

2006 Leading Sacramento Companies* Web Site Evaluations - Aggregate List

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Company Type	2005 Revenue (Millions)	# of Employees	Overall Aesthetic /Brand Identity	Visual/Information Hierarchy & Usability	Copywriting: Clarity & Scanability	Search Engine Visibility	ADA 508 Compliance	Differentiation & Sales Messaging	Use of web as Communication Tool	Up-to-Date Content	Average Score
High-Tech Manufacturer	\$ 88.2	3,500	5	5	5	5	5	5	5	5	5.0
Media and Publishing Company	\$ 54.0	150	5	5	5	5	5	5	5	5	5.0
Precious Metals Mining	\$ -	2	5	5	5	5	5	4	5	5	4.9
Food Distributor	\$ 5.5	25	5	5	5	5	4	5	5	5	4.9
Medical Imaging	\$ 91.9	566	4	5	5	5	5	5	5	5	4.9
Software Company	\$ 11.0	57	5	5	5	3	5	5	5	5	4.8
Home Builder	\$ 263.2	225	4	5	3	5	5	4	5	5	4.5
Nonprofit Organization	\$ 93.7	3,300	5	5	5	2	4	5	5	5	4.5
Communications/IT Services	\$ 8.7	32	5	5	5	4	2	5	5	5	4.5
Building Supply Manufacturer	\$ 52.0	300	5	5	5	4	1	5	5	5	4.4
Insurance	\$ 14.7	119	5	5	5	4	1	5	5	5	4.4
Financial Planners	\$ 14.4	108	5	5	5	2	4	4	5	5	4.4
Home Builder	\$ 709.0	300	5	5	5	5	1	4	5	5	4.4
Communications/IT Services	\$ 211.8	925	4	5	5	5	1	5	5	5	4.4
Healthcare System	\$ 6,600.0	43,000	5	5	5	4	2	4	5	5	4.4
Online Retailer	\$ 3.1	15	5	5	4	5	1	5	5	5	4.4
Energy Contractor	\$ 208.0	475	5	5	5	2	3	4	5	5	4.3
Data Technology	\$ 70.5	186	5	5	5	3	1	5	5	5	4.3
Food Distributor	\$ 80.0	200	5	5	5	5	2	3	4	5	4.3
Online Retailer	\$ 21.8	35	4	5	5	4	1	5	5	5	4.3
Professional Services	\$ 2.8	57	5	4	5	3	3	5	5	4	4.3
Medical Equipment Manufacturer	\$ 10.2	65	5	5	5	4	1	4	5	5	4.3
Professional Services	\$ 126.0	4,300	4	5	5	5	1	4	5	5	4.3
Home Builder	\$ 163.0	100	5	5	4	4	1	4	5	5	4.1
Engineering Contractor	\$ 3.1	34	5	5	4	5	1	4	5	4	4.1
Regional Bank	\$ 47.2	200	5	5	5	2	1	5	5	5	4.1
Commercial Contractor	\$ 345.2	430	5	5	5	2	1	5	5	5	4.1
Healthcare System	\$ 1,844.0	19,023	5	5	5	2	1	4	5	5	4.0
Auto Dealership Group	\$ 58.0	150	5	4	5	2	1	5	5	5	4.0
Independent Oil Company	\$ 704.3	60	4	5	5	4	1	4	5	4	4.0
Auto Dealership Group	\$ 347.5	544	5	4	5	3	1	4	5	5	4.0
Communications/IT Services	\$ 18.9	75	4	5	4	5	1	4	4	5	4.0
Home Builder	\$ 124.1	80	4	5	5	3	1	4	5	5	4.0
Professional Services	\$ 28.8	264	5	5	5	2	1	4	5	5	4.0
Insurance	\$ 12.6	86	5	4	5	3	1	3	5	5	3.9
Home Builder	\$ 428.0	260	4	5	5	2	1	4	5	5	3.9
Aerospace Manufacturer	\$ 0.6		5	4	5	3	1	4	4	5	3.9

