

KB-RESOURCE.COM

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

NUMBER OF VISITORS	134	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	763	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.
FIRST PAGE VIEWED	351	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 May 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.raleighcustomglassandmirror.com/>

Vintage Shutters & Hardware was established in 2012. They have many years of experience in the construction industry either as a builder or in the construction material sales and fabrication business. They provide several areas of top-grade finish products for the building and remodeling industry as well as giving all of the customers the highest level of service possible.

<https://www.boydcorp.com/company>

Boyd Corporation has been in business for over 90 years. It is a world-leading innovator of technologies in material science, engineered material, and thermal management that seal, protect, interface with, and cool our customers’ most critical applications. Boyd architects material innovation, combining technologies in novel ways to redefine the possible.

<https://nmu.edu/>

Northern Michigan University, located in Marquette, Michigan, is a dynamic four-year, public, comprehensive university. NMU has a population of about 7,600 undergraduate and graduate students. It offers over 170-degree programs, including 25 graduate programs. More than 75 percent of NMU’s 300-plus full-time faculty members have doctorates or the highest degree in their fields. They have 1,100 employees.

<https://corporate.mcdonalds.com/corpmcd/our-company>

McDonald’s began as a small drive-in restaurant in San Bernardino, California and has grown into an American icon that proudly serves 63 million customers every day around the globe. McDonald’s strived to lift-up the communities they are in. Their purpose is to feed and foster communities. They do it through their growth pillars, which focus on integral areas of business.

<https://arcadiainc.com/>

Arcadia Inc has been in business since 1930, more than 90 years of service to the architectural and design community. They helped the architectural community complete successful projects by providing high performance windows and doors that stand the test of time. When you Partner with Arcadia it means working with experts who will get to know your challenges and goals. They are known for high-quality, personal service and will visit your office or job site to ensure that you have the right solutions for each project. Made in the USA

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.