# A Brief Introduction to COUNTER Compliance

## Tracking Usage

<table>
<thead>
<tr>
<th>Count</th>
<th>Exclude</th>
</tr>
</thead>
</table>
| - User-driven usage  
- Valid page requests  
- Content items | - Robot usage  
- Bad page requests  
- Non-content records |

## Delivering Reports

- JSON and tabular formats
- Month-by-month reporting
- Available within 4 weeks
- Year to date PLUS two back years
- Delivered per customer

## Migrating

### New reporting service, same Release

- Offer YTD plus two years
- Try to deliver all data in one report
- Try to move on the first day of a month

### Upgrading to a new Release

- As above BUT with separate reports
- Keep offering the older reports for at least three months

## The Audit Process

1. **Pre-flight**
   - Use the Validation Tool

2. **Initiate**
   - Agree scope  
   - Brief auditor

3. **Audit**
   - Auditor tests  
   - Fixes if needed

4. **Complete**
   - Audit passed  
   - Registry updated

*Allow plenty of time – audits take at least 3 months*