Building Supply Manufacturer	\$ 1,077.0	3,700	4	5	5	2	2	5	4	4	3.9
PR Agency	\$ 3.9	21	5	4	5	2	3	4	3	5	3.9
Regional Plumbing Contractors	\$ 1.4	13	5	4	4	5	1	4	4	4	3.9
Supermarket Chain	\$ 3,200.0	15,469	5	4	4	3	2	3	5	5	3.9
Commercial Contractor	\$ 47.9	35	3	3	5	4	2	4	5	5	3.9
Software Company	\$ 22.1	16	4	3	5	3	1	5	5	5	3.9
Healthcare System	\$ 234.2	96	5	5	3	2	2	4	5	5	3.9
Building Supply Manufacturer	\$ 96.0	140	4	3	4	5	4	4	2	4	3.8
Home Builder	\$ 126.5	49	4	4	4	3	1	4	5	5	3.8
Music Distributor	\$ 0.7	35	4	3	4	5	1	4	4	5	3.8
Professional Management	\$ 9.5	85	5	4	5	2	1	4	5	4	3.8
Retirement Housing	\$ 72.8	1,376	3	4	4	3	3	4	4	5	3.8
Aerospace Manufacturer	\$ 499.0	1610	4	3	5	3	1	5	5	4	3.8
Financial Planners	\$ 6.3	54	5	5	4	2	1	4	4	5	3.8
Real Estate	\$ 89.3	118	3	3	4	4	1	5	5	5	3.8
Insurance	\$ 51.6	375	4	5	4	2	1	5	5	4	3.8
Home Builder	\$ 489.0	275	5	4	5	2	1	4	4	5	3.8
Healthcare System	\$ 363.4	975	4	4	4	4	1	3	5	5	3.8
Building Supplier	\$ 216.0	1,750	3	2	4	4	5	3	4	5	3.8
Staffing Agency	\$ 7.9	150	4	3	3	4	5	4	3	4	3.8
Marketing/Advertising Agency	\$ 0.5	5	5	4	5	3	1	4	4	4	3.8
Regional Bank	\$ 10.3	50	4	4	5	2	1	4	5	4	3.6
Home Improvement	\$ 1.0	6	5	4	5	3	1	4	4	3	3.6
Supermarket Chain	\$ 230.0	700	4	3	4	3	1	4	5	5	3.6
Grower Cooperative	\$ 920.0	70	5	5	4	2	1	4	4	4	3.6
Commercial Contractor	\$ 268.0	325	4	4	4	5	1	4	3	4	3.6
Commercial Contractor	\$ 688.0	2,500	5	5	5	2	1	4	4	3	3.6
Waste Management Company	\$ 629.4		3	4	4	2	2	4	5	5	3.6
Grower Cooperative	\$ 614.0	700	4	4	4	3	1	3	4	5	3.5
Auto Dealership Group	\$ 64.9	122	5	4	4	2	1	2	5	5	3.5
Communications/IT Services	\$ 12.6	41	4	2	4	3	1	4	5	5	3.5
Environmental Consulting Group	\$ 55.2	250	3	4	3	3	1	4	5	5	3.5
Auto Dealership Group	\$ 329.2	525	3	4	3	3	1	4	5	5	3.5
Health Insurance Provider	\$ 2,200.0	1,957	3	3	4	3	1	4	5	5	3.5
Disaster Restoration	\$ 2.4	16	3	4	4	5	1	4	4	3	3.5
Mechanical Contractor	\$ 210.3	1,500	3	3	4	3	1	3	5	5	3.4
BioEngineering	\$ -	2	3	4	3	2	2	4	4	5	3.4
Regional Bank	\$ 0.1	32	3	4	5	2	1	3	4	5	3.4
Commercial Contractor	\$ 115.0	125	3	4	4	5	1	4	3	3	3.4
Auto Dealership Group	\$ 182.0	286	4	4	3	3	1	3	4	5	3.4
Medical Imaging	\$ 10.8	29	4	4	3	3	1	4	4	4	3.4
Real Estate	\$ 91.6	1,247	5	2	3	3	1	3	5	5	3.4
Auto Dealership Group	\$ 57.9	197	4	3	3	2	1	4	5	5	3.4
Communications/IT Services	\$ 5.2	32	3	3	4	4	1	4	4	4	3.4
Retail Product Distributor	\$ 567.2	350	4	4	4	3	1	3	5	3	3.4
Environmental Consulting Group	\$ 8.4	30	3	2	3	3	4	3	3	5	3.3
Regional Bank	\$ 15.1	25	2	3	3	3	4	3	3	5	3.3
Auto Dealership Group	\$ 49.9	51	3	3	3	2	1	4	5	5	3.3

