



Gardner MAgazine



Gardner Magazine—part of WebTech Online, 39 Orchard Ln., Templeton, MA 01468 (978) 632-6324 WN12.com



Gardner Magazine (GardnerMagazine.com and GreaterGardner.net) has served Gardner Massachusetts and 18 surrounding communities since 2000, with over 20 years of service to the Greater Gardner area. Gardner Magazine is part of WebTech Online (of Templeton MA) with a network of Community Sites.

Since the inception of this site, we have seen the emergence of incredible high speed internet in most households and on most smartphones. This has allowed us to expand our extensive Photo Galleries, Video, Audio, Games and other multimedia offerings. Our core mission of providing Community Resources is unchanged.

Around the Towns

Our Around the Towns section contains individual pages on 19 communities with information on 7 Day Weather Forecast, Community Facts, Government, Schools, Organizations, Interactive Map, Local News and information, Town Photos, and links to other resource pages including external town information and external searches. See our Coverage Map for towns we cover. FitchburgLeominster.net covers the Twin City area.

In the Community

Gardner Magazine's In the Community section covers Area Attractions, Area Photos, Churches, Clubs and Organizations, Driving Tour, History, Hotels and Motels, Jobs, Map of Gas Prices, Interactive Map, Movie Theaters, *our exclusive and popular* Moving to the Area page, On this day in history, Pet finder, Photo pages, Schools, Today's Features, and a Visitor's Guide and Map.

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Local—State—U.S._World News

Gardner Magazine uses various resources to aggregate a large amount of news. Our home page has an overview of Local, State, U.S., and World News, but our news section is more extensive with our popular All Sports page covering sports including Major League Baseball, Pro and College Football, Pro and College Basketball, Hockey, and Professional Golf. Other news pages include Around the World, Greater Gardner Weather Center with several weather sources, Jobs page, Lifestyle and Entertainment, Live Audio Channels, Live Video Channels, Massachusetts News, National News, Real Estate search, Technology, Weather around the Region, and World News.

Resources

This section is incredibly fun. Top quality games, How to Videos, Numerous photo galleries including Comic Pix, Famous Art, Gallery of Trains, National Landmarks, National Parks, Scenic Photos, Virtual Animal Park and Zoo, Virtual Aquarium, Virtual Aviary, Virtual Cruise Night, Virtual Flower Garden, and the World Photo Gallery.

Other pages include a Comics Guide, Fantasy Animal page, Historical Audio, Live Audio Channels, Live Video Channels, Real Estate, Regional Videos, Road Map, Satellite Map, and Vintage Radio.



Public Service

Gardner Magazine's Public Service section salutes those involved in public service and profiles local public service organizations. We offer an Editorial page with opinion on local issues, a Massachusetts Debt Clock, and a U.S. Debt Clock.

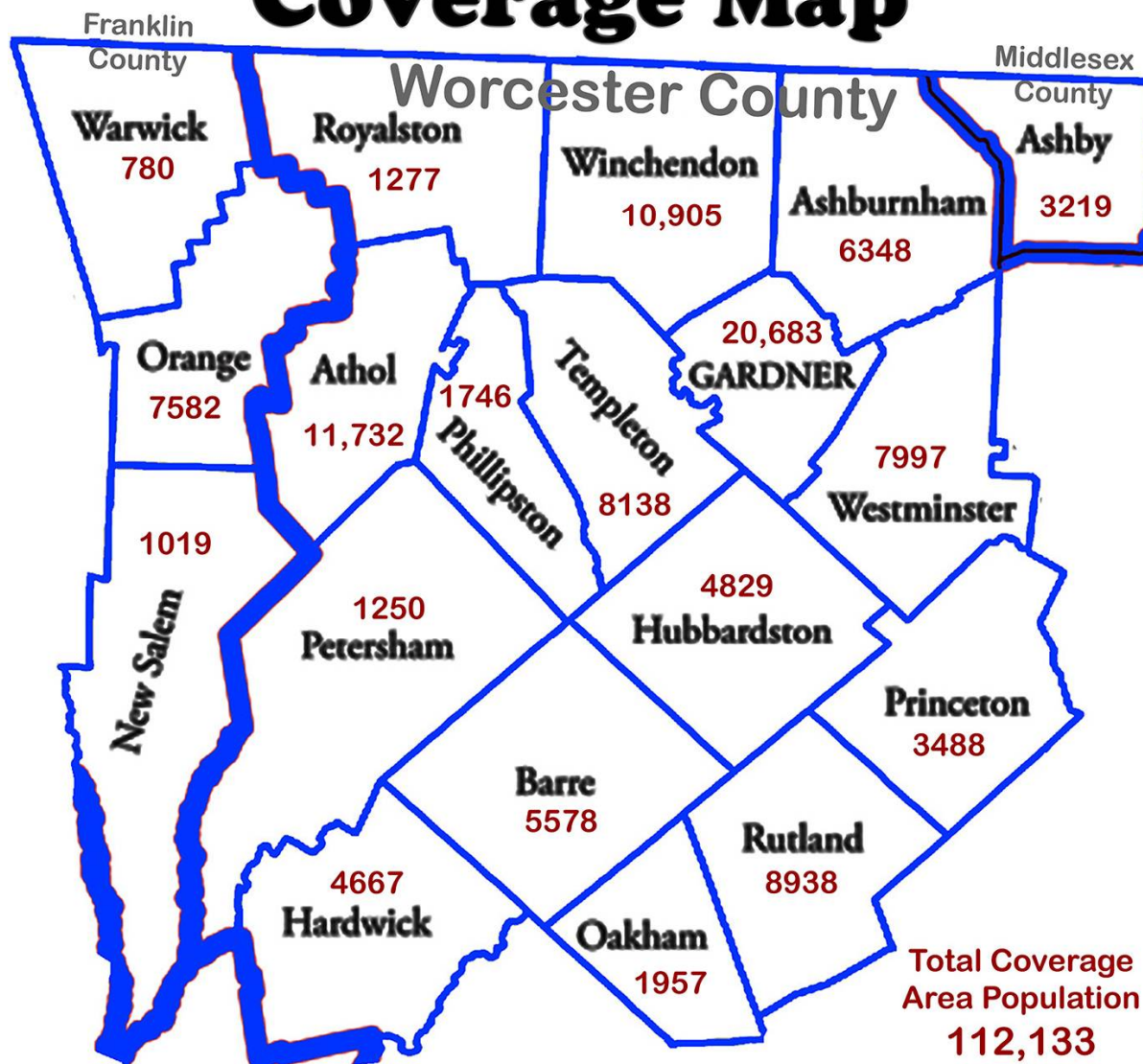
Directory

Our Directory includes a legacy listing of Gardner MA business phone numbers from today and years ago as well as a current directory of Gardner Magazine advertisers. Advertise in our Directory or place a Banner ad.

