

Top 150 US websites for investors – researched by BlueRiverStone

Rank	Company	URL	Technical quality index max=100 (40% of total)	Usability index max = 100 (40% or total)	E-mail index max = 100 (20% of total)	max = 100 (40% TQ + 40% usability + 20% e mail)	Rank	Company	URL	Technical quality index max=100 (40% of total)	Usability index max = 100 (40% or total)	E-mail index max = 100 (20% of total)	max = 100 (40% TQ + 40% usability + 20% e mail)	Rank	Company	URL	Technical quality index max=100 (40% of total)	Usability index max = 100 (40% or total)	E-mail index max = 100 (20% of total)	max = 100 (40% TQ + 40% usability + 20% e mail)	
1	UPS	www.ups.com	93.32	81.54	87.72	87.49	53	Bellsouth	www.bellsouth.com	52.54	73.46	83.73	67.14	105	AT&T	www.att.com	20.09	78.08	88.87	57.04	
2	Anthem	www.anthem.com	86.66	79.23	99.35	86.22	54	Fleetboston Fincl.	www.fleetboston.com	87.50	78.85	0.00	66.54	106	AIG	www.aig.com	88.10	53.46	0.00	56.62	
3	3M	www.mmm.com	94.83	76.15	88.51	86.10	55	Intl. Paper	www.ipaper.com	67.82	72.69	51.45	66.49	107	Household Intl.	www.household.com	41.87	55.38	88.55	56.61	
4	Intel	www.intel.com	81.33	83.46	99.99	85.92	56	TXU	www.txucorp.com	83.62	70.77	23.37	66.43	108	Halliburton	www.halliburton.com	64.49	76.92	0.00	56.57	
5	ChevronTexaco	www.chevrontexaco.com	91.59	77.31	88.24	85.21	57	Goldman Sachs	www.gs.com	40.62	75.00	99.96	66.24	109	Viacom	www.viacom.com	89.80	50.38	0.00	56.07	
6	ExxonMobil	www.exxonmobil.com	88.81	74.62	91.57	83.68	58	AOL Time Warner	www.aoltimewarner.com	47.01	73.85	88.61	66.06	110	Kimberly-Clark	www.kimberly-clark.com/	58.31	80.00	0.00	55.32	
7	Duke Energy	www.duke-energy.com	98.30	84.62	51.74	83.52	59	Deere	www.deere.com	70.46	63.85	59.71	65.66								
8	EDS	www.eds.com	79.93	83.46	88.11	82.98	60	CVS	www.cvs.com	84.86	76.92	0.00	64.71								
9	Cendant	www.cendant.com	88.64	75.77	84.80	82.73								111	Kmart	www.kmart.com	87.00	49.62	0.00	54.65	
10	Home Depot	www.homedepot.com	85.35	71.92	98.99	82.71								112	Pfizer	www.pfizer.com	39.10	69.23	55.94	54.52	
							61	Delphi	www.delphi.com	87.80	73.46	0.00	64.50	113	Sysco	www.sysco.com	68.87	66.15	0.00	54.01	
11	McDonald's	www.mcdonalds.com	87.16	73.08	89.57	82.01	62	Merrill Lynch	www.ml.com	41.52	73.46	91.05	64.20	114	Raytheon	www.raytheon.com	65.07	69.62	0.00	53.87	
12	Tenet Healthcare	www.tenethealth.com	82.49	72.69	99.58	81.99	63	Nationwide	www.nationwide.com	63.99	70.00	52.42	64.08	115	Albertson's	www.albertsons.com	78.96	55.38	0.00	53.74	
13	Sprint	www.sprint.com	76.78	77.69	99.94	81.78	64	Cardinal Health	www.cardinal.com	96.43	63.46	0.00	63.96	116	Hewlett-Packard	www.hp.com	70.85	63.46	0.00	53.73	
14	Fed. Dept. Stores	www.fds.com	82.80	75.00	92.10	81.54	65	Procter & Gamble	www.pg.com	64.91	72.69	43.83	63.81	117	Rite Aid	www.riteaid.com	39.71	70.38	47.54	53.55	
15	Gap	www.gapinc.com	69.62	83.08	99.97	81.07	66	Abbott Labs.	www.abbott.com	86.84	72.38	0.00	63.69	118	Mass. Mutual Life	www.massmutual.com	95.69	38.08	0.00	53.50	
16	Citigroup	www.citigroup.com	94.23	66.15	83.73	80.90	67	Altria	www.altria.com	87.89	71.15	0.00	63.62	119	AdvancePCS	www.advancepcs.com	62.40	70.77	0.00	53.27	
