



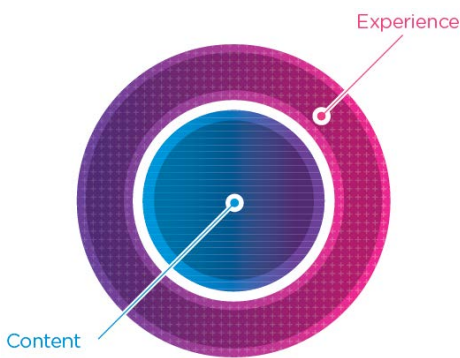
How to improve your reputation through your website

The corporate website is one of companies most important communication channels and the first port of call for a wide range of stakeholders. It is key for communicating the corporate story and for making key content easily accessible.

While some companies are storming ahead, many are still only beginning to realize the Investor Relations sites communication opportunities. To avoid being on the wrong side of the emerging digital divide, we list the key fundamentals to consider and give practical tips on how to improve the IR site.

56%

of FTSE 100 IR websites provide financial performance highlights.



36%

of FTSE 350 give a summary of their financial performance over five year.

THE ROLE OF THE CORPORATE WEBSITE

Digital communication channels are a quickly expanding landscape, and the corporate website is one of the most important communications channels. It is the first port of call for all stakeholders and holds a significant impact on how the organisation is perceived; it influences if great talent decides to join the organisation, how the organisation's contribution to society is perceived and can also directly influence decisions made by investors.

The corporate website is key to communicating your corporate story and crucial for the overall IR strategy. As a key source of information about the company and its processes, it is a critical tool for controlling the message that goes out to investors and stakeholders. The content on the IR section should tell a clear story, both to investors who are familiar with the organisation, as well as catering to those who are not. If you do not provide the content and user experience that investors and stakeholders want, they will find it elsewhere.

WHAT MAKES A GREAT WEBSITE?

In our view, a great website rests on two fundamental elements: the content that tells your story and the experience through which that content is to be consumed. A successful website is equally determined by both. To help you get there, we list a few key things to consider to assess where you currently stand and how to improve.

The road to being an influencer and increase your reputation also depends on how easy the website is to use and if content is easy to access. The overall impression of the website is heightened by good website design. A captivating experience has a significant impact what users think of your company, how long they stay on the website and in turn, how much content they absorb.

FEW GO BEYOND THE BASICS

Our research "Is 2017 the year of the digital divide?" explored how well companies provide the core information investors look for, and tools that make it easier to access. After reviewing the FTSE 350 corporate websites, we found that most IR sections cover the basic information needs of the investor community by providing information such as share price tools, RNS, Calendar, and contacts.

A good website needs to go beyond the basics. However, few manage to take it a step further by providing the content investors are looking for on the corporate website. For example, just over half (56%) of the FTSE 100 provide financial and performance highlights, and only 36% give a summary of their financial performance over five years.

A good IR website should also be used as a communications tool and influencer to aid the company's reputation. We find an emerging trend of companies providing more communications driven information, such as a clear investment proposition now featured on 36% of the FTSE 100 and 44% of the FTSE 250 corporate websites.

RESOURCES

The Art of Communicating a Consistent Corporate Story, *Black Sun*

Is 2017 the year of the digital divide? *Black Sun*

The IR Society Best Practice Guidelines

A CAPTIVATING EXPERIENCE GETS YOUR CONTENT NOTICED

62%

of FTSE 100 websites include interactive features

To create a captivating experience, the IR website needs to provide good content that goes beyond what is written on the page. A good place to start is to get inspired by the innovations and developments we are seeing on the corporate websites, which in the past two years have begun to catch up with the more user friendly consumer websites.

As corporates are investing more in the website experience, content is becoming easier and quicker to access, uses more interactive features such as maps or timelines and videos with interviews, animations and case studies. We find that of the FTSE 100 corporate websites, 62% include interactive features and 88% use video throughout the site.

53%

of key content elements are carried over from the Annual Report to the corporate website

SHARE CONTENT CONSISTENTLY

To ensure content on the corporate website tells a clear story, it needs to be communicated consistently across all communication channels. With multiple communication channels and a wide range of stakeholders, it can be a difficult balancing act to tailor the message to different audiences without losing its core. But failing to do so poses a threat to the integrity of the corporate story and can impact the trust of the company's communications.

26%

of FTSE 100 websites present key content elements inconsistently between the corporate website and the Annual Report.

However, corporate websites show a poor record for communicating consistently. In our research on the consistency of the FTSE 100 and FTSE 250 communications, we find that, < ; - C2?- 42 B@A <C2? 5- 3 <3 A52 82F 0<; A2; A 2?2: 2; A@- @@2@@21 D 2?2 0- ??621 <C2? 3<: A52 ; ; B- 9\$ 2=<?AA< A52 0<?=<?- A2 D 2/ @62 Of the content elements carried over, a quarter were presented differently on the corporate website compared to the Annual Report.

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TIPS TO TELL A CLEAR STORY ON YOUR WEBSITE


- Go beyond the basics and set out a clear **investment proposition** online.

- Provide analyst and shareholder **tools** to make data more accessible.

- Provide **interactive elements** and include videos of management figures explaining key content on the website and provide context.

- Carry across **key content elements** from the Annual Report to the corporate website in a consistent way.

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