

BUSINESS UPSIDE

March 2023 Issue
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Breathtaking Places
in North Italy

Guest Blogging:
5 KEY
Takeaways

CORPORATE CASE STUDY
SHEIN

SEARCH ENGINE
OPTIMIZATION FOR
Prisons

AGE OF AI



INDEX

March, 2023 Issue | Business Upside

FINANCE

- 01** HOW MANY JOBS ARE AVAILABLE IN REAL ESTATE INVESTMENT TRUSTS? CHECK THE AMAZING FACTS
- 11** A LIST OF THE TOP 5 HIGHEST CURRENCY IN WORLD IN 2023

MANAGEMENT

- 17** TIPS ON HOW TO WRITE AN EFFECTIVE BUSINESS MANAGEMENT ESSAY
- 19** NORSTRAT: HOW TO WIN CLIENTS & INFLUENCE MARKETS WITH IT?

TRENDING NEWS

22



CORPORATE CASE STUDY

30



ENTREPRENEUR OF THE MONTH

37



MARKETING

- 40** SEARCH ENGINE OPTIMIZATION FOR PRISONS
- 44** GUEST BLOGGING: 5 KEY TAKEAWAYS

46 SQM CLUB: UNBELIEVABLE FACTS ABOUT ENVIRONMENT YOU NEVER KNEW

50 PANDA HELPER APP: LEARN UNBIASED FACTS BEFORE DOWNLOADING

LIFESTYLE

53 TOP 10 MOST BEAUTIFUL WOMEN IN THE WORLD



58



FINANCE

How Many Jobs are available in Real Estate Investment Trusts?

Check the amazing facts

How many jobs are available in REAL ESTATE INVESTMENTS TRUST

The real estate industry in recent decades has been booming. The income-generating properties it creates have made the REIT expand rapidly. This factor has inspired thousands of people to enquire about how many jobs are available in real estate investment trusts. People are interested to understand how promising real estate is as a profession.

Once you know that many jobs are available in real estate investment trusts, you have to know the job roles. But before that, it's essential to understand what REITs are and how they work.

WHAT IS REIT?

REIT or Real Estate Investment Trusts can be called a company, a corporation, or a vehicle for public investment. Over 225 REITs in the USA have more than \$1 trillion combined market capitalization. The body, listed on the Stock Exchange, owns, manages, or finances real estate properties. The properties generate or produce income for them. The list of these income producing properties includes everything from hotels to shopping malls. REITs trade these buildings, residential or commercial, to earn revenue.

The hospitals, resorts, or any such properties owned by REITs are used as a part of the investment portfolios. People love real estate properties as a passive income with the least risk factors.

Why is REIT a Good Platform for Investment?

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- ▶ There are ample opportunities in the REITs for investors to earn profits with small investments.
- ▶ Buying and selling properties are quick.
- ▶ Investors can generate revenues from this sector, spending lesser portions of their incomes.
- ▶ REITs offer indirect access for investors via mutual funds.
- ▶ REITs include real estate scale investments for investor groups which are not available otherwise.
- ▶ This sector is growing and diversified.

FINANCE

- ▶ It is preferred as an indirect and more significant investment. Real estate investment trusts offer better liquidity than traditional investments in the same sector.
- ▶ REIT investment is a trustworthy source of income with comparatively higher stability.
- ▶ Real estate has unlimited potential for higher income generation. It also creates the investment portfolio of an investor diversified.

Is Real Estate Investment Trusts a Good Career Path ?

By now, you must have become curious to explore the job opportunities offered by this diversified industry. So, how many jobs are available in real estate investment trusts? The perfect answer to the question is unlimited.

People keep asking, is real estate investment trusts a good career path? REITs have become an attractive sector for your career since the 60s. Choosing this profession allows you to enhance your professional experience to a great extent.

- ▶ As per the statistics, the real estate sector produced 2.9 million jobs in 2020 to generate \$197 billion of labor income for the US economy.
- ▶ REITs employed over 3 lakh people in 2021 to earn \$22.7 billion in labor.
- ▶ There are almost 326,000 full-time jobs available in the REITs, as of July 2022.
- ▶ The number of indirect jobs related to real estate investment trusts is also massive at 3.4 million.

Now you undoubtedly have an idea that many jobs are available in real estate investment trusts. But it's also essential to know the types of employment or the job roles. To understand whether REITs are suitable for your career, you must learn how the sector works.



How does REIT Work?

Congress created a real estate development fund in 1960 to facilitate average citizens with the scope to invest in real estate.

REITs don't purchase or resale real estate properties, unlike real estate firms. They are listed on the American Stock Exchange, New York Stock Exchange, and the NASDAQ. This listing enables REITs to generate greater scope for liquidity in investments.

Companies and individuals can invest in real estate assets through REITs without owning them. If you buy into one of the REITs, you will invest in a company earning rental income from real estate properties. The company manages or operates real estate products, such as restaurants, apartments, and offices. The lease and rent payments allow the REITs to earn money from the properties. The investors earn a share of the profits the REITs gain through these payments.

A REIT firm can appoint you as their agent, or you can lead a REIT corporation.

A REIT corporation possesses various assets, including retail shops, hotels, and resorts, healthcare properties, etc. According to the law, the rents, sales, or interests account for 75% of the real estate investment trust corporation's revenue. In turn, the investors gain profits for the shares they acquire in a property.

REITs pay 90% of their taxable incomes to the shareholders as per the law.

Types of REITs

Knowing how many jobs are available in real estate investment trusts requires basic knowledge of REIT types.

Broadly, there are three types of REITs. One is publicly traded, the second is publicly non-traded and the third is private.

- Publicly traded REITs are those you can purchase through brokers. These are listed on the major Stock Exchanges and are more liquid. The US Securities and Exchange Commission regulates these REITs.

- Some REITs don't trade on the major securities exchanges, despite being registered with the SEC. Market fluctuations can't impact these REITs. They are more stable, less liquid, and not available for public trading.

- As the name explains, private REITs are for large financial establishments exclusively. These REITs have accredited investors. Private REITs have no SEC registration and listing in the stock exchanges.

Types of REITs based on Assets and Income

- REAL ESTATE INVESTOR
- PROPERTY MANAGER
- PROPERTY MANAGER
- REAL ESTATE BROKER
- REIT ANALYST
- PROPERTY APPRAISER
- ACQUISITION ROLES
- ASSET MANAGEMENT
- INVESTOR RELATION
- LEASING CONSULTANT
- REAL ESTATE ATTORNEY
- SALES ASSOCIATE / AGENT / SUPERVISOR





Real Estate Investment Managers

People interested in REITs frequently search for how many jobs are available to investment managers. Well, real estate investment managers are of various kinds. There are real estate property managers, asset managers, and investor relations managers.

Real Estate Property Manager

Property managers oversee different operations like leasing, payment collection, and maintenance. There are no criteria as such to become a property manager in REITs. Handling different situations skillfully and efficiently in project management is required to get a real estate property manager job.

- 01 A good property manager will have
- 02 Marketing expertise
- 03 Management skills
- 04 Approach to solving problems quickly
- 05 Customer management abilities
- 06 Sound knowledge of finance

Real Estate Asset Manager

Asset managers take care of the REIT portfolios regarding financial health and operations. The asset manager manages his client's assets, balancing them with their investment goals and preferences. Asset managers maintain, organize and develop client portfolios.

Moreover, he has to coordinate with accounts, acquisitions, and finance teams. Asset managers are also responsible for ensuring compliance with the REIT regulations and the SEC.

An inexperienced person looking for any jobs are available in real estate investment trusts can take up this role. Also, property managers or anyone from the acquisitions can start as asset managers.

Investor Relationship Manager

This department works with stakeholders to coordinate overall communications. Besides, they assemble data for arranging annual meetings.

An investor relationship manager manages to earn a moderate income. But he has to possess a basic knowledge of accounts and finance. An undergraduate degree is required for the job role.

REAL ESTATE BROKER

More than 150,000 people currently work as real estate brokers in the USA. Every year, 54,800 job openings are projected on average for this role. The average annual pay is \$62,000.

REAL ESTATE INVESTOR

While many jobs are available in real estate investment trusts, being an investor is the highest-paying one among them.

It is a lucrative career path where you have to buy assets, resell them, and add value. Though it's a profitable profile, there are difficulties too. Gaining profit demands a deep insight of the investor in dealing with properties, along with adequate market research.



FINANCE

“ The path to success is to take massive, determined action.”

FINANCE

REIT Analyst

The job of an analyst is to manage coordination with the real estate and finance departments. The REIT analyst's role includes all the REIT functions, like property deals, financial assets, and the market.

An analyst employs various financial instruments to build financial models. These models are vital for assets and acquisitions. Therefore, a REIT analyst should possess the following abilities:-

- 01 Comprehensive knowledge of the market, including micro and macro developments
- 02 A bachelor's degree in finance, real estate, economics, or any relevant field
- 03 Organizing, research, and analytical skills

Property Appraiser

The property appraiser determines a property's value. The value of a property depends on several economic and market factors, making it a complex task. A real estate appraiser has to look after each aspect before deciding on the worth.

An appraiser's job involves a training course and a certificate of completion. Persons with having finance, economics, or real estate background fit the role perfectly.

Attorney Jobs

Real estate attorneys play crucial roles in the sector. They are the mediums for communication between clients, REIT firms, and sellers. The lawyers look after the contract signing and other legal tasks in the REITs. Moreover, they resolve any legal issue that occurs in the sector.



FINANCE

Leasing Consultant

If the real estate sector has a face, it is the leasing consultant. They assist clients in choosing real estate properties according to their budgets and needs.

If someone thinks, is real estate investment trusts a good career path or not, this is an excellent opportunity to start with. Beginning as a leasing consultant may lead you to a marketing director position too. But, you have to be fully aware of the real estate market. Additionally, you have to be efficient in promotion and advertising. If you have an experience in retail or hospitality, you will suit this job role perfectly. Working in those sectors helps develop various soft skills.

Acquisition Roles

Acquirers find new opportunities and evaluate potential. They play the leading role in the negotiation and structuring of transactions. A finance, business, or marketing degree with strong analytics skills and experience is ideal for the role. You can earn \$80,000 annually from these jobs.

