

HardisonInk.com

March results mirror daily news website's continued success

Story and Graphic

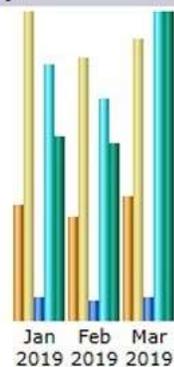
By Jeff M. Hardison © April 3, 2019 at 10:09 a.m.

THE WORLD – During 2018, *HardisonInk.com*, the 9-year-old daily news website, showed an impressive monthly record of unique visitors, number of visits, pages viewed and hits.

With the conclusion of the first quarter of 2019, the daily news website continues showing traffic that is impressive and attractive to advertisers.

Here is a review of website traffic during March of 2019 from data collected from two,

Monthly history



Month	Unique visitors	Number of visits	Pages	Hits
Jan 2019	12,125	32,469	113,269	1,256,741
Feb 2019	10,837	27,705	100,111	1,087,282
Mar 2019	13,100	29,716	109,777	1,513,479
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
Total	36,062	89,890	323,157	3,857,502

independent, third-party robotic website traffic monitoring programs – *Google Analytics* and *cPanel*.

The number of hits in March was 1.5 million, or more exactly 1,513,479 hits. That is higher than the 2018 monthly average of 1.3 million 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 reading and viewing of stories, photos and videos, which shows a strong base of people as the daily news

website moves forward along into its ninth year of existence, which started on Feb. 1.

The numbers for March of 2019 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

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after they have visited it twice.

“I’m looking forward to every second in 2019,” Hardison said. “As *HardisonInk.com* never breaks stride ninth year of existence, the theme this year is ‘Keeping It Fine In Year Nine.’”

UNIQUE VISITORS

The March total of unique visitors 13,100.

“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 amount this most recently past month in excess of 13,000 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 March, the number was 29,716 visits.

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 monthly total pages viewed in March was 109,777. There are ads on each page, and the readers see those ads.

HITS

The March total of hits was 1.5 million.

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.

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

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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 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.