

Steps to Website Certification



Setting the standard

Step 1

You (the site) register with us by completing and returning a registration form by fax to us on: +44 (0) 1442 200705 or by email (please scan and return the form) to Steven Garrett whose details are below.

Step 2

Once the pre-audit preparation is finished and the scope of the audit has been agreed, you confirm the audit period (normally one calendar month).

Step 3

Off-site, during the audit period, we analyse sample data, carry out back checks on registered user accounts (if applicable) and browse the site to establish reference data for end-of-period audit checks.

Step 4

We audit the claimed statistics for each metric to be certified (Unique Browsers are the mandatory minimum). These statistics are established by you (or by a third party employed by you). This requires a process of “counting”, also known as web analytics (reporting on a daily basis) to create “filtered data” which contains only records deemed to represent valid Page Impressions in the audit period. These may be derived from the raw web server log files or from page tag logs.

We require you to make available any or all of the data from which the statistics have been derived, and to provide technical assistance so that one of our auditors can confirm counts and examine the underlying data.

Our audit seeks to establish that all statistics reported by you, for the metrics to be certified, are supported by the data. Where raw web server log files are processed to create filtered files we will also verify that the records in the filtered files can be verified back to the original web server log files. Upon completion of the audit, we will require you to keep an archive copy of all the original data supporting the certificate.

Step 5

We produce a certificate for approval by you. The certificate is issued once it has been approved.

Step 6

Certificates are posted on our website together with any appropriate publicity if this is requested by you.

For more information

Please contact your Account Manager or Steven Garrett on: +44 (0) 1442 200747, email: steven.garrett@abc.org.uk