Still, many jobs are available in real estate investment trusts besides these roles. Some of those are the following:-

- Administrative assistant
- Sales supervisor
- Escrow officer
- Title examiner
- Financial analyst
- Tax accountant
- Portfolio manager
- Customer service representative



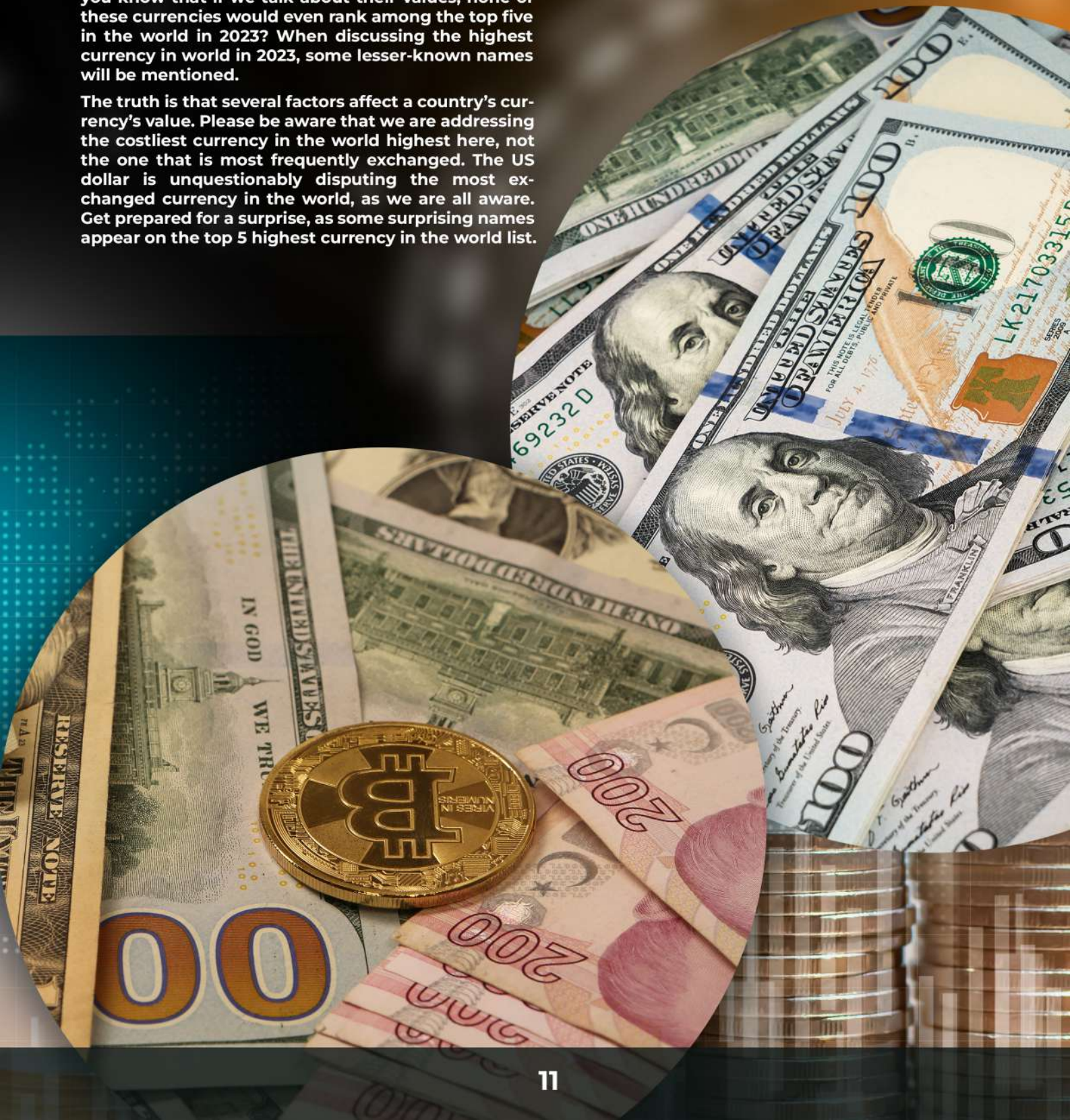
TO WRAP IT UP

So, you don't need to worry about how many jobs are available in real estate investment trusts. Just gather enough skill and abilities. The real estate sector is ready to grab you for any one of its plenty of job roles.

A List of the Top 5 Highest Currency in World in 2023

When we consider the most widely used currencies worldwide, the US dollar, euro, pound, yen, or even rupees immediately come to mind. Nevertheless, did you know that if we talk about their values, none of these currencies would even rank among the top five in the world in 2023? When discussing the highest currency in world in 2023, some lesser-known names will be mentioned.

The truth is that several factors affect a country's currency's value. Please be aware that we are addressing the costliest currency in the world highest here, not the one that is most frequently exchanged. The US dollar is unquestionably disputing the most exchanged currency in the world, as we are all aware. Get prepared for a surprise, as some surprising names appear on the top 5 highest currency in the world list.



The World's Highest and Most Expensive Currency 2023

Let's take a brief look at the world highest currency in 2023 and how it stacks up against the US dollar, the euro, and the Indian rupee. The ranking of the highest value currency in the world in 2023 is as follows:

RANK	CURRENCY
10	CANADIAN DOLLAR
9	US DOLLAR
8	EUROPEAN EURO
7	SWISS FRANC CHF
6	CAYMAN ISLANDS DOLLAR
5	BRITISH POUND STERLING
4	JORDANIAN DINAR
3	OMANI RIAL
2	BAHRAINI DINAR
1	KUWAITI DINAR



Top 5 Highest Currency in World 2023-2024

British Pound Sterling (GBP)

Let's begin our list of the highest value currency in the world with the British Pound Sterling. Many readers may have assumed that the British Pound Sterling would be at the top of this list of the world's highest currencies starting in 2023. But the truth is that this currency occupies the fifth spot. The British pound sterling, abbreviated as GBP, is equivalent to 1.21 US dollars and 99.94 Indian National Rupees (INR).

Please be advised that in 2023, the British Pound Sterling will be the greatest currency in Europe. The British Antarctic Territory, Tristan da Cunha, South Georgia and the South Sandwich Islands, Jersey, Guernsey, the Isle of Man, and Great Britain (England) all use the pound sterling as their official currency. According to some analysts, the British pound is the oldest currency.



Bahraini Dinar (BHD)

In 2023, the Bahraini dinar will rank as the second-highest currency globally. An oil-rich nation in the Arabian Gulf is Bahrain. The export of petroleum products is a major contributor to Bahrain's economic growth. The majority of foreigners living in Bahrain are Indian. Thus, converting INR to BHD is common. Curiously, along with Bahraini Dinar, Saudi Riyal is also widely accepted as legal tender in Bahrain. Bahraini Dinar and Saudi Riyal have a fixed exchange rate of 1 Dinar to 10 Saudi Riyals.

Omani Rial (OMR)

The third most expensive and valuable currency in the world is the Omani Rial. Its worth is roughly 2.60 times that of the US Dollar and nearly twice that of the British Pound. The currency has been tied to the US dollar since 1973. The value of the Omani Rial is absurdly high. Thus, the Omani government must print half and quarter-Rial banknotes.

Oman has a sophisticated economy with a high level of life due to its oil-rich region. However, the Omani government has recently invested in metallurgy, gas extraction, and tourism to diversify its sources of income. The administration plans to deal with the nation's declining oil supplies.



Jordanian Dinar

Jordanian dinars rank as the fourth highest currency in world. In place of the Palestinian pound, this currency was used in the nation in 1949. Considering the Jordanian Dinar's high exchange rate, it is unclear why this nation has not advanced economically. In addition to this, the nation is heavily indebted abroad. Several experts argue that the government of Jordan maintains fixed exchange rates for its currency, which accounts for the Jordanian dinar's high value.



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The finest currency in Europe in 2023 is the British Pound Sterling, kindly take note. The British Antarctic Territory use the pound sterling as its official currency. According to analysts, the British pound is the oldest currency in use.

What are the benefits of having a strong currency?

A strong currency lowers the cost of importing goods, lowering consumers' prices. They now have the extra money to use for other purposes.

Some exporters incur lower expenses because they import the raw materials used to create their products from other nations. The highest currency in the world in rupees that trades at a rate greater than the Indian rupee is the "Highest Currency."

FINAL WORDS

Here's the list of the highest currency in world. Both a strong and weak currency might be beneficial in certain situations. If market forces regulate the price, a strong currency might serve as a safe haven asset during a global economic crisis. Both strong and weak currencies can be useful assets for making money on short-term speculation if the market sets its price and a weak currency's low currency value is not the result of major structural problems with the economy.

MANAGEMENT

Tips on How to Write an Effective Business Management Essay

Great and applicable tips and tricks for all individuals to help you write effective business management essays that can easily help you attain all your intents despite the numerous challenges you are likely to meet during the writing process.

Writing a business management essay can be challenging for students who are studying business management as a subject. It requires thorough research, analysis, and presentation of information clearly and concisely. To achieve this, students should follow some effective tips on how to write an effective business management essay. One such tip is to buy assignment services from a reputable academic writing service, which can help you save time and improve the quality of your essay. With the right guidance, you can improve your writing skills and produce an essay that stands out from the rest. This article will discuss tips on how to write an effective business management essay.

Understand what you are writing

To improve your academic writing skills, it is essential to understand the instructions and requirements of the assignment. Spare sufficient time to understand what you are expected to write. An outline to organize your thoughts and present your ideas is recommended and concise. Evidence from a reliable source should support the facts presented in the paper.

Maintain your tone

Academic writing should be impersonal, but it should not be boring. To avoid boring your audience, consider creating the proper structure and using a clear and concise writing style. Avoid using the first person, as it can make the writing seem less attractive.

Spend time reading

Reading is an essential part of improving your writing skills. Reading regularly can help you organize your thoughts and pay attention to the flow of ideas from one paragraph to the next. Consider collecting books and identifying the writing styles you enjoy, and use them as a basis to create your unique writing style.

Get ideas from other writers

Working with other writers can help you improve your writing style. Look for writing skills that you enjoy and try incorporating them into your writing style. Seek feedback from your colleagues and make necessary changes based on the feedback received. If you need help understanding anything, feel free to seek help from the right people and sources.

Practice writing daily

Practice makes perfect, and the same applies to writing. Practicing writing daily can help you become more confident and flexible with your writing style. Dedicate sufficient time daily to write anything, whether it's an academic paper, short essay, or anything involving writing. Remember to consider the importance of practicing writing, as it will help you improve your writing skills.