17	Delta Air Lines	www.delta.com	85.26	76.92	73.07	79.49	68	Winn-Dixie Stores	www.winn-dixie.com	75.06	55.00	57.24	63.47	120	Cigna	www.cigna.com	89.21	43.85	0.00	53.22	
18	Georgia-Pacific	www.gp.com	83.44	70.77	87.80	79.24	69	Weyerhaeuser	www.weyerhaeuser.com	90.60	68.08	0.00	63.47								
19	IBM	www.ibm.com	72.44	75.77	98.35	78.95	70	Tech Data	www.techdata.com	88.02	69.62	0.00	63.05								
20	Allstate	www.allstate.com	76.49	73.08	91.86	78.20								121	New York Life	www.newyorklife.com	97.39	35.38	0.00	53.11	
							71	Cisco Systems	www.cisco.com	52.13	81.15	48.26	62.96	122	Bristol-Myers	www.bms.com	83.39	49.23	0.00	53.05	
21	Motorola	www.motorola.com	76.26	79.23	79.86	78.17	72	ConocoPhillips	www.conocophillips.com	88.80	67.69	0.00	62.60	123	Liberty Mutual	www.libertymutual.com	91.97	36.92	0.00	51.56	
22	Qwest Comms.	www.qwest.com	84.06	73.46	74.93	78.00	73	US Bancorp	www.usbank.com	78.24	78.08	0.00	62.53	124	May Dept. Stores	www.maycompany.com	65.76	63.08	0.00	51.54	
23	Wachovia	www.wachovia.com	76.76	71.08	89.17	76.97	74	Coca-Cola	www.coca-cola.com	85.33	70.77	0.00	62.44	125	Sunoco	www.sunoil.com	57.68	71.15	0.00	51.53	
24	American Electric	www.aep.com	72.66	77.31	83.71	76.73	75	Walgreen	www.walgreens.com	87.36	68.46	0.00	62.33	126	Lehman Brothers	www.lehman.com	53.33	60.00	28.61	51.05	
25	Lucent Tech.	www.lucent.com	85.02	75.38	56.55	75.47	76	Wyeth	www.wyeth.com	87.14	68.46	0.00	62.24	127	Express Scripts	www.express-scripts.com	20.95	63.85	85.01	50.92	
26	United Health Gp.	www.unitedhealthgroup.com	76.47	62.31	99.56	75.42	77	Dell Computer	www.dell.com	88.25	67.31	0.00	62.22	128	El Paso	www.elpaso.com	22.21	76.92	55.72	50.80	
27	Lockheed Martin	www.lockheedmartin.com	77.49	66.15	89.10	75.28	78	Wal-Mart Stores	www.walmart.com	86.19	69.23	0.00	62.17	129	Caterpillar	www.cat.com/	66.88	59.23	0.00	50.44	
28	General Electric	www.ge.com	63.14	81.54	86.58	75.19	79	Lowe's	www.lowes.com	91.74	63.46	0.00	62.08	130	Verizon Comms	www.verizon.com	40.35	85.00	0.00	50.14	
29	General Motors	www.gm.com	56.94	81.54	98.87	75.16	80	Dow Chemical	www.dow.com	82.75	72.31	0.00	62.02								
30	Johnson & J.	www.jnj.com	68.67	69.23	99.52	75.07								131	Merck	www.merck.com	45.60	78.85	0.00	49.78	
							81	Microsoft	www.microsoft.com	71.47	82.69	0.00	61.67	132	Boeing	www.boeing.com	61.35	62.31	0.00	49.46	
31	Fannie Mae	www.fanniema.com	92.19	83.85	19.48	74.31	82	JC Penney	www.jcpenney.net	58.38	49.23	91.12	61.27	133	Eastman Kodak	www.kodak.com	45.52	74.62	0.00	48.05	
32	Prudential Fincl.	www.prudential.com	89.77	66.54	56.73	73.87	83	Sears Roebuck	www.sears.com	83.91	69.23	0.00	61.26	134	AT&T Wireless	www.attws.com	78.44	41.15	0.00	47.84	
33	Wells Fargo	www.wellsfargo.com	72.35	68.08	88.05	73.78	84	MetLife	www.metlife.com	97.72	55.38	0.00	61.24	135	State Farm Ins.	www.statefarm.com	83.36	36.15	0.00	47.80	
34	Fedex	www.fedex.com	92.34	75.77	31.49	73.54	85	DuPont	www.dupont.com	79.58	73.46	0.00	61.22	136	Supervalu	www.supervalu.com	55.83	61.92	0.00	47.10	
35	Washington Mutl.	www.wamu.com	54.13	78.46	99.54	72.94	86	JP Morgan Chase	www.jpmorganchase.com	95.94	56.54	0.00	60.99	137	Kroger	www.kroger.com	69.25	48.46	0.00	47.08	