Gardner Magazine is proud to have in our third decade of service to the
Greater Gardner area. (since 2000)



Coverage Map



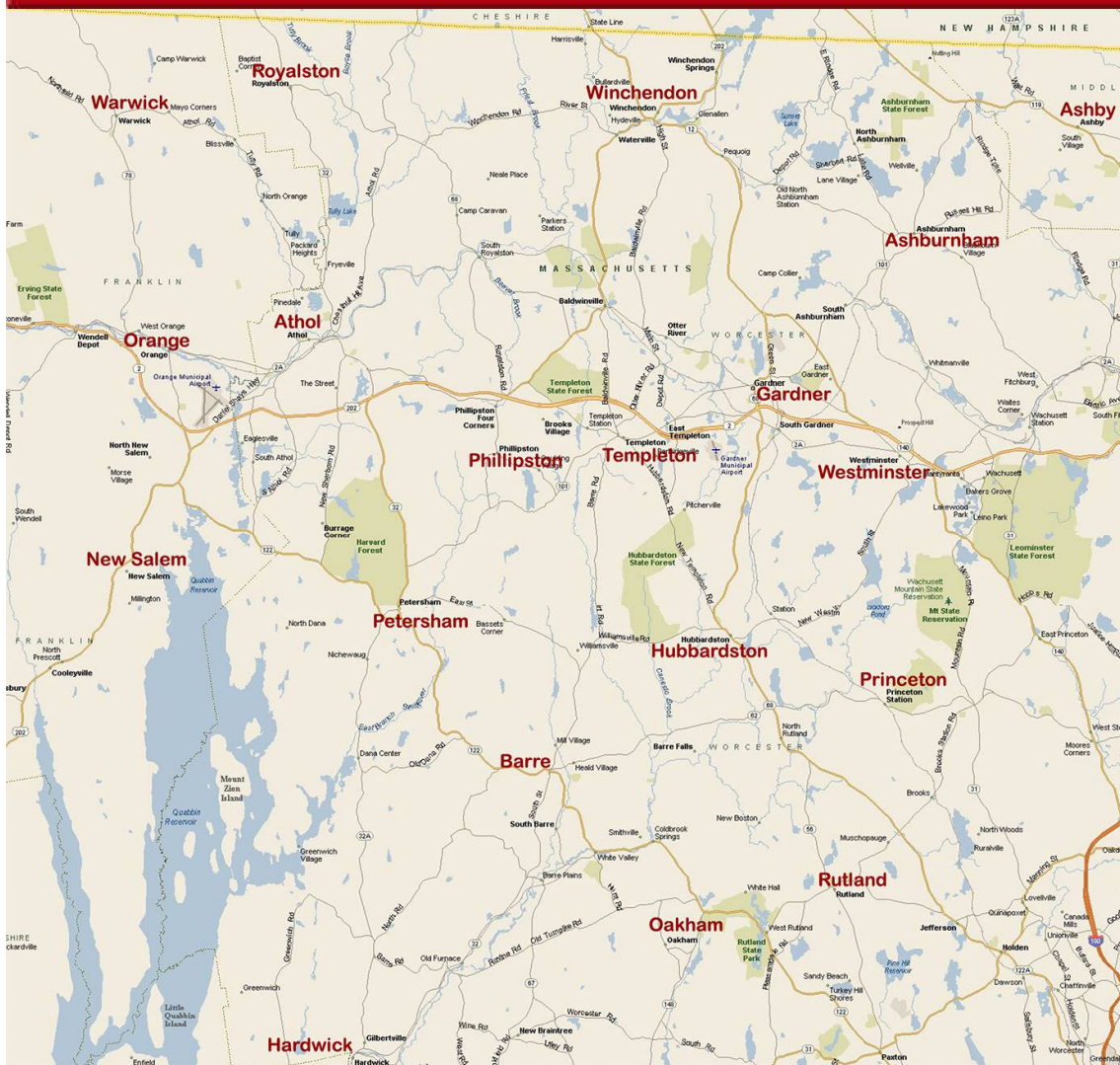
Gardner Magazine
Coverage Map
Of 19 cities and towns with
a Total population
of 112,133

Gardner Magazine receives
thousands of visitors
monthly with over 10 million
page views since 2000.

View larger version of
Coverage Map on our
Website:
GardnerMagazine.com



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Road Map Of Gardner Magazine Coverage Area

