



4th edition 2017-2018

WEBRANKING BY COMPREND

SWITZERLAND'S LARGEST NON LISTED COMPANIES

An eagle-eyed snapshot into how companies are communicating to their stakeholders via their corporate website and digital channels. The report unveils the latest communications trends, best practice examples and razor-sharp insights for corporations navigating the digital realm today.

*Europe's leading survey
of corporate websites
and the only global
ranking based on
stakeholders demands*

Swiss edition
conducted by

 **lundquist.**

Webranking: state of the art of digital corporate communications



For more than 20 years, we have been monitoring the corporate and financial communications of leading European companies on their digital channels.

By measuring the gap between stakeholder expectations (from investors, financial journalists, jobseekers and digital managers) to the actual supply (corporate content that meets those needs), our research showcases the state of the art of digital communication at a European and Swiss level.

When we launched the research dedicated to non-listed companies in 2014, our objective was not only to better understand the state of the art of digital corporate communications in Switzerland, but also to promote a digital culture amongst companies, which keeps users' needs in mind.

We looked at 40 of the most significant non-listed companies in Switzerland. When it comes to digital transparency, which this research is about, we noted some important improvements, as companies are becoming increasingly aware that communicating on commercial matters goes hand in hand with communicating on corporate matters.

This year we focus on how the decline of trust in institutions and companies, along with the growing importance that consumers and investors place on sustainability issues, are influencing corporate communication. In fact, as stakeholders continue to push for greater transparency, companies are demonstrating their willingness to comply.

To be able to satisfy the requests of clients, business partners, possible investors and new talent looking for work, communicating transparently becomes an opportunity to differentiate oneself and construct a reputation, especially in a market that is becoming increasingly competitive. In this context, digital is becoming the tool of choice for reaching out to stakeholders.

*Joakim Lundquist
CEO Lundquist, Head of Comprend*

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How Webranking can help you improve

The Swiss non-listed edition of Webranking is conducted by Lundquist in collaboration with Comprend.

The Webranking report allows for a better understanding of the strengths and areas for improvement of your corporate websites, and provides a means for comparison on an international level. It provides the complete company evaluation in each criteria of the research, accompanied by best practice examples and ideas for improvement.

The analysis defines solutions for improving your digital presence, recognised trends, generate internal engagement and identify means for future improvement.

For further information about the research, to receive highlights with the score per area and to order a tailored, interactive report, please contact:

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Key results

When it comes to digital transparency, stakeholders are calling the shots

To remain competitive, companies need to invest in digital transparency

The relationship between businesses and stakeholders has undergone a complete transformation in recent years. Where companies traditionally dictated what information was consumed by stakeholders, it is now the stakeholders themselves that are calling the shots, influencing what information is presented to them through changes in consumer choices.

As the power of the individual in relation to the company continues to grow, they are beginning to demand that businesses be more transparent on material issues than ever before, holding them up to standards that continue to rise. They now expect to find and access information online easily- when and where they need it- to inform their choices as consumers, and when they are not able to do so, they move on to the company that allows it. And as a result of these great expectations, their trust in institutions has never been lower.

As evidenced in this year's Webranking Swiss non-listed research, many Swiss companies have caught onto this and are now communicating more transparently per their stakeholders' needs.

In order to remain competitive and keep stride with their Swiss listed competitors, non-listed companies need to attract the best financiers and the best talent. To do so, companies must invest in transparent corporate communications, presenting the information their stakeholders need.

Vast improvements across the board

Based on the demands of stakeholders, Webranking works as a stress test in that it measures the fundamentals of online corporate communications and digital dialogue. As the criteria in the protocol is based upon the needs and expectations of stakeholders - through

annual surveys to investors, journalists and jobseekers - half of the max score (40 points out of 80) is considered the threshold at which companies respond adequately to market needs.

This year, 40% of the companies manage to pass our stress test, up from 28% from last year, demonstrating that companies able to meet stakeholders needs is on the rise. The majority of the companies fall between the held back category (37.5%), just meeting the bare minimum, while 22.5% fall short of the threshold, failing the stress test.

