthen their ESG website content. While there is still much uncertainty around materiality, legislation and data requirements, companies should see communicating ESG performance as an opportunity to build trust and attract investors who are prepared to reward them for creating long-term value for society. We expect to see considerably more ESG website content in our Webranking review next year, as companies look to position themselves as leaders in ESG. Offering a more ethical investment for the capital market, a more sustainable and well-managed environment for employees, and a more socially responsible product or service for consumers will increasingly be a priority to meet stakeholder demands.

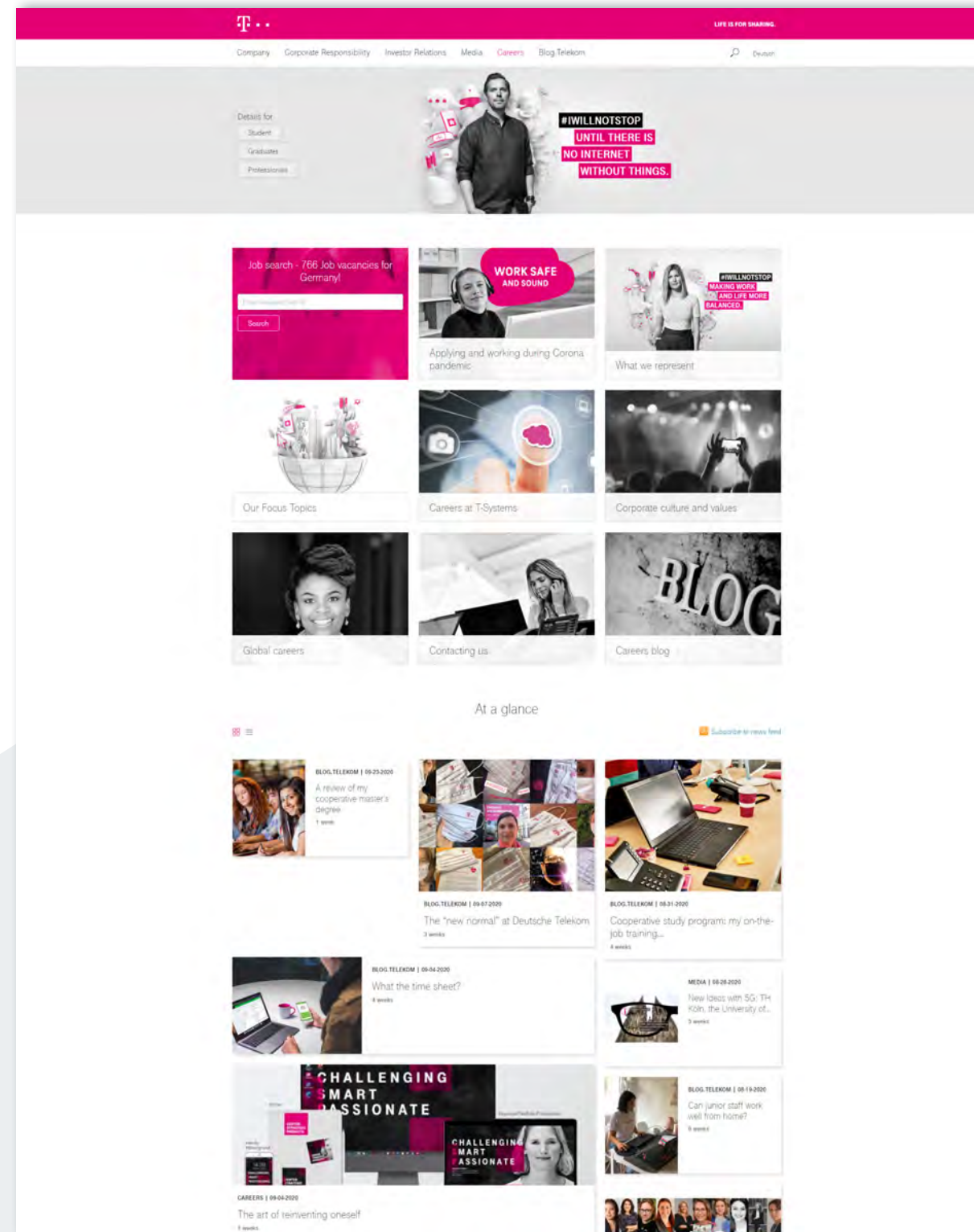
Stakeholders are increasingly demanding more data on corporate sustainability and the context behind the data and performance. Unilever clearly and holistically links how and why sustainability is important for them as a business.