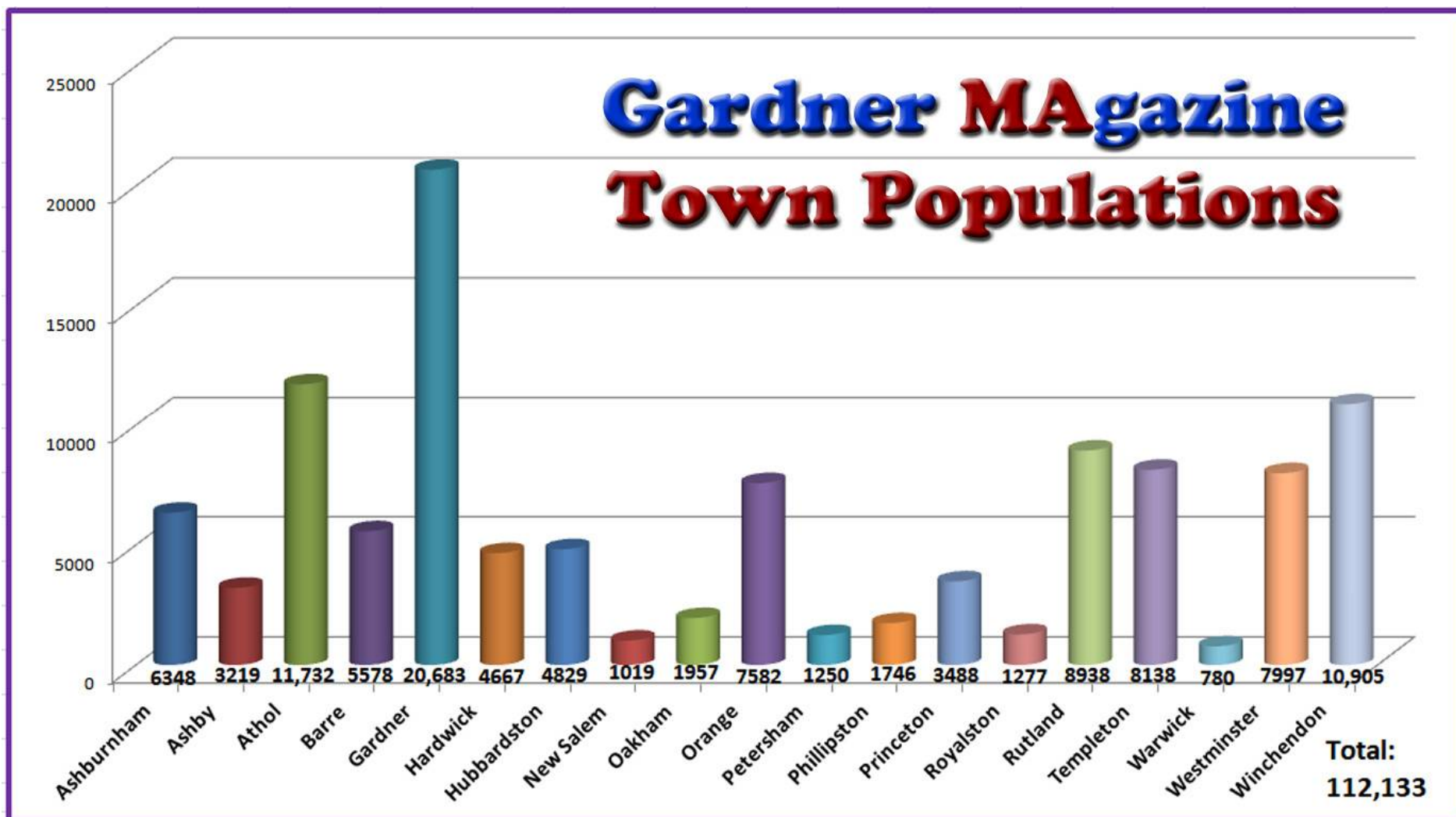
Large
Easy to read
version available
on our website

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Gardner Magazine Rate Card

Directory Listing only



Listing in the GardnerMagazine.com Business Directory including image(s), textual information, and links to audio, video, other documents, and of course, your website. Clients purchasing Banner Advertising also receive a Directory listing. Discounts are available for clients running banner ads on multiple sites of the WebTech Online network.

Banner Advertising (Ad runs site wide) Other size? We will work with you.

Up to 450 x 750

Up to 450 x 450

Up to 450 x 250

Up to 450 x 125





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Other Items

Website Hosting



Hosting of your website including email and a normal amount of space and bandwidth. Every client gets cpanel access. Wordpress capable. As a Domain Name Reseller we offer domain names at \$14.99 per year

Website Design



Basic Website Design for a small business website including up to 10 hours of work. We offer content writing, image editing, plus audio and video editing. Experienced since 1998. Additional hours \$65 per hour.

More Internet and Computer-related Items

(We have operated U.S. Hosting since 2000)



Microsoft 365 Business Premium from GoDaddy including Office 365 installed on up to 5 devices, Office 365 (online only) web-apps, 1 TB online Storage, and HD video conferencing, Professional email using your domain name, 50 GB of storage for email, contacts, and calendar, and more. Visit our site: USHosting.org for more details and more options.



Email Marketing Pro for savvy marketers with growing mailing lists. Up to 5000 contacts. Send up to 50,000 emails per month. Unlimited signup forms, image storage, and unsubscribe handling. Works with Facebook and more. Other options from \$120 per year. Visit our site: USHosting.org for more details and more options.

Internet Statistics

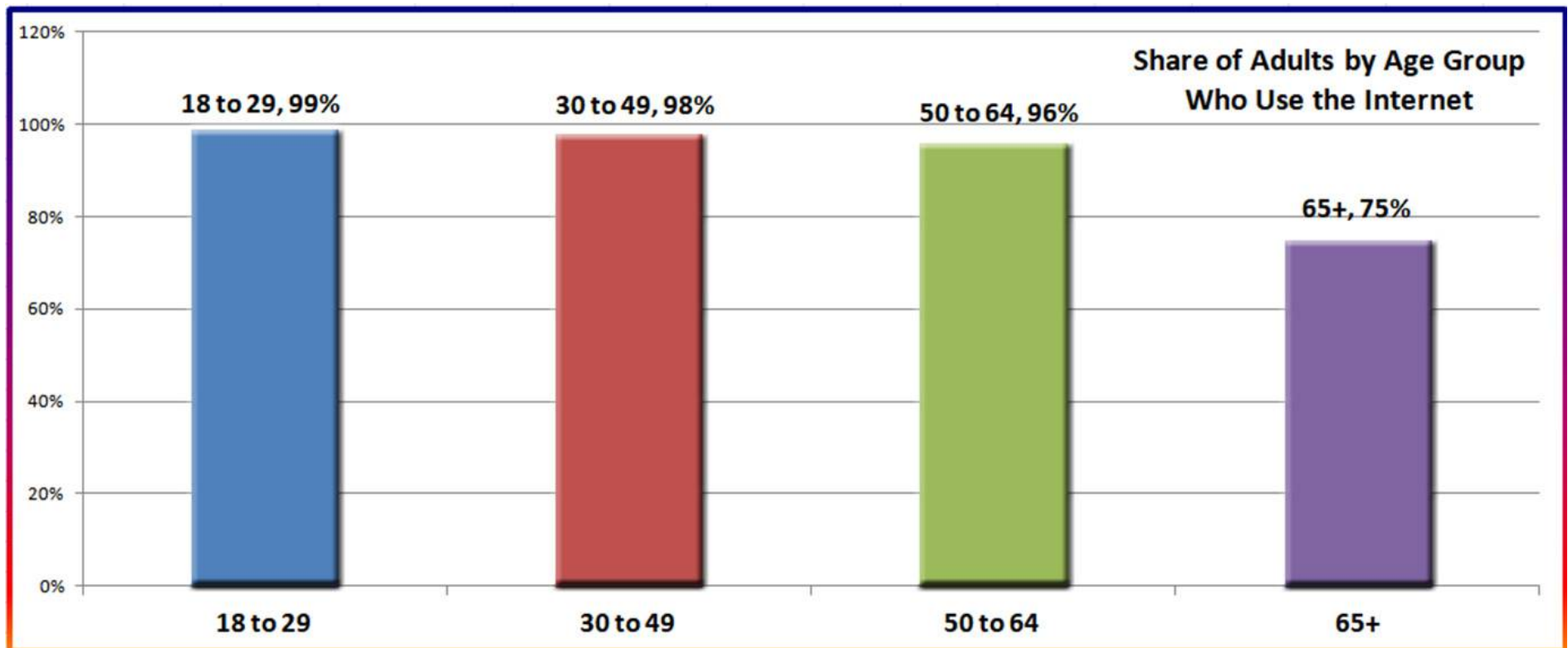




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Internet Statistics





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100+

STATISTICS AND FACTS

TO GIVE YOU AN IN-DEPTH LOOK OF

THE INTERNET IN 2020



The internet is the backbone for modern-day civilization, which is growing at a rapid scale. As such, if you are invested in the internet, then you must gain insights into the current trends that are happening on the market.

