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JICWEBS Reporting Standards: Website Traffic

Changes have been agreed to the JICWEBS Website Traffic Reporting Standards. We have updated the latest Reporting Standards – 2011 Version 4 – to incorporate these changes and you can now view or download these from our website www.abc.org.uk.

1. App and mobile traffic breakouts

It is clarified that mobile and app traffic need only be broken out on the mandatory metric of Daily Unique Browsers (for each day and derived daily average for the period).

In addition the implementation date for the mandatory break out of app traffic has been moved back six months from 1 January 2012 to 1 July 2012.

The amendments made to the Reporting Standards are shown below by shading and struck-through text:

B3 CERTIFICATION

B3.1 Minimum Reporting Standards

These are as follows:

- A minimum certification period of a calendar month;
- Certification of the Daily Unique Browser metric totals for each day in the month;
- Certification of the derived Average Daily Unique Browser metric (calculated as per B3.7, Averages).
- A breakout of the mobile traffic included in the above Daily Unique Browser figures and derived Average Daily Unique Browser figure if this represents more than 5% of the total average Daily Unique Browsers for the month.
- ~~From 1 January 2012~~ **From 1 July 2012** a breakout of app traffic included in the above Daily Unique Browser figures and derived Average Daily Unique Browser figure if this represents more than 5% of the total average Daily Unique Browsers for the month.
- ~~[From the May 2011 audit period] If opting for a separate App Traffic certificate, certification of the Daily App Unique Browser metric totals for each day in the month and the derived Average Daily App unique Browser metric (calculated as per B3.7, Averages)~~

Setting the standard



JICWEBS recommend that at least 2 audits are completed annually, each with a minimum certification period of one calendar month. Any longer audit periods must be in units of calendar months.

B3.4.1 Reporting App Traffic

From May 2011:

- Members may choose to report App Traffic at their option.

From 1 July 2012 ~~From 1 January 2012:~~

- Any App Traffic included on an ABC Web Traffic certificate must be broken out if it represents 5% or more of the overall total for average Daily Unique Browsers. This breakout is optional for other metrics.

If App Traffic is certified then the following must also be reported:

- Any Domain(s), URLs or content identifiers used by the App(s) if they form 5% or more of the total traffic.
- The name and version number of the App(s) certified.
- Optionally whether the certified App(s) and/or its content is paid or free at the time of audit.

B3.6 Breakouts of Page Impression Types

If Page Impressions are certified, specific types of Page Impression must be broken out (stated separately) on the certificate. These are as follows:

- Automated Page Impressions if they form 5% or more of the overall Page Impression count
- PDF Impressions (if they are not certified separately as Downloads) if they form 5% or more of the overall Page Impression count.
- ~~Mobile Site Impressions (based on URL) if they form 5% or more of the overall Page Impression count.~~

2. Internal mobile traffic

Due to the practical difficulties in identifying internal mobile traffic, the requirement to exclude it from web traffic claims has been removed.

The shaded text below shows the amendments made to the Reporting Standards.

B2 DATA FILTERING AND EXCLUSIONS

B2.1 Exclusions

You must filter your traffic to exclude:

- Invalid filetypes (e.g. graphics)
- Invalid pushed traffic (e.g. subsiting)
- Invalid User-Agents (e.g. robots)
- Invalid IP addresses (e.g. internal addresses)

- Invalid HTTP transactions (e.g. 302 redirects)

B2.1.4 Invalid IP Addresses

- **All non-mobile traffic generated by internal activity** must be excluded (usually by excluding particular IP addresses or URLs).

Internal activity is defined as traffic generated by users paid (directly or indirectly) to maintain, develop or author the site. This includes activity such as web site development, performance monitoring, or automated broken link detection.

If any of this activity is performed by outside agencies on the site's behalf, this traffic is also deemed to be internal and must be excluded.

- **Traffic generated by non-technical and non-development staff may be included** if the site can demonstrate in an auditable manner that it can differentiate such activity from disallowed internal traffic.
- **The standard internal network IP addresses** (127.*, 10.*, 172.16.* to 172.31.*, and 192.168.*) listed in RFC 1918 (<http://www.ietf.org/rfc/rfc1918.txt>), as well as the IP addresses used by known automated site monitoring tools, must be excluded. A current list of invalid IP addresses is always available from the Technical Area of www.abc.org.uk.
- **Mobile traffic generated by internal activity does not need to be excluded.**

If you have any queries regarding these changes or would like further advice on the certification of Website Traffic please contact your ABC Account Manager, Alan Morrissey (alan.morrissey@abc.org.uk).