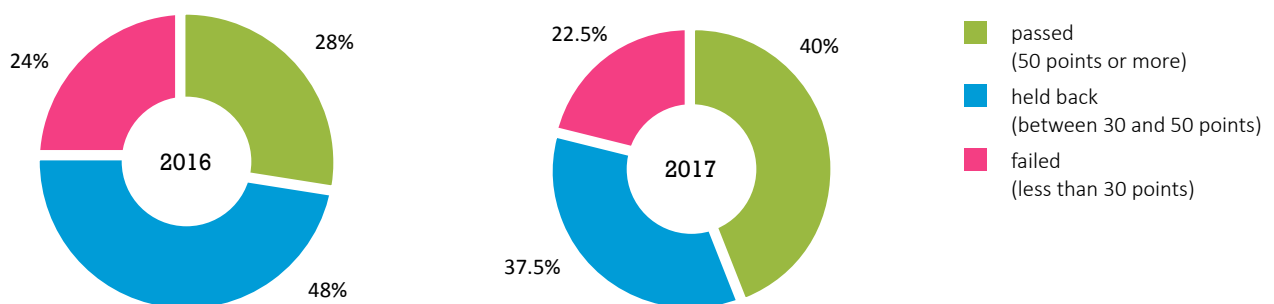
The percentage of companies failing the stress test is in steady decline, making great strides each year, though there is still more work to be done if they want to match their Swiss listed competitors that boast an 8% rate of failure this year.

Podium overhauled

This year, several companies launched new sites, resulting in a complete overhaul of the podium, with none of the winners from last year returning to the top three, and only **Swiss Post** (last year's winner) making it into the top ten. It is therefore no longer sufficient for companies to rest on their laurels, as companies are upping their game and investment in digital is becoming more widespread. Retail company **Coop** tops the podium this year, followed by commodities trading company **Trafigura** in second, and perfumer **Firmenich** in third.

Trafigura is also most improved company this year, raising its score by an impressive 14.8 points. Companies **Ruag** and **Coop** are the second and third most improved, improving their scores by 10.4 and 10.2 points respectively. These companies are also among those that have launched new websites this year, reaffirming their commitment to investing in digital communications.

Who passes the stress test?



Source: Webranking by Comprend 2017-2018



The research at a glance

This year's research focuses on three key themes: the crucial role transparent digital communications plays in giving companies the competitive edge, the increasing importance of non-financial information, and the challenge to stand out in the digital age. These themes are summarised below and explored in greater detail in the following pages.

The sectors leading the pack when it comes to communicating the best to their stakeholders are the financial services, energy and industrial sectors, led by Trafigura, Ruag, and Endress Hauser.

For more on sector performance, see page 12

21st international edition

4th Swiss non-listed edition

40 Swiss non-listed companies evaluated in Switzerland

800+ companies ranked globally

500+ stakeholders interviewed

To remain competitive, digital transparency is key

Communicating clearly is the cornerstone to corporate transparency on the web. To remain competitive in an increasingly saturated digital landscape, Swiss non-listed companies need to put digital transparency at the heart of their communications strategy.

Find out more on page 6

50%

present a corporate video



Sustainability struggles to take root among Swiss non-listed companies

38%
publish a sustainability report



Although Switzerland is projected to be the first country to achieve full compliance with the UN Sustainable Development Goals by 2030, digital transparency on sustainability topics has yet to take root among Swiss non-listed companies. The majority of companies do not publish a sustainability report or present information on environmental and social initiatives - a missed opportunity to engage with stakeholders on issues that they deem increasingly important.

Find out more on page 8

The challenge to stand out in the digital age

In the social and digital era, excessive "noise" and the battle to stand out is a challenge for all companies competing for attention. Online communication, in fact, can no longer ignore the rise of visual communication and the importance of user experience.

Find out more on page 10

31%

present video testimonials of their employees



Changes to the protocol

The Webranking protocol evolves as the needs of users changes so as to better evaluate how websites are taking on these users' growing demands for narrative forms such as storytelling, dialogue on social media, and visual communications such as corporate videos.

This year, we made significant changes to the protocol for non-listed companies. We reduced the weight attributed to financial information, reallocating it to content on company presentation

and the company's approach to sustainability. To account for the growing importance of a website that is easy to use, we introduced two new sections, Usability and User Experience & Content Efficacy, which take into consideration the loading speed of the webpages, the menu items, and the ease of navigation and security of the website.

To remain competitive, digital transparency is key

To keep stride with Swiss listed competitors, companies need to hold themselves up to the same standards

Communicating clearly is the cornerstone to corporate transparency on the web

Providing comprehensive information on what the company does, the products and services it offers, its positioning on the market and the values for which it stands provides an opportunity for companies to distinguish themselves from their peers, highlighting their distinctive traits.

The majority of Swiss non-listed companies (85%) present detailed information on their business areas, slightly higher than their listed peers (79%). Where they struggle, however, is communicating transparently the concrete details that set them apart from the rest.

