

HardisonInk.com

People keep traffic high to daily news website; Almost 1.3 million hits in November

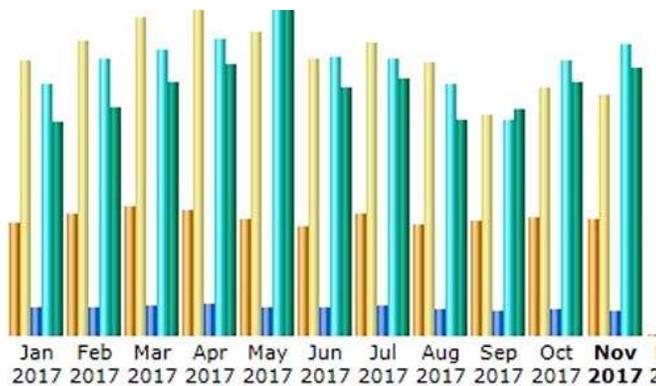
By Jeff M. Hardison © Dec. 2, 2017 at 12:17 a.m.

THE WORLD -- People around the globe continued keeping traffic high for the seventh set of Novembers for *HardisonInk.com*, 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 strong base of loyal readers, viewers and listeners as the 7-year-old daily news website moves forward.

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



This graph reflects data collected from independent automated third-party systems known as *Google Analytics* and *cPanel*. Here are the first 11 months of 2017.

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
Apr 2017	16,345	42,056	134,430	1,287,843
May 2017	15,127	39,290	117,896	1,413,155
Jun 2017	14,153	35,916	121,188	1,215,014
Jul 2017	15,717	37,969	125,634	1,207,941
Aug 2017	14,439	35,368	115,642	1,097,221
Sep 2017	14,858	28,612	103,112	937,022
Oct 2017	15,367	32,043	116,788	1,197,372
Nov 2017	15,025	31,194	108,066	1,268,265
Dec 2017	0	0	0	0
Total	168,104	397,463	1,320,279	13,165,953

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 people visiting the site.

As for the funding for the site which is free for anyone to see, that all comes from advertising. Hardison said he has reason to believe the Dixie County Anti-Drug Coalition is going to join the many annual sponsors.

There are national advertisements, Hardison

conceded, however they will remain on the bottom of the pages.

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; however below that set, like on the other six pages, there are national ads.

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

HardisonInk.com

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

November 2017 -- 15,025

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

NUMBER OF VISITS

November 2017 – 31, 194

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

November 2017 – 108,066

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

November 2017 – 1,268,265 (almost 1.3 million hits)

"These figures show how many human beings each day use their computers, tablets and cell phones to visit *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 is the first choice for thousands of individuals every, single day for seven years now.

The website 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. Business owners understand the return on this investment goes beyond just helping their companies and their customers. By supporting and sustaining this sole proprietor's journalistic enterprise, it shows the world that the American dream does come to fruition.

HardisonInk.com has the *Weather Bug* on the Home Page for all current weather

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and forecasting needs, including radar and Weather Alerts. It has columns for quilt reports, Christian devotionals, investment advice 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. One thing I need to bring people's attention to is our archive page. Go to any of the seven pages and find the ad for the archive page at the lower right 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 YouTube.com

(https://www.youtube.com/channel/UC-O1OVdPjyfI_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 the astronauts 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) see news, sports and human interest stories, photos and videos related to Levy, Dixie and Gilchrist counties, but those business interests that advertise enjoy the most exposure for the least dollars.

The multiple award-winning daily and weekly editor and reporter said his days in print newspapers were all good. However, this website is better than the years he served other publishers who could only put out a paper product once a day, or once to three times a week.

Hardison is please with the websites evolution to where it is today -- including his choice to stay clear of pop-up ads.

"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. And it is the best daily news site for every other part of the globe where it goes when duty calls from those other points for daily news coverage.