Regio Online Nederland

Whitepaper

Data Transparency & Measurement Method
Why we measure at the source

REGIO ONLINE
HET REGIONALE NIEUWS VAN NEDERLAND

Introduction

Since October 27, 2025, Regio Online Nederland has been recording reach at the source using AWStats. While browser scripts (such as Google Analytics 4) currently miss 30% to 60% of readers due to privacy settings and ad and script blockers, our server records every actual interaction.

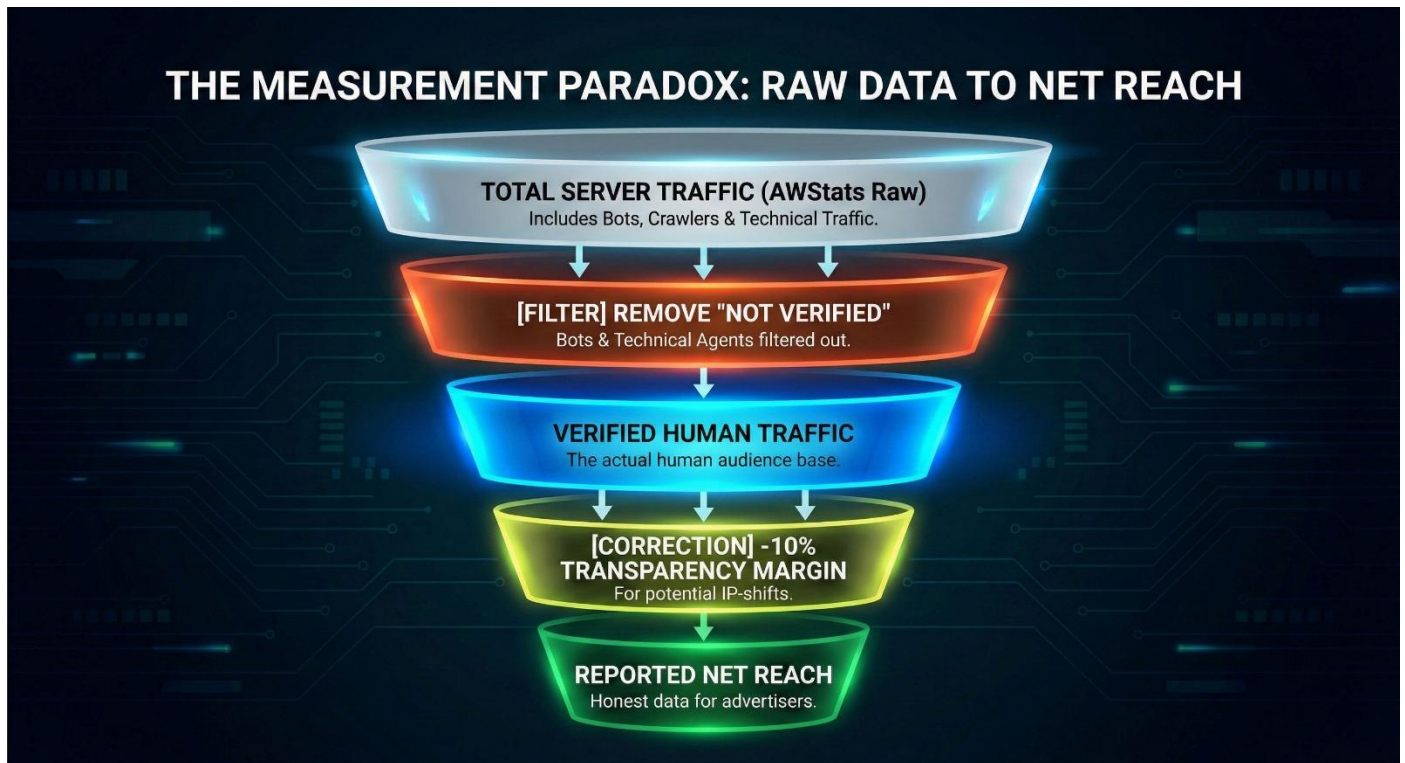## The Measurement Paradox: Why less data holds more value

Figure 1: The data filtering funnel applied by Regio Online Nederland

It seems like a contradiction: why would a platform be proud of a measurement method that shows 'lower' numbers than the market standard? This is the core of **The Measurement Paradox**.