When looking at those companies that go further by providing more concrete details the percentages decrease: Just over half (55%) provide information on products and/or productions for different geographical locations, crucial information in understanding how the company operates globally. A mere 23% provide data on their domestic or international positioning and no companies at all provide any information whatsoever on their competitors (not that this number is much higher for listed companies, with only 7 companies doing so).

It's not just what you say, but also how you present it

Digital communications provides companies the opportunity to move beyond mere narration. In fact, an image, a video or an infographic done well, can have a much bigger impact on the reader than a long block of text.

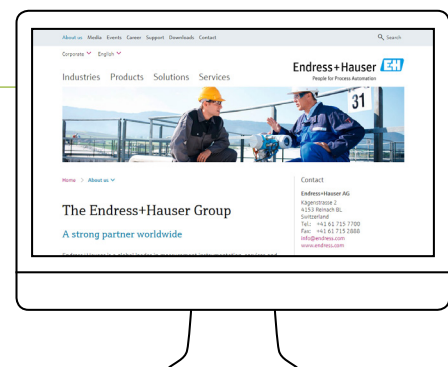
Presenting interactive content is a way for companies to capture the attention of and engage stakeholders, many of which are time-pressed and need information quickly. It is therefore interesting to note that only half of the companies we evaluated present a corporate video on their corporate website. Oftentimes a one-time investment (if done well), the benefits of a corporate video are many: it can widen the company's reach, it encourages customer engagement, and most importantly, it puts you ahead of the competition.

This holds especially true for jobseekers, who are often applying to many different companies in the same field, and look to the corporate video, or employee testimonials (provided by a mere 28%), to base their application decisions. Let us not forget that all companies want to attract the best talent, and what keeps them at the forefront of competition is convincing that talent to join them.



Spotlight on Endress+Hauser

Endress+Hauser AG provides an interesting example of a company presentation. Embedded into the website is a corporate video which gives a brief introduction of the company. It explains the various business areas, subdivisions, market, and geographic areas in which it operates.



Social media crucial in attracting the best talent

The means through which young talent seeks out and explores new opportunities for work has transformed radically with the advent of social media. Where recruiters once used to play a large role in talent acquisition, social media has become the principal means through which companies recruit, as it enables them to increase their visibility and increase the pool of interested applicants.

As more and more people move to social media platforms like LinkedIn, Facebook, and even Twitter to find job opportunities, companies need to paint an accurate picture of themselves to potential job seekers on their social media pages. Of the Swiss non-listed companies considered in this research, only half insert links on their corporate website to their LinkedIn profile and offer a detailed description of the company on the page. Only 44% of non-listed companies publish information regarding the recruitment process or job vacancies on their LinkedIn profiles.

Don't underestimate the job seeker

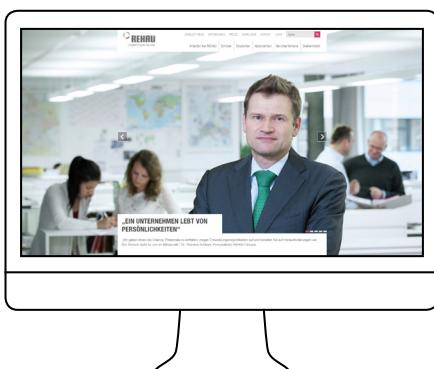
To attract the best talent, companies need to be upfront and transparent about the type of information jobseekers expect to see: the recruitment/feedback process, the company culture and environment, information on compensation and employee benefits are all crucial pieces of information.

This information helps job seekers to identify the companies they want to work for and to make final decisions when faced with multiple offers. But it doesn't end there- talent retention is just as important. Companies need to be transparent on how the talent can develop professionally within the company.

In a Swiss context, the listed companies tend to do these things quite well, with two thirds of the companies evaluated providing information on the working environment and the company culture and three out of four transparent on the recruitment process. In terms of talent retention, 54% offer information on professional development within the company.

The non-listed companies in Switzerland, on the other hand, pale in comparison, with only 44% of companies providing information on their recruitment processes and 18% providing information about both salary and future career opportunities and development. Only 33% of non-listed companies meet the needs of their stakeholders in the careers section.

The message is clear: Swiss non-listed companies need to hold themselves up to the standards of Swiss listed companies if they truly want to compete with them for the best talent.



Spotlight on Rehau

Rehau offers a developed careers section to potential candidates, in which it offers a detailed introduction of the company specifically for job seekers, and extensive information about graduate programs and internships. On its LinkedIn profile, Rehau not only presents its open positions, but also the values that drive the company and the corporate culture in which its employees work.

