



A portal serving the  
compliance &  
certification industry

[www.standards.org](http://www.standards.org)

The path to certification can be challenging, with no central portal delivering accessible expertise and comprehensive supplier resources. Standards.org provides a single platform, giving the compliance and certification industry a platform for visibility.

### *INTRODUCING STANDARDS.ORG*

Standards.org is an independent London-based organisation that helps businesses and organisations across the world achieve certification and compliance to internationally recognised standards. Standards.org provides supplier resources and comprehensive, accessible information compiled by industry leaders.

Our directories of professional consultants and certification bodies provide a comprehensive and searchable industry resource that makes it easy to find local professionals to support your path to certification.

For organisations within the certification and compliance industry, Standards.org offers global marketing exposure as well as industry news, a jobs board, and a future product roadmap covering new features such as training providers, software vendors, and an industry events calendar.

Our integrated press release platform provides a central media outlet that enables industry organisations to increase their visibility, generate publicity, engage journalists and stay abreast of industry news. The industry jobs board offers organisations the opportunity to advertise job vacancies to a targeted audience.



Standards.org is supported by a management team, an advisory panel – consisting of industry experts representing leading organisations within the certification and compliance industry – and a panel of contributing editors comprising specialists from within the industry who provide content for each international certification scheme.



### *GEOGRAPHIC COVERAGE*

Our content contributors are predominantly from the UK, Europe, and the USA, but our strategic vision is global. With experience in over 25 countries within EMEA and Asia, the Standards.org team understands that standards-related resources can be inaccessible in emerging markets. Promoting established standards in developing countries is among the main aims of the project.

The objective of Standards.org within mature markets is to promote the entire range of international standards. At launch, this list comprises 56 international standards and certification schemes, with another 30 to be added within 12 months.

A strong brand, an experienced team, a powerful database and a results-driven marketing strategy provide the platform from which to grow Standards.org into a valuable industry resource for certification and compliance professionals.

### MARKET REACH

As is the nature of a portal serving both industry professionals and those requiring information or consulting resources, the target audience of Standards.org is diverse: compliance professionals, external consultants, certification bodies and companies seeking certification. Our marketing plan comprises a number of distinct channels that target each of these groups.

To companies seeking certification, our marketing focuses on paid online advertising, along with a sustained organic search engine optimisation strategy. The strength of our content, strategic partners, and database size provides the platform to build Standards.org into a powerful search engine and industry presence within a short timeframe.

An online paid advertising budget will drive between 30,000 and 50,000 monthly visitors to the Standards.org website. The organic search engine traffic should reach similar numbers within 12 months, providing over 100,000 unique monthly visitors searching for resources to aid their path to certification. Our marketing budget is structured to scale up as the project gains traction with consultants and certification bodies, allowing them to benefit from the traffic being delivered.

Shortly after launch, Standards.org will engage a PR team to help establish relationships with industry journals and publications for both launch coverage and long-term partnerships. Partnering sector-specific publications will ensure a broad industry footprint and increased brand awareness.

Standards.org has developed a database of over 5,000 consulting companies from around the world, which will be offered membership and a corporate listing in the consultant's directory. Consultants will gain exposure for job advertisements and press releases through this niche industry portal.

Our database is the most comprehensive of its kind, including over 800 certification bodies and more than 3,200 global branch offices. Standards.org aims to offer a comprehensive, searchable database of all major certification bodies worldwide. Further to listing their offices in the directory, these bodies will be able to use Standards.org to publish news and recruit staff, and will have the opportunity to reach our extensive consultant and supplier databases.

The table below lists the available channels on the Standards.org website and highlights which of these channels will be used, for either information or as an advertising or marketing channel, by our four primary website user groups.

	Standards Information	Provider Directories	Press Releases	Jobs Board	Events Calendar	Display Advertising
Companies seeking certification*	X	X				
Compliance professionals	X	X	X	X	X	
Consultants	X	X	X	X	X	X
Certification bodies	X	X	X	X	X	X

\* Companies without internal compliance resources that are seeking to gain international certification.

