

The FT/Bowen Craggs corporate website index 2011: top 75														
2011 Rank	2010 Rank	Company	Construction	Message	Contact	Serving society	Serving investors	Serving the media	Serving job seekers	Serving customers	2011 score	2010 score	URL	Country
		Maximum score	60	48	12	32	32	32	32	32	280	280		
1	2	Siemens	43	41	10	27	22	28	24	22	217	210	<a href="http://www.siemens.com">http://www.siemens.com</a>	Germany
2	2	BP	49	37	10	28	26	21	24	22	216	210	<a href="http://www.bp.com">http://www.bp.com</a>	UK
3	1	Royal Dutch Shell	47	36	9	26	28	21	24	21	213	213	<a href="http://www.shell.com">http://www.shell.com</a>	UK - Netherlands
4	6	Eni	44	36	10	27	27	24	21	20	209	200	<a href="http://www.eni.it/">http://www.eni.it/</a>	Italy
5	8	Unilever	47	38	8	25	25	20	23	20	206	198	<a href="http://www.unilever.com/">http://www.unilever.com/</a>	UK - Netherlands
6	4	Roche	39	41	9	22	22	25	23	23	204	209	<a href="http://www.roche.com">http://www.roche.com</a>	Switzerland
7	7	General Electric	43	39	8	25	18	21	23	23	200	199	<a href="http://www.ge.com">http://www.ge.com</a>	US
7	24	Intel Corporation	47	31	9	25	26	19	22	21	200	189	<a href="http://www.intel.com/">http://www.intel.com/</a>	US
9	13	British American Tobacco	46	36	10	25	25	19	16	22	199	194	<a href="http://www.bat.com/">http://www.bat.com/</a>	UK
9	21	Novartis	47	37	10	19	22	23	19	22	199	191	<a href="http://www.novartis.com/">http://www.novartis.com/</a>	Switzerland
9	22	Wal - Mart Stores*	47	36	9	20	22	24	19	22	199	190	<a href="http://www.walmartstores.com">http://www.walmartstores.com</a>	US
12	18	IBM	39	36	7	23	22	24	24	23	198	192	<a href="http://www.ibm.com">http://www.ibm.com</a>	US
13	18	Chevron	45	38	10	26	24	16	20	18	197	192	<a href="http://www.chevron.com/">http://www.chevron.com/</a>	US
14	12	Nestlé	40	36	7	25	23	25	17	23	196	195	<a href="http://www.nestle.com">http://www.nestle.com</a>	Switzerland
15	9	AstraZeneca	42	37	9	21	24	20	24	18	195	196	<a href="http://www.astrazeneca.com">http://www.astrazeneca.com</a>	Sweden
15	15	Cisco Systems	36	28	9	24	24	26	24	24	195	193	<a href="http://www.cisco.com/">http://www.cisco.com/</a>	US
15	9	Procter & Gamble	48	34	7	24	21	21	21	19	195	196	<a href="http://www.pg.com/">http://www.pg.com/</a>	US
18	5	Rio Tinto	43	35	7	23	26	19	20	21	194	201	<a href="http://www.riotinto.com/">http://www.riotinto.com/</a>	Australia
19	18	GlaxoSmithKline	46	35	8	24	25	18	20	15	191	192	<a href="http://www.gsk.com">http://www.gsk.com</a>	UK
19	27	Statoil	44	39	3	24	24	22	19	16	191	186	<a href="http://www.statoil.com/">http://www.statoil.com/</a>	Norway
21	29	Microsoft	36	30	7	18	24	20	27	28	190	182	<a href="http://www.microsoft.com">http://www.microsoft.com</a>	US
22	13	Coca - Cola*	40	37	10	26	20	20	14	22	189	194	<a href="http://www.thecocacolacompany.com">http://www.thecocacolacompany.com</a>	US
22	9	E.ON	41	30	8	25	18	24	19	24	189	196	<a href="http://www.eon.com/">http://www.eon.com/</a>	Germany
24	25	Sanofi - Aventis	48	30	6	23	27	20	15	19	188	188	<a href="http://www.sanofi-aventis.com">http://www.sanofi-aventis.com</a>	France
25		Barclays	39	36	4	21	26	17	22	22	187		<a href="http://group.barclays.com">http://group.barclays.com</a>	UK
