

# HardisonInk.com

## People keep daily news website growth strong; 10-month averages shine in 7th year

By Jeff M. Hardison © Nov 1, 2017 at 1:07 p.m.

**THE WORLD** -- People around the globe have kept *HardisonInk.com* growing in traffic during its seventh year of existence, according to two independent automated traffic-registering programs -- *Google Analytics* and *cPanel*.

Jeff Hardison, publisher and owner 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 sixth year of existence.

The averages for traffic measured during the first 10 months of 2017 show the following:

**Unique Visitors - 15,280 monthly average**

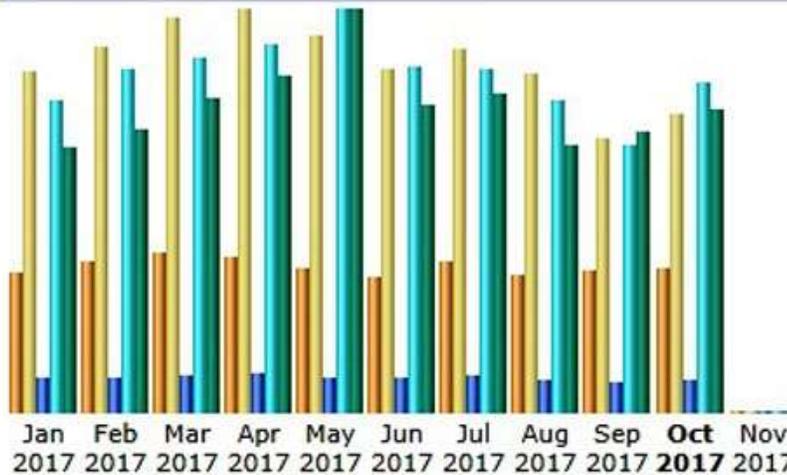
**Number Of Visits - 36,541 monthly average**

**Pages - 120,900 monthly average**

**Hits -1.19 million monthly average**

“Private and public interests recognize advertising in *HardisonInk.com* as being the best return on investment for advertising,” Hardison said. “I will continue to offer companies and individuals opportunities to buy advertising in the best daily news website in North Central Florida.”

### Monthly history



**The numbers for October 2017 are shown in the graphic below:**

Hardison, a multiple award-winning daily and weekly newspaper writer and editor, and now publisher and daily news outlet owner, said he is pleased to see more individuals visiting 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.

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Following are the figures from the two independent robotic programs -- *Google Analytics and cPanel* -- for October 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**

**October 2017 – 15,087**

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

## **NUMBER OF VISITS**

**October 2017 – 31,188**

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**

**October 2017 – 113,552**

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**

**October 2017 – 1,156,163 (a million-plus hits)**

"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 see this is the best site for Levy, Dixie and Gilchrist counties' daily news.

This website is the best medium in this market to advertise, too.

*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.

## **CHECK OUT THE ARCHIVE AND LINK TO PAST VIDEOS**

"I can't say enough about my wife Sharon Hardison," Jeff Hardison said. "She does so much for me it is incredible. Look at our 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. We also have a direct link to videos that have been

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published. Just go to the area on the page that says CHECK OUT OUR VIDEOS ON YouTube.com ([https://www.youtube.com/channel/UC-O1OVdPjyfjI\\_PuqYrly7Q](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 our sponsors. Not only do advertisers help the people in the world (and astronauts in space) 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, as well as everywhere else on the globe.