Having a quantitative idea with access to real statistics and figures will help you make a sound objective business decision. Therefore, we have put together a comprehensive list of some of the most fascinating statistics and facts about the internet. So without further ado, let's get started.



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1. STATISTICS ON INTERNET USERS BY COUNTRY



Out of the 7.77 billion people in the world, around 4.54 billion have an active internet connection. **This means around 58.4% of the world population has access to the internet.**

The US has **293 million** internet users.

In the US, almost **all age demographics** have internet access. However, the younger generation spends more time online.



Asia accounts for the **majority of internet users in the world**, with 50.3% of its total population having access to their internet.

Kuwait ranks first in terms of the highest penetration of Internet users, at 99.6%.

64.45% of users access the internet via the **Chrome** web browser.

Majority of users, **38.9%** access the internet from an **Android** device.

On average, an internet user is **online for 6.5 hours per day**.

Every second, there is **88,555GB** of internet traffic worldwide.

The average Internet connection speed is **11.03 Mbps**.

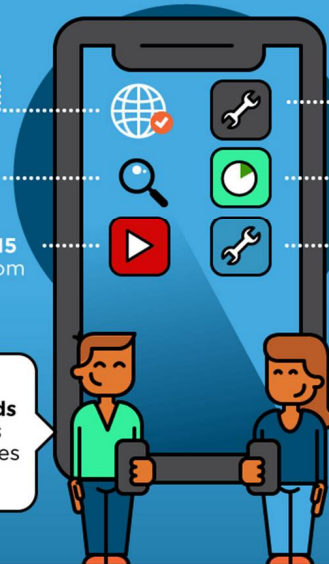
2. STATISTICS ON MOBILE INTERNET USERS

4.18 billion users access the internet from the mobile.

61% of all Google searches are from a mobile device.

People consume **29.15 petabytes** of data from watching videos on their mobile devices.

In the US, the average user spends **3 hours 49 minutes** on their smartphones every day.



There are millions of apps in the mobile app stores. Google Play Store has the **largest app collection** at **2,570,000**.

In 2019, over **204 billion** mobile apps were downloaded.

25% of most downloaded apps are used only once.

Users spend **90% of mobile time** on mobile apps.



According to estimates, in 2020, the mobile app market will **generate \$581.9 billion** worldwide.



Mobile devices account for **40.77 exabytes** of internet traffic every month.

On average, a mobile internet connection speed is **17.6 Mbps**.

South Koreans have the fastest mobile internet speeds at **52.4 Mbps**.



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3. STATISTICS ON DOMAIN NAMES

There are **362.3 million** registered domain names.

There are **145.4 million** .com domains, making it the most popular top-level domain (TLD).

The .gdn domain extension **is abused the most**.



In 2012, ICANN classified **over 1232 new TLDs**.

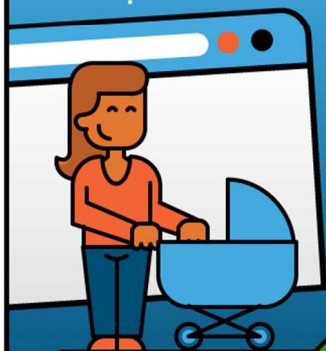
161.8 million domains use a country code TLD a.k.a. ccTLD.

There are currently **26.3 million general TLDs** a.k.a. gTLD domains.

Currently, the fastest growing general TLD a.k.a gTLD is .icu, with **over 6,330,341 registered domains**.

Symbolics.com is the first-ever registered domain on the internet. It was registered back in 1985.

Voice.com was the most expensive domain name. It was sold for \$30 million.



China has the highest number of registered domains.

4. STATISTICS ON WEB HOSTING

There are **1.75 billion** websites.

Among the top web hosting companies, **GoDaddy is the most popular web hosting company** followed by Amazon, and then the Endurance Group - the parent company of HostGator, Bluehost, and many more.



42.8% of all web servers are in the United States.

Only 59.9% of all websites are currently using HTTPS. The remaining 40.1% are still on HTTP/2.

English is the most popular language used on 59.3% of all websites. It is followed by Russian at 8.4% and Spanish at 4.2%.

On average the transfer size of a **website is 1957.8 KB** for desktop versions and **1791.9 KB** for mobile versions.

A mobile page, on average, takes **9.3 seconds to load**.

The **bounce rate of mobile visitors** increases to 123% if the website takes 10 seconds to load, compared to websites that take 1 second to load.

WordPress is the most popular content management system holding 63% market share and powering over 36.2% websites.



The first web server was the CERN HTTPd. It was created by Tim Berners-Lee.






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5. STATISTICS ON WEB SEARCH

 **92.07% of all search engine activity** is on Google Search.

 Every second, there are over **40,000 search queries** on Google.

In 2019, Google generated a revenue of \$160.4 billion. \$134.81 billion of which comes from Google ads.

50.33% of all Google searches result in **zero clicks**.

Google Search Index contains over **100,000,000 GB** of data.

Since July 1, 2019, Google has started indexing websites via a **mobile-first algorithm**.

46% of all Google searches **links to something local**.

33% of internet searches in the US are on Bing.

Around 93% of all web traffic is from search engines.

Every month, Yahoo's search engine gets over **600 million users on mobile**.

Baidu is the most popular search engine in China, with over 75% market share.

DuckDuckGo experienced nearly **50% rise in search traffic** between August 2018 and August 2019.

By the end of 2020, **50% of all online searches** will be voice-based.

On average, a person does **3 to 4 online searches** in a day.

 Having a video on your site's landing page increases your chances of showing up on Google's first page by 50%.

