

HardisonInk.com

Daily news website shows continued high traffic



Robbie Cooper, owner of Bronson Lube and a charter advertiser with *HardisonInk.com*, grants a request for a photo opportunity on Friday (Aug. 3). Bronson Lube is the place where the fleet of *HardisonInk.com* land vehicles are maintained. The unmanned aerial system (the drone nicknamed *Dragonfly*) is maintained at an undisclosed location. Website owner Jeff M. Hardison asked Cooper to pose next to the *PT Newser* (a 2008 Chrysler PT Cruiser) because the vehicle has four new tires on it, installed by Bronson Lube workers. And this brand of tires is Cooper tires. 'Robbie Cooper is a great businessman, a veteran of the United States Marine Corps and an avid racecar driver. He's not of the Cooper tire group, but he introduced me to those tires for the other PT Cruiser that Sharon and I own. I like those tires on both vehicles. Robbie's not very much for the limelight, but I talked him into letting me take this picture. If a person wants to know where I recommend taking their vehicles for maintenance or repair, I say to take those vehicles to Bronson Lube,' Hardison said.

HardisonInk.com



This view of one of the eight Cooper tires on two of the land fleet vehicles of HardisonInk.com is seen here. This tire is one of the four newest tires.

Story, Photos and Graphic

By Jeff M. Hardison © Aug. 5, 2018 at 9:08 a.m.

THE WORLD -- The number of people looking at stories, photos, and advertising, and looking at and listening to videos on HardisonInk.com continues to show high traffic for the website that is now in its eighth year, according to two independent automated traffic-registering programs -- *Google Analytics and cPanel*.

There were 14,792 unique visitors in July 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 readers, listeners and viewers who visit the site. This strong base of people across the state, across the nation and across the globe help daily news website keep moving forward in its eighth year of existence, which started on Feb. 1, 2018.

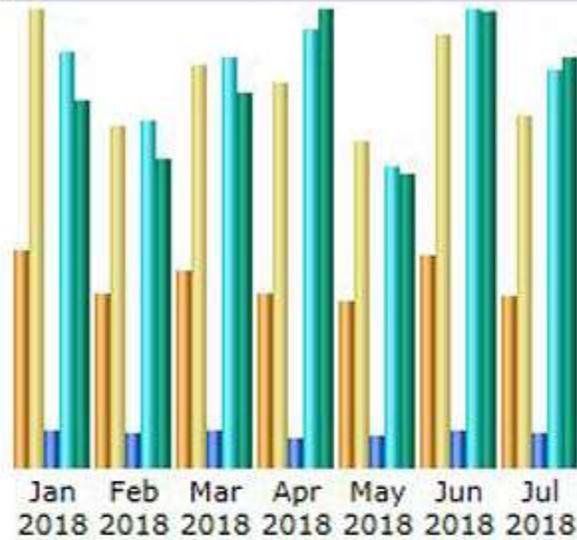
Not only is this the best source for daily news, he said, but this is also the best platform for advertising because of the traffic to the site.

“Private and public interests recognize advertising in HardisonInk.com is the best return on investment for money spent on advertising,” Hardison said.

The numbers for July 2018 are shown in the graphic below:

HardisonInk.com

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2018	18,587	39,185	124,471	1,360,624
Feb 2018	14,886	29,376	113,755	1,136,810
Mar 2018	16,933	34,516	117,081	1,344,307
Apr 2018	14,875	33,084	97,019	1,431,908
May 2018	14,162	28,020	100,323	985,805
Jun 2018	18,090	37,013	116,606	1,497,086
Jul 2018	14,792	30,151	109,092	1,301,124
Total	112,325	231,345	778,347	9,057,664

Hardison, a multiple award-winning daily and weekly newspaper writer and editor, and now an established publisher and daily news outlet owner, said he is pleased to see 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 currently are at the bottom of the Community Page.

"I am potentially going to add the Williston Chamber of Commerce again," Hardison said. "I have provided the board of that Chamber with a proposal. The Chiefland Chamber is currently without a person in its office very much, but if those folks want to reach out, that's great from my perspective."

HardisonInk.com

Following are the figures from two independent robotic programs for July 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

July 2018 – 14,792

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

NUMBER OF VISITS

July 2018 – 30,151

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

July 2018 – 109,092

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

July 2018 – 1,301,124 (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

HardisonInk.com

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-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) 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 Home Page.

Call 352-493-9950 or send an email to 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).