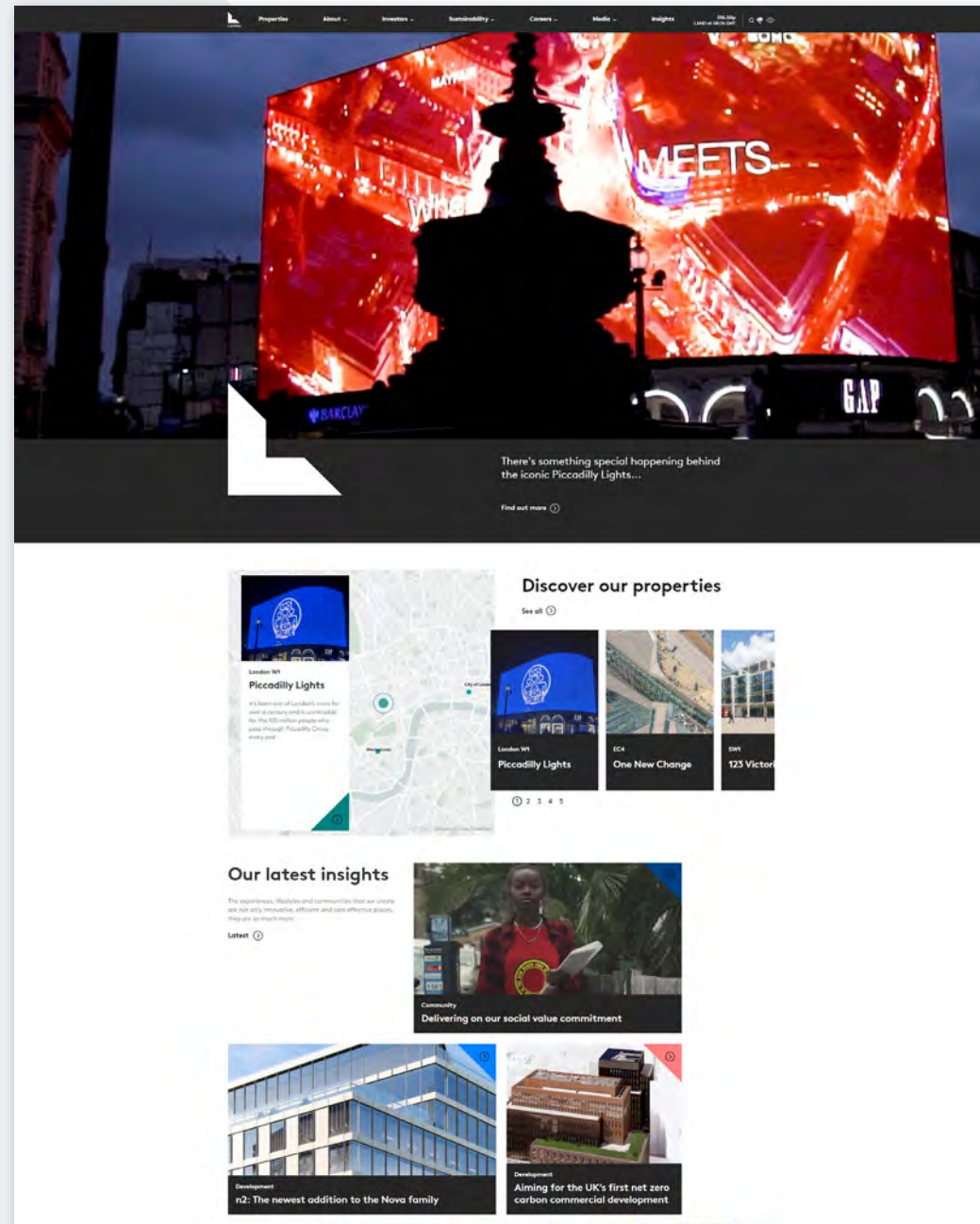
# CAREERS

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 actually like to work in a company is an important consideration for jobseekers.

Ranked companies scored an average of 36%, a drop of eight percentage points since last year, meaning that there is plenty of content which jobseekers would appreciate that isn't currently available.



Striking the balance between addressing jobseeker questions and communicating a company's unique story and employer value proposition is not an easy task. Deutsche Telekom excels at this.



## 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 an effective website.

The speed with which a website loads is of great importance as a slow page load time is frustrating for visitors and impacts their perception of the company. Besides speed, a website should also meet accessibility standards to ensure it's accessible for all audiences, and offer a responsive design and well-structured internal search engine.

On average, the score for features and functionalities was 56%, making this section, together with the homepage, the highest-scoring area in the Webranking season of 2020-2021.

Landsec's website offers a smooth user experience, with a clear navigation and site architecture. This considered user experience aids visitors in finding the information they're looking for.

# THE WEBRANKING REPORT

The Webranking Report is your roadmap to delivering a corporate website that informs and inspires the audiences that matter.

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# 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.

## WHY BUY THE WEBRANKING REPORT?

This is what some of our Webranking clients have said about the report:

**“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.”**

**“Fantastic sparring and good learning insights from similar companies. Good dashboards with results. Good explanations showing improvements.”**

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

You can read why **Centrica** values the Webranking report here.

## 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	-	Yes
Presentation - online or in person	-	Yes
Price	€ 6 500	€ 11 500

**If you're interested in the report, we can show a sample of your results in a meeting. A Plus report can also be ordered, where we deep dive into topics of your choice.**



# CONTACTS

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