6. STATISTICS ON INTERNET ADVERTISING TRENDS



66% of all companies that invest in online advertising uses a variety of channels. The most popular of which is social media ads, followed by display ads, paid search marketing, and so on.



Television still accounts for the **greatest share of ad spend (29%)** when considering all media.



In 2018, US businesses generated **over \$100 billion from advertisements**. 65% of the revenue came from mobile advertisements.



The average click-through-rate of the **first position on Google search** is 19.3%.



Around 20.3% of consumers were not influenced by ads when making a purchase decision.

1/4th of the time, 37.9% of the consumers tend to buy something after seeing an ad.

6.85% of Google desktop search clicks and 11.38% of mobile search clicks go to paid ads.

50% of consumers have ad blockers installed on at least one of their devices.

The main reason (48%) as cited by consumers for installing ad blockers is because there are too many ads.



For every \$1 a business spends on Google Search Ads, it makes \$8 in profit.

In 2020, businesses are estimated to lose \$78 billion if they don't implement counter ad-blocking measures.



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7. STATISTICS ON BLOGGING

Companies that blog get **97% more links** to their website.



77% of internet users read blogs.



43% of readers skim through blog posts.



36% of readers prefer list-based headlines.

Blogs with an odd number of listicle headlines outperform the ones with an even number of headlines by 20%.

Titles that have 6-13 words attract the highest and most consistent amount of traffic.

For 72% online marketers, content creation is the most effective SEO tactic.

If your headline has a hyphen or colon, your click-through-rate increases by 9%.

62.96% of readers have said blogs with multiple writers are more credible.

The average blog post is 1151 words. [can add CMW content length link if relevant]

Longer in-depth blog posts generate 9 times more success in lead generation compared to shorter ones.



On average, people spend around 37 sec. reading a blog post.



Articles with images or graphics get **94% more views**.



Writing content is the **most outsourced** marketing activity.



66% of marketers use blogging in their social media content in 2017..



8. STATISTICS ON ECOMMERCE

Over **2.05 billion** people shop online.



47% of all global retail sales are made on the online market.



28% of all online sales took place from a mobile device in Q1 of 2019.



83% of US consumers used data from eCommerce websites to inform their retail shopping experience.

US shoppers spent **over \$5 billion** online during 2017's Black Friday sales.



In 2018, global eCommerce transactions totalled around **\$2.68 trillion**. Out of which, the top 100 online marketplaces accounted for 58% of the revenue and sold \$1.66 trillion in goods.

Amazon sold \$275.86 billion in goods. Other marketplace merchants sold around \$160 billion.

On average, people tend to spend more (around **\$128.08 on average**) when purchasing from desktop devices. This is followed by **mobile devices at \$96.88**, and **tablets at \$86.47**.

50% of consumers are looking for vendors that can provide free shipping when deciding whether or not to make a purchase.

88% of shoppers recognized detailed product content being extremely important when making a purchase decision.

Average **cart abandonment rate is around 68%**. As such, eCommerce sites could lose around \$3 billion in revenue per year.

eCommerce is growing on average around 23% every year. However, 46% of American small businesses still don't have a website.



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9. STATISTICS ON SOCIAL MEDIA

Over **3.8 billion** users have an active social media account.



People spend around **2 hours and 24 minutes** on average on social media or messaging applications.



The most popular social media and messaging platform is **Facebook with 2,449,000 users** followed by **YouTube with 2,000,000 users** and the rest.



Every month, **over 140 million businesses** use Facebook or one of its associated properties - Instagram, Messenger, and WhatsApp.



Every day, over **1 billion stories** are shared on Facebook.



Around **100 billion messages** are sent through Facebook Messenger.



WhatsApp is the most popular messaging app with over **1,600,000 users**.



Around **200 million Instagram users** visit at least 1 business profile every day.



24% of consumers using social media platforms get recommended to a product by one of their connections.



70% of the total time spent on YouTube is from a mobile device.



20% of online shoppers were motivated to buy a product or service after it was recommended by a social influencer.



60% of Instagram users have found out about new products on the platform.



57% of consumers got holiday gift inspiration from social media platforms.



43% of consumers use social media platforms to research a product.



Around **11% of mobile website traffic** is redirected from social media platforms.



27% of consumers use social media platforms to learn about a brand.

Millennials are most active on social media with each user having around 8.1 accounts on average. This is followed by Gen Z with 7.9 accounts, Gen X with 6.3 accounts, and Baby Boomers with 4.6 accounts.



10. STATISTICS ON CYBER SECURITY

In 2016, 95% of all security breaches happened in three sectors - **government, retail, and IT**.

By 2021, around **\$6 trillion** is expected to be invested in cybersecurity.

Every 39 seconds, there is a hacker attack. **43% of cyber attacks are targeted at small businesses**.

In 2020, there are going to be **25 connected devices per 100 inhabitants** in the US.

In 2020, the average cost of a data breach will exceed **over \$150 million**.

By 2021, there are going to be **over 3.5 million unfilled cybersecurity jobs** worldwide. Currently, there are over 300,000 million unfilled cybersecurity jobs.

In 2018, hackers stole over **half a billion of personal records**.

In 2018, **75% of the healthcare industry** was infected with malware.

95% of all cybersecurity breaches are a **result of human errors**.

There has been a five times increase in the size of **large scale DDoS attacks**.

77% of organizations are unprepared and have no response plan in the event of a cybersecurity breach.

After a data breach, the **company share prices fall by around 7.27%**.



It takes **around 6 months** for most companies to detect that there has been a data breach.



