

# HardisonInk.com

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## First two months of 2019 show visitors keeping daily news website at one million-plus hits during both months;

### *Keeping It Fine In Year Nine*

By Jeff M. Hardison © March 1, 2019 at 8:39 a.m.

**THE WORLD** – *HardisonInk.com*, the daily news website that started its ninth year on Feb. 1, shows it is Keeping It Fine In Year Nine, with more than one million hits in each of the first two months of this year, according to third-party statistics from cPanel and Google Analytics.

Monthly reports show *HardisonInk.com* remains strong, according to the two independent automated traffic-registering programs.

There were 12,125 unique visitors in January of 2019 to *HardisonInk.com*, according to these trusted third-party automated measuring devices.

There were 10,572 unique visitors in February, which has 28 days rather than 31 days.

Jeff Hardison, publisher and owner of the daily news website, said that first he is thankful to God for all things.

“People ask me how I am,” he said. “I answer that I am happy, or that I am glad. Even with one of my lower left arm bones being broken and held together with a metal plate and screws, and some bones in my wrist being held together with metal pins, I’m still happy.

“Here’s the thing,” he continued. “My orthopedic surgeon told me yesterday (Feb. 28) that the X-rays do not show conclusively that the bones are joining together. He said none of his surgically implanted plates have broken before. So, I’m going to eat a little more ice cream (for added calcium, not just because I like it) and try to be in the sunlight a tad more, and pray for my bones to heal better than they have so far.”

Meanwhile, the injured publisher said he is able to continue covering the news and human-interest stories, primarily focusing on Levy, Dixie and Gilchrist counties (although with no limits for potential coverage area).

“I’m not saying it’s a cake walk,” he continued, “because it never is. Among the many things I thank God for daily, though, are the many people who help me every day. Certainly, there are detractors from my efforts to serve a free society with my daily news website. God will tend to any attempted destroyers now and during the rest of eternity.”

As for January and February, *HardisonInk.com* is Keeping It Fine In Year Nine.

Hardison said he is thankful for the website traffic, which shows a strong base of loyal readers, viewers and listeners as the daily news website moves forward during its ninth year of existence

Not only is this website 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,” Hardison said.

The numbers for January and February 2019 are shown in the graphic below:

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Month	Unique visitors	Number of visits	Pages	Hits
Jan 2019	12,125	32,469	113,269	1,256,741
Feb 2019	10,572	26,816	97,108	1,049,664
<b>Mar 2019</b>	0	0	0	0
Apr 2019	0	0	0	0
May 2019	0	0	0	0
Jun 2019	0	0	0	0
Jul 2019	0	0	0	0
Aug 2019	0	0	0	0
Sep 2019	0	0	0	0
Oct 2019	0	0	0	0
Nov 2019	0	0	0	0
Dec 2019	0	0	0	0
<b>Total</b>	<b>22,697</b>	<b>59,285</b>	<b>210,377</b>	<b>2,306,405</b>

Hardison, a multiple award-winning daily and weekly newspaper writer and editor, and established publisher and daily news outlet owner, said he is pleased with the monthly reports.

The national advertisements will remain on the bottom of the pages, he added, 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 five local Chambers of Commerce (Cedar Key, Chiefland, Dixie County, Williston and the Withlacoochee Gulf Area {Inglis and Yankeetown}) currently are at the bottom of the Community Page.

Following are the figures from two independent robotic programs for January and February of 2019.

## 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

**January 2019 – 12,125**

**February 2019 – 10,572**

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

## NUMBER OF VISITS

**January 2019 – 32,467**

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February 2019 – 26,816

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**

**January 2019 – 113,269**

**February 2019 – 97,108**

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**

**January 2019 – 1,256,741 (1.2 million)**

**February 2019 – 1,049,664 (1 million)**

“These figures show the number of 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, wholesale outlet, retail store owner, farmer or other product or service provider of first choice in any market.”

*HardisonInk.com* continues to serve readers, viewers and listeners (yes, the videos have sound).

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. (Except there is an increase in the cost of short-term ads now.)

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.

## **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 the archive page. Go to any of the seven pages and find the ad for the archive page at the bottom of the ads on the right side. 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.

## **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 International 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 and human-interest stories from Levy, Dixie and Gilchrist counties (and elsewhere), but those business interests enjoy the most exposure for the least dollars.

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"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 beyond).

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 each of the seven pages. Two are available as of this minute (March 1, 2019 at 8:39 a.m.).

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).