Sustainability struggles to take root among Swiss non-listed companies

Despite growing consumer expectations, Swiss non-listed companies are falling below par

Consumer expectations continue to grow

By now the results are clear: mounting research has come to the conclusion that consumers expect companies to be honest and transparent, especially in their response to the global and local challenges that they inevitably face. Consumer trust is no longer focused solely on quality products and the integrity of the supply chain, but also on products and services that have a positive impact on the environment and society as a whole.

While consumer sensitivity to social, environmental and governance (ESG) issues is on the rise, the companies that take clear stances on these issues and are transparent in how their business impacts the community and the environment tendentially also see better results at the bottom line.

In this new era for sustainability, digital has ceased to be viewed as a mere “channel” for communications but the defining environment for engaging with the wider world. As a result, we are seeing the conflation of traditionally separate categories like reporting, engagement and communications into a network of relationships built around shared concerns.



*James Osborne,
Head of Sustainability,
Lundquist*

Despite strong prospects, Switzerland falls below par

Switzerland has been projected to be the first to achieve the UN Sustainable Development Goals. Many companies have also begun linking their own obligations and commitments to those of the UN SDGs. However, the risk that companies make strong statements without the data to back it up looms large.

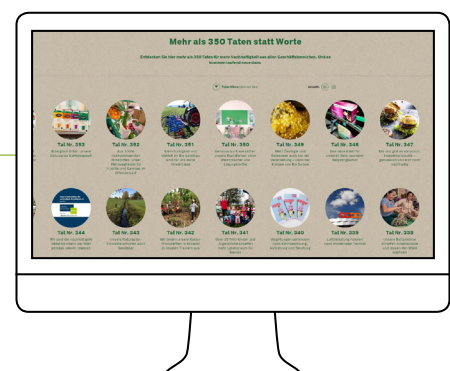
Indeed, few companies seem to be taking steps towards communicating on sustainability at all, as only 38% publish a sustainability report on their corporate website, and slightly less (35%) explain their corporate CSR strategy and approach to sustainability. Only 9 of the 40 companies considered publish any kind of information regarding performance against environmental KPI's, like reduction of carbon dioxide emissions or water management (23%). Fewer publish performance KPIs on their social initiatives (be it the health and safety of their employees, the gender balance within the firm and so forth), with only 7 out of 40 (18%) companies doing so.

Our research shows that in terms of digital transparency on sustainability topics, Swiss non-listed companies are falling behind. Only 8% of non-listed companies score higher than 50% in the sustainability section of the research compared to 34% of their Swiss listed peers.



Spotlight on Coop

When it comes to sustainability, retailer and this year's winner Coop is one to watch. The company has set itself over 350 objectives, from reducing their carbon emissions to introducing recyclable shopping bags across their grocery stores. Sustainability topics are not only backed up by data, but also presented in an engaging manner; a blog ensures that stakeholders are regularly updated and informed on Coop's work in this area.





The best in sustainability *



*Companies that received the highest score in the sustainability section of the research

Stakeholders kept in the dark on Swiss governance

Swiss non-listed companies are equally closed, if not more so, when it comes to transparently presenting information on their governance structures and systems. Information such as clearly presenting board members, their purpose and activities and top line management is in large part withheld from stakeholders.

While over half (63%) present the names and titles of the members of the board of directors, the activities of the board and the roles of the board members are only communicated by 20% of the companies. Nine companies present no information at all about corporate governance.



The best in corporate governance *



*Companies that received the highest score in the governance section of the research



Spotlight on SRG SSR

Swiss public broadcaster SRG SSR is one of very few Swiss non-listed companies that communicates transparently on corporate governance. The company presents in detail its corporate governance structure and procedures, describes the boards' purpose and activities and transparently presents its board and group management.

The challenge to stand out in the digital age

Effective storytelling and a user-centric digital experience may hold the key

The challenge of standing out in the digital age

In a time where everything is “social” and goods and services are going digital, stakeholders are increasingly assailed by “informational white noise,” making it harder for companies to secure the attention of their stakeholders. Publishing and distributing corporate content is less viable as costs rise, and impact decreases, with companies having to find new means to push their content.

To stand out in this increasingly fragmented context, companies must consider two areas in order to have an engaging digital corporate communication.

- **Content & narrative** provide a sense of what the company stands for, promoting the areas deemed important to the business, whilst also acknowledging the external agenda. Too often, companies are self-referential and do not consider what may be interesting to people outside their corporate sphere.
- **The way in which the narrative is presented, using textual and visual communications, is the second piece of the puzzle.** Providing a user-centric digital experience requires investment in a user experience that provides both engaging content and ease of access whilst navigating.

What does “storytelling” really mean?

