

# HardisonInk.com

## Visitors set all-time record at daily news website

By Jeff M. Hardison © Jan. 1, 2018 at 11:07 a.m.

**THE WORLD** -- The number of unique visitors looking at stories, photos and videos on *HardisonInk.com* reached a new record in December as the 7-year-old website continues its growth going into its eighth year of existence, according to two independent automated traffic-registering programs -- *Google Analytics* and *cPanel*.

There were **18,196** unique visitors in December to *HardisonInk.com*, according to these trusted third-party automated measuring devices.

Jeff Hardison, publisher and owner of *HardisonInk.com*, said that first he is thankful to God for all things.

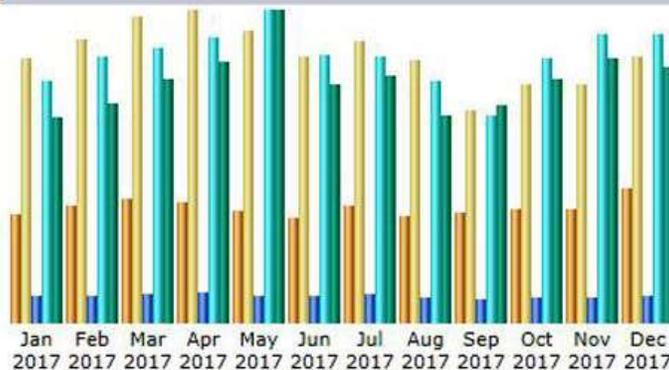
Beyond that, he added, he is thankful for the continued growth, which shows a strong base of loyal readers, viewers and listeners as the daily news website moves forward along toward its eighth year of existence, which starts on Feb. 1, 2018.

Not only is this the best source for daily news, he said, this is also the best platform for advertising because of the traffic to the site.

"Private and public interests recognize advertising in *HardisonInk.com* is the best return on investment for money spent on advertising. This is nice for me to see as well," Hardison said. "I anticipate making offers to companies and individuals to help their businesses enjoy the benefits of advertising in my daily news website."

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

### Monthly history



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	15,348	32,045	111,606	1,304,901
Dec 2017	18,196	35,831	120,215	1,308,951
Total	186,623	434,145	1,444,034	14,511,540

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 every time the monthly reports show that fact.

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 currently are at the bottom of the Community Page.

Following are the figures from two independent robotic programs for December 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

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matter how many times they visit the site after they have visited it twice.

## **UNIQUE VISITORS**

December 2017 – **18,196** (New All-Time Monthly Record, after seven years of continual growth)

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

## **NUMBER OF VISITS**

December 2017 – **35,831**

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**

December 2017 – **120,215**

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**

December 2017 – **1,308,951** (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 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.

## **2017 AVERAGES**

The monthly averages for the 12 months of 2017 in the four categories are shown below:

**Unique Visitors 15,552**

**Number of Visits 36,179**

**Pages 120,336**

**Hits 1.2 million**

## **CHECK OUT THE ARCHIVE**

"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 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 THE VIDEOS.

Videos can be viewed YouTube.com ([https://www.youtube.com/channel/UC-O1OVdPjyfi\\_PuqYrly7Q](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 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

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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.

Advertisements run in various sizes and can be on one page or all seven pages. Ad contracts run for one year. Ads can be changed monthly. Ads can be hyperlinked to other webpages so that when a person clicks on the ad it opens in another window.

The annual prices for ads are \$500, \$750, \$1,000, \$1,500 and there is one \$2,000-a-year ad space available on the Community Page.

Call 352-493-9950 or send an email to [hardisonink@gmail.com](mailto:hardisonink@gmail.com) to learn more about advertising on the MOST VIEWED daily news website in the world for any form of print, broadcast or Internet-based media covering the Tri-County Area of Levy, Dixie and Gilchrist counties (and beyond).