

**KB-RESOURCE.COM**

**IMPORTANT.** This audit covers the above website for the period of September 2020. It was conducted by allowing Accountability Information Management, Inc. (AIM) direct access to the Google Analytics running on the site, as well as a proprietary Code placed on the website by AIM to provide deeper analytics to the publisher (i.e., the companies utilizing the website). AIM is in the business of auditing and verifying data. For information, contact: AIM, 553 N. North Court, Suite 160, Palatine, Illinois 60067.

**PUBLISHER'S STATEMENT.** KB-Resource's mission is quality content aimed at the right people — value propositions that increase the value of content because of the reciprocal relationship they have with visitors. Instead of pre-defined audiences at \$x per thousand, content distribution on KB-Resource.com will determine the audience and its value through SEO. The website's content is comprised of news, case studies, opinions, blog, designer profiles all related to the construction marketplace for companies seeking to solidify their role in the path to specification, purchase and installation.

**PRIVACY.** KB-Resource LLC discloses the information collected on this website and how it is used. This report is based on visitors to [www.kb-resource.com](http://www.kb-resource.com). Specifically, the information in this report is aggregated to provide information on website usage. KB-Resource always reserves the right to release information about visitors, including non-personal information.

KB-Resource believes that the creation, distribution and consumption of content is critical to a company's success. Their goal is to help companies create and distribute valuable, relevant, and consistent content to attract customers. Therefore, their model is based on the number of people they can send back to a source website from theirs -- very different from placing an ad on a website and supposedly get clicks and hits. It is a quality, not a quantity, model – one based on source ROI – not just theirs.

AIM also places a proprietary code on the KB-Resource.com website, which provides superior intelligence to fortify sales and marketing teams with information that they can use. The Code uses proprietary methodology to identify users of this website beyond statistics in traditional Google Analytics data. AIM, as the auditor, controls the Code's output, and delivers to the publisher monthly results. For more information, including marketing ideas, contact the publisher.

<b>NUMBER OF VISITORS</b>	40	This is the number of companies and ISPs that the Code identifies. This number is the monthly universe of visitors that can be identified to this website. (see other side).
<b>PAGE VIEWS BY THESE VISITORS</b>	77	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 2.
<b>FIRST PAGE VIEWED</b>	46	The Code keeps track of the first page viewed by the visitors, and is the same number of times the visitors came to the website. The chart (next page) Key First Pages Viewed lists the top ten landing pages.

**KB-RESOURCE.COM****Sample Companies Who Visited and Consumed Content This Month**

KB-Resource.com draws companies in for a variety of reasons. These are just a few who visited in August and consumed content – the specific content depended on their reasons for the visit. Their position is stated this way: “People are too busy today to read advertising. They look for content that has value. But, producing content with value is getting harder and harder. ‘There’s nothing new under the sun’ is a famous saying. But what’s new to you, is not new to someone else. That is the reason why you must publish all the content you can, wherever you can.”

<https://www.battlecreekhonda.com/>

Battle Creek Honda is an automotive dealer and repair shop providing the broadest selection of Honda vehicles in Battle Creek as well as Kalamazoo, Grand Rapids, Marshall, and Coldwater areas.

<https://www.csmgroup.com/>

CSM Group is a construction management firm with national experience managing projects of all sizes. Based in Kalamazoo, MI, CSM has worked in 26 states across the U.S. and hold Master Services Agreements with two of the nation’s largest global food manufacturers.

<https://www.progressiveae.com/>

Progressive AE is a forward-thinking national architecture and engineering firm that holds itself accountable to delivering strategic results - for our clients, our work, ourselves, and our environment. Based in Grand Rapids, MI, Progressive AE balances human experience, business process, infrastructure and financial performance to ensure spaces, places and systems are giving back.

<https://7genae.com/#intro>

Seven Generations Architecture & Engineering, LLC was founded in 2012 and is a Tribally-Owned, 8(a), Small Disadvantaged, HUBZone business that is wholly owned by Mno-Bmadsen. Mno-Bmadsen is the investment enterprise of the Pokagon Band of Potawatomi Indians. The firm specializes in the Federal, State, Municipal, Commercial and Tribal markets. Every service is provided with a singular dedication to environmental stewardship.

<https://www.queensburyschool.org/>

Queensbury Union Free School District sits in the shadows of the Adirondacks, but it ranks among the top school districts in the Capital Region for academics and fiscal efficiency. More than 3,200 students in grades K-12 attend school on a single campus.

**UNDERSTANDING THE DATA.** This report is provided to you from the publisher to help you understand the creation, distribution and consumption of information on the digital highways. IF you would like more information on their philosophy, contact them directly at: [editor@kb-resource.com](mailto:editor@kb-resource.com).