

Hieroweb Interactive

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# Hieroweb Press Release

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## **HIEROWEB INTERACTIVE PRESS RELEASE**

In April, the Web Marketing Association had our WebAward ([Hieroweb Interactive](#)) judges review both Hillary Clinton's and Barack Obama's Website in a head to head challenge. Senator Obama's Website won the challenge and he went on to win the Democratic nomination (I'm not saying it was because of us, but you have to wonder...)

Well, we are at it again. This month we asked the WebAward Judges ([Hieroweb Interactive](#)) to compare Senator John McCain's Website with that of Senator Obama's. Across the board, Senator Obama's Website was consistently seen as better in all aspects of Website development.

Here are the results.

Design - Asked "which Website has the most pleasing design?"

WebAward judges ([Hieroweb Interactive](#)) selected the Obama site 4 to 1

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over the McCain Website. 84.5% of them voted for Senator Obama's Website and 15.5% selected Senator McCain's Website as better looking.

Innovation - Website innovation also went in favor of Barack Obama. By the same margin as design, the vast majority of WebAward judges (82.4%) thought the Obama Website seems more innovative, while only 17.6% favored McCain's.

Content - In terms of having the most appealing content, judges again selected the Obama Website over John McCain's Website, although by a narrower margin than the first two criteria. 71.6% of the WebAward judges felt barackobama.com has more appealing content for visitors compared to 28.4% for johnmccain.com. WebAward judges also found that the Obama Website is more effective for telling the candidate's story and attracting contributions and voters to its cause (72.2% Obama vs 27.8% McCain).

Ease of use - Senator Obama's Website was seen as easier to use by the WebAward judges than Senator McCain's. 73.8% selected barackobama.com as easier to use compared to 26.2% of WebAward judges who felt johnmccain.com was easier.

Copywriting - It is obvious that both campaigns have excellent writers on staff. Neither Websites have any of the editing issues some large organizations can experience. However, the WebAward judges gave the advantage to the Obama site (70.1% over the McCain site 29.9%).

Interactivity - Interactivity makes a Website more than just an online billboard and both candidates were effective in giving visitors to their Websites plenty to see and do. Nevertheless, once again the WebAward judges gave the edge regarding interactivity to the Obama Website (75.2%) over the McCain Website (24.8%).

Technology - Use of technology is evident in both candidates' Websites, however, the clear favorite for the WebAward judges was barackobama.com winning 82.4% of the votes compared to johnmccain.com with only 17.6% of the votes.

When the WebAward judges were asked "If the election was to be held today. Which candidate would you be more likely to vote for?" 54.6% responded Barack Obama, 15.7% responded John McCain, 11.1% voted neither and 18% reported that they are a non-US judge and cannot vote for anyone in a US election.

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