Where standard browser scripts (like GA4) often show polluted data, including bots and crawlers, Regio Online Nederland chooses elimination at the source. The paradox is that by filtering out millions of hits, the actual value of the reach increases exponentially. We trade the illusion of quantity for the guarantee of **verified human reach**. In a market full of noise, the smallest, purest drop at the bottom of the funnel is the only number that truly matters to an advertiser.

The Technique: Clean Filtering

AWStats analyzes log files directly on the server and makes a strict distinction between human interaction and technical activity:

- **Viewed Traffic:** Actual human interaction. In December 2025, our server recorded **110,513** individual IP addresses. Our reports are based exclusively on this verified human data.

- **Not Viewed Traffic:** Technical activity from bots and spiders. These hits are completely filtered out of the reach figures.
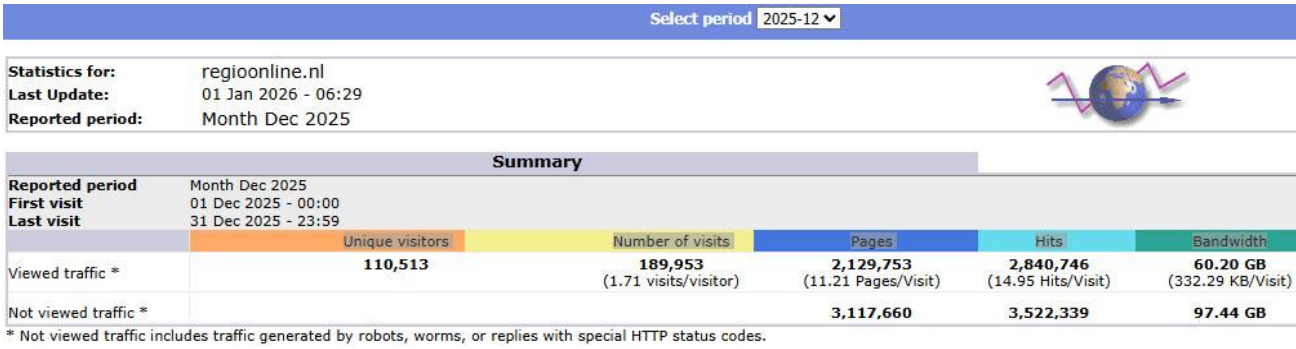
Figure 2: Server registration December 2025 (AWStats). Showing the strict separation between human interaction (Viewed Traffic) and technical bot activity (Not Viewed Traffic).
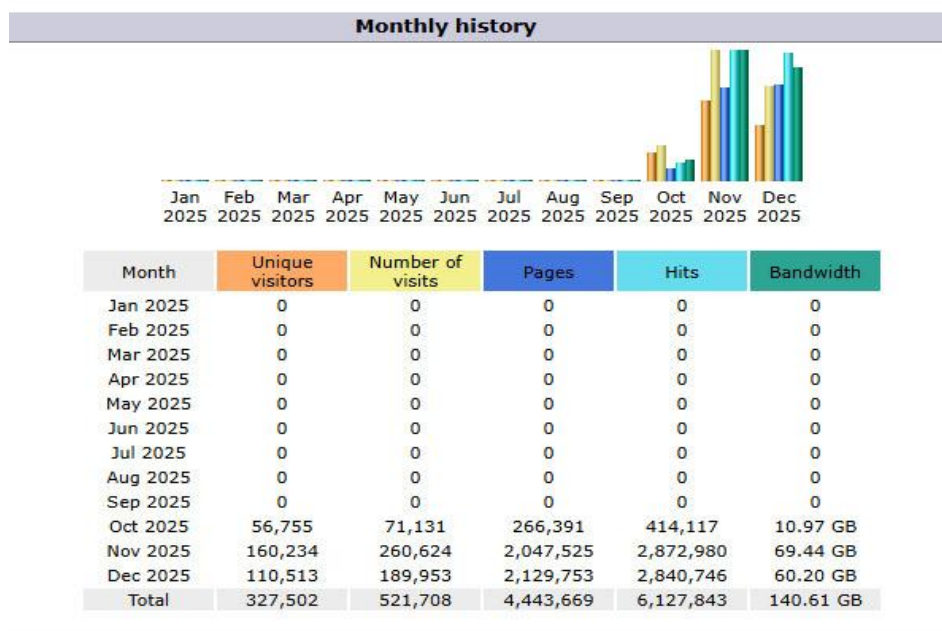

Figure 3: Monthly overview 2025 (AWStats). This table shows registrations starting from the launch of the new measurement method on October 27, 2025.

