

# Is Your Website Best in Class?

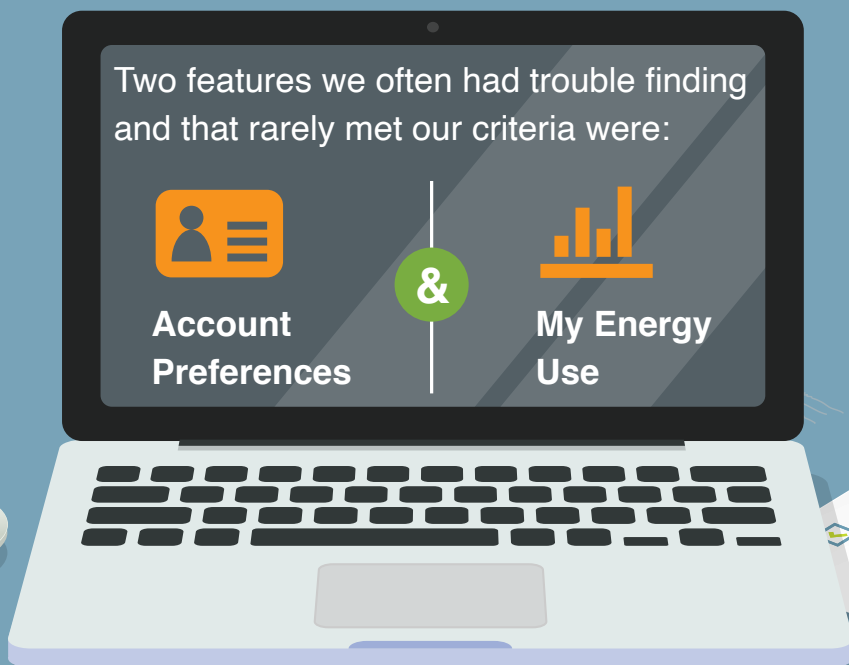
Takeaways from the 2019 Review of North American  
Electric and Gas Company Residential Websites



We reviewed more than 100 utility websites and rated them on  
**functionality, findability, appearance, and content.**  
Here's a taste of our findings.

**Providing plenty of  
features is important,  
but make sure they're  
functional.**

We found **97%** of  
the features we  
were looking for, but  
only **78%** of them  
met our criteria.



**Customers love  
their mobile  
devices, so aim  
for a fully  
mobile-friendly  
website.**

In 2019, **78%** of the  
features we found  
were mobile  
friendly (that is, they  
use responsive  
design or were  
created for use on a  
mobile site).

**Pricing Options  
and Online Bill  
Viewing** were  
the least  
mobile-friendly  
features.

For the 2019 E Source Review of North  
American Electric and Gas Company  
Residential Websites, we updated our  
methodology to provide more-quantitative  
insights into the current state of utility  
websites. What's new for 2019?

- We ran more than 16,000 usability tests for findability.
- We compiled a detailed checklist of the entire utility sector with over 22,000 data points on website functionality and content.
- We asked 1,200 residential utility customers to rate the websites' appearance and design.



Members of the E Source E-Channel  
Service can find recommendations for  
improving specific areas of their website  
via the Utility Website Design Center.

**Where did your utility rank? Find out today!** ➔