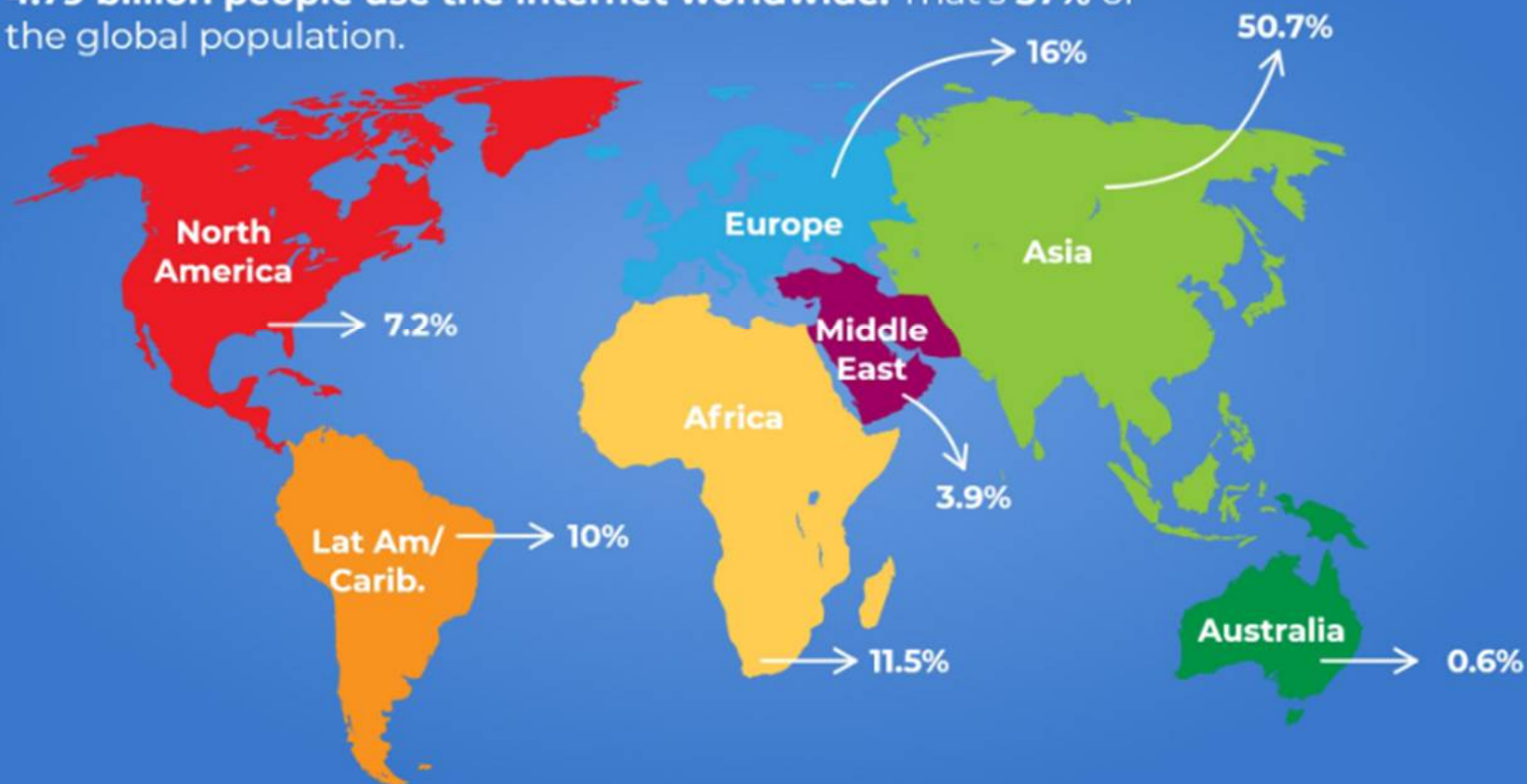
In 2018, the **total cost of cybercrime** committed worldwide comes down to **\$1 trillion**.



Total Internet Users Worldwide Statistic

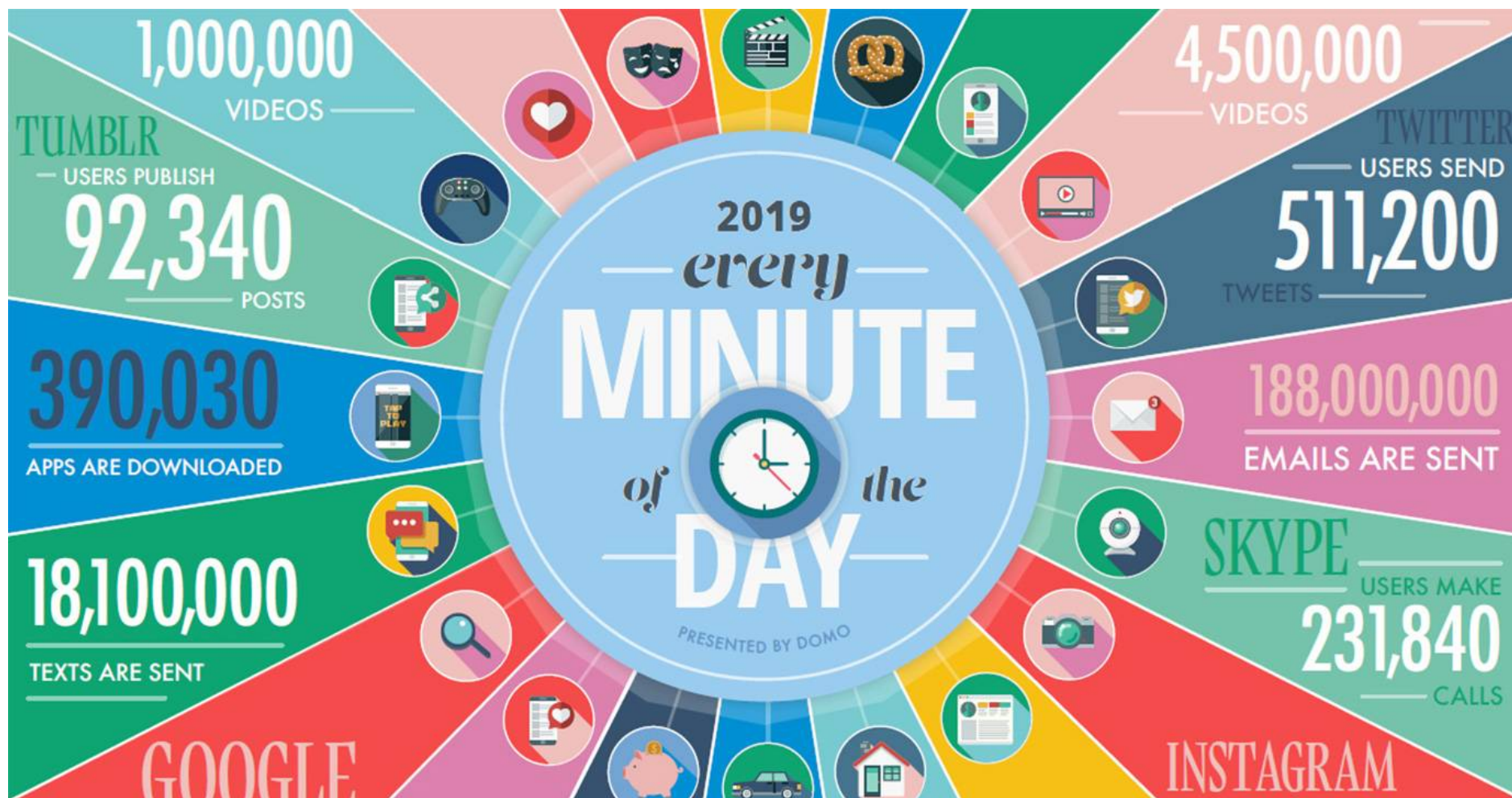


4.79 billion people use the internet worldwide. That's 57% of the global population.