Remember to edit your work

Editing is a crucial part of writing excellent academic papers. Pay attention to editing, as it will help you identify and correct any mistakes you may have made. Editing and proofreading your work can help you produce high-quality academic papers and distinguish yourself as a great writer. According to scholars, editing allows you to ensure that your arguments are logically presented and that your essay flows well from beginning to end. Editing also helps build your credibility as a writer by showing that you take your work seriously and are committed to producing high-quality, well-written essays. By carefully reviewing and revising your work, you can increase your chances of success and demonstrate your expertise in business management.

MANAGEMENT

Avoid repeating the same words

Repetition of words can make your writing seem repetitive and boring. To avoid repeating the same words, consider using synonyms, which are different words with the same meaning. Avoiding repetition in writing makes it more engaging, professional, and concise. It shows the writer's understanding of the subject and enhances the reader's understanding of the points being made. Repetition can also make writing monotonous, decrease the reader's attention span and negatively impact the writer's credibility. In a business management essay, where the writer is trying to present information and insights, it is crucial to present fresh ideas, avoid redundancy, and maintain the reader's interest.

Ensure your first paragraph is as interesting as possible

The introduction of a business management essay should be fascinating to keep the reader engaged and make a strong impression. This is important because it sets the tone for the rest of the essay and helps to grab the reader's attention. An exciting introduction can also

Additionally, an engaging introduction can encourage the reader to continue reading and can help to make the essay more memorable. To make your introduction enjoyable, you can use a hook, a statistic, a quote, a personal anecdote, or an intriguing question that captures the reader's attention and highlights the topic's relevance to the reader.

Avoid plagiarism

Plagiarism is a form of academic dishonesty that involves presenting someone else's work as one's own. This practice is unacceptable in the academic community and can have severe consequences for students who engage in it. It is vital to note that plagiarism undermines the educational process by eroding the value of students' degrees and the degrees of their peers.

If students are caught plagiarizing, they may face severe penalties, including failing the assignment, course, or even being expelled from the institution. In addition, although most students do not know this, incidents of plagiarism also affect students' personal and professional growth. When students present plagiarized work, they do not gain the skills, knowledge, and critical thinking abilities needed to succeed in a specific course and, ultimately, their careers. In essence, students who engage in plagiarism risk damaging their reputation and integrity, which can negatively impact In conclusion, thanks to technological advancements, students can access information on anything regardless of location. The tips discussed in this article will assist students in writing an effective business management essay.



NORSTRAT: HOW TO WIN CLIENTS & INFLUENCE MARKETS WITH IT?

Have you ever heard the word “Norstrat” and been curious to understand what it is and precisely what it does? It's crucial to understand its function and how it may help you plan and create your company's business strategy if you already own a firm or are considering establishing one. Small and medium-sized enterprises (SMEs) can benefit from planning and implementing their growth plans. They provide a broad range of services to help companies overcome challenges and achieve their goals. Moreover, these services encompass business development, financial management, and market analysis support. In addition, they provide training and mentorship programs to assist entrepreneurs in strengthening their business skills.

Describe Norstrat

Norstrat is a consulting company that focuses on helping its clients with specific commercial goals or legal obligations connected to that execution. The business, run by Lee Carson, specializes in massive government-funded building projects and has won over \$200 million in Canadian contracts. The goal of Norstrat is to guide its clients through the difficulties of such things and guarantee conformity to the Canadian Northern Strategy.

Background

Along with Canadian government representatives, the armed forces created Norstrat in 2010. It first began with a modest office in Canada. Then it grew to the United States. Since then, it has offered international clients digital marketing plans for their goods, public affairs efforts, and required telecoms marketing solutions. Additionally, it offers assistance to those who are new to the particular industry. Along with its famous specialists who are masters in marketing strategy and business growth, its primary goal is to direct and support the firms pioneering in design and development.

Services Provided by the Business

Norstrat offers a wide range of services, such as public affairs, digital marketing, and food and beverage PR. They consist of the following:

Description of the project and organizational backing.

Strategic business planning education.

Monitoring and support for bids.

An explanation of the buying process.

An explanation of the performance criteria.

Letter to the cabinet.

Evidence of story knowledge.

Strategic counsel for a campaign utilizing the Northern Strategy.

MANAGEMENT

Hill & Knowlton Strategies and Norstrat have a strategic alliance that exposes it to over 400 social service experts. It has aided numerous excellent businesses in quickly achieving their goals.

It also provides professional development, business training, franchise and entrepreneurship, and leadership training programs. The trainees can use these programs to assist them in deciding independently whether they want to follow a specific job. They stay updated on new advances in their area of expertise. The use of structured lessons and hands-on exercises also aid in the improvement of their soft skills. With time, they learn how to control their schedules and workload effectively. The company also provides a language-specific edition of FINVIZ, although most people's leagues are covered by the free version, which also has a ton of information.



Constitutional Protections

If Norstrat suggests a project without even an established charge for its work, it retains all legal protections to bids and contracts for that project. These bids and offers are legally protected from potential exploitation by its rivals. The client owns the information, the survey, the analysis that followed, and the reports. Syndicated surveys, appropriate variables, and projects for which it holds patent rights are excluded. About the services or goods provided by Norstrat, subject to such conditions, the client guarantees that no personal data will be acquired by customized questionnaires, client-placed cookies, or other means adopted by the client.

Any cookies that the client places on the machines of survey participants are only to be utilized for the study's user experience and not for any other reason. According to the laws, the customer is accountable for informing the respondents about the installation of its cookies, the data those cookies gather, and the client's planned use of that data. The client has no special ownership rights over analytical techniques, technical tools, or computer systems employed in a specific project. It includes the design and style of forms, statistics, and web reports, as well as using web portals.



MANAGEMENT

Which Technology Does Norstrat Use?

The technology used by Norstrat includes JQuery Migrate, GoDaddy DNS, Google Font API, WordPress, and others. It created a method that allowed the oil firms to collect as many oil and gas resources as they could from beneath the ocean's surface. The business also unveiled a brand-new underwater search technology that uses satellite photos to obtain a better look at the desired locations. It is in the process of getting numerous military productions from the private sector. It has evolved into a crucial support system for public health personnel.

Ads

Everything that a marketer does is figure out what customers' desire. Understanding the preferences of the target audience is important for almost every choice. Yet, it's crucial to be aware of current trends in a market where customer preferences can shift overnight. The availability of current data can differentiate between a successful campaign and a disaster. Also, advertisers can virtually request customers' preferences with Norstrat Express. It transforms educated guesses into data-driven suggestions for anything from brand attachment to catchphrase testing to price. With only a few keystrokes, advertisers can ask our user panel questions using Norstrat Express. Get up to 500 appropriate responses in one hour. Marketers who have access to customer insights can act rapidly on data. Also, with the surety, customer preferences support their suggestions.



TRENDING NEWS

Artificial intelligence has permeated every aspect of daily life, from asking Alexa to play an audio file to unlocking our smartphones using face recognition. You can now use AI to complete your writing as well. AI Chatbots can create the paper you've been dreading starting, write code, write emails, and sometimes even ace your MBA exam at your direction. This article will educate you about the daily advancements in AI generated art and content.

What is Artificial Intelligence?

The replication of human intelligence functions by computers, especially computer systems, is artificial intelligence. Techniques, processing of natural languages, voice recognition, and computer vision are examples of specific AI systems.

What is AI Generated Art?

Artificial intelligence is used to create certain types of art. AI generated art can be produced by algorithms or humans utilizing AI techniques. For instance, a human artist could utilize an AI tool to build a 3D sculpture, or an algorithm might help to produce a painting that appears to be by Pablo Picasso. Defining AI art precisely is challenging because there are so many different forms, and the genre is continually changing. Any form of art produced digitally is "digital art," such as a painting produced by an Artificial intelligence system like our text-to-image art generator. Here are some best AI image generator tools, such as Midjourney, Dream Studio, DALL-E 2, NightCafe, Pixray, Lensa AI, IEM Image Generator, Fotor, PhotoSonic, StarryAI, etc.

What was the First AI Image Generator?

AARON, created by Harold Cohen at the University of California, San Diego, starting in the late 1960s, was among the earliest notable AI art systems. Since it employs a conceptual rule-based methodology to produce technical graphics, AARON is the most noteworthy instance of AI art in the timeframe of the GOFAI program.



What is the Evolution of AI?

Robots can already behave and think like humans, thanks to AI generated art. It has developed into a powerful tool over the past few decades. It has also drawn the attraction of IT companies globally. AI is regarded as the upcoming most significant technical shift after the evolution of mobile and cloud systems. Even the term "4th Industrial Revolution" has been used by some to describe it. To create AI algorithms that progress from generation to generation without requiring human interaction, researchers have built technology that applies Darwinian evolutionary concepts, such as "survival of the fittest," to the process. The computer developers predict that one day it will be able to discover new strategies because it could replicate decades of AI research within just a few days.

What is the History of AI Image Generator?

Although AI has existed for thousands of years, its true potential was not explored until the 1950s. The concept of AI was developed by a generation of researchers, scientists, and intellectuals. However, it was not until the British polymath Alan Turing advocated that humans solve issues and make judgments using the knowledge at their disposal and a reason that AI truly came into being. The main challenge to development was the complexity of computers. Before they could substantially develop, they had to adjust profoundly. Machines can execute the instructions, but they cannot store them. Funding was also a difficulty until 1974. Computers had reached peak popularity by 1974. They had improved in speed, affordability, and data

