

**KB-RESOURCE.COM**

**IMPORTANT.** This audit covers the above website for the period of July 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>	126	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>	733	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>	283	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 JULY 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.marcone.com/>

Marcone is North America's largest supplier of residential and commercial parts. They provide repair parts and equipment for major OEM appliances, HVAC, plumbing, commercial kitchens, pools and spas. In business for over 150 years, Marcone is headquartered in St. Louis, MO is a multi-billion-dollar enterprise operating out of 200 locations throughout North America

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

Widener University, established in 1821, is a private university in Chester, Pennsylvania. They have three campuses with 3,200 undergraduates and 3,300 graduate students. With a staff of 300+ the university offers 60 programs, including associate, baccalaureate, master's, and doctoral levels. Widener University's focus is on professional leadership development.

<http://www.sycron.com>

Sycron Corporation is headquartered in Grand Blanc, MI and provides technical staffing service to several national clients. Their staffing services include technical staffing, information technology solutions, seat comfort evaluations, vehicle, and product development. In business for over 30 years, Sycron provides high-quality personnel with technical experience through-out the U.S. They currently have offices in several states.

<https://stanfordhealthcare.org/>

Stanford Health Care is part of the adult health care delivery system of Stanford Medicine. They combine clinical care, research, and education to advance the practice of medicine. They promote compassionate and personalized care to meet the needs of their patients. With approximately 18,000 employees they see over 1.2 million out-patient visits per year.

<https://news.aaa-calif.com/>

The Automobile Club of Southern California is located in Los Angeles, CA and is an affiliate of the American Automobile Association (AAA). It is one of the nation's first motor clubs and is the largest member of AAA with almost 8 million members and approximately 16,000 employees.

**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).