Technical Nuance: The Reality of IP Measurements

For optimal transparency, we distinguish between the number of registered IP addresses and the actual number of unique visitors. Technical literature acknowledges that factors such as dynamic IP addresses (e.g., mobile switching) and shared IP addresses (via proxy servers) can affect the accuracy of log analysis.

Source 1: IONOS - The limits of IP-based log analysis

Experts and analytics providers apply a standard margin for these factors.

Margin

We apply a conservative **10% correction** to the gross IP figures. A discrepancy of up to 5% is considered the standard 'acceptable threshold' in the industry between different measurement methodologies. To provide completely honest statistics, we chose to double that percentage to 10%.

- Source 2: [Piwik PRO – Understanding data discrepancies (5% threshold)](#)
- Source 3: [Adobe – Discrepancies between tools](#)

Despite this margin, server-side measurement provides a more accurate picture than the current market standard of browser scripts. In 2026, these scripts show a structural underestimation of 30% to 50% due to the blocking of tracking cookies.

- Source 4: [etracker (2024) – Data loss in compliant tracking](#)
- Source 5: [SRAnalytics (2025) – GA4 attribution data loss](#)

Methodological Limitation of External Tools: The Ahrefs Paradox

The true value of a digital platform is not always visible in the algorithms of third parties. The tool **Ahrefs** illustrates this methodological limitation:

- **Estimation vs. Actual Activity:** Ahrefs estimates monthly search traffic at **5,400** visitors. Simultaneously, our server records that the same tool's bot visits the website over **95,000 times per month** for indexing and data collection.

- **Authority Profile:** The tool assigns the platform a **Domain Rating of 51**, based on an organically built backlink profile of **1.3 million** references. This volume confirms the technical relevance of the platform within search engine guidelines.

- **AI Verification:** Regio Online Nederland's content is structurally recognized and used as a source by various Large Language Models (LLMs) and AI systems, underlining the platform's status as a primary source of verified information.
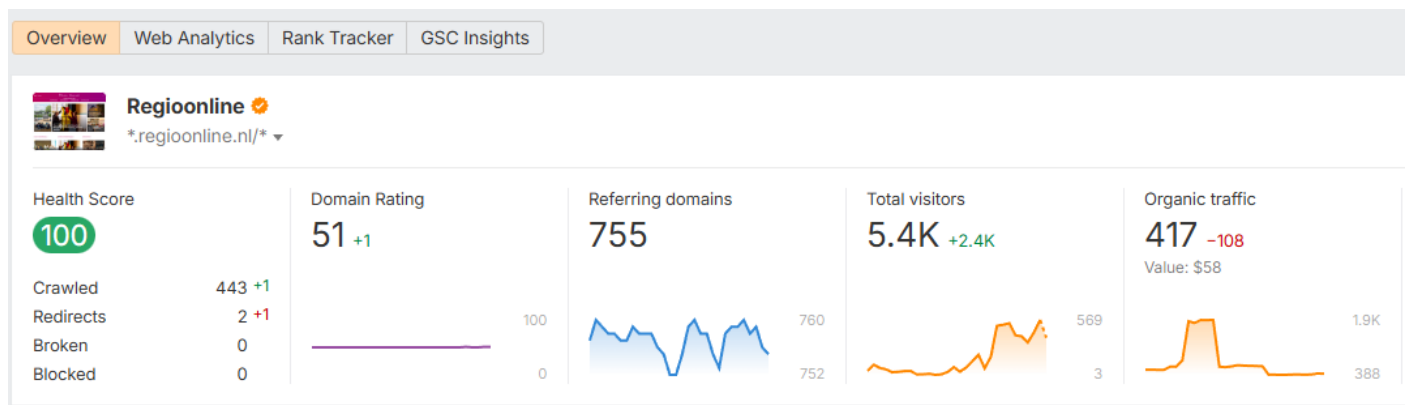

Figure 4: Ahrefs Webmaster Tools. The Health Score of 100/100 and DR51 confirm an optimal technical state and high authority (755 referring domains).