Auto Dealership Group	\$ 539.0	756	4	4	3	2	1	3	4	5	3.3
Home Remodeling	\$ 64.4	960	4	4	2	2	1	3	5	5	3.3
Marketing/Advertising Agency	\$ 1.2	8	4	4	5	2	1	4	3	3	3.3
Commercial Contractor	\$ 1,427.0	583	4	4	4	2	1	3	3	5	3.3
Regional Bank	\$ 117.4	435	4	4	4	2	1	3	3	5	3.3
Healthcare System	\$ 190.0	1,100	3	3	4	2	1	3	4	5	3.1
Architect	\$ 7.5	30	4	2	4	2	1	4	4	4	3.1
Regional Bank	\$ 6.6	41	3	3	3	2	1	3	5	5	3.1
Engineering Contractor	\$ 3.8	33	2	4	4	2	3	4	3	3	3.1
Marketing/Advertising Agency	\$ 28.8	103	2	3	4	4	1	3	4	4	3.1
Communications/IT Services	\$ 9.0	30	4	2	4	2	1	3	4	5	3.1
Auto Dealership Group	\$ 458.2	750	4	3	3	2	1	3	4	5	3.1
Communications/IT Services	\$ 0.7	6	3	3	3	2	1	4	5	4	3.1
Commercial Contractor	\$ 56.5	250	4	4	3	2	1	3	3	5	3.1
Engineering Contractor	\$ 59.3	388	4	3	4	2	1	3	3	5	3.1
Commercial Contractor	\$ 30.5	35	4	2	4	2	1	4	4	3	3.0
Food Distributor	\$ 182.0	415	3	4	3	2	1	4	4	3	3.0
Freight Company	\$ 32.0	95	3	3	3	4	1	3	3	4	3.0
Home Builder	\$ 148.8	225	4	3	4	2	1	3	3	4	3.0
Professional Services	\$ 8.1	27	3	4	4	2	1	2	3	5	3.0
Mortgage Loan	\$ 102.8	37	3	3	4	2	1	3	3	5	3.0
Independent Oil Company	\$ 520.3	110	2	4	3	2	1	3	5	4	3.0
Building Materials Distributor	\$ 302.6	565	4	3	3	2	1	3	3	5	3.0
Building Supply Manufacturer	\$ 95.0	285	4	3	4	2	1	3	3	3	2.9
Building Supplier	\$ 294.9	345	3	3	3	4	1	3	2	4	2.9
Food Distributor	\$ 52.5	69	3	2	3	4	5	3	2	1	2.9
Regional Bank	\$ 70.0	318	2	3	3	2	1	2	5	5	2.9
Auto Dealership Group	\$ 171.2	196	4	2	2	2	1	3	4	5	2.9
Auto Dealership Group	\$ 63.0	110	4	2	3	2	1	3	5	3	2.9
Independent Oil Company	\$ 172.9	64	3	2	3	3	1	3	4	4	2.9
Software Company	\$ 1.1	7	5	3	3	1	1	3	3	4	2.9
Commercial Contractor	\$ 100.0	150	4	3	3	3	1	3	3	3	2.9
Nonprofit Organization	\$ 2.4	23	5	3	4	1	1	4	3	2	2.9
Independent Oil Company	\$ 300.0	200	2	2	3	3	1	3	4	5	2.9
Commercial Contractor	\$ 100.0	100	5	3	4	2	1	2	3	3	2.9
Building Materials Distributor	\$ 53.8	75	4	3	3	2	1	4	4	2	2.9
Professional Services	\$ 2.5	21	3	3	3	3	1	3	3	4	2.9
Environmental Consulting Group	\$ 23.0	190	5	3	3	2	1	3	3	3	2.9
Regional Bank	\$ 35.5	122	2	2	3	2	2	3	4	4	2.8
Independent Oil Company	\$ 405.0	680	2	3	3	3	1	4	3	3	2.8
Insurance	\$ 1.7	14	4	3	3	2	3	2	3	2	2.8
Commercial Contractor	\$ 155.5	1,000	3	2	4	3	1	3	3	3	2.8
Building Supply Manufacturer	\$ 77.7	156	2	3	2	2	3	3	3	4	2.8
Insurance	\$ 14.9	180	2	4	3	3	1	2	4	3	2.8
Professional Services	\$ 1.6	15	4	3	2	4	1	3	2	3	2.8
Building Maintenance	\$ 1.0	12	2	3	3	3	1	4	3	3	2.8
Auto Dealership Group	\$ 1.2	8	4	3	3	2	1	4	2	3	2.8
Food Distributor	\$ 217.7	400	4	3	4	1	1	3	3	3	2.8

Painting Contractor	\$ 1.5	70	†	†	†	†	†	†	†	†	†	N/A
Professional Management	\$ 281.0	420	†	†	†	†	†	†	†	†	†	N/A
Beverage Distributor	\$ 108.0	260	†	†	†	†	†	†	†	†	†	N/A
Marketing/Advertising Agency	\$ 11.2	20	†	†	†	†	†	†	†	†	†	N/A
Food Distributor	\$ 101.3	140	†	†	†	†	†	†	†	†	†	N/A
Plastics Manufacturing	\$ 4.1	40	†	†	†	†	†	†	†	†	†	N/A
Mechanical Contractor	\$ 17.9	155	†	†	†	†	†	†	†	†	†	N/A
Building Materials Manufacturer	\$ 105.8	186	†	†	†	†	†	†	†	†	†	N/A
Mean (average score)	\$ 210.4	163	3.6	3.5	3.7	2.7	1.4	3.5	3.8	4.0	3.3	
Median (middle score)	\$ 54.0	122	4	3	4	2	1	3	4	4	3	
Mode (most common score)			4	3	4	2	1	3	4	4	3	

Study Conducted April, 2007

* Leading Sacramento Companies denotes the fastest-growing and highest-revenue companies as published annually by the Sacramento Business Journal

† These companies did not have a web site present or their web site was down during the evaluation period.