TRENDING NEWS

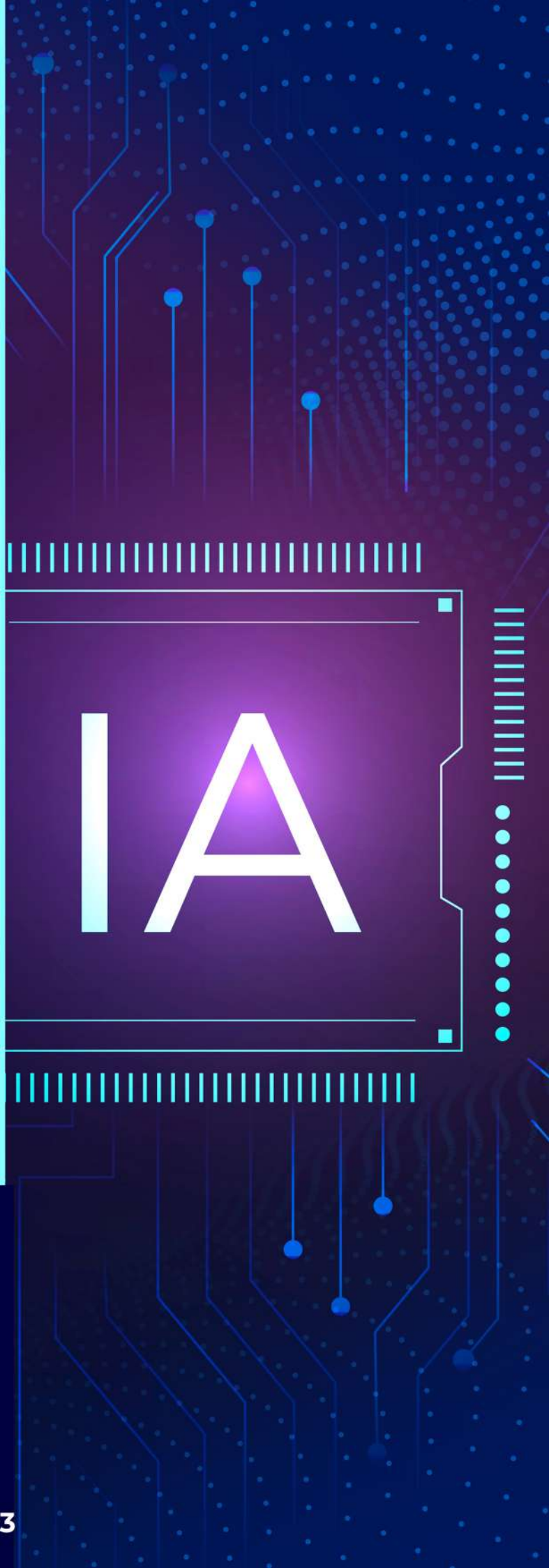
Current AI Research

In the modern world, AI research is continually developing. According to tech journalist Alice Bonasio, the growth of AI research over the previous five years has been 12.9% each year. After surpassing the United States' second position in 2004 and closing in on Europe's top spot, China is predicted to surpass the USA as the world's top source of AI generated art in the upcoming four years. Europe is the most extensive and diverse region regarding artificial intelligence development, with high levels of international cooperation. India comes in 3rd place after China and USA in terms of the output of AI research.

Also, it increases operational effectiveness while reducing the possibility of an error. It instantly recognizes strange patterns, such as spam and scams, to warn firms about questionable behavior. Because of its capacity to predict market trends more quickly than humans, AI has gained prominence and expertise to the degree that a Japanese investment company emerged as the first to suggest an AI Board Member. In many facets of life, including self-driving automobiles in the near future, more accurate weather forecasts, and earlier medical treatments, AI will be employed.

AI at a Present Scenario

It is challenging to envision our future, particularly in business, without AI generated art or content since it's used for many different things and holds so much potential. AI technologies, including workflow management tools, trend forecasting, and even how businesses purchase ads, are increasing productivity in ways that have never been possible. AI can collect and manage enormous amounts of data to make conclusions and estimations beyond the scope of what a human being can grasp. The possibility of increasing revenue levels while enhancing living conditions for most people worldwide is one of the 4th industrial revolution's most important advantages. Our companies and associations are getting smarter and more efficient as humans, machines, and intelligent gadgets improve supply chains and warehouses.



TRENDING NEWS

What are the 3 eras of AI?

Era 1: Automated Transcription

Conversations convert into text using voice recognition AI. The earliest recorded speech recognizer, “Audrey,” developed by Bell Labs in the 1950s, had a long history and identified digit strings with gaps in between. With Moore’s Law and significant improvements in computational capabilities, the area took off in the late 1990s and early 2000s.

Era 2: Word Search and Human Review

AI is used in word spotting, or phrase spotting, to verify the existence or absence of particular terms. The late 1980s and early 1990s saw some of the earliest studies in this area. Usually, you can do mood analysis using this technique. For instance, a word-detecting algorithm may check a call transcript to determine if the words “amazing” or “awful” exist, which would help with sentiment classification.

Era 3: Strategies Based on Rules

Natural Language Processing (NLP) innovators started capturing the intricacy of human speech in interaction at this time. The focus of rules-based systems shifted away from word detection and toward word interaction. Initial predictive methods developed in the 1980s and 1990s were among the first to use automatically generated, hand-written linguistic systems. Rules were a significant innovation in AI. They can record the context of what had been said (metadata), the language used explicitly (semantics), and how it was expressed (acoustics). Rules also made it possible to filter out specific instances.

Various Industries Using AI

You may use AI-generated art or content in several ways to increase the value of your business. If used properly, it could help in operational optimization, boost overall revenue, and concentrate your personnel on more crucial tasks. As a result, AI is being used globally in several sectors, including manufacturing, banking, healthcare, etc.



TRENDING NEWS



MEDICAL CARE

In the health industry, AI is beneficial. It's improving practically every sector aspect, from operations with robot assistance to data security. This industry which ineffective practices and rising costs have damaged, is finally receiving a much-needed makeover thanks to AI.



AUTOMATIVE

You have probably heard of self-driving cars, a sign that the future is near. Autonomous vehicle is currently a reality. It is no longer the stuff of science fiction. According to recent estimates, 33 million self-driving cars will be on the road by 2040.

FINANCE

As per professionals, the banking sector and AI work altogether. The key factors influencing the finance system include real-time data communication, reliability, and massive data analysis. The banking sector is acknowledging the usefulness and accuracy of AI for these activities and integrating machine learning, quantitative trading, adaptable intelligence, Chatbots, and robotics into its business processes.



TRENDING NEWS

Travelling and Transportation

AI has now emerged as a significant movement in the industry, doing anything from suggesting the best route for drivers to making vacation reservations via the internet. Thanks to AI generated art or content, navigating is becoming simpler for end users. The use of smartphones benefits travel companies that incorporate AI into their systems.

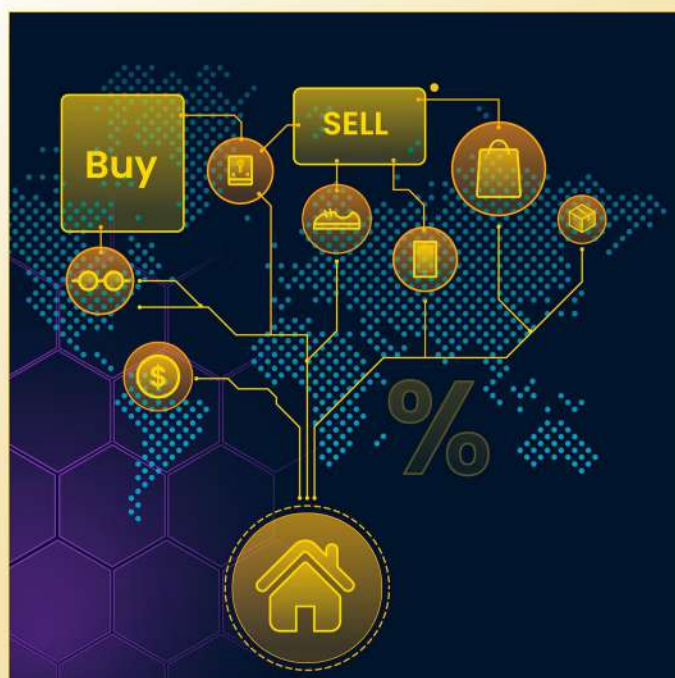


E-Commerce

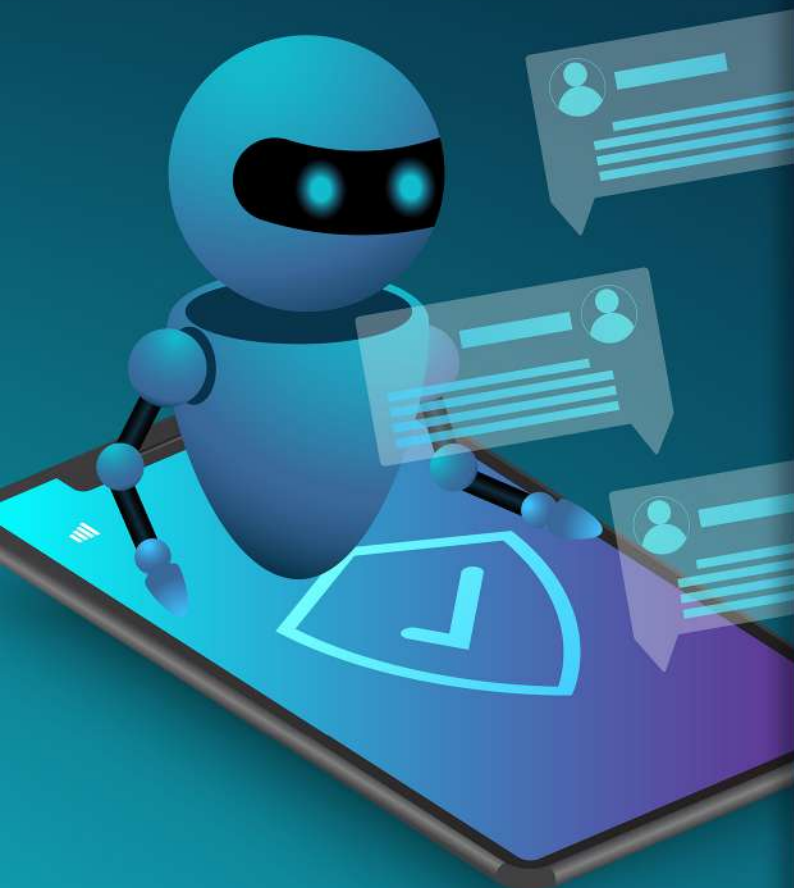
Have you ever seen a clothes image on one web-page that you were looking for something but could not find on another? Well, AI handles it. It's because companies use machine learning strategies to establish solid client relationships. These techniques enable organizations to increase sales while also personalizing the client experience.

Discussion on various AI tools

Although ChatGPT has generated a lot of hype, its fame has rendered it impractical for regular use as it frequently remains overcrowded. The great news is that you can always find AI Chatbots that are equally competent and accessible. Before selecting your next writing assistant, we offer a list of top AI Chatbots and AI writers available.



TRENDING NEWS



CHAT GPT : (overall best AI)

Features

- Uses GPT-3 from OpenAI
- Able to code, perform math operations, and generate text
- It offers the ability to converse
- Price: Now available to everyone at no cost.

ChatGPT for Bing by Microsoft: (The ideal AI chatbot for integration into search engines)

Features

- The GPT-3 and -3.5 series' big language model from OpenAI has access to the internet.
- Similar to a search engine that includes news information.
- Cost: Free.