Explaining the Data Gap: Anonymization

The reason why external tools like Ahrefs miss the mark is confirmed by Google Search Console (GSC). Our own data shows that no less than 76.6% of search queries are anonymized.
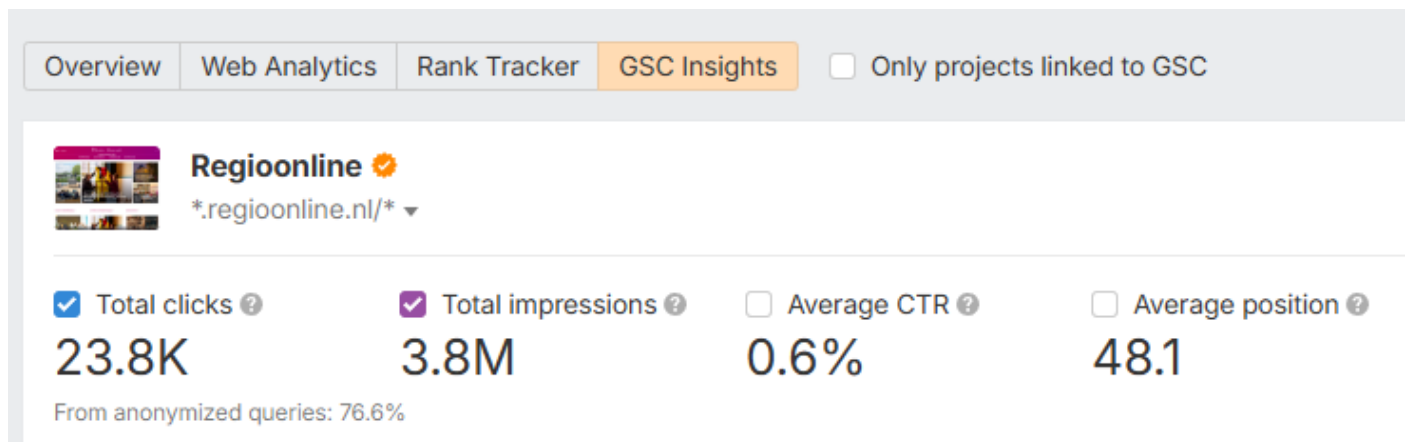

Figure 5: GSC Insights. The data demonstrates that three-quarters of interactions are invisible to external SEO tools, which explains the structural underestimation.

The Conclusive Evidence: Bot Activity

The fact that Ahrefs recognizes the technical value of our platform is proven by their own activity. Their indexing bot visits our server more than **95,000 times per month**. This proves they consider us a highly relevant source of information for their database, even if their calculation model cannot correctly project our actual traffic.

Figure 6: Registered server activity AhrefsBot (period Jan 01 – Jan 18, 2026)

Additional Validation: The Semrush Audit (January 2026)

To test our own server data against the strictest market standards, we commissioned an independent 'Second Opinion' from **Semrush**. This audit confirms the technical superiority of Regio Online Nederland's 'Clean Concept'.

