Three ways to achieve ABC certification for your website

Overview

We can work with you to audit your traffic claims for key industry-agreed metrics (the minimum being daily average Unique Browsers) if you capture the supporting data.

This can happen in one of the following three ways:

1) You use a 2-star accredited ABC Associate product

Most of these products are page tagging solutions (e.g. Adobe SiteCatalyst, Webtrends On Demand, Nedstat Sitestat - please see our website: www.abc.org.uk for a full list). We receive the monthly reported "claim" – the figures for each metric you are expecting us to certify for the audit period – and we use the page tag data as the supporting evidence for the audit.

Depending on the size of the logged data involved, we either:

- take the full month's logs or
- sample 3 days of logged data and request a UserID file as well.

We use the sampling method when your site has more than 20 million Page Impressions in the audit month.

We reduce our standard audit fees by 25% if you use a 2-star accredited Associate product.

2) You analyse your web server log files yourself

You use either your own technical resources or your web host's facilities to process the raw web server log files and remove invalid traffic as defined by our Web Audit Rules and Guidance Notes and the latest ABC/IAB Global Robots and Spiders list.

This processing will produce a filtered file for the month and a "claim" – the figures for each metric you are expecting us to certify for the audit period. We analyse your data, exclude the invalid traffic and compare our findings to your claim.

Our standard audit fee applies to this approach.

3) We complete a "counting" audit for you

Use this approach when you do not have the technical expertise or time to process your own data or choose not to employ a web analytics package or service.

You supply us with the full month's raw web server log files for your website (usually Apache or IIS). We then process this data on your behalf (often using IP+User Agent, rather than cookie, as the Unique Browser Identifier). We count your metric totals by filtering your data according to the Industry agreed rules and then auditing the results.

This method needs more work than the two approaches described above and hence we need to charge you for that extra work. Our fee will depend upon the size, format and number of log files provided.

Need more information?

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