Jasper: (The top AI chatbot for advertisers and enterprises)

Features

- Uses GPT-3 from OpenAI.
- Able to create paragraphs, product descriptions, and summaries of texts.
- Grammar and originality checks.
- Price: \$49 per month to start.

You Chat: (The finest ChatGPT alternatives)

Features

- Uses GPT-3 from OpenAI.
- However, it lists sources for the content that it produces.
- It uses Google sources (unlike most other AI Chatbots).
- Cost: Free.

Writesonic's Chat sonic: (The top AI chatbot for producing news content)

Features

- Backed by Google
- Being current with trending (ChatGPT stopped in 2021)
- Provides voice dictation, AI generated art, and other features.
- Price: The initial monthly payment is \$12.

Google's Socratic: (The ideal AI chatbot for students and children)

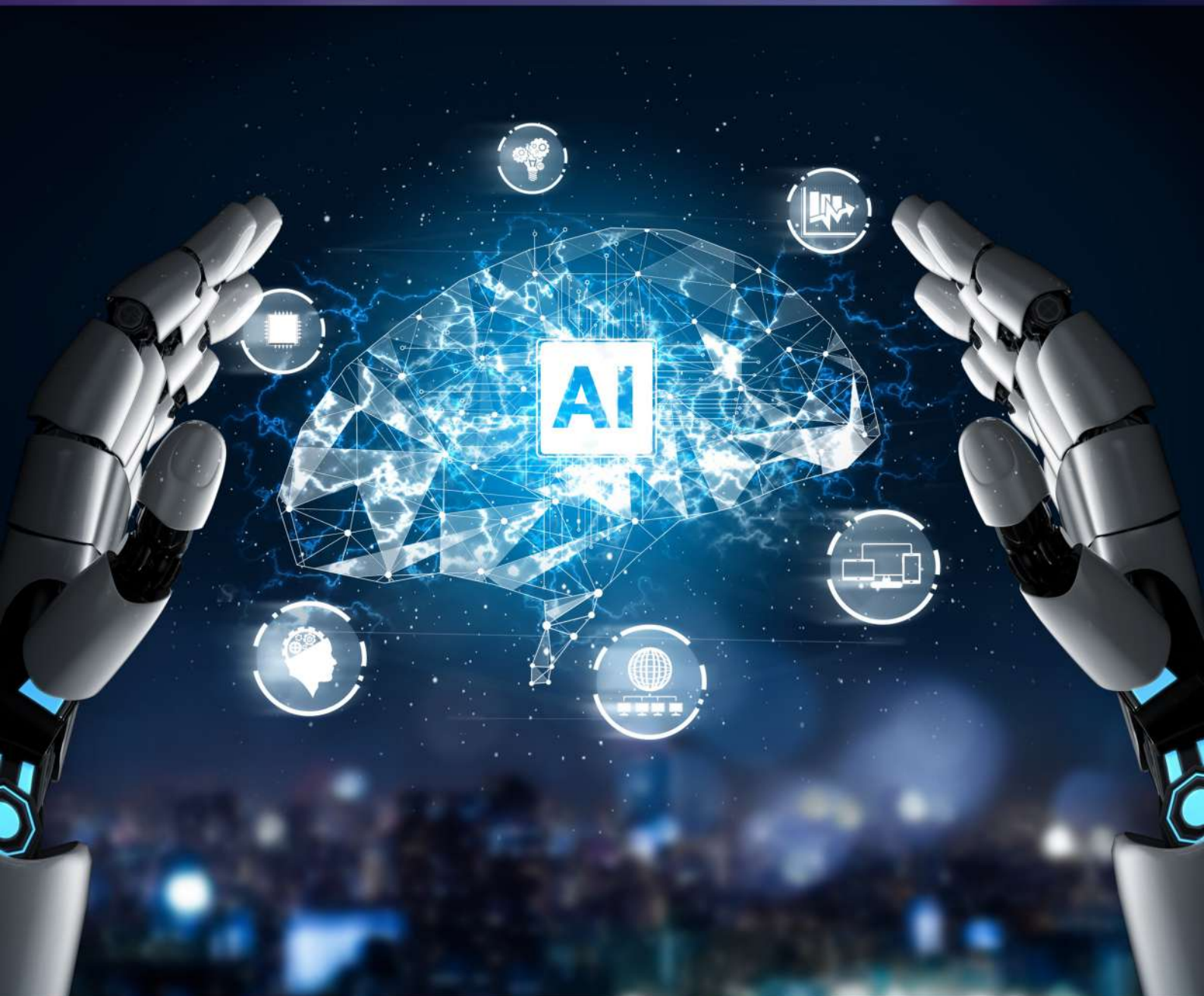
Features

- From Google
- Enter any query to receive a response.
- It contains amusing graphics and encourages worksheet scanning to obtain a uniquely crafted response.
- Cost: Free.

Other AI tools include Maverick, Quick chat, Copy Monkey, IEM AI Writer, Stocking.ai, Puzzle Labs, etc.

CONCLUSION

The business has had the most impact on AI in the 21st century. The advantages of using AI generated art are here in this article. AI transformed all business process management tools, trend predictions, and how firms purchase ads. The potential of AI research is so good that it's getting harder to imagine a world without it. By 2030, AI will be greatly used in everyday life, whether in self-driving cars, more accurate weather forecasts, or space exploration.



CORPORATE CASE STUDY

Shein Case Study

ABOUT THE COMPANY

Shein is a China-based online swift fashion retail merchant. Shein, initially known as ZZKKO, came into existence in 2008 in Nanjing, China. Chris Xu is the originator of the company.

Shein is mostly famous for its low-priced clothes. In the nascent phase of the company, it was believed to be more of a drop shipping enterprise than a retail merchant.

During the first few years, the firm was not engaged in apparel design and fabrication and rather procured its merchandise from the wholesale apparel marketplace in Guangzhou.

It did not materialize till 2012 that the company started taking over its indigenous supply chain setup, switching itself into a completely incorporated retail merchant.

The organization has founded its supply chain in Guangzhou with a strong network comprising over 3,000 dealers. Located in China and delivering throughout 150+ nations, Shein ranks as the leading style retail merchant in the world as of 2022.

The firm's worth was estimated at U.S. \$100 billion following a financing round in April 2022.

Over the past few years, the firm has embroiled itself in various disputes, which include the following:

- ▶ Tax dodging
- ▶ Brand name controversies
- ▶ Security and health issues
- ▶ Human rights infringements

As cited by Bloomberg Businessweek and other periodicals, the company's commercial prototype has gained from the Sino-U.S. economic conflict.



CORPORATE CASE STUDY

When Was Shein Established?

The company came into existence in 2008, fifteen years back.

Who is the Originator of the Company?

The originator of **Shein** is **Chris Xu**.

What Type of Organization is Shein?

Shein is a retailer.

Where is the Headquarters of the Company Based?

The company has its central office in Singapore.



What is the Name of the Parent Company of Shein?

Shein's parent company is Roadget Business Pte Ltd.

Shein Management

Quist Huang presently serves as the Director of the Employee Experience Platform of Shein.

What is the Name of the Subsidiary of Shein?

The name of its subsidiary is ROMWE.

How Many Employees Work for Shein?

Presently, the company has 10,000+ workers.



CORPORATE CASE STUDY

COMPANY HISTORY

Shein, initially known as ZZKKO, was set up in 2008 in China by Chris Xu, a search engine optimization promotion professional and tycoon. SheInside.com, the company's official site, got listed in March 2011 and promoted itself as "a global top wedding clothing firm," though it marketed universal women's garments as well. The firm procured its stuff from the wholesale garments marketplace in Guangzhou, which functioned as the key center for several apparel makers and marketplaces in China. Shein did not participate in the blueprint or manufacturing of the clothes. Rather, it acted as a drop shipping company correspondingly, which markets products from 3rd-party traders straightaway to overseas clients.

At the beginning of the 2010s, Shein had their stuff available in the following nations:At the beginning of the 2010s, Shein had their stuff available in the following nations:

- France
- Spain
- Italy
- Russia
- Germany

Besides, the company promotes footwear, make-up items, ornaments, and handbags, over and above ladies' apparel. In 2012, Shein launched the present site and commenced utilizing social media promotions by joining hands with style bloggers for free promotional gifts and promoting stuff on Pinterest, Instagram, and Facebook.

2014- Acquisition of Romwe

In 2014, the company took over Romwe, a retail e-commerce merchant based in China, turning it into a "comprehensively structured retail merchant."



2016

By 2016, Shein had one hundred workers and had already set up its central office in Guangzhou, China. In 2015, the company's name altered from "Sheinside" to "Shein" once more, asserting that a name was essential that was easier to keep in mind and simple to search online.

By the same year, Chris Xu assembled a group of eight hundred fashion designers and model manufacturers that created Shein-labeled apparel. The firm started improving its supply chain, keeping out vendors offering inferior products or images.

CORPORATE CASE STUDY

2019

By 2019, the company's products were highlighted on daytime T.V. programs in the U.S. with other online enterprises like Zaful and Fashion Nova. In the interim, style influencers exhibited Shein merchandise in attention-grabbing videos together with other renowned retail merchants as well.

Despite being a web-based retail outlet, the company also pioneered pop-up stores for customers who do not desire to buy online. Furthermore, the prompt utilization of TikTok by the retail merchant and the capacity to promote viral stuff enhanced the firm's fame.

In 2019, Singapore-listed Roadget Business Pte incorporated Chris Xu and other individuals in the form of spokespersons.

2021

By 2021, business filing in China demonstrated that the company had de-listed Nanjing Top Plus Information Technology Co Ltd, its principal enterprise. Filings done in Singapore indicate Roadget as the legitimate entity running Shein's worldwide site and possessing the company's brand marks.

By November 2021, the company expanded from a firm worth U.S. \$15 billion to one worth U.S. \$30 billion. Throughout the coronavirus pandemic period of 2020, it earned U.S. \$10 billion in revenue, turning it into the 7th direct year of over 100% marketing development for the firm. As of October 2020, Shein became the top online-exclusive style company in the world. As of May 2022, it ranks as the leading fast fashion company.

2021

In April, the company collected U.S. \$1 billion to U.S. \$2 billion through private financing and captured 28% of the fast fashion marketplace in the United States. At the beginning of 2022, a study of 7,000 US-based youngsters rated Shein as their 2nd best e-business site.

In an editorial published in the Fortune magazine in the May 2022 edition, the firm got portrayed as overprotecting Gen Z while utilizing big data and speedy Chinese fabrication to promptly blueprint garments at a diminished price level. The firm was worth U.S. \$100 billion at that point.