More and more companies are moving toward “storytelling” but few do so in an effective manner. Those that do it well are able to reach out and strike an emotional chord with their audience. This is a means of humanizing the company and making it more appealing to stakeholders, like job seekers.

What really makes the difference is aligning textual content (on relevant and material business themes) with the right digital techniques, paying close attention to visual aspects that provide respite to static text, such as videos, infographics, graphs and quotes. It is also important to avoid doing this only once, but instead ensure that storytelling becomes part of your ongoing digital corporate communications.

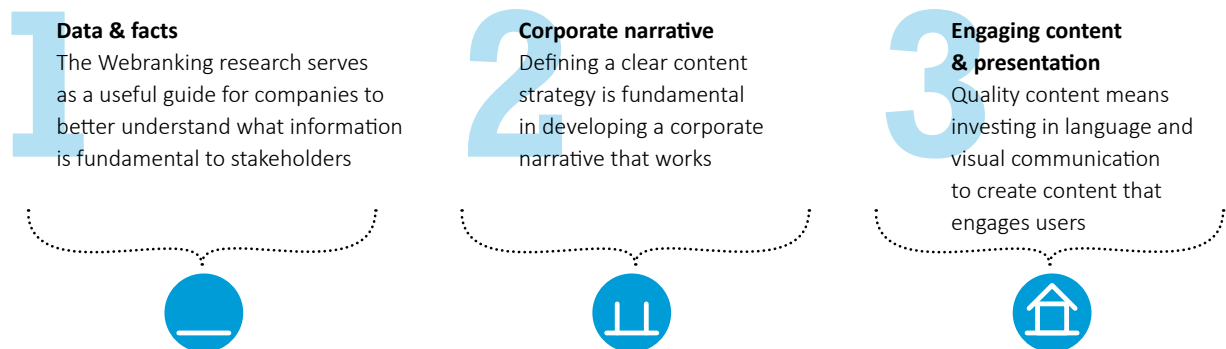
Experts and practitioners vehemently maintain that stories are useful in illustrating the most important corporate topics. Concrete cases and experiences can breath life into abstract content that can sometimes come across as dense, dry and difficult to grasp. In doing so, however, it is important to paint a realistic picture, not shying away from the difficult topics, as readers are often skeptical of companies that are overly positive when it comes to corporate issues.

A positive note in this year’s Webranking is that 60% of the companies we analysed are presenting stories on their homepage, illustrating the growing trend in this field.

Storytelling is the new buzzword in digital. While it is encouraging to see more companies striking an emotional chord with their users through narrative discourse, it is important that they don’t forget that a good user experience goes hand in hand with the content produced

*Martina Scapin,
Webranking researcher,
Lundquist*

1 Three steps to an effective corporate communication



Visual communications integral part of storytelling

Successful corporate storytelling puts the users first, engaging them through exemplary real-life situations and relevant human experiences, spanning across text, image and video. Companies using visual communications as the basis for their storytelling are more effective communicators and are better at eliciting an emotional connection with their audience.

Despite this, the results this year reveal that only half of Swiss non-listed companies present a corporate video, while even fewer (20%) use videos or graphics to present their business areas. The careers section of the corporate website, typically targeted at a younger audience, is one section within the corporate website where storytelling can be extremely effective. Despite this, only 28% present video testimonials of their employees in the careers section, slightly lower than their Swiss listed counterparts (35%). The few companies that do, such as **Trafigura AG**, **Axpo**, **SIX**, and **Endress+Hauser AG**, understand that to attract the best talent they must set themselves apart from the rest.

Digital first means user first

It seems that most Swiss companies still struggle to understand the value of having a website that places user-experience (UX) at the heart of its digital strategy. Only about half (46%) of companies have an internal search engine to facilitate site navigation, making it easier for users to locate pertinent information.

Easy, intuitive site navigation is the first step to building positive UX. Hidden pages, dead-ends and 404-error pages are the roadblocks that prevent companies that don't curate their corporate websites from offering a positive UX. 22% of companies are still hindered by these roadblocks.

Social media still to be mastered

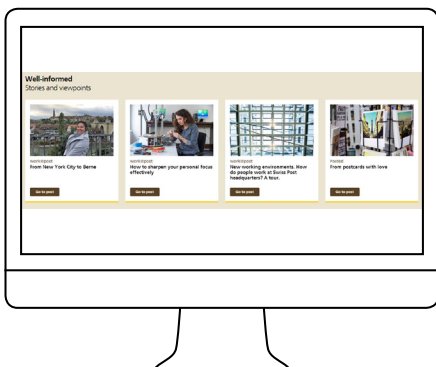
You would think most companies today are very active on social media, using the digital platforms to promote their products, provide customer services and share their corporate stories. Swiss non-listed companies, however, have far from mastered it, as only 65% are present on social media.

