HardisonInk.com

Readers set new all-time records

Unique Visitors at almost 17,000
Hits at almost 1.25 million

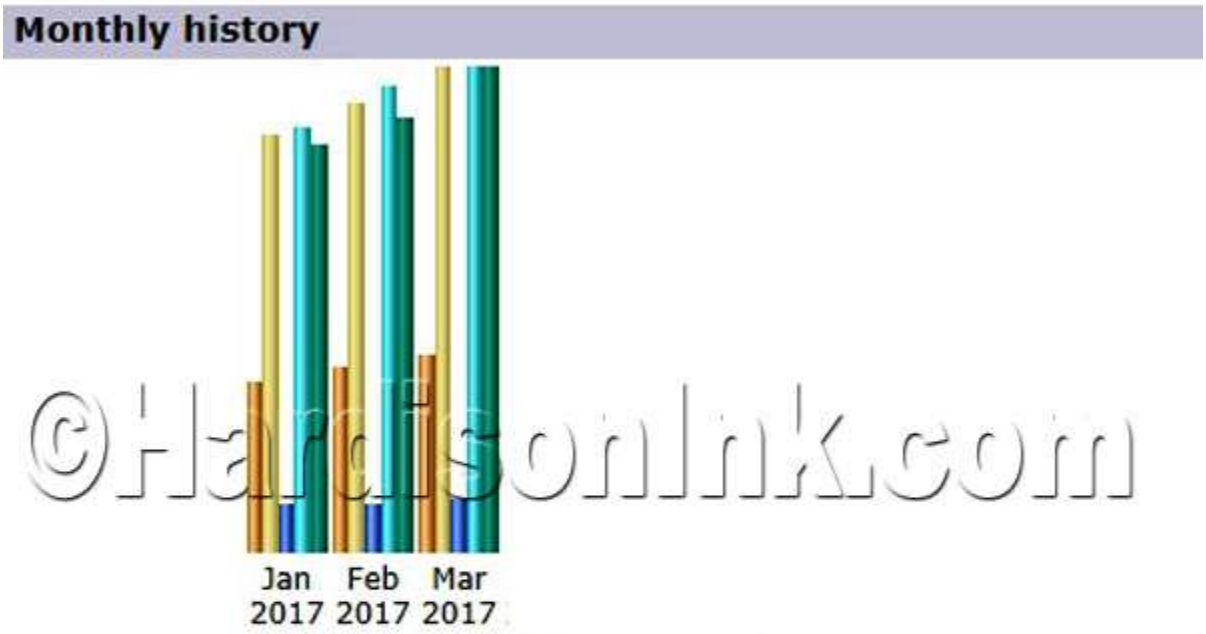
Story and Graphic
By Jeff M. Hardison © April 2, 2017 @ 8:37 a.m.

THE WORLD -- People around the globe set new records for monthly numbers in March for *HardisonInk.com*, according to two separate, independent, third party, automated traffic-registering programs -- *Google Analytics* and *cPanel*.

Upon learning of the latest record-setting figures, Jeff Hardison, publisher and sole proprietor of *HardisonInk.com*, said that first he is thankful to God for all things.

Beyond that, he added, he is thankful for the continued growth, which shows a strong base of loyal readers, viewers and listeners as the daily news website moves forward along its seventh year of existence.

The numbers for March 2017 are shown in the graphic below:



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2017	14,547	35,651	122,214	1,091,473
Feb 2017	15,768	38,115	122,094	1,203,316
Mar 2017	16,758	41,249	133,215	1,247,331

Hardison, a multiple award-winning daily and weekly newspaper writer and editor,

who also now serves people as a publisher and daily news outlet owner, said he is pleased to see more and more individuals visiting the site.

He is not going the way of newspapers that convert to the web, though, in a couple of manners. First, he does not force people to subscribe to see the site. Second, he gives local advertisers preference in placement on the seven pages of the site.

The national advertisements will remain on the bottom of the pages, he said, because local advertisers are better served by being on the right side of the pages and in the body of the pages. The ads for four local Chambers of Commerce are at the bottom of the Community Page.

Following are the figures from the two independent robotic programs for March of 2017.

UNIQUE VISITORS

The first gauge reflects Unique Visitors.

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.

UNIQUE VISITORS

March 2017 -- 16,758 (New All-Time Monthly Record)

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The number of visits is as it says. This is the number of times that these visitors came to pages.

NUMBER OF VISITS

March 2017 – 41,249 (New All-Time Monthly Record)

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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.

PAGES VIEWED

March 2017 – 133,215 (New All-Time Monthly Record)

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What is a “hit?” When a viewer looks at a page, there are elements on the page that register a “hit.” For instance, if there are four pictures on a page, then that may equal four “hits.” Like all of the gauges, this is a measure of traffic.

HITS

March 2017 – 1,247,331 (New All Time Monthly Record -- almost 1.25 million hits)

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“These figures mean there are more people each day who use *HardisonInk.com* as a source for information,” Hardison said. “And they return daily. If your product or service is better than the competitors’ products and services, then you will have better odds of being the manufacturer, farmer or service provider of first choice in any market.”

HardisonInk.com continues to grow in readers, viewers and listeners (yes, 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.

This website is the best medium in this market to advertise, which is proved by annual increased revenue even though the price of ads remains stable since the site's inception.

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, Christian devotionals and more.

HardisonInk.com provides state news on the BUSINESS PAGE and other pages on occasion when it is merited. And there have been national and international stories on other pages, including the HOME PAGE and POLICE PAGE.

CHECK OUT THE NEW ARCHIVE AND LINK TO PAST VIDEOS

The Florida native said his wife is a vital part of the reason for such a high success rate for the website.

"I can't say enough about my wife Sharon Hardison," Jeff Hardison said. "She does so much for me it is incredible. Sharon is the graphic artist who does most of the ads. She is my bookkeeper who provides information for my accountant Fred Thackrey of Pinellas Park. One thing I need to bring people's attention to is our relatively new archive page. Go to any of the seven pages and find the ad for the archive page and click on it.

"A new window will open." he continued. "Just go to the month you want and scroll down. If you see a link that looks interesting, click on it. The newest addition is a direct link to all of the videos that have been published. Just go to the area on the page that says CHECK OUT OUR VIDEOS ON YouTub.com (https://www.youtube.com/channel/UC-O1OVdPjyfjI_PuqYrlY7Q) and click on it. If you see any video you want to watch, click on it.

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 – and in the space station – can view it. This site is subscription-free entirely because of its sponsors. Not only do advertisers help the people in the world (and astronauts in the International Space Station) see Levy, Dixie and Gilchrist counties, but those business interests enjoy the most exposure for the least dollars.

"We don't put up winky-blinky ads or pop-ups in our local ads," Hardison said. "Our local ads don't move around by the minute. And I promote our local advertisers in other places in addition to *HardisonInk.com*."

HardisonInk.com is the best daily news site that covers Levy, Dixie and Gilchrist counties. *HardisonInk.com* is the best place to spend dollars on advertising for any person selling anything to the people of the world, because people all over the world look at this site.