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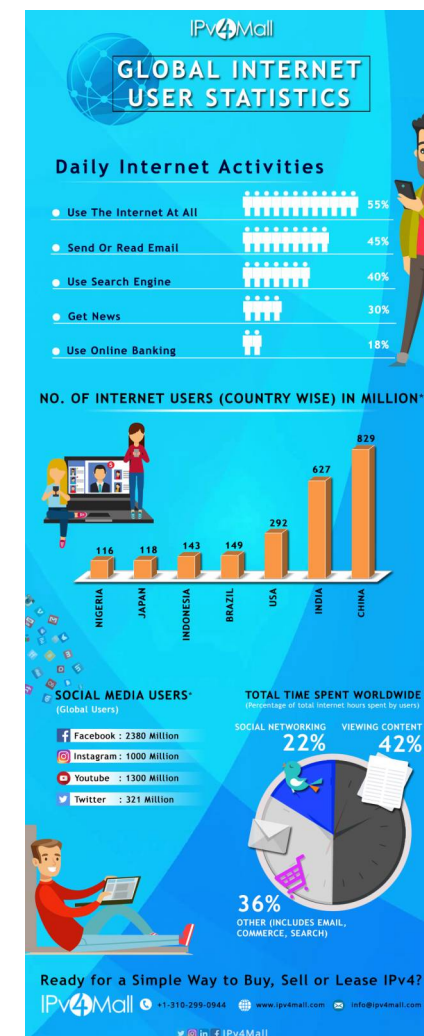
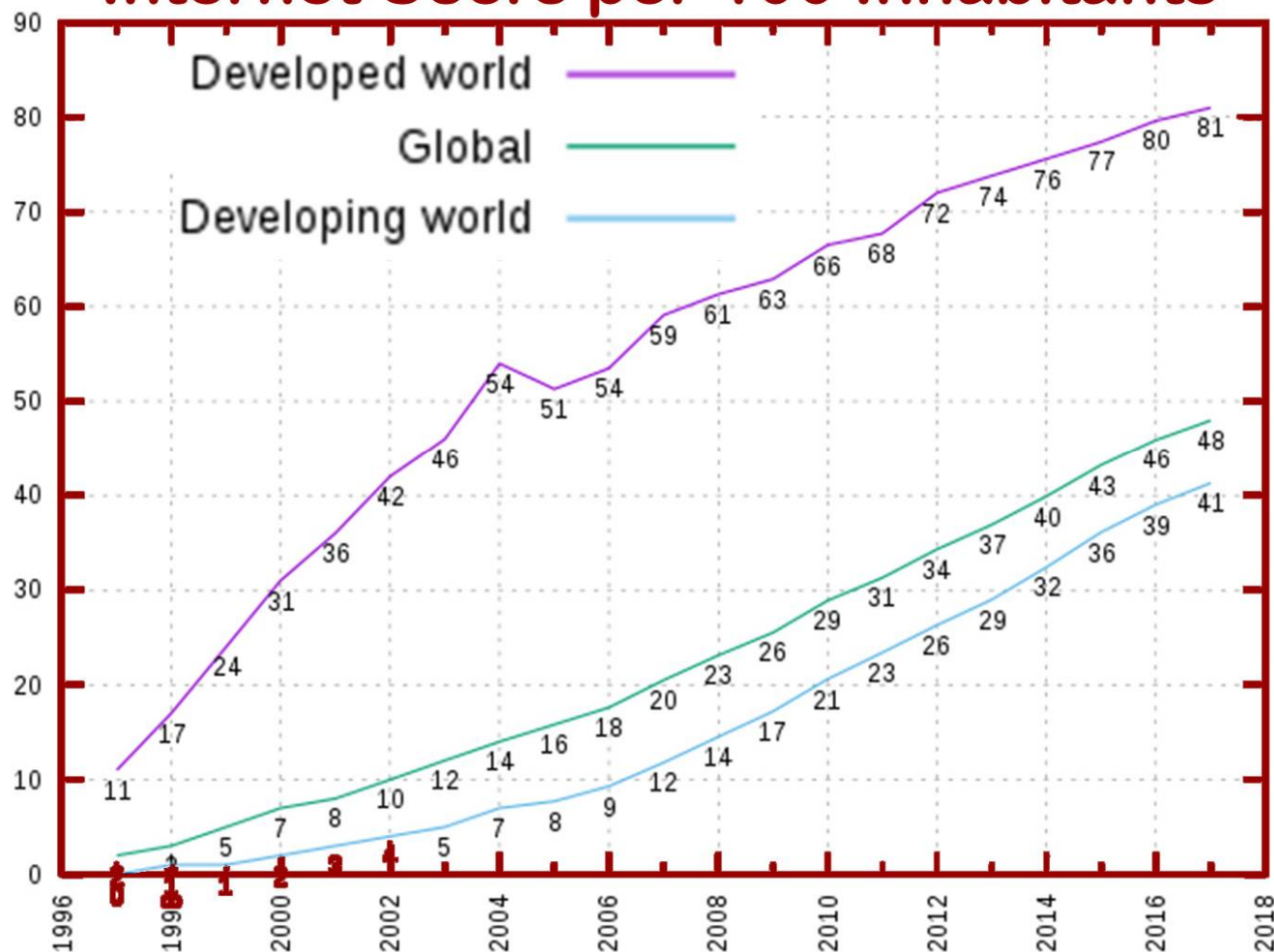




