

**KB-RESOURCE.COM**

**IMPORTANT.** This audit covers the above website for the period of April 2023. 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>	131	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>	759	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 5.8.
<b>FIRST PAGE VIEWED</b>	321	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 APRIL 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://urbanhomesllc.com/>

Urban Homes, LLC is a custom design-build home builder in the DC/Virginia area. They design, plan and construct under one contract. Urban Homes hires and manages top quality contractors and currently has 3 projects under construction, with one in the planning stage. Urban Homes corporate office is located in Reston, Virginia.

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

Broward County Public Schools (BCPS) is the second largest school system in the state of Florida and the sixth largest in the U.S. With a 2022 student enrollment of over 250,000 students in 330 schools, BCPS includes elementary, middle and high school schools as well as Broward Technical Colleges offering 6,000 industry certifications. BCPS has a diversified student population with a high school graduation rate of 96%.

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

Robert Wayne Footwear started 30 years ago as a one-store operation with only one employee in the Melrose area of Los Angeles. Today Robert Wayne Footwears is a leader in the retail and online footwear business, carrying many popular brands off footwear including, Dr. Martens, Birkenstock, Sperry and others. The company is headquartered in Southern California and is independently owned and operated with many long-term employees.

<https://splitrockhotel.com/>

Split Rock Resort is a four season, family friendly resort destination offering indoor and outdoor vacation experiences. Split Rock Resort is a part of the Bel Air Collection—a unique vacation club that offers guests a collection of experiences and adventures through one of their seven properties located in the U.S. and Mexico.

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

Texas State University, established in 1899 is a public research university with its main campus located in the southern portion of the Austin Metropolitan area of Texas. Texas State has 38,000 undergraduate students and 4,000 graduate students with over 200 bachelor’s, master’s, and doctoral degree programs offered. The university is the only college in Texas that has a U.S. President as a graduate—President Lyndon B. Johnson.

**UNDERSTANDING THE DATA.** This report is provided to you by the publisher to help you understand the creation, distribution and consumption of information on digital highways. If you would like more information on their philosophy, contact them directly at:

[editor@kb-resource.com](mailto:editor@kb-resource.com).