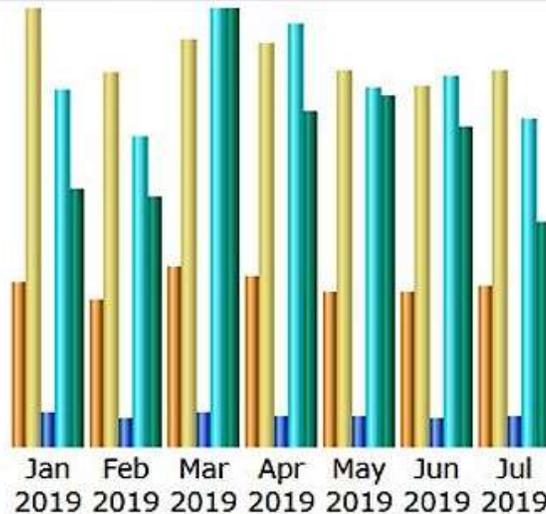


HardisonInk.com

7-Month averages reflect 9-year-old website's traffic;

'Keeping It Fine In Year Nine'

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	13,307	30,242	112,087	1,539,224
Apr 2019	12,463	29,820	107,773	1,482,302
May 2019	11,434	27,833	107,075	1,260,540
Jun 2019	11,479	26,744	94,074	1,307,876
Jul 2019	11,828	27,798	103,000	1,149,018

Story and Graphic

By Jeff M. Hardison © Aug. 1, 2019 at 9:39 a.m.

THE WORLD – The average of numbers for the first seven months of website traffic in 2019 reflect that *HardisonInk.com*'s level of traffic on the daily news website is "Keeping It Fine In Year Nine," owner and publisher Jeff M. Hardison said Thursday morning (Aug. 1).

While *HardisonInk.com*, the 9-year-old daily news website, again showed an impressive monthly record of unique visitors in July, the averages for the number of visits, pages viewed and hits in the first seven months of 2019 add up to reflect the reason advertisers see a return on their investment in the venture, the businessman noted.

The daily news website continues showing traffic that is impressive and attractive to advertisers, maintaining an average excess of one million hits a month, and an average unique visitor rate of 11,900.

A review of website traffic during July of 2019 from data collected from two,

HardisonInk.com

independent, third-party robotic website traffic monitoring programs – *Google Analytics* and *cPanel* – mirrors why this is the place for the most return on investment in advertising dollars.

The number of hits in July was 1.1 million, or exactly 1,149,018 hits.

Upon learning of the latest 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, 2019.

The entire enterprise, he added, is able to exist thanks to the many interests who advertise here.

The website traffic numbers for July of 2019 are shown in the graphic at the top of this story.

UNIQUE VISITORS

The first gauge of how many people look at the daily news website 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.

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

The July total of unique visitors 11,246. The average number of unique visitors every month for 2019 is 11,900.

“I remember one month during the first year, nine years ago,” Hardison said, “when I thought 800 was a lot of unique visitors to be touching the website in a month. And it was, back then.

“With an average monthly amount at almost 12,000 computer addresses visiting the daily news website each month in 2019,” he continued, “I am confident and proud to sell ads at the same rate that was good when there were only 800 unique visitors a month. For nine years, we have kept ad costs the same for our advertisers who sponsor the daily news website – except some forms of short-term ads, like for special events and elections.”

NUMBER OF VISITS

Another measure of traffic is the number of visits.

In July, the number was 27,798 visits. The average for the first seven months of 2019 is 28,944 or almost 30,000.

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

HardisonInk.com

Page and the Leisure Page.

The monthly total of pages viewed in July was 103,000. There are ads on each page, and the readers see those ads. The average for the first seven months of 2019 is 105,000.

HITS

As noted, the July total of hits was 1.1 million. The average number of hits for the first seven months of 2019 is 1.3 million hits per month.

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 be the best place for business interests and others to buy ads.

"These figures mean there are more people each day who use *HardisonInk.com* as a source for information, including what is advertised," 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," he added.

HardisonInk.com continues to grow in readers, viewers and listeners (yes, most of the videos on *HardisonInk.com* have sound). Business owners and other ad purchasing interests know this is the best site to visit for Levy, Dixie and Gilchrist counties' daily news.

And on this daily news website, there are other points of news and human interest stories, photos and videos that are covered beyond the Tri-County Area focus.

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, articles about investing, Christian devotionals and more.

HardisonInk.com provides state news on occasion as well. And there have been national and international stories on this daily news website.

CHECK OUT THE ARCHIVES.

Jeff M. Hardison, who was born in St. Petersburg, Florida, and has lived in every region of Florida except the Panhandle, said his wife Sharon Hardison is a vital part of the reason for such a high success rate for the website.

"I can't say enough about Sharon," 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 County. One thing I need to bring people's attention to is our archive page, which she also maintains. 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. 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.

HardisonInk.com

Therefore, people all over the world – and in the International Space Station – can view it.

For the local business interests that buy ads, with a focus on the Tri-County Area of Levy, Dixie and Gilchrist counties, people who live or visit these areas are the people who see the site the most often.

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.

The daily news website owner noted how this site is better than daily or weekly newspaper websites, or TV or radio websites, or social media websites.

"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 in this part of Florida, as well as all over the world see it.

Ads bought on *HardisonInk.com*, the owner added, help support a free press, which supports a free nation.

Buyers can purchase ads to help their business or other interests, and while they enjoy those results, he said, they can feel comfort in knowing they are helping a business owner who is a 1984 University of Florida College of Journalism and Communication graduate who majored in newswriting and editing, and minored in psychology.

Hardison has decades of credentials and awards earned at weekly and daily newspapers as a reporter and as an editor, including two Investigative Reporting awards from the Florida Press Association, one for Community Service, one for Environmental Reporting, one for Best Front Page Layout, one for Best Use of Full Color, as well another award from the Florida Press Club, and scores of letters of gratitude from people and institutions.

Hardison wants ad buyers to know he and his wife are very grateful to them for being part of the whole of investors in American freedom, by their sponsoring *HardisonInk.com*.

"Our cats are thankful, too," he said, "because those ad dollars are what helps buy cat food, litter and veterinarian services. **Meow!**"