The challenge more often than naught is finding interesting content to share that also engages users. Moreover, companies struggle to keep up with frequent algorithmic changes that penalise company visibility on social media for not paying advertising fees.

Integration of social media channels into the corporate website remains limited among Swiss non-listed companies, with only 13% incorporating the company's Facebook and Twitter feeds into the website. In addition to this, few (48%) have a company overview present on their Facebook page, and 43% post news or press releases to their Facebook or Twitter accounts. Integrating your corporate social media strategy into your corporate communications strategy is key- swiss non-listed companies still have some work to do on this front.



New websites



Spotlight on Swiss Post

Swiss Post's Stories and Viewpoints are fun and engaging vignettes that illustrate the company's softer side. From spotlights on their global employee base, to stories on projects and campaigns, content is not only well presented, but also made personable and appealing.

Sectors:

Financial services top digital communicators, while energy and retail sectors most improved

Financial services sector maintains top spot

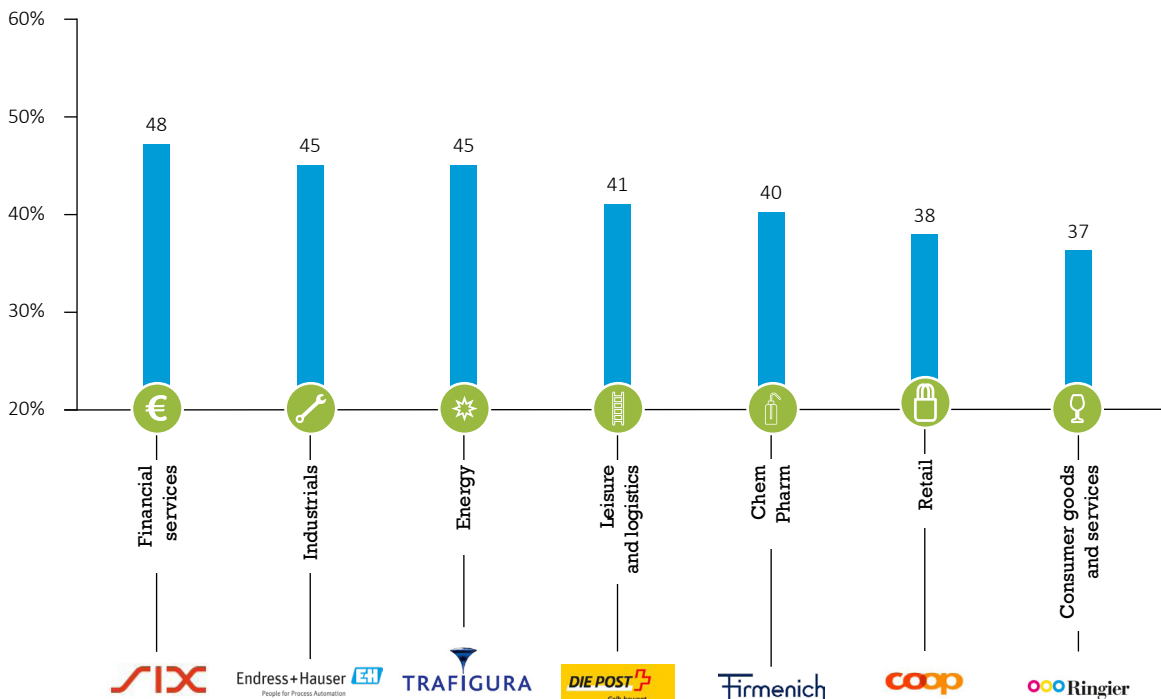
The sectors with the highest scores are those that receive the most scrutiny under the public eye: the financial services industry, followed by the energy and industrial sectors. In recent years, companies in these sectors have increasingly come under the media lens, and are often targets of public scrutiny. In light of this, they are pushed to take preemptive action, with many choosing to invest in transparent corporate communications.

The financial sector, lead by **SIX Exchange**, reaffirms its spot as the most transparent sector. The sector stands out with an average score of 39 points, followed by the Industrials sector, lead by **Endress+Hauser AG**, with 36.3 points. The energy sector, lead by **Trafigura**, is the third most transparent sector, making the biggest improvement to their score by 6 points and achieving an average of 35.6.

The Leisure and Logistics sector and Chemicals and Pharmaceutical sectors follow as the fourth and fifth most transparent sectors, lead by **Swiss Post** and **Firmenich**. Both sectors saw marginal decreases to their average score this year.

