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Research flags Standard Life, LGIM websites as unclear

By Alf Wilkinson 19 June 2018

The websites of Standard Life Investments and Legal & General Investment Management have been highlighted in new research as being among the least clear in the asset management industry.

Technology company Visible Thread scanned up to 100 pages of content on the websites of 69 asset managers, considering four parameters for clarity. The company assessed the firms' global corporate websites, although some were US specific.

The study rates websites for readability, their use of the passive voice and long sentences, as well as the density of complex vocabulary.

According to Visible Thread, 98 per cent of the fund manager websites scanned failed to meet “basic standards of readability”. On average the score for readability was 36.22, where a score of 60 would be considered “ideal”.

Standard Life, which had one of the worst scores in the 2016 [edition](#) of the study, ranked last in the table for 2018. LGIM also featured in the bottom five, while Amundi and Santander Asset Management ranked joint 64th.

Of those asset managers, Santander had the poorest score for website readability.

Fergal McGovern, chief executive officer of Visible Thread, says: “The industry still appears to be unable or unwilling to make content more transparent.”

He adds that the lack of clarity persists despite “the EU’s General Data Protection Regulation, Facebook privacy issues [and] a general trend towards client-first policy as a differentiator”.

US asset manager Putnam Investments is ranked first for website clarity, with the best scores for readability and sentence length.

Vanguard also features in the top five and earned the second-highest ranking for readability.

European asset managers featuring in the top 10 were J Safra Sarasin, Dutch pension fund PGGM and La Banque Postale Asset Management.

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