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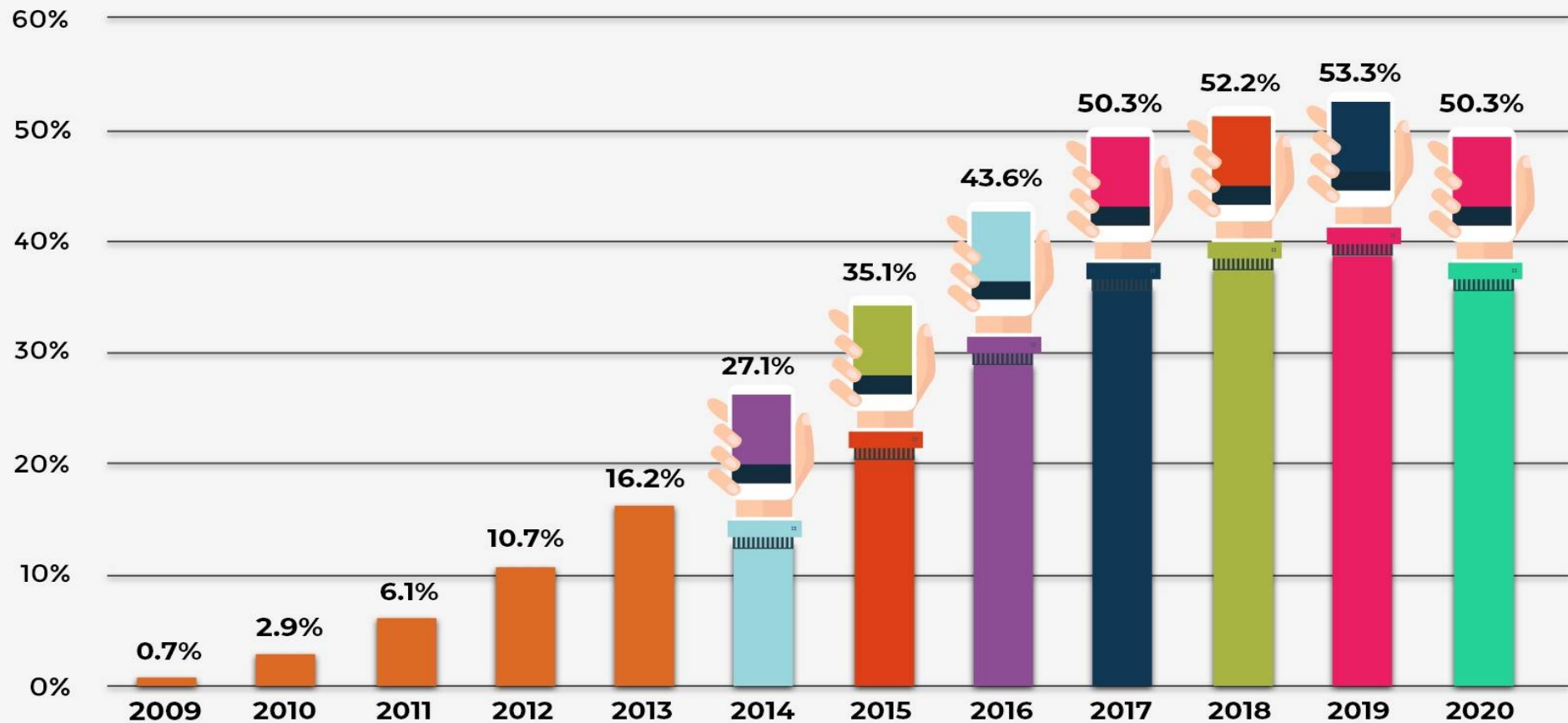
Internet Users per 100 Inhabitants



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The Rise of Mobile Traffic and Current Mobile Traffic Share



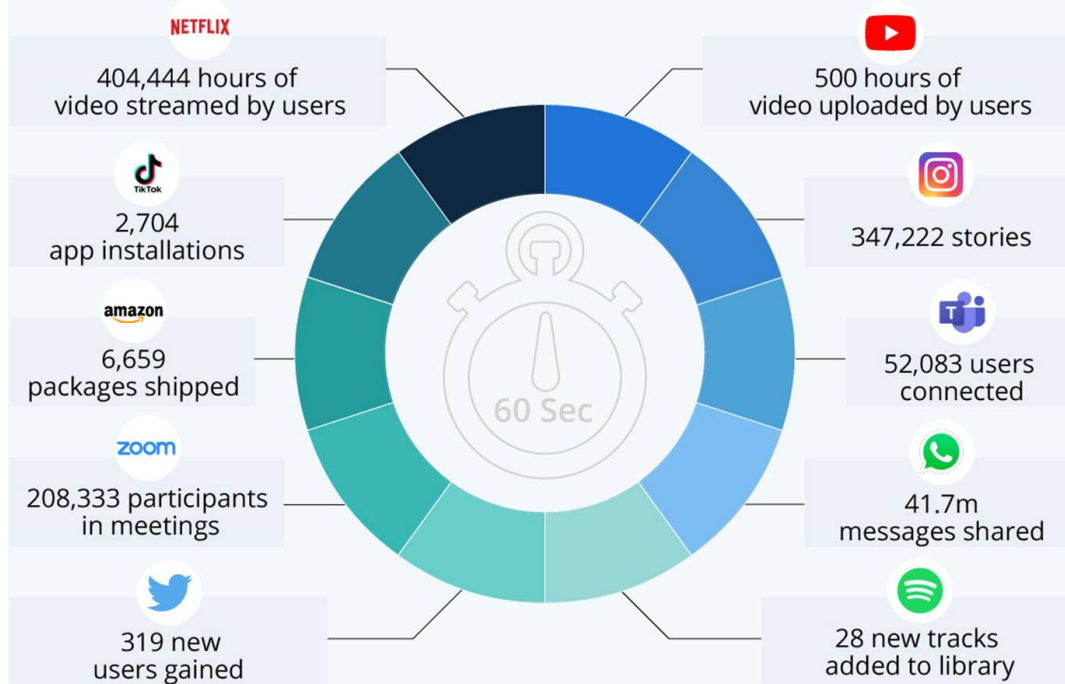


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A Minute on the Internet in 2020

Estimated amount of data created on the internet in one minute



Source: Visual Capitalist



statista

SILVER SURFERS

INTERNET USAGE AMONG OLDER GENERATIONS

The Internet isn't just for tweens and young socialites. In fact, a large population of Internet users are 50 and older, utilizing the Web for social media, shopping and even education. Let's take a look at why the stereotype of the not-so-tech-savvy Baby Boomer is more than faulty.



Stats and Facts

Almost **1 in 5** Percentage of Twitter users over 50

53% Percentage of Americans 65+ who use the Internet

Of that **53%**, **70%** use it on a typical day.

27 hours per week Average amount of time Baby Boomers 47-65 spent on the Internet in 2012



48% Percentage of seniors (65+) who own a desktop computer

63% Percentage of adults 50-64 who own a desktop computer



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Gardner Magazine today.**

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(Or use the online form.)**