

KB-RESOURCE.COM

IMPORTANT. This audit covers the above website for the period of October 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. 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.

NUMBER OF VISITORS	89	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).
PAGE VIEWS BY THESE VISITORS	134	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 1.5.
FIRST PAGE VIEWED	99	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.

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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.lilly.com/>

Headquartered in Indianapolis, Lilly is a global health care leader that unites caring with discovery to create medicines that make life better for people around the world. Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism.

<https://www.jhuapl.edu/>

The Applied Physics Laboratory, a not-for-profit division of The Johns Hopkins University, meets critical national challenges through the innovative application of science and technology. Their scientists, engineers, and analysts serve as trusted advisors and technical experts to the government, ensuring the reliability of complex technologies that safeguard our nation’s security and advance the frontiers of space.

<https://www.mntc.edu/>

Moore Norman Technology Center is a public career and technology education center with two campus locations in Oklahoma. They are MNTC is one of 29 technology centers within Oklahoma's globally-recognized CareerTech System.

<https://www.siemens.com/global/en.html>

Siemens AG is a global technology powerhouse that brings together the digital and physical worlds to benefit customers and society. The company focuses on intelligent infrastructure for buildings and decentralized energy systems, on automation and digitalization in the process and manufacturing industries, and on smart mobility solutions for rail and road transport.

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

Novak Construction is a national general contractor and construction management firm based in Chicago. With experience in more than 30 states, Novak built its business on a solid commercial and mixed-use residential foundation.

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.