The same year, the company set up a supply hub in Whitestown and intended to launch additional supply hubs in the northeastern U.S. and southern California.

In November, the company unveiled a new business bureau and delivery hub in Markham, Ontario. This will act as the principal delivery center of the company in Canada.

In October, The Wall Street Journal described that Shein earned U.S. \$24 billion in 2022 as revenue, turning it nearly as big as H&M and Zara.



CORPORATE CASE STUDY

PROMOTION

As stated by CNN, the key role of TikTok has been instrumental in pulling clients to the firm's official site because of a TikTok drift of bulk purchasing garments from Shein and showcasing Shein apparel to the viewer like a model haul video. On 17th May 2021, Shein's count of application downloads outdid the ones for Amazon.

Shein maintains to use of the psyche of the new age band and executes marketing plans consequently to attain expansion.

In 2020, the company became the most discussed product on YouTube and TikTok, and Instagram's 4th most discussed product. The affordable rates draw adolescent online buyers with modest budgets to share their purchases on various social media platforms.

For client expansion, Shein offers comparatively affordable rates to encourage demand. With higher expenditures, clients get paid back with additional rebates, which are recommended to be utilized for their subsequent shopping tours.

The organization not only utilizes its algorithm-oriented reference arrangement but also draws buyers to go to the platform often for performing undertakings, such as including stuff into their virtual shopping cart, viewing live streams, and participating in its competition program, to facilitate winning points which can be subject to redemption subsequently.

FABRICATION

Initially, the company did not blueprint its apparel and primarily procured its garments from the wholesale apparel marketplace of China in Guangzhou. Nonetheless, Shein became a comprehensively incorporated retail merchant in 2014 once it introduced its indigenous supply chain setup. Currently, the organization uses a network of fabrication collaborators and providers to facilitate the manufacturing and supply of its items.

The company creates forecasts on styles and manufactures products as promptly as three days following the recognition of a style. Besides, Shein restricts its bids to tiny bunches of around 100 products for measuring customer attention. Simultaneously, its other contenders, such as Zara, place orders of bigger amounts (around 500), heightening their probability of suffering losses if customers don't buy orders entirely. As stated by Bloomberg News, the tiny-bunch plan of the company is viewed as the cornerstone of its success. Providers functioning with Shein witnessed their enterprise burgeoning as the level improved.



CORPORATE CASE STUDY

TAX HANDLING

Shein could evade payment of export and import taxes, which is conducive to higher profits. Section 321 of the U.S. legislative bill under the Trade Facilitation and Trade Enforcement Act of 2015 (also known as “de minimis”) mentions that any import with a maximum amount of U.S. \$800 per Individual is tax-exempt. This bill has permitted the company to supply to the U.S. with no tax requisites, facilitating Shein to have an economic benefit over inland firms in the U.S.

Disputes

Intellectual property theft

Levi Strauss & Co. initiated legal proceedings against Shein in 2018 for plagiarism of a branded denim sewing. The suit was subject to an out-of-court settlement.

Similar allegations were leveled by AirWair International Limited, famous for Dr. Martens Boots, Ralph Lauren, and Mariama Diallo, in 2021.

In 2022, the Secretariat of Culture in Mexico confronted the application of Shein's utilization of conventional Mayan layouts, instructing Shein to take them out from its site.

Data violation

There were allegations of data violation against Shein in 2018 that involved a compromise of encrypted passwords and email ids of around 6.42 million subscribers.

App Embargo in India

In June 2020, India prohibited the Shein application because of privacy issues. The Indian Ministry of Electronics and Information Technology pigeonholed the Shein application and fifty-nine other China-based applications under Section 69A of The Information Technology Act, 2000.

Health and Security Hazards

Miriam Diamond, a professor supervising a Marketplace probe at the University of Toronto, mentioned Shein for marketing kids' jackets that carried nearly twenty times the quantity of lead allowed by the security rules set by Health Canada. Besides, the firm marketed a red handbag with five times the permissible quantity of lead. The company informed Marketplace that it would cease the sales of the two products till the concern was solved.



CORPORATE CASE STUDY

Human Rights Infringements

In August 2021, Shein asserted on its official site that its manufacturing plants were licensed by the ISO (International Organization for Standardization) and SA8000. It was a controversial matter and deemed a violation of the 2015 Modern Slavery Act in the United Kingdom. As cited by Reuters, the company was involved in violation of a likewise anti-slavery regulation in Australia. There were probes by Public Eye, a Switzerland-based Support Team which substantiated an infringement of labor regulations in China.

In November 2022, there were revelations from Bloomberg News that Shein's clothing was manufactured with cotton procured from the Xinjiang province.

Tax Avoidance

There are allegations of tax evasion against Shein in the United Kingdom concerning VAT registration, and there are hints that Shein was a defaulter for a minimum of nine months. The company's official site does not show the U.K. business registration no or enumerate VAT, as is necessary for the U.K. regulations.

Environmental Effect

According to reports published by D.W. (Deutsche Welle), a German TV channel, Shein has been creating a detrimental impact on ecological well-being. Because of the cheapness of Shein items, most garments do not belong to the premium category and can drive people to toss them out, aggravating the fabric waste quandary.



Jason Kidman

CEO of SOS

**CEO of SOS|Support,
Shares His Entrepreneurial
Journey and Valuable
IT Support Tips**



"Due to the confinement because of the COVID-19 pandemic, and for the fact that hackers have been improving their hacking techniques every day, a reliable IT support company is essential", says Jason Kidman, Founder and Chief Executive Officer at SOS|Support. SOS|Support is a company that provides all kinds of IT Support, including advanced cyber security, computer repair, networking, data recovery, and backup, IT consulting, and cloud computing.

Jason's company, located in South Jordan in Utah, aims to help small and medium businesses by offering solutions to all IT, firewalls, networks, and computer issues.

The company has received several awards in recent years for the high-quality service they provide.

In this conversation with Business Upside, Jason Kidman shared his entrepreneurial journey, and talked about his idea of success, challenges that the industry faces, marketing strategies, satisfying moments, advice for newcomers, qualities he finds in employees, and his next mission.

Edited excerpt of the Interview:

Business Upside [BU]: How did you get your idea or concept for the business?

ENTREPRENEUR OF THE MONTH

Jason Kidman, CEO of SOS



Jason Kidman [JK]: I founded SOS|Support in 2004. I grew up with a love for computers and networking, and I was well versed in network and server troubleshooting and PC repairs from an early age. After graduating with a business degree, I started the company SOS|Support.

[BU]: What was your mission at the outset?

[JK]: Our mission is to provide proactive service and Support to our clients. We provide a personal touch to each relationship while maintaining excellent work performance and quality control.

[BU]: Why do you think people will reach out to your company when they need IT Support?

[JK]: Because of SOS|Support, technical specialists are available for any and every aspect of IT-related issues. Whether you're a small business needing an IT service partner every couple of months or a large business needing continual Support, besides, cybercrime has increased by 600% due to the confinement because of the COVID-19 pandemic. Since hackers have been improving their hacking techniques daily, a reliable IT support company is essential.

[BU]: How do you market your business, and which method has been most successful?

[JK]: Networking, referrals, and marketing campaigns.

[BU]: What was your experience in the initial days?

[JK]: I was in a one-person band for nine years. It was tough, and I became so stressed that I developed chronic health conditions. Trying to carry everything on your back is difficult. And as I tried to evolve into a true MSP, it wasn't possible being a single person to handle everything.

[BU]: What have been some of the most important lessons that have influenced your work?

[JK]: Lessons basically included how to run a business. I went through Goldman Sachs 10,000 Small Business (GS10KSB) program, which was a big commitment in 2015. This was a game changer. They say it's like "earning a master's degree but specifically for your business." I developed a growth plan and implemented it. Also, I have developed mentor relationships with some clients that have helped me a lot over the years.

ENTREPRENEUR OF THE MONTH

[BU]: What do you look for in an employee?

[JK]: Pro-activeness, responsibility, innovation.

[BU]: If you had one piece of advice for someone just starting, what would it be?

[JK]: Listen to your customers.

[BU]: What are the challenges in the industry you are currently facing?

[JK]: Cybercrime has increased by 600%. This includes cyberattacks, phishing, viruses, and more. Also, there are always new cybersecurity tools, so we constantly train our employees on how to use them.

[BU]: What has been your most satisfying moment in business?

[JK]: Making a big sale and landing any new client – are my favorite two things. And being told that we do a great job by our clients, and nothing gets better than that.

[BU]: How did you plan to provide better results in a crisis?

[JK]: Relying on our excellent work culture and environment. Heading up the 20-minute response time for all communications coming into SOS for IT support requests. Last but not least, constantly researching and being proactive.

[BU]: What is the next goal you wish to accomplish?

[JK]: We want to build our brand here in Utah but also broaden our scope and expand – possibly to a location in another state.

[BU]: How do you define success?

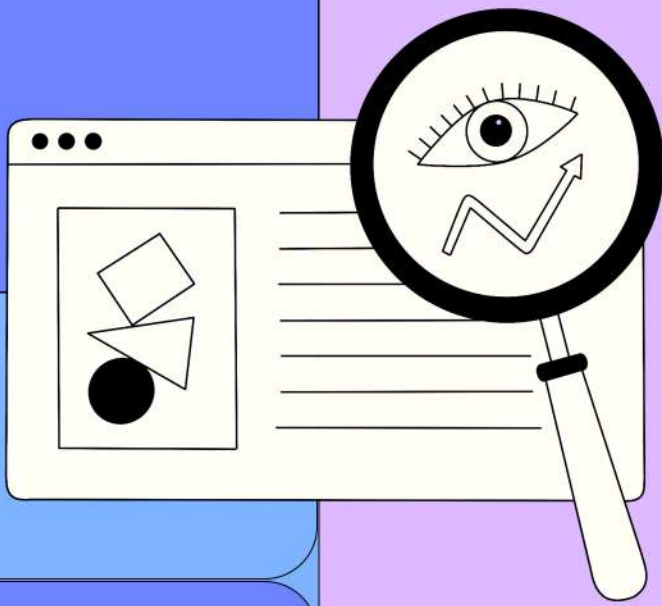
[JK]: The combination of hard work and willingness to learn.



[BU]: What were the most significant roadblocks or challenges you had when you first started in the profession, and how did you overcome them?

