

**KB-RESOURCE.COM**

**IMPORTANT.** This audit covers the above website for the period of April 2022. 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 on-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>	146	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>	1,015	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 13.81.
<b>FIRST PAGE VIEWED</b>	631	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.

**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 December 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.navy.mil/>

The United States Navy is the maritime service branch of the United States Armed Forces and one of the eight uniformed services of the United States. Bases are located worldwide with the majority spread through out the U.S.

<https://butcherjoseph.com/>

Headquartered in St. Louis, Mo, ButcherJoseph & Co. is an investment bank specializing in M&A advisory services to provide highly customized solutions for middle market companies. They are focused on providing a full spectrum of liquidity options for our clients including traditional M&A, ESOP buyouts and recapitalizations, and debt & capital advisory, all supported by a robust, independent valuation practice.

<https://www.nih.gov/>

The National Institutes of Health (NIH), a part of the U.S. Department of Health and Human Services, is the nation’s medical research agency — making important discoveries that improve health and save lives. The majority of NIH facilities are located in Bethesda, Maryland, and other nearby suburbs of the Washington metropolitan area, with other primary facilities in the Research Triangle Park in North Carolina and smaller satellite facilities located around the U.S.

<https://www.tamu.edu/index.html>

Located in the heart of the Houston-Dallas-Austin triangle, Texas A&M's main campus in College Station is home to more than 69,000 students. Other campuses are in Galveston and Qatar and at the School of Law, Higher Education Center at McAllen, and Health Science Center locations across Texas.

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

The Home Depot, Inc., commonly known as Home Depot, is one of the largest home improvement retailers in the United States, supplying tools, construction products, appliances, and services. The company is headquartered in incorporated Cobb County, Georgia, with an Atlanta mailing address. It operates many big-box format stores across the United States (including the District of Columbia, Guam, Puerto Rico and the U.S. Virgin Islands); all 10 provinces of Canada; and all 32 Mexican states and Mexico City. MRO company Interline Brands (now The Home Depot Pro) is also owned by The Home Depot, with 70 distribution centers across the United States.

**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).