

OCTOBER 2024

**KB-RESOURCE.COM**

**IMPORTANT.** This audit covers the above website for the period of OCTOBER 2024. 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 getting 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>	280	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>	947	This is the number of page views that these visitors viewed on the website. The average pages viewed by a visitor this month is 3.4.
<b>FIRST PAGE VIEWED</b>	598	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.

OCTOBER 2024

**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 OCTOBER 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.bc.edu/>

Founded in 1863, Boston College is a private Catholic Jesuit research university and the first institute of higher learning to operate in the city of Boston. With a student population of just over 15,000, Boston College is a leader in liberal arts, scientific inquiry, and student formation.

<https://www.camc.org/>

Charleston Area Medical Center (CAMC) of West Virginia was established in 1972 and is a nonprofit, 1,138-bed regional referral center made up of seven hospitals including a nationally recognized Heart and Vascular, Cancer and Robotic surgery centers. With a medical staff of 1,500+ CAMC is West Virginia's premiere medical teaching facility and strives to provide the best health care to every patient, every day.

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

SpaceX (Space Exploration Technologies Corp.) was founded by Elon Musk in 2001 and is a private company located in Brownsville, TX. SpaceX has made great advancement in rocket propulsion, reusable launch vehicle, human spaceflight, and satellite constellation technology. One of the company’s main goals of SpaceX is to decrease the cost and improve the reliability of access to space.

<https://twincityfan.com/>

Twin City Fan & Blower located in Plymouth, MN is a private global industry-leading designer and manufacturer of custom, semi-custom and standard fans including heavy-duty industrial process fans for the OEM market and commercial exhaust fans for the HVAC market. In business since 1974, their experienced engineering staff and sales reps provide the unique ability to customize fan solutions for the exact application.

<https://tpwd.texas.gov/>

The Texas Parks & Wildlife Department (TPWD) formed in 1963 is a Texas state agency that oversees and protects wildlife and their habitats. The agency is responsible for managing the state's parks and historical areas. The department operates 95 state parks and historic sites, 51 wildlife management areas, eight fish hatcheries, and numerous field offices statewide.

**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).