[JK]: Hiring my first employee – and then failing, and doing it again, and failing... Finally, deciding to take on debt to hire good employees and pay better rates, finding ways to build a team in a way we can afford (offshore experts), and building relationships with escalation contractor team(s)





Search Engine Optimization FOR Prisons

Are you planning to create a website focusing on the prison niche? If that is the case, read on, as this article will help you on your content-making journey. Compared to hot topics like entertainment and games, the prison niche is small and only targets a specific audience.

So, how do you ensure that your prison niche website ranks through SEO? How big is the prison niche, and how many readers actively seek prison-related content?

This article will provide collated information on ways to ensure that your prison niche website ranks through SEO. It will also give readers an idea of how big the prison niche is today.

If you want an excellent resource for prison information for your website, go to this site to get more information about prisons in the United States and access to public inmate records.



How websites with prison-related content can rank through **SEO**?

SEO (Search Engine Optimization) for prison-related topics is the same principle as other subjects. There are ways to improve your content to make it searchable for your targeted audience.

Here are some ways to make your prison-related website rank in search engines. These tips from SEO experts are listed in this article so that you won't need to search the internet to find answers to your SEO-related questions.

The size of the prison niche depends on the number of people affected by the prison system. The U.S. prison system holds almost two million people. All of these people have friends, family members, and acquaintances that might be searching for prison-related content. So, from that number, you can see the size of the prison niche.

Topics that are commonly searched by people with a family member or friend in prisons are:

- Prison calls
- Inmate rights
- Prison systems
- Inmate records
- Prison policies and regulations

There are more topics about prisons that you can tackle if you want to delve into this niche. You can also talk about life in prisons, the history of each prison, and unique prison stories.



Using SEO in low-niche topics like prison content

You can follow these tips to improve your website with low-niche topics in search engines. Here are some tips for your content creation.

Focus on your audience: Don't write for search engines. Write for the audience who will read your article. People want value from your content, and writing for people needs to be interesting. If, for example, there's a new development in the prison system or a new policy. In that case, it directly affects your niche audience, so if you write about it, you're writing for people.

Topics like prison life, rehabilitation programs, phone calls, and other activities in prison to help them are some pieces people want to hear.

Create catchy headlines: After you write your content, pick a catchy, memorable, and exciting headline. You should spend time perfecting this, especially if you're posting this for a niche audience. An excellent catchy headline's perks entice people to visit the site and treat it with perfectly written content.

Research and use keywords: You'll need to research and work those keywords or phrases into your headlines or any part of the content. You'll find a general increase in readers when you've placed all your keywords in the right places in your article or website.

Keywords are crucial in SEO because they tell search engines your site's content. If you've done proper keyword research, you can easily make your website rank in search engines for your niche audience.

Use images: People love pictures when reading stuff. People like books with pictures and websites like them. Suppose you're planning to put up a website focused on prison content. In that case, you must include images to make the reading experience enjoyable.

Many sites offer royalty-free images. If you have the means and capability to take pictures, then do so. Original content far outweighs any generic images, even in high resolution.

MARKETING

Organize your posts: When you create your post, ensure it's organized. You should use headlines, and subheaders, break paragraphs into easy-to-read sentences, and make them visually appealing.

Incorporate link building: When you develop your website and content, work on link building, which is the process of using links to connect your new posts to your website. These small techniques can drive people from your article to the rest of your website.

Continuously monitor the results: After you've done all the tips given by experts and all the advice shared by SEO gurus, you need to monitor the results. Close monitoring lets you quickly adjust your content to improve the results and fine-tune it for maximum effect.

The prison niche targets incarcerated people and their families and friends. So, plan your topics with that in mind. Ensure that you're addressing their pressing questions and offer your niche audience advice on coping with this reality. Use your ability to create content for their benefit and make each read a memorable experience for your audience.



5 Guest Blogging Key Takeaways

Guest blogging is a topic that tends to divide opinions for a number of reasons. What is not a topic for debate is that it is a strategy that has stood the test of time and continues to deliver positive results.

If you use one of the leading guest blogging providers, such as rankz, for instance, you can expect to build some decent quality backlinks and improve your SEO performance along the way in a way that is both ethical and sustainable.

What are the key points to remember when it comes to guest blogging?

There are lots of benefits attached to guest blogging

When looking at marketing ideas and strategies, one of the key considerations always has to be what benefits you can enjoy from pursuing that particular activity.

In the case of guest blogging, the evidence is clear; many benefits are attached to this approach.

It is a strategy that has consistently demonstrated an ability to help you grow your audience numbers, improve your overall SEO performance, and allows you to build authoritative backlinks.



You always need to stay on topic

One of the reasons why guest posting sometimes has its detractors is not using them in a productive or meaningful way.

Choosing topics for your posts that are highly relevant to your specific goals and your industry will make a substantial difference to the response you get and the success you enjoy. Your focus should always be on delivering great content.

Finding the right sites is always the key to success

You must be very choosy about which sites you publish your content on to get the most out of your activities. Using only reputable guest blogging sites is the only way to go. A good guide would be to target sites with a domain authority of at least 40. This is referred to as domain authority if you are using Ahrefs, but it's the same rules in terms of standards.

Making the most of outreach opportunities

An excellent way to maximize your outreach success would be to use a guest posting provider who can help you place your content on the right site.

A good provider will have strong relationships with suitable and reputable sites. They can also deliver premium content on your behalf. Using a packaged service in this way can be very effective.

Always keep an eye on your progress

Your involvement in the process doesn't end when your post is published.

You should always commit to continue tracking your content's progress and response rates. There are a number of useful SEO tools that give you the ability to track a host of different metrics.

Using Ahrefs, for instance, will let you view important data, such as any changes to the number of backlinks and organic traffic performance numbers.

Guest blogging remains one of the most effective ways of building backlinks. If you keep these key points in mind, you should be able to harness its power in the most positive way possible.



SCIENCE & TECH

SQM Club: Unbelievable Facts about Environment You Never Knew

An SQM club is a large assembly of people from diverse industries that work together to improve the current situation for people in the future. The Squak Peak Club believes that protecting this mountain is morally required. It assists its members in accurately and effectively estimating their CO₂ discharges, enabling them to save money through straightforward activities at home, school, or work. It also provides tools that enable people to efficiently track their carbon imprint and disseminate important information to people.

To inform people how to reduce CO₂ emissions, the SQM club has developed a web-based mini-computer that assists people in calculating their CO₂ emissions about the goods or services offered by the club. It also advises how people can save money by taking simple actions at home, school, and work. The topic of discussion at the 20th International Conference on SQM 2022 will be recent experimental and theoretical advancements on the function of strange and heavy-flavour quarks in high energy heavy-ion collisions and in astrophysical phenomena.

Since its founding in 2009, the SQM club has assisted individuals in reducing CO₂ emissions by 1,675,433 tons (as of January 2015). China, Australia, France, Germany, India, Israel, Poland, and Singapore are among the countries where it has members. The club is confident that individuals may increase their enjoyment while save the environment for people in the future by adhering to the SQM (Strange-

What does the Club do?

The club assists companies in calculating, monitoring, and cost-effectively reducing their carbon footprint. They help everybody contribute to a green future and lessen our impact on global warming while creating a stimulating program that provides rewarding resources when carried out correctly.





What is the Club's Purpose?

The distinction is essential to the success of the SQM club. A non-profit organization called Squak Mountain Club was founded in 1954. Protecting Squak Mountain drives it since it supports training, education, and critical thinking for people in general. The SMC acknowledges that the mountain might be affected by a small group of dedicated volunteers. The club does not employ anyone; instead, volunteers provide their time and gifts to help the organization accomplish its goals.

Interesting Metrics and Facts about SQM Club

SQM aims to contribute to the enhancement of air quality and the reduction of CO2 emissions. It is simple to forget that a selected group of people and organizations are concerned about our present situation and its inhabitants. Advantica founded SQM as a non-profit organization devoted to environmental issues. It works with various devices, like PCs and mobile phones. It records data like mileage, fuel efficiency, and motor oil consumption. High height expansion, also known as approaching space flight, is used by SQM. The largest SQM beneficiary group on the planet collaborates with Advantica.

How can you use the SQM Club?

You may download and install SQM for free on your computer. The amount of CO2 emitted by your motions is measured in square meters. You can also use SQM to pay cell phone expenses. SQM is available in many unique dialects. It has provided a tool enabling colleges and universities to monitor and report air quality. Anybody who wants to learn more about air quality assessment can experiment with the SQM equipment. The general public has online access to SQM club's knowledge base.



SCIENCE & TECH

Benefits of Joining SQM Club

A mobile app called the SQM club carbon impression tracker monitor's a person's carbon footprint.

Additional Companions

One of the many advantages of joining a club is the opportunity to socialize with new people. You will be forced to complete a few of them, though, because of the significant number of club members. To interact with new people, they could also encourage you to participate in activities outside the gathering. Go to your top club if your circle of pals has shrunk or you've recently moved.

Customary Work

Joining a club also makes it possible for you to practice consistently. Now and then, especially during the winter, we could be so severely exhausted that leaving the house is difficult. As a result, we are left behind at home and experience disappointment. You will incorporate weekly group sessions into your trip if you go to them. You have much more authority the more you accomplish.

Excellence

A great strategy to increase your level of well-being is to join a gaming club. It's simple to persuade yourself not to take a run because the practice itself may be out of alignment. Clubs also have a strict admission policy for various brandishing competitions. Why not try a game that you've never heard of?

Improve your Insight

If you're interested in pursuing a new role, a club membership may allow you to familiarize yourself with the industry. Consider for a minute you are eager to cultivate but need assistance determining where to begin. Long periods will see nursery club members involved with the nursery. They will be pleased to provide their opinions on practical issues like plant propagation, disturbing the board, and seed sowing.

Limits

One advantage of club membership is that its members will frequently receive limits. It could range from community activities to excellent standards at local organizations. Additionally, restrictions are frequently presented on the items required for group activities.



SCIENCE & TECH

OCCASIONS

Once you join a group, your social calendar will fill up very quickly. You should pick which clubs to join because these organizations organize a wide range of activities for their members. If not, you will not be able to handle various tasks. Local events are a great choice if you relocate to a new location.



BUYING PICTURES

Finally, the club offers a fantastic chance for systems administration to function professionally and socially. You can meet your future partner in this way since your new friends will introduce you to people they know. If you run your own independent business, joining a relevant organization might open up opportunities for growth and access to professional expertise.

SQM offers a lot and can support your continued pursuit of a healthy, stable existence. It tools actively produce outstanding outcomes for SQM club members. It is extending its contributions to education, personal growth, and entertainment. It's a fantastic resource for learning how it improves the environment and your money!