36	Ingram Micro	www.ingrammicro.com	94.00	63.85	47.42	72.62	87	Visteon	www.visteon.com	84.08	67.69	0.00	60.71	138	Berkshire Hathaway	www.berkshirehathaway.com	87.67	29.62	0.00	46.92	
37	Sara Lee	www.saralee.com	78.15	60.77	82.70	72.11	88	Alcoa	www.alcoa.com	75.86	75.77	0.00	60.65	139	Hartford Financial	www.thehartford.com	54.28	60.77	0.00	46.02	
38	Honeywell Intl.	www.honeywell.com	52.04	77.69	99.67	71.83	89	AMR	www.amrcorp.com	59.52	68.08	47.97	60.63	140	Lear	www.lear.com	45.59	67.31	0.00	45.16	
39	Goodyear	www.goodyear.com	77.09	57.69	87.46	71.41	90	Exelon	www.exeloncorp.com	67.17	59.62	47.67	60.25								
40	Walt Disney	www.disney.com	80.15	54.62	86.88	71.28								141	Coca-Cola Ents.	www.cokece.com	52.00	58.08	0.00	44.03	
							91	Safeway	www.safeway.com	88.33	60.77	0.00	59.64	142	General Dynamics	www.gd.com	28.72	76.92	0.00	42.26	
41	Marathon Oil	www.marathon.com	54.40	79.23	88.82	71.21	92	Conagra Foods	www.conagra.com	82.49	66.54	0.00	59.61	143	Amerisourcebergen	www.amerisourcebergen.net	39.88	65.38	0.00	42.11	
42	Bank of America	www.bankofamerica.com	63.69	61.92	99.24	70.09	93	Publix Super Mkts.	www.publix.com	88.53	29.23	59.46	59.00	144	Emerson Electric	www.gotomerson.com	34.91	64.23	0.00	39.66	
43	Aetna	www.aetna.com	60.48	75.77	71.73	68.85	94	Tyson Foods	www.tyson.com	44.56	60.77	83.99	58.93	145	Ford Motor	www.ford.com	23.91	71.15	0.00	38.03	
44	United Tech.	www.utc.com	60.52	72.31	76.69	68.47	95	Target	www.target.com	72.07	75.00	0.00	58.83	146	Archer Dan. Midlnd	www.adnworld.com	38.32	46.92	19.63	38.02	
45	Mckesson	www.mckesson.com	93.86	77.31	0.00	68.47	96	N-western Mutual	www.northwesternmutual.com	98.21	48.85	0.00	58.82	147	Circuit City Stores	www.circuitcity.com/	28.33	57.69	0.00	34.41	
46	Pepsico	www.pepsico.com	94.49	76.54	0.00	68.41	97	Freddie Mac	www.freddiemac.com	82.29	64.62	0.00	58.76								
47	American Exp.	www.americanexpress.com	65.46	76.92	56.62	68.28	98	Loews	www.loews.com	94.00	52.69	0.00	58.68		Costco Wholesale	www.costco.com	66.54			Incomplete analysis	
48	AutoNation	www.autonation.com	94.87	75.38	0.00	68.10	99	Wellpoint Health	www.wellpoint.com	71.63	75.00	0.00	58.65		Sun Microsystems	www.sun.com	0.00			Incomplete analysis	
49	Anheuser-Busch	www.anheuser-busch.com	66.46	55.77	95.08	67.91	100	Tiaa-Cref	www.tiaa-cref.org	59.02	38.85	97.27	58.60		Best Buy	www.bestbuy.com	71.15	76.41		Incomplete analysis	
50	HCA	www.hcahealthcare.com	63.01	77.69	56.05	67.49								Xerox	www.xerox.com	68.85	99.94		Incomplete analysis		
							101	Bank One	www.bankone.com	87.04	59.23	0.00	58.51		Union Pacific	www.up.com	83.97			Incomplete analysis	
51	SBC Comms.	www.sbc.com	62.26	62.31	87.89	67.41	102	Valero Energy	www.valero.com	36.35	63.46	89.05	57.73		PG&E Corp	www.pgecorp.com	23.82	0.00	0.00	Excluded	
52	Johnson Controls	www.johnsoncontrols.com	51.58	74.23	84.79	67.28	103	Morgan Stanley	www.morganstanley.com	80.78	62.69	0.00	57.39		UAL	www.united.com	37.74	0.00	84.68	Excluded	
							104	Northrop Grumman	www.northropgrumman.com	67.00	76.15	0.00	57.26		Pharmacia	www.pharmacia.com	39.10	0.00	0.00	Excluded	
														Fleming	www.fleming.com	73.63	0.00	0.00	Excluded		