Technical Stability and Error-Free Operation

The audit shows a flawless historical progression. On the most recent measurement date (January 26, 2026), **zero technical errors** were found, supporting the reliability of the server registrations.
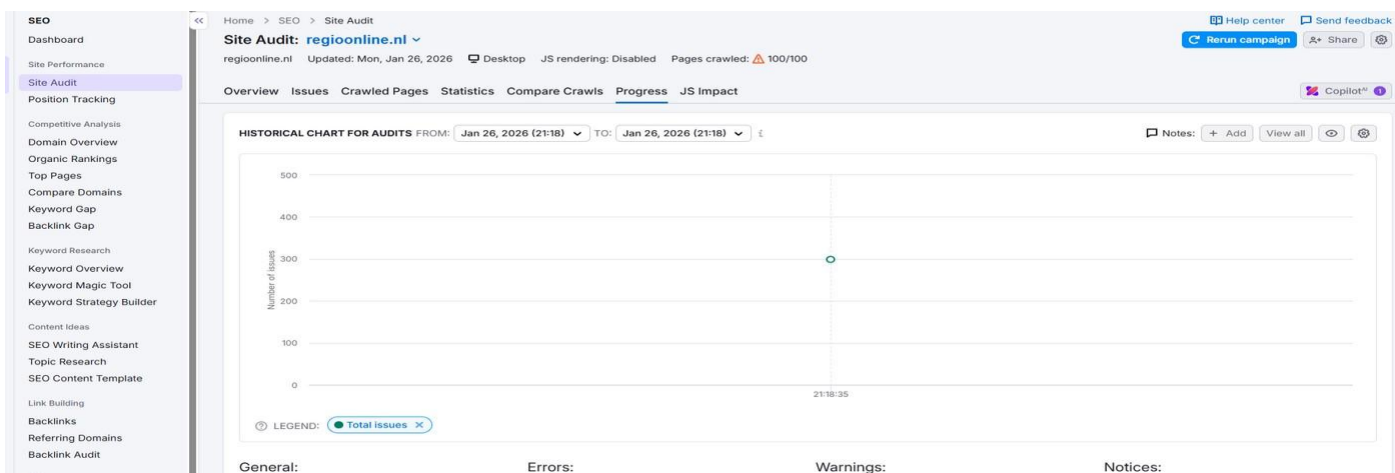

Figure 7: Semrush Historical Chart (26-01-2026). Displaying a stable technical environment with 0 critical errors.

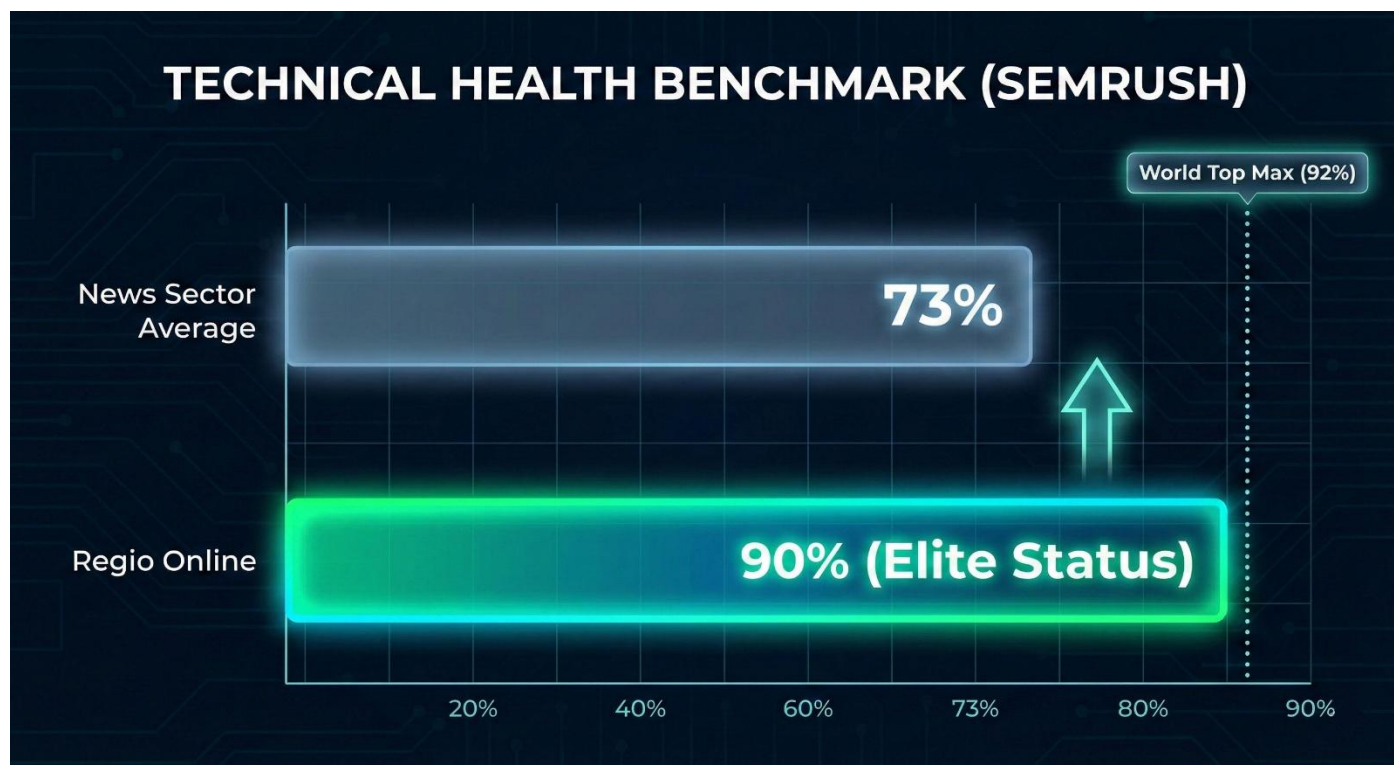## Technical Health Benchmark: The Audit Paradox Unraveled

