Steps to Website Certification
Method 2 - Using self-hosted data

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.

Please nominate a main technical contact at this stage. This could be your website host or someone from your own technical team. We will contact this person going forward.

Step 2

Ensure that your main technical contact:

- is aware of the selected audit month;
- is capturing and archiving the raw web server log files for the entire audit month in the required format.

Step 3

At the end of the audit period we will contact you and your main technical contact. 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.

If the audit is a repeat audit, we will send you the filtering rules applied at the previous audit for your approval and confirmation.

Step 4

We will then ask your main technical contact to arrange for the submission to us of your "claim" " – a report detailing the metrics to be certified by day (and month if applicable) for the audit period - and the supporting data (full month's filtered files).

Step 5

You (probably via your main technical contact) send us your data in one of two ways:

- FTP or SFTP it over to your account on our FTP or SFTP server, or
- Burn the data to CD or DVD, or save onto an external hard drive, and send it by post to us.

Step 6

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 7

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 8

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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 9

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

Step 10

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 11

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