

## Advantage: BPA Worldwide



# BPA/Nielsen Online Website Traffic Audit

Leading the World in Media Auditing.













## ✓ Page impressions

## ✓ Unique browsers



## ✓ User Sessions

- A user viewing a site and viewing various pages with less than 30 minutes between pages.

## ✓ Unique browser frequency

- The average number of times a unique browser returns to a site during a reporting period.



## What is Measured (con't)

- ✓ User session duration
  - Amount of time a user spends per session
- ✓ Page duration
  - Amount of time spent per page
- ✓ Executive summary of above





# What is audited

- ✓ Tag Placement
- ✓ Robot/Spider filters
- ✓ Internal traffic filters