Interestingly, the Retail and Consumer Goods and Services are the lowest scoring sectors, despite the fact that they host some of the highest scoring companies this year. **Coop**, **Migros**, and **Ringier** all fall among the top 16 highest scoring companies, but their sectors are also host to the lowest scoring companies.

Webranking Sector Performance (with best Swiss performer in relevant industries)



Source: Webranking by Comprend 2017-2018.

How Webranking works

A look behind the scenes

The Webranking process 2017-2018



The questionnaires are the basis of our research since they help us to understand what stakeholders want.

1 Surveys

Capital Market Survey
1,400+ responses in the last 5 years
220+ responses in 2017 of which
80% are from analysts and investors (the remainder are from financial journalists)

Career Survey
900 responses in the last 5 years
290+ responses in 2017 of which
43% are from millennials

Web Manager Survey
90 responses in Europe of which
53% are from web managers from blue-chip companies



The protocol is updated every year based on what stakeholders say in our surveys.

2 Protocol

9 sections covering all areas of the corporate website
80 total score



Every website is ranked twice by two different rankers in order to assure the quality of the evaluations.

3 Ranking

800+ companies worldwide
500 largest companies in Europe
40 non-listed companies in Switzerland
34 countries



After crunching the numbers we highlight the most interesting and relevant developments of how companies communicate this year through their digital channels in our whitepapers. In different cuts we address a broad range of issues, from countries communications preferences to themes for sectors and industries

4 Results

Get to know them

Country and sector results are published in news outlets and specialised publications all over Europe.

Webranking helps you

Get the highlights with the outline of your company's performance
 Different types of analyses of your performance and how to improve can be ordered as tailor-made solutions



The top companies were awarded at our annual digital seminar and Webranking Awards in November 2017

The best companies in Webranking 2017-2018 / Top 5



↑ Coop **51.1**



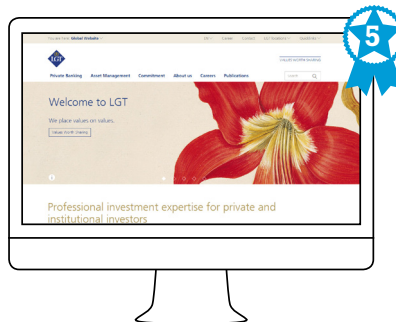
↑ Trafigura AG **49.8**



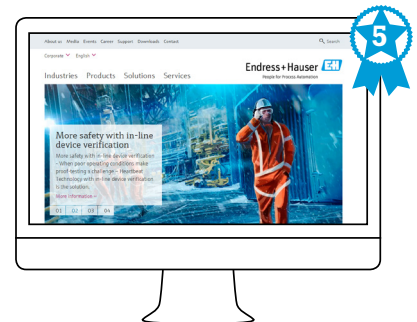
↑ Firmenich International **49.6**



↑ Six **49.1**



↑ LGT **45.7**



↑ Endress+Hauser **45.7**

Best improvers

in Webranking 2017 - 2018 / Top 5



Trafigura **+14.8 points**



Ruag **+10.9 points**



Coop **+10.2 points**



Suva Insurance **+9.6 points**



Ameropa **+8.2 points**

Webranking by Comprend

The performance of the 40 largest non-listed companies in Switzerland

2017	Difference	2016	Company	Score 2017	Percentage on max score
1	▲	10	Coop	51.1	63.9%
2	▲	20	Trafigura AG	49.8	62.3%
3	▲	7	Firmenich International	49.6	62.0%
4	▲	5	SIX	49.1	61.4%
5	▲	16	Endress+Hauser AG	45.7	57.1%
5	▲	8	LGT – Private Banking and Asset Management	45.7	57.1%
7	▲	9	Axpo	45.2	56.5%
8	▼	1	Swiss Post	44.6	55.8%
9	▲	13	Liebherr	44.4	55.5%
10	▲	14	Hilti Aktiengesellschaft	43.6	54.5%
11	▼	2	Zürcher Kantonal Bank	43.3	54.1%
12	▲	24	Ruag	43.2	54.0%
13	▼	12	Repower	43.1	53.9%
13	▼	3	SBB	43.1	53.9%
15	▼	5	Bühler Holding AG	41.7	52.1%
16	▼	4	Migros	41.5	51.9%
17	▼	11	Ringier	39.2	49.0%
18	▲	26	SUVA Insurance	38.6	48.3%
19	▼	18	Rehau Group	35.7	44.6%
20	▼	15	Helsana	35.5	44.4%
21	▼	19	SRG SSR	34.9	43.6%
22	▲	23	Franke	34.6	43.3%
22	●	22	Swiss International Airlines	34.6	43.3%
24	▲	27	Vitra	32.7	40.9%
25	▼	21	Fenaco	31.7	39.6%
26	▼	25	Denner AG	30.1	37.6%
27	▼	17	Ineos Holdings AG	29.6	37.0%
28	▲	35	Ameropa Holding AG	27.6	34.5%
29	▲	31	Mercuria	25.9	32.4%
30	●	30	Swiss Port	25.6	32.0%
31	▼	29	Nobel Biocare	24.7	30.9%
32	▲	34	Intersport Holding	22.2	27.8%
32	▲	36	Omya AG	22.1	27.6%
34	▼	33	Krono Holding AG	21.7	27.1%
35	▼	32	Hotel Plan	19.6	24.5%
36	▼	28	Swisscanto	17.8	22.3%
37	●	37	Stihl Kettenwerk	15.5	19.4%
38	▲	39	Kolmar Group AG	14.3	17.9%
39	▼	38	Triumph International Holding	10.9	13.6%

