

# HardisonInk.com

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## Website sees a million hits again; *Contests coming in March and April*

By Jeff M. Hardison © March 1, 2018 at 12:08 p.m.

**THE INK PAD** -- "Let's Keep It Great At 8" is the theme for *HardisonInk.com* as it continues in its eighth year of existence.

The number of unique visitors looking at stories, photos and videos on *HardisonInk.com* were high again in February as the 8-year-old website continues its growth, according to two independent automated traffic-registering programs -- *Google Analytics* and *cPanel*.

There were 14,886 unique visitors in February 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 base of loyal readers, viewers and listeners as the daily news website moves ahead.

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."

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 February of 2018.

### **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**

February 2017 – 14,886

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

# HardisonInk.com

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## NUMBER OF VISITS

February 2018 – 29,376

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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

February 2018 – 113,755

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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

February 2018 – 1,136,810 (a million-plus 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.

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## 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

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subscription-free entirely because of our sponsors. Not only do advertisers help the people in the world (and astronauts) 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.

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).

## **CONTESTS IN MARCH AND APRIL**

Hardison said he intends to announce the contest for March on March 10.

"I am very happy about the **March Easter Scramble** contest," he said. "And I am especially thrilled to make this as the first announcement of the name for the April contest. It is going to be named **The Earth Cat Magic Win Contest.**"