## MANAGEMENT TEAM

The senior management team brings a wealth of industry and technical experience to shape the ongoing growth of the Standards.org portal.

The team implements strategic direction in conformity with quarterly feedback from the advisory panel, contributing editors and members.

Individual team-member profiles are available in the corporate section of the Standards.org website.

## ADVISORY PANEL

The advisory panel for Standards.org comprises approximately 30 panel members, including senior compliance managers and senior representatives from leading certification bodies, consultancies and recruitment agencies. The members are listed on the Standards.org website.

Advisory panel members agree to provide quarterly feedback, guidance and direction on the Standards.org website and product roadmap. This feedback, along with the evolving product roadmap, is distributed in a quarterly status report.

## CONTRIBUTING EDITORS

The Standards.org website includes specialist content covering the most popular international standards in accessible language.

This content is provided by professional consultants and scheme owners who ensure that information is updated whenever schemes undergo significant changes. A full list and individual profiles of our contributing editors can be found on the website.

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A global approach to business increases the need for international standardisation. With Standards.org, we can now encourage more companies to achieve this by providing digestible information and supplier resources.

**Wayne Pocket,**  
Commercial Director,  
Standards.org

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## MEMBERSHIP

Standards.org operates on the basis of membership, which is available to certification bodies, consultants, training providers, software vendors, and industry professionals.

There are two levels of membership available – standard and premium. Both levels include a company listing in the relevant supplier directory.

All members have access to the press release platform and jobs board, providing news exposure and helping to fill job vacancies. Members can publish press releases and job advertisements from within their account administration panel on the Standards.org website.

Premium membership includes additional benefits, such as priority search results for your directory listing, and the inclusion of your company logo within your company profile.

Corporate accounts and discounted membership pricing is available to companies with multiple office locations. Please contact us to discuss your individual needs should you wish to manage a central account.

## PRODUCT ROADMAP

Our product roadmap will be continually shaped by feedback from the Standards.org advisory panel and contributing editors – as well as members and website users. Currently, it includes a number of additional features that will be rolled out over the months following launch:

- Directories of software and training providers
- An industry events calendar
- A community discussion platform
- A facility for purchasing and downloading international standards

## MEMBERSHIP

Membership is available to certification bodies, professional consultants, software and training providers, and recruitment consultants. Each level of membership includes a single office listing in the relevant supplier directory. For companies with multiple office locations, please contact us for discounted pricing or to arrange an account.

### CERTIFICATION BODIES

#### STANDARD MEMBERSHIP

- Directory listing with full company profile
- Contact details, email and web address
- List of certifying standards
- Enquiry & quotation request forms

Annual Fee **£199\***

#### PREMIUM MEMBERSHIP

- All Standard Membership features
- Premium search results (appear above Standard Members in search results)
- Display of company logo in profile

Annual Fee **£299\***

### CONSULTANTS & SUPPLIERS

#### STANDARD MEMBERSHIP

- Directory listing with full company profile
- Contact details, email and web address
- Listing of consulting standards
- Enquiry & quotation request forms

Annual Fee **£149\***

#### PREMIUM MEMBERSHIP

- All Standard Membership features
- Premium search results (appear above Standard Members in search results)
- Display of company logo in profile

Annual Fee **£249\***

### PRESS RELEASES & JOB POSTINGS

You can manage press release publication and job postings from within your account panel. Posts are approved by an administrator before being published. Please contact us for bulk pricing or to arrange an account.

#### SINGLE JOB POSTING

- Active for 60 days
- Applications via email, web form or URL

Fee **£125\***

#### FREQUENT USERS

- Contact us for bulk pricing
- Accounts available for large companies
- Multiple editors and discounted pricing across one account

#### SINGLE PRESS RELEASE

- Published permanently on Standards.org
- Indexed in search engines

Fee **£95\***

#### PREMIUM PRESS RELEASE

- SEO Optimised with 2 external web links
- Upload relevant image within release

Fee **£125\***

\* Prices exclude VAT which will be added for customers within the United Kingdom.



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