



ABC/CAB Web Audit, Google Analytics Comparison

How does an ABC/CAB Web Audit differ from using Google Analytics?

Google Analytics is one of many web analytics tools that publishers can use to understand their website traffic. But with any internal tool it does not help you to understand your competitors, your position in the online landscape or help you to reach more agencies and advertisers with credible audience figures. The ABA Web Audit service uses comparable metrics and industry best practice to provide:

- * **Credibility through Independent 360° Auditing**
- * **Site Rankings**
- * **Visibility to Media Buyers**
- * **Competitive Intelligence**
- * **Press & PR Benefits**

Credibility through Independent 360° Auditing

Google Analytics is a useful free tool that some publishers use to understand their website traffic, however it is open to misuse and misrepresentation, often by accident, with the result that media buyers have become less confident about data supplied from these systems.

For example, a common mistake with Google data is for a publisher to report total traffic, which includes international traffic instead of only Australian traffic, which is often the preferred metric used by Australian media buyers.

This type of issue has undermined the credibility of internal web analytics figures which is why media buyers rely upon independent third parties (such as the ABA) to audit and report credible, comparable and reliable online audience figures.

"The ABA and Nielsen Online partnership is a noteworthy industry development that has the MFA's full support. Not only will it give agencies greater visibility of the long tail but also some reassurance, through the audit process, that the data collection procedure for each publisher conforms to the set guidelines and is reported on a consistent basis allowing direct comparability."

Kerry Field, MFA Digital Sub-Committee Chair and Partner, Innovation, Mindshare

Site Rankings

Google Analytics does not provide any comparability or site ranking capabilities. The ABA's Web Audit service will list your site in Australia's currency for website rankings, **Nielsen Online's Market Intelligence** platform. Over 180 publishers (with more than 800 sites) pay a fee to be measured and listed in Market Intelligence, which is in addition to whatever internal web analytics tools that the publisher may be using. Market Intelligence is currently the agreed currency for website rankings amongst most major website publishers in Australia. For example, on Seek's website (www.seek.com.au) it refers to itself as "Australia's #1 jobsite" – this is referring to its #1 ranking within the Employment category of Market Intelligence.

Market: Australia - Domestic Traffic > By Category Sites (Website data)

Period: Monthly, 01/06/07 - 30/06/07

<input checked="" type="checkbox"/>	Rank	<input checked="" type="checkbox"/> Name	<input checked="" type="checkbox"/> Ave Daily UB	<input checked="" type="checkbox"/> Ave Daily UB %	<input checked="" type="checkbox"/> UB	<input checked="" type="checkbox"/> UA	<input checked="" type="checkbox"/> UB Change %	<input checked="" type="checkbox"/> PI
<input checked="" type="checkbox"/>	-	Employment	246,881	5.30	3,432,093	-	-8.63	157,138,610
<input checked="" type="checkbox"/>	1	<input checked="" type="checkbox"/> seek.com.au	164,384	3.53	2,231,051	-	-9.80	82,129,598
<input checked="" type="checkbox"/>	2	<input checked="" type="checkbox"/> mycareer.com.au	53,769	1.15	994,724	-	-6.48	17,213,697
<input checked="" type="checkbox"/>	3	<input checked="" type="checkbox"/> careeronline.com.au	47,744	1.02	922,216	-	-4.16	14,280,061
<input checked="" type="checkbox"/>	4	<input checked="" type="checkbox"/> jobsearch.gov.au	41,472	0.89	600,072	-	-8.67	40,267,840
<input checked="" type="checkbox"/>	5	<input checked="" type="checkbox"/> jobsguide.com.au	3,473	0.07	58,659	-	-7.53	1,398,160



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Visibility to Media Buyers

Through the ABA's Web Audit service more than 40 media-buying agencies can see your audited website data listed in the media-buying menus which are integrated into their daily processes. Media-buyers can see audited print circulation data published alongside audited website data through the **ABA's eData portal**, showcasing your print and web audiences. The ABA's Web Audit service also lists your site within Nielsen Online's Market Intelligence system which has more than 900 agency logins per month, meaning many opportunities for increased ad sales.

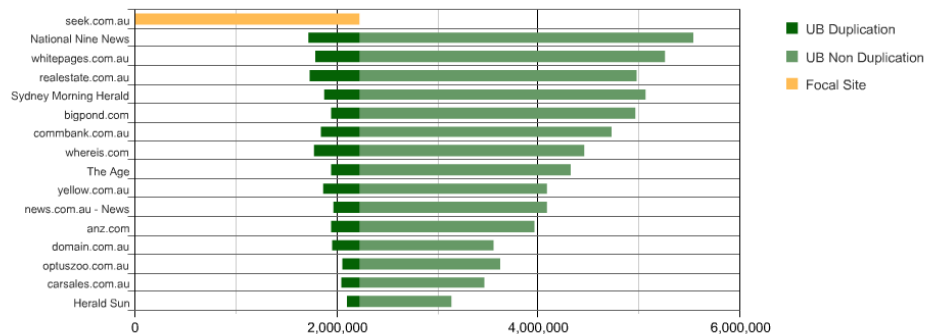
Competitive Intelligence

Nielsen Online's Market Intelligence platform also enables you to compare you website's performance against any other listed website. Not only can you compare audience growth trends but you can also see useful competitive information such as audience duplication and top referring pages for any listed website.

Market: Australia - Domestic Traffic > By Category Sites (Website data)

Period: Monthly, 01/06/07 - 30/06/07

previous month next month



Inclusion in Press & PR

Nielsen rankings are frequently referenced in news publications such as The Australian and the SMH as well as industry publications such as AdNews and B&T, so inclusion in these audited rankings ensures that your competitor's do not have the commercial advantage of extra press coverage.

Audited websites will also be included in any of the ABA's PR activities, publications and monthly newsletters to agency and publisher members. Audited websites will also receive an Audit Certificate verifying website figures alongside print, email and digital publication figures.

Lastly, audited websites can publish their ABA Market Intelligence category ranking on their website. The ABA's website categories are based on the current ABC/CAB consumer and B2B print publication categories therefore websites will be listed in comparable and relevant niche categories.

Example Footer:



StudyNow.com.au: Australia's #1 Education Website*

*as audited by the ABA