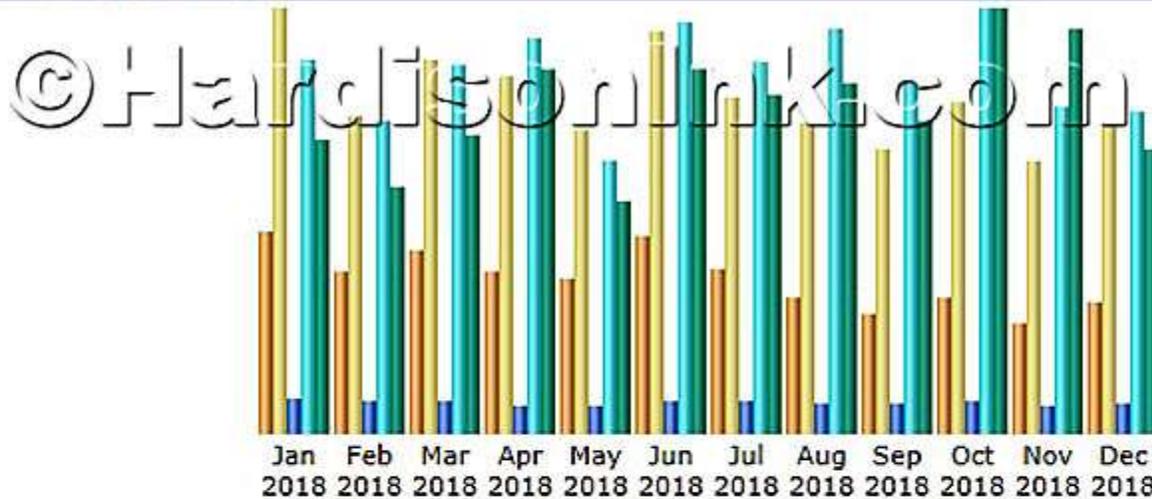


# HardisonInk.com

**2018 shows daily news website attaining 15.7 million hits;**

*New annual record set for HardisonInk.com hits*

## 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	15,071	31,096	111,942	1,347,572
Aug 2018	12,589	28,644	110,106	1,464,724
Sep 2018	10,890	26,281	103,512	1,272,161
Oct 2018	12,417	30,481	116,448	1,541,253
Nov 2018	10,157	25,072	102,242	1,185,801
Dec 2018	12,094	28,350	104,105	1,172,136
Total	170,751	371,118	1,317,610	15,740,187

## Story and Graphic

By Jeff M. Hardison © Jan. 1, 2019 at 9:08 a.m.

**THE WORLD** – During 2018, *HardisonInk.com*, the 8-year-old daily news website has often shown the monthly records of unique visitors, number of visits, pages viewed and hits.

Here is a review of website traffic during 2018 from data collected from two, independent, third-party robotic website traffic monitoring programs – *Google Analytics* and *cPanel*.

People around the globe set a new annual record for hits in *HardisonInk.com*, according to *Google Analytics* and *cPanel*.

The number of hits in 2018 was 15.7 million, or more exactly **15,740,187 hits**. That is a **monthly average of 1.3 million hits**. The high point was in October when there were 1.5

# HardisonInk.com

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million hits and the low point was May, when there were about 986,000 hits.

Upon learning of the latest record-setting figures, Jeff Hardison, publisher and sole proprietor 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 into its ninth year of existence starting on Feb. 1.

The numbers for 2018 are shown in the graphic at the top of this story.

## UNIQUE VISITORS

The first gauge reflects Unique Visitors.

*Webopedia.com* defines unique visitor as "a person who visits a website 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.

Hardison commented on all of the numbers for 2018.

"I was hospitalized for two days in December, due to breaking some bones," he said. "Therefore, I was unable to work on my website. Also, there were three days in May when the robots were not allowed to count traffic as my web host improved security on the site. Also, the May traffic may have been down a bit, because my wife had her hip replaced on May 1 and I served as her care coach for the next six weeks. Sharon was in the hospital for three or four nights, and yet while I was there with her, I used my portable computer to keep the website updated daily."

Despite the loss of numbers, the publisher said he is letting these numbers stand without any asterisks.

"I'm looking forward to **Feb. 1, 2019**," Hardison said, "as *HardisonInk.com* enters its ninth year of existence. The theme of the year is going to be ***Keeping It Fine In Year Nine.***"

## UNIQUE VISITORS

The 12-month total of unique visitors for 2018 is 170,751. That is a monthly average of 14,229 unique visitors.

"I remember one month during the first year," Hardison said, "when I thought 800 was a lot of unique visitors to be touching the website in a month. With a monthly average now in excess of 14,000 computer addresses visiting the daily news website each month, I am confident and proud to sell ads at the same rate that was good when there were only 800 a month. We have not increased the cost for our advertisers who sponsor the daily news website."

## NUMBER OF VISITS

Another measure of traffic is the number of visits.

In 2018, the annual number was 371,118 visits. That's about 31,000 a month.

## PAGES VIEWED

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**.

The annual total was more than 1.3 million pages. The average monthly total was 109,800 pages. There are ads on each page, and the readers see those ads.

## HITS

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.

I noted at the start that 15.7 million hits is a new annual record for the website.

# HardisonInk.com

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All of the measurements combined show the daily news website is continuing to progress and grow each year.

"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 on *HardisonInk.com* 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 the traffic numbers as well as the results seen by sponsors.

*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. And there have been national and international stories on other pages, including the HOME PAGE and POLICE PAGE.

## **[CHECK OUT THE ARCHIVES.](#)**

The Florida native said his wife is a vital part of the reason for such a high success rate for the website.

"I can't say enough about my wife Sharon Hardison," Jeff Hardison said. "She does so much for me, that it is incredible. Sharon is the graphic artist who does most of the ads. She is my bookkeeper who provides information for my accountant Fred Thackrey of Pinellas Park. 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 on the bottom right column 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. **[CHECK OUT OUR VIDEOS](#)** on *YouTube.com*. 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 its sponsors. Not only do advertisers help the people in the world (and astronauts in the International Space Station) 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. *HardisonInk.com* is the best place to spend dollars on advertising for any person selling anything to the people of the world, because people all over the world see it.

Therefore, if Jeff Hardison or our new ad salesperson C.L. Watson approaches you with an opportunity to buy an ad, buy the ad. Thank you, everyone, for making 2018 a very fun and progressive year overall.