26	15	Total	41	37	6	26	25	16	18	17	186	193	<a href="http://www.total.com">http://www.total.com</a>	France
27		Commonwealth Bank of Australia	40	33	7	22	22	11	22	25	182		<a href="http://www.commbank.com.au/">http://www.commbank.com.au/</a>	Australia
27	22	Vodafone	41	35	3	22	26	14	19	22	182	190	<a href="http://www.vodafone.com">http://www.vodafone.com</a>	UK
29	49	PepsiCo*	40	34	7	24	20	22	13	21	181	158	<a href="http://www.pepsico.com/">http://www.pepsico.com/</a>	US
30	25	Google	32	38	9	19	20	15	24	23	180	188	<a href="http://www.google.com">http://www.google.com</a>	US
30	34	HSBC	40	30	6	22	22	17	19	24	180	177	<a href="http://www.hsbc.com">http://www.hsbc.com</a>	UK
32	42	AT&T	31	30	10	16	23	22	24	23	179	167	<a href="http://www.att.com/">http://www.att.com/</a>	US
33	31	Johnson & Johnson	39	35	5	23	21	9	19	26	177	179	<a href="http://www.jnj.com/">http://www.jnj.com/</a>	US
34		Philip Morris International	49	33	6	17	19	19	17	20	175	171	<a href="http://www.philipmorrisinternational.com">http://www.philipmorrisinternational.com</a>	US
35		Goldman Sachs	44	32	6	23	17	14	22	19	172		<a href="http://www.gs.com">http://www.gs.com</a>	US
36	36	Royal Bank of Canada	33	26	8	21	21	17	20	25	171	171	<a href="http://www.rbc.com/">http://www.rbc.com/</a>	Canada
37	31	BHP Billiton	37	30	8	17	23	14	21	20	170	179	<a href="http://www.bhpbilliton.com">http://www.bhpbilliton.com</a>	Australia
37	28	Hewlett - Packard	25	32	7	26	23	13	17	27	170	185	<a href="http://www.hp.com">http://www.hp.com</a>	US
37		Merck	38	33	9	16	17	15	17	25	170		<a href="http://www.merck.com">http://www.merck.com</a>	US
37	39	Toyota	38	34	5	20	19	17	17	20	170	168	<a href="http://www.toyota.co.jp">http://www.toyota.co.jp</a>	Japan
41	33	ExxonMobil	43	30	7	22	16	17	14	20	169	178	<a href="http://www.exxonmobil.com">http://www.exxonmobil.com</a>	US
42		ArcelorMittal	34	34	6	20	23	18	14	19	168		<a href="http://www.arcelormittal.com">http://www.arcelormittal.com</a>	Netherlands
42	53	Telefonica	39	26	5	22	21	22	10	23	168	156	<a href="http://www.telefonica.com">http://www.telefonica.com</a>	Spain
42	49	Vale	34	34	5	17	24	24	19	11	168	158	<a href="http://www.vale.com">http://www.vale.com</a>	Brazil
45		Anheuser - Busch InBev*	33	32	5	23	19	19	16	19	166		<a href="http://www.ab-inbev.com">http://www.ab-inbev.com</a>	Belgium
46	53	Gazprom	43	30	7	13	23	21	13	15	165	156	<a href="http://www.gazprom.com">http://www.gazprom.com</a>	Russia
46	39	Pfizer	39	31	7	19	20	19	13	17	165	168	<a href="http://www.pfizer.com">http://www.pfizer.com</a>	US
48	47	JPMorgan Chase & Co	38	25	9	21	19	11	21	20	164	162	<a href="http://www.jpmorganchase.com">http://www.jpmorganchase.com</a>	US
49		BNP Paribas	31	31	4	20	24	14	21	18	163		<a href="http://www.bnpparibas.com">http://www.bnpparibas.com</a>	France
49	49	Oracle	34	29	7	14	19	20	15	25	163	158	<a href="http://www.oracle.com/">http://www.oracle.com/</a>	US
49	52	Samsung Electronics	36	34	6	20	18	15	14	20	163	157	<a href="http://www.samsung.com">http://www.samsung.com</a>	South Korea
52	47	Apple	34	30	7	17	15	16	16	26	161	162	<a href="http://www.apple.com">http://www.apple.com</a>	US
52	55	Petrobras	24	33	5	23	24	21	17	14	161	155	<a href="http://www.petrobras.com">http://www.petrobras.com</a>	Brazil