Figure 8: With a Semrush-measured value of 90%, Regio Online delivers a technically pure site.

In the SEO world, a striking paradox exists: external tools are highly proficient at validating technical foundations but fall short in their ability to project actual traffic. While algorithmic estimates show only a fraction of reality, the technical superiority of Regio Online Nederland—validated by those same instruments—is undisputed.

To put this into perspective: the average in the 'News' sector worldwide is **73%**. The highest score Semrush has ever assigned for Site Health to a website is **92%**. With a score of **90%**, Regio Online effectively belongs to the **absolute global elite** of technically pure websites. This excellent track record guarantees maximum authority and indexing efficiency, regardless of what limited traffic calculation models may suggest.
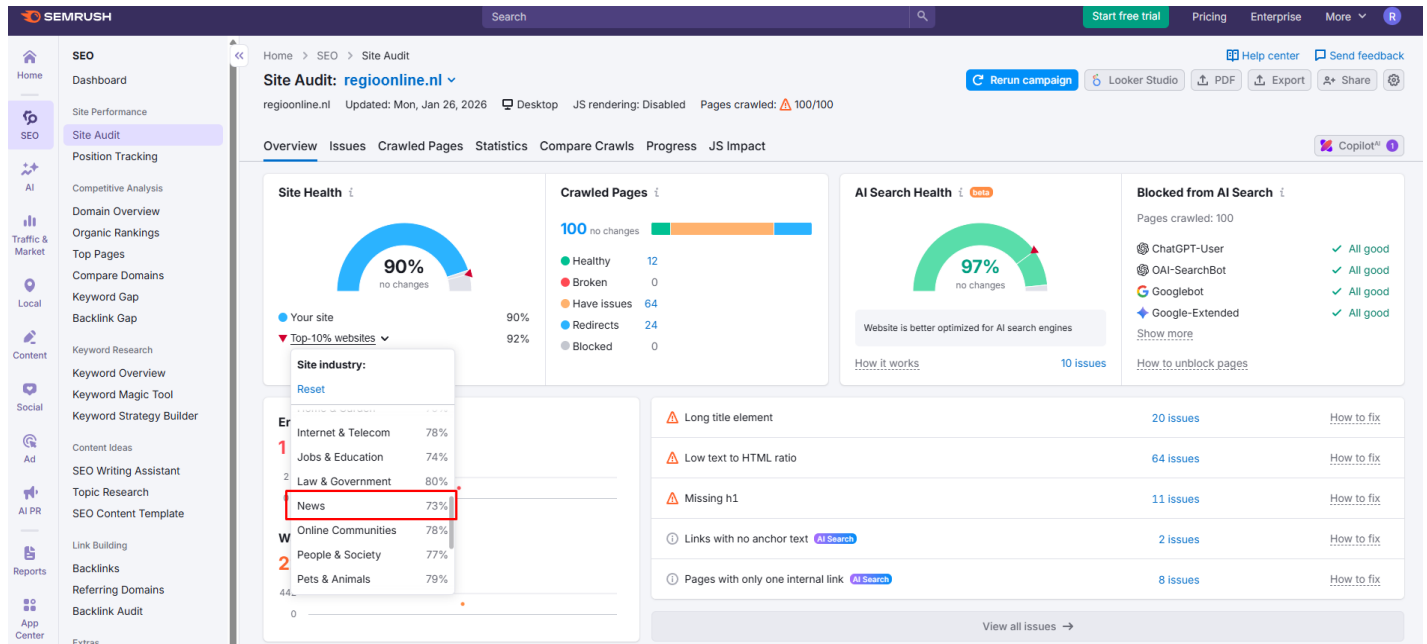

