

HardisonInk.com

July traffic shows 10,000 unique visitors and one million monthly hits continues for *HardisonInk.com*

Story and Graphic By Jeff M. Hardison © Aug. 8, 2016 @ 11:07 p.m.

THE WORLD -- Readers, viewers and listeners have done it again.

Month	Unique visitors	Number of visits	Pages	Hits
Jul 2016	10,443	24,914	56,896	1,019,290

Once again, the number of unique visitors to *HardisonInk.com* hit the average of 10,000, website owner Jeff Hardison announced on Monday (Aug. 8), and once again there were one million hits.

These are the average numbers for the 6-year-old daily news website that covers news and human interest stories in Levy, Dixie and Gilchrist counties, according to independent third-party robotic measuring programs that are named *Google Analytics* and *cPanel*®.

"The website skyrocketed with numbers during the first four years," Hardison said. "In years five and six, I am seeing a leveling off at 10,000 Unique Visitors and One Million Hits each month. However, I am not going to think there will not be continued growth - just at a less dramatic rate. This year, I am hoping to see more involvement by student journalists from the high schools in the three counties, however I hope for that every year. So, we'll see what shakes loose in that regard."

The month of July 2016 showed the following in the four categories of Unique Visitors, Number of Visits, Pages Viewed and Hits.

UNIQUE VISITORS

There were 10,443 Unique Visitors who went to the site in July.

The first gauge, like all of the measuring devices, shows continual growth in Unique Visitors to *HardisonInk.com*.

Webopedia.com defines unique visitor as "a person who visits a Web site more than once within a specified period of time." Software used for this report can distinguish between visitors who only visit the site once and unique visitors -- who return to the site.

The unique visitor is different from a site's hits or page views -- which are measured by the number of files that are requested from a site. Unique visitors are measured according to their unique Internet Protocol addresses, which are like online fingerprints, and unique visitors are counted only once no matter how many times they visit the site after they have visited it twice.

NUMBER OF VISITS

The Number of Visits in July registered at 24,914.

PAGES VIEWED

The Pages Viewed in July registered at 56,896.

Pages Viewed shows how many different pages the visitors looked at. This website has the Home Page, Police Page, Calendar Page, Business Page, Community Page, Life Page, and the Leisure Page.

That means that people view numerous pages while on the website.

HITS

Hits registered for the website in July were 1,019,290.

What is a "hit?" When a viewer looks at a page, there are elements on the page that register a

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“hit.” For instance, if there are four pictures and four advertisements on a page, then that may equal eight “hits.” Like all of the gauges, this is a measure of traffic.

More people each day use *HardisonInk.com* as a source for information. They return daily, according to the robotic measurement devices. This results from the high quality of service to readers, viewers and listeners.

The website continues to grow in readers, viewers and listeners (the videos have sound). More and more business owners and other individuals are seeing that this is the best site for Levy, Dixie and Gilchrist counties’ daily news. It is also the best medium to advertise.

HardisonInk.com has the *Weather Bug* on the Home Page for all current weather and forecasting needs, including radar and Weather Alerts. It has columns for quilt reports, daily Christian devotionals and more.

This daily news website provides state news on the BUSINESS PAGE and other pages on occasion when it is merited.

ADVERTISEMENT KEEPS IT GOING

HardisonInk.com is visible for free to anyone who can see pages on the Internet. Therefore, people all over the world can view it. This site is subscription-free entirely because of the sponsors. Not only do advertisers help people all over the world see Levy, Dixie and Gilchrist counties, as well as certain aspects of Florida and the United States of America, but those business interests enjoy the most exposure for the least dollars.

"We don't put up winky-blinky ads or pop-up ads on the site," Hardison said. "Our ads don't move around by the minute. All of our advertisers are listed, too, on the advertiser index on the home page."

It's the best daily news and human interest site that covers Levy, Dixie and Gilchrist counties. All of the business owners and other interests who advertise with the site see an excellent return on their investment.

“So the next time you see any advertiser,” Hardison said, “please let them know that you appreciate them sponsoring our site. For the business owners who do not yet advertise here, I think you should. It will increase your net income for the year, because more people will use your product or service. And, this will show you care enough about the Tri-County Area to sponsor the best source for providing people with news.”

Ads cost \$500, \$1,000 and \$2,000 a year. Call 352-493-9950 or send an email to hardisonink@gmail.com for more details.