

Steps to Website Certification

Method 1 – Using an Associate product



Setting the standard

Step 1

Complete, sign and return our Confirmation of Audit Form (CAF) for the selected website to your Account Manager by both email and fax to: +44 (0) 1442 200 705.

This books your audit(s) into our Work Programme queue.

Step 2

Inform your Associate Web Analytics Provider of your audit requirements. We can provide you with our main contacts at the relevant Associate Subscriber if this is helpful.

Step 3

We will then contact your Associate Web Analytics Provider to confirm with them that the data capture (logging) for the selected website and month is in place.

Please note that setting up the data capture is **your** responsibility and, whilst we will work with you, we cannot accept responsibility for this.

Step 4

At the end of the audit period we will contact you and your Associate. You (probably your main technical contact) will need to complete the Web Filtering Rules Statement (FRS) we send you. This is a form detailing internal IP's and other site-specific exclusion rules for invalid traffic.

Step 5

We will then contact your Associate to arrange the supply of the "claim" – a report detailing the metrics to be certified by day (and month if applicable) for the audit period - and the supporting data (the page tag logs).

Step 6

Your Associate will then collate the data and send it to your account on our FTP or SFTP server.

Step 7

Once we have extracted and checked the data, we will add the audit to our work schedule and allocate it to the next available auditor.

Step 8

The auditor will start work and, barring any material audit issues, should have initial findings for you within 15 working days from receipt of both the data and the filtering rules.

Step 9

Separately, our Operations team will request from you a high-res logo, certificate contact information and your Media Owners statement for the draft certificate.

Step 10

Our Operations team will send through the draft certificate for your approval.

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Step 11

You make a decision on publicity and we send the final certificate to you for your approval. If the certificate is to be made public it will be posted to our website and our logo and marketing support information will be sent to you.

Step 12

We can help you with publicity by developing case studies, ABC Group Product Reports (GPR), “Be wise when you Advertise” letters and press release(s).

For more information

Please contact your Account Manager on: +44 (0) 1442 870800 or email: info@abc.org.uk