How the rankings work

Three methods were used by BlueRiverStone to rank the 150 companies in the survey: researchers have looked at the technical quality of the sites, their usability for investors, and the ability of the companies to deliver an e-mail response to investor related questions.

Technical Quality

This is principally a mechanical assessment of the website using eValid, a browser-based website assessment tool developed by the San Francisco-based company of the same name. It delivers a number of metrics, such as page size, broken links, site structure etc., all of which relate to the overall performance of the website and its quality.

Two important dimensions were used to rank each website:

- Ease of user navigation: This factor is a combination of the average rate of download of

pages, the depth of the pages within the website, and the number of successful page retrievals. A high score for ease of navigation means that users will have quick responses as they work on the site, and that they will find very few broken or unavailable pages.

- Quality of website maintenance: This factor is based on the relative age of pages found on the website combined in part with the number of pages that are broken or unavailable. A well-maintained site has very current information (young pages), and very reliable information (no unreachable pages). Combined, a quality score on these factors indicates that great care has been taken to assure the quality of the information.

Website usability and information architecture

The web usability index followed a scenario based on a private corporate investor who is investigating the top 150 companies as listed in

the Fortune 500. The private investor has only the list of companies and therefore needs to establish the web address and from there locate important investor-related information on the website. The investor would also like to get some historical information on the company including the recent financial history (as contained in previous annual reports and the historical share price). In addition, the investor requires information that would enable him or her to contact an investor relations contact person for additional queries.

The index used the following six criteria:

- Accessibility: the ability of the investor to easily infer the web address from the listed name of the company.
- Navigability: the ease with which important investor information can be found on the website.

This was assessed through the number of clicks required to find the important investor information.

- Dynamic functionality: the ability of the website to cater for the diverse requirements of investors.
- Additional content: other financial and investor related information was also considered important, but not necessarily essential. Five additional content items were identified; dividend payment information, legal disclaimers, accounting principles, independent analyst rating and corporate social responsibility.
- Communication integration: the ability of the website to enable the investor to use different communication mechanisms (e.g. phone, fax, e-mail, post, personal visit) if they wished. This was assessed through the