52	43	Wells Fargo	38	27	5	15	20	13	18	25	161	166	<a href="http://www.wellsfargo.com">http://www.wellsfargo.com</a>	US
52		Westpac Banking	34	27	6	20	19	12	21	22	161		<a href="http://www.westpac.com.au/">http://www.westpac.com.au/</a>	Australia
56		Citigroup	30	26	10	21	22	14	19	18	160		<a href="http://www.citigroup.com">http://www.citigroup.com</a>	US
57	44	EDF	32	34	4	17	19	17	16	20	159	164	<a href="http://www.edf.com">http://www.edf.com</a>	France
58	56	NTT DoCoMo	34	30	5	14	22	21	14	18	158	153	<a href="http://www.nttdocomo.com/">http://www.nttdocomo.com/</a>	Japan
59	45	GDF Suez	30	33	5	19	22	14	16	18	157	163	<a href="http://www.gdfsuez.com">http://www.gdfsuez.com</a>	France
60	60	Banco Santander	36	25	3	21	22	13	11	20	151	146	<a href="http://www.santander.com">http://www.santander.com</a>	Spain
61		Bank of America	17	19	10	19	17	19	24	21	146		<a href="https://www.bankofamerica.com/">https://www.bankofamerica.com/</a>	US
62	62	Industrial & Commercial Bank of China	44	28	6	18	16	8	5	20	145	144	<a href="http://www.icbc-ltd.com">http://www.icbc-ltd.com</a>	China
63	63	Rosneft	37	29	4	15	23	13	13	10	144	143	<a href="http://www.rosneft.com">http://www.rosneft.com</a>	Russia
64	70	Itau Unibanco	19	28	6	18	18	13	16	23	141	127	<a href="http://www.itaun.com">http://www.itaun.com</a>	Brazil
65		Saudi Basic Industries	36	28	4	9	12	14	13	21	137		<a href="http://www.sabic.com">http://www.sabic.com</a>	Saudi Arabia
66	65	China Construction Bank	37	26	6	13	14	8	16	13	133	134	<a href="http://www.ccb.com/">http://www.ccb.com/</a>	China
67	66	Bank of China	25	23	5	19	15	9	17	19	132	132	<a href="http://www.boc.cn">http://www.boc.cn</a>	China
67	66	Mitsubishi UFJ Financial	36	19	5	15	15	8	18	16	132	132	<a href="http://www.mufig.jp">http://www.mufig.jp</a>	Japan
69	69	PetroChina	27	31	5	15	16	14	10	11	129	128	<a href="http://www.petrochina.com.cn/">http://www.petrochina.com.cn/</a>	China
70	68	China Shenhua Energy	32	32	4	14	19	11	5	10	127	129	<a href="http://www.shenhuachina.com/">http://www.shenhuachina.com/</a>	China
71	71	China Life Insurance	29	27	4	11	17	10	10	18	126	124	<a href="http://www.chinalife.com.cn/">http://www.chinalife.com.cn/</a>	China
72	71	Reliance Industries	26	25	5	17	19	10	6	11	119	124	<a href="http://www.ril.com/">http://www.ril.com/</a>	India
73	73	Sinopec	28	31	2	13	13	9	8	14	118	117	<a href="http://www.sinopec.com">http://www.sinopec.com</a>	China
74	74	CNOOC	27	24	4	10	15	10	7	12	109	109	<a href="http://www.cnoc ltd.com/">http://www.cnoc ltd.com/</a>	Hong Kong
75	75	China Mobile*	25	20	4	16	17	10	1	12	105	106	<a href="http://www.chinamobiletd.com">http://www.chinamobiletd.com</a>	China

\*The 'serving customers' metric is not relevant to this corporate website, so a score has been calculated that does not distort the overall result. © Copyright Bowen Craggs & Co. 2011. Disclosure: Bowen Craggs & Co has acted as a consultant to BP, British American Tobacco, Cisco Systems, Eni, GlaxoSmithKline, Nestlé, Royal Dutch Shell, Procter & Gamble, Siemens and Total in the past twelve months. For more detail, including interactive tables and downloadable Excel files, go to <http://www.bowencraggs.com/ftindex>