Interested in entering your company next year?

Get in touch with Martina Scapin to see what your options are:

martina.scapin@lundquist.it

Notes

How we selected the companies to evaluate

The fourth edition of the Swiss non-listed research analysed 40 of the largest non-listed Swiss companies. Companies are selected based on number of employees, brand recognition and annual results.

How we evaluated the companies included

The evaluation of corporate websites closed at the end of September. The protocol used derives from the one designed for the listed companies. This year it has been revised to even further consider the context in which non-listed companies find themselves operating in.

The research evaluated the German/French version of the corporate websites (or corporate information available on commercial sites) of the companies considered.

Company websites were evaluated twice by two different rankers throughout September. Companies in the top 10 were ranked three times by three different rankers. The protocol includes over 200 assessment criteria.

The maximum number of points is 80. The percentage of the maximum score allows you to compare your total score to that of your Swiss listed companies (who's total score equals 100 points).

Results from previous years can be found on comprend.com/webranking

To read the whitepaper on Swiss listed companies, click here: <http://bit.ly/WRCH2017>

Who we are



Lundquist Srl is a strategic web consultancy specialised in online corporate communications and with a particular expertise in financial communications, corporate responsibility, employer branding and social media.

Thanks to its accumulated expertise and research activity, Lundquist develops digital and sustainability communication strategies and oversees their execution. Visit our website to keep up with our research series, events and in-depth analysis on online corporate communications topics: lundquist.it



Comprend is an international consultancy specialised in online corporate communications and part of H&H Group.

For further information: comprend.com

CSR Online Awards

The CSR Online Awards, developed and conducted by Lundquist since 2008, is Europe's first and most authoritative research into how companies communicate and engage on sustainability and CSR (corporate social responsibility). Thanks to our specialisation in digital, we track the evolution of sustainability and capture trends in the relationship between business and society. Now in its 7th edition, read the Swiss edition here:

lundquist.it

How we can help

The Webranking research is a useful tool in analyzing a company's transparency in digital corporate communications. Reports and assessments based on the research help to identify the gap between your key stakeholder demands and your digital corporate communication. It provides you with tools to reach your goals, meet stakeholder demands, benchmark against peers and competitors, and reach your anticipated ranking position.

The Webranking research is strongly integrated in our approach to digital communications, and serves as a great foundation for further strategic work.

Thanks to our deep knowledge of stakeholder expectations and our strong corporate experience, we help companies to not only improve the effectiveness of their digital and sustainability communications, but also to define communication strategies, creating dialogue with stakeholders.

Lundquist Wikipedia Research

Our Wikipedia research tracks how exhaustive Wikipedia articles about major corporations are. Based on 8 years of ongoing research in the field, positive feedback and results, Lundquist developed a set of guidelines and works with companies on how to properly and safely engage on Wikipedia.

For more information:

lundquist.it



The **Webranking report** allows for a better understanding of the strengths and areas for improvement of your corporate website, and provides a means for comparison on an international level. It provides the company's complete evaluation in each criteria of the research, accompanied by best practice examples.



The **Webranking assessment and action plan** includes an in-depth analysis of your digital corporate communications, accompanied by an action plan of where to improve, with international best practice examples per sector and the latest trends in online communications.



The **qualitative analyses** go beyond digital transparency in helping companies understand how to communicate effectively online. The analyses look at user-experience, distinctiveness, visual communications and strategic messaging.

To order your tailored **Webranking by Comprend 2017-2018 Interactive Report** or to have your website evaluated you can contact the Lundquist team:

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