Figure 9: Semrush Overview. Displays the 90% Site Health and 97% AI Search Health, compared to the news sector average (73%).

Evidence of the 'Clean Concept'

Semrush's thematic reports confirm why our platform performs optimally for both readers and search engines:

- **Markup:** 100% (Fully AI- and search engine-ready).

- **Site Performance:** 96% (Extreme speed due to the absence of trackers).

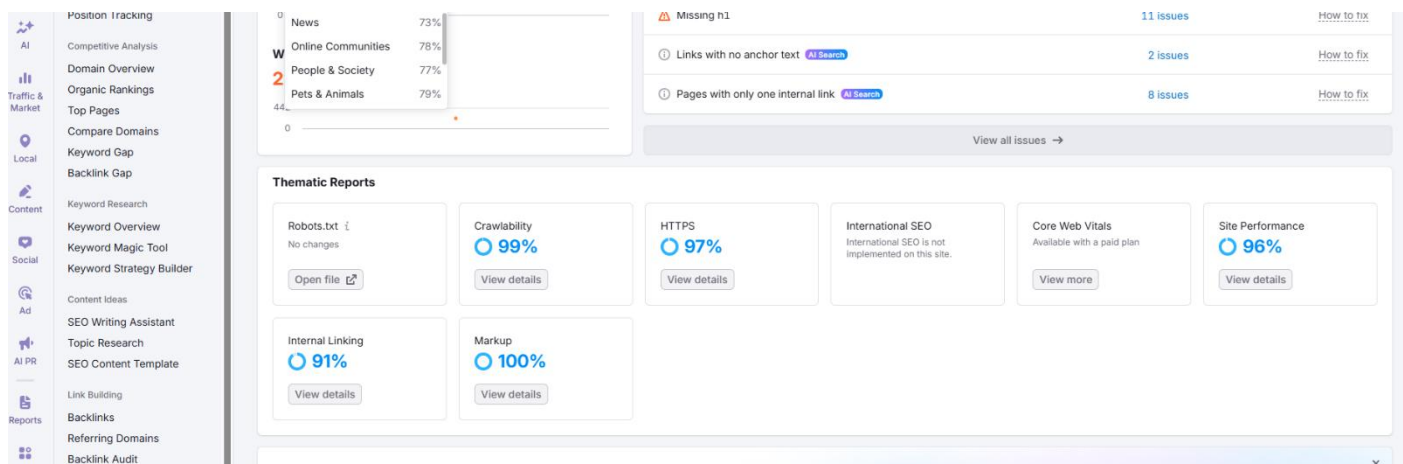- **Crawlability:** 99% (Optimal accessibility for indexing).

Figure 10: Semrush Thematic Reports. Detailed scores for Performance, Crawlability, and Markup.

Conclusion

Regio Online Nederland chooses to measure at the source because log files continue to record data even when scripts are blocked. Taking into account the maximum technical IP margin of 10% (110,513 - 10% = 99,462) and the sustained growth in January 2026 (83,561 in the first 20 days), our platform has a net reach of at least 100,000 unique visitors per month.

Colophon & Accountability

- **Publication:** Whitepaper: Data Transparency & Measurement Method 2026
- **Version:** 1.1 (January 2026)
- **Research & Data:** Editorial Board Regio Online Nederland
- **Composition & Final Editing:** Egbert van den Bosch
- **Contact:** communicatie@regioonline.nl
- **Website:** https://regioonline.nl