Panda Helper App: Learn Unbiased Facts before Downloading

One of the top third-party app stores in the industry, Panda Helper, offers games and program modifications for iPhone and Android devices. Our access to Pro and Premium apps is free, thanks to Panda Helper, an Android app store. MODs for patched games are also available for download. Regardless they belong to a large studio or a small team, several app developers generally employ the freemium business model. In other words, companies provide their products without charge, but if customers want to access relevant additional features, they must pay through in-app purchases. The app store has several unauthorized programs, games, and customizations available in the app store.

Benefits of Panda Helper

- Easy-to-use app.
- Available on all iOS devices.
- Not necessary to jailbreak.
- Many free games and apps are available. There are a ton of unlicensed iOS and Android apps.
- There are a ton of 3rd-party apps available, such as file managers, screen recorders, and gaming simulators.
- Via Panda Helper, all app MODs are made.
- Updating frequently to introduce new stuff and fix bugs.

Panda Helper Download Instructions

- Go to the PandaHelper.
- Visit your home screen after selecting install on the Install profile page. If prompted, enter the pass-code.
- You will observe that the app has been set up on your home screen.
- You may now download fantastic apps ad games by using your chosen app.

Conditions and Other Details

- Android 4.0 is the bare minimum operating system required.
- You must turn on the "unknown sources" option in Settings> Applications to install the program using the APK file.



How Safe is Panda Helper?

Since it is a third-party website, we advise you to avoid using this. However, it is safe to use the Panda Helper software. Unlike unlocking or anchoring your phone, using it does not invalidate your device protection. It can leave your device vulnerable to viruses or security intrusions.

Troubleshooting Methods

Following are a few troubleshooting suggestions for frequent problems Panda Helper users have.

- Error on White or Blank Screen: While unpleasant, it is not a significant issue and you can easily fix it.
- Access your iOS settings.
- Open Safari and select the Clean Website Data option.
- The display is now back to its original state.
- Uninstall the Panda Helper app first if you cannot verify the same.
- Now re-download the app from the valid sources.
- To trust the app, go to Settings>General>Profile.

How to Delete The App?

- On your iPad or iPhone, click on the Settings option.
- Access General > Device Management and Profiles.
- On the Panda Helper profile, click.
- Choose Delete Profile from the menu.

Why Should People Rely on The Panda Helper App??

The app is user-friendly and effective, and a committed team of engineers constantly works to improve the user experience. The in-app cache cleaning that Panda Helper 2022 includes avoids the need to clear the cache in the event of installation issues manually. The built-in utilities will handle the problems so you can use your preferred games and apps.

One principle factor users trust and continuously rely on this third-party app. Users can shop for their requirements is that it has been a constantly upgraded app store for the past few years. The Panda Helper app store for iOS 16 now supports the newly published iOS 16 and iPhone 14. The most recent iOS version has intriguing new features like a customizable locked screen, Focus modes, and a new notification display method.

Can Panda Helper Cause Your Smartphone to Lag?

Nope, this third-party mobile app is lightweight and simple to use. No latency or system-related issues have ever been reported by users while using the app. However, you should exercise caution while downloading and installing apps or games from the app store. Individual developers create the material for app stores. The Panda team will maintain security under review, but caution is vital for personal protection.



Panda Helper Versions and Alternatives

Regarding unauthorized software installers for Android and iOS, the Panda Assist app consistently receives the highest ratings. There are the Panda Helper VIP versions that are free. An App Store substitute, Panda Helper Lite, gives users access to programs, games, and modifications that aren't in the default store. It is primarily used to install jailbreak software, game tweaks, and so-called ++ apps that offer popular iOS app hacks (such as removing adverts and implementing novel functions).

Conclusion

A dream come true as you can download the paid app for free. Nonetheless, you can attempt Panda Helper if you believe it is unfair. You can download a free app due to divine right. It is an Android app store where you can download paid apps, and game MODs that give us features and things for nothing. Numerous applications patched to allow free access to premium features you can find here, including antivirus software, music streaming apps, and video games. Its organized and categorized format makes locating your search searching for easy, and open to suggestions if you want to keep up with the latest trends.



LIFESTYLE

Top 10 Most Beautiful Women in the World

Beauty is in the eyes of the beholder. So it's very difficult to make a unanimous list of the most beautiful women in the world as the perception of beauty is often subjective, and views can differ a lot. However, a better way of making a list of women and their pretties is to take a more scientific approach by referring to the face score analysis test. It is normally referred to as the Golden ratio, which closely resembles the human perception of beauty. The ideal Golden ratio is 1.618, which is the yardstick used in this article for making the list of the most beautiful women in the world.

Jodie Comer Tops the Chart of the Most Beautiful Women in the World in 2023

Jodie Comer, a famous British actor with a Golden ratio of 94.52%, leads the list of the most beautiful women in the world. The ratio represents the facial dimensions' proportionality and helps lend some objectivity to the perception of beauty by assigning a measurable value. Especially the positioning of her lips and nose helped her earn a score of 98.7. The 29 years old actress acted in films such as *The White Princess*, *Help*, *Doctor Foster*, *Killing Eve*, *Free Guy*, etc.

Zendaya

The 26-year-old American model and actress, born on September 1, 1996, is just behind Jodie Comer in the list of the most beautiful women in the world. Besides being one of the most beautiful women in the world, she also found a place in the list of 100 most influential people in the world in 2022. Winner of Primetime Emmy Awards twice, Zendaya demonstrated her versatile acting prowess in various films. Her films include *Spiderman*, *Malcolm & Marie*, *The Greatest Showman* and *Euphoria*, and other *Spiderman* series. Her Golden ratio is 94.37%.

Bella Hadid

The American supermodel with a Golden ratio of 94.35% became the Model of the Year in 2016. Even after six years of splendid achievement, she still quickly finds a place in the list of the most beautiful women in the world. Her modeling career reached incredible heights. It is evidenced by her representing brands such as Michael Kors, Dior, Versace, and Fendi. Bella Hadid, only 26 years, appeared on the covers of *Vogue* magazine 27 times. She is Gigi Hadid's sister.

Beyonce Knowles

The 41-year-old singer, songwriter, actress, and dancer has a magnetic personality. Her beautiful face fetched her a Golden ratio of 92.44%. She thus occupied the fourth spot in the list of the most beautiful women in the world. Besides breaking into the ranks of the world's most beautiful women, she has been pushing her boundaries as an artist par excellence. Beyonce made history by winning the Grammys most times in the hip-hop and pop musical genres. A cultural icon, she earned the nickname Queen Bee.



LIFESTYLE

Ariana Grande

With a Golden ratio of 91.81%, Ariana Grande, the American singer, songwriter, and actress is fifth among the most beautiful women in the world. With an octave vocal range of four, she has enthralled the global audience and has a huge fan following. She won popular awards at the American Music Awards, the New Artist of the Year, and became the New Artist of the Year. Her song Truly occupied the top spot in the US Billboard 200 chart.

Taylor Swift

Taylor Swift is an American singer, songwriter, and actress. With her sharp facial features and beautiful eyes, she finds a place in the list of the most beautiful women in the world. With a golden ratio of 91.64%, Taylor Swift is sixth among the most beautiful women across the globe. The unique narrative style of the lyrics of her songs helps her earn a special place in the hearts of her fans. She has also won several nominations and top awards several times.

Jourdan Dunn

Jourdan Dunn is a British model whose facial features helped her earn a 91.39% Golden ratio. She thus gets a place in the list of the most beautiful women in the world. With 3.6 million Instagram followers, she broke into the fashion world in 2006. At the age of 16 years, only someone discovered her at Hammersmith Primark and signed her to The Squad Management in London. In 2014, she became the face of Maybelline, New York. Dunn worked with brands like Burberry, H&M, Gap, Marcus, DNKY, and many more.

Kim Kardashian

Kim Kardashian is an American socialite, businesswoman, and media personality. With a beautiful face and a fantastic body, she earned her a 91.28% Golden ratio. This gives her a place in the list of the most beautiful women in the world. Having a net worth of \$1.8 billion, Kim Kardashian has been hosting the show 'Keeping up with the Kardashians.' She first came under the spotlight because of her friendship with Paris Hilton and was shot to fame in 2003 because of her leaked intimate video with Ray J, her boyfriend.

Deepika Padukone

The famous Indian actress, Deepika Padukone also makes it to the list of the most beautiful women in the world. She is one of the most beautiful Bollywood actresses. Born on January 5, 1986, she is one of the highest-paid actresses in India. She has a Golden ratio of 91.22%. She works actively to promote Mental Health through her not-for-profit organization Live Laugh Love Foundation, which she set up with her sister.



HoYeon Jung

HoYeon Jung is a South Korean model and actress. With a Golden ratio of 89.63%, she occupies the tenth position in the list of the most beautiful women in the world. She earned global fame for her role in the series Squid Games. Jung also won the Screen Actors Guild Award in the category of Outstanding Performance by a Female Actor in a Drama Series. Starting as a freelance model, she became the runner-up in the fourth season of Korea's Next Top Model. It became a stepping stone for her acting career. She has the most number of Instagram fans among South Korean actresses.

Now you know about the most beautiful women in the world. This is not a universal list. Different people consider different women as the most beautiful. So you have your own choice and preference in this regard.

“Keep smiling, because life is a beautiful thing and there's so much to smile about” -

MARILYN MONROE

TRAVEL

10 Most Breathtaking Destinations in North Italy to Visit

The geographical diversity of North Italy is its most outstanding feature. It has a sun-drenched Riviera and Adriatic coastal areas contrasting with Alpine Alps and glacial lakes. Many local delicacies and cultural gems are there in the towns. Italy Northern cities include some of the country's wealthiest counties and are a top location for premium shopping and luxury resorts.

The city offers all the unforgettable travel experiences guests desire from an Italian vacation, whether they be savoring great wine and feasting on the food of the highest caliber or touring historic fortresses, chapels, and churches. You may take help from Google to provide a map of Northern Italy must-see locations. You can also type the Alps Italy map to get the location of your places on your bucket list.

List of 10 Incredible Destinations in North Italy

CINQUE TERRE



Unquestionably, Cinque Terre is among North Italy's most picturesque regions. It can be verified by visiting any of the five villages of Riomaggiore, Manarola, Vernazza, Monterosso, and Corniglia. The settlements are situated on sheer mountains separates the Mediterranean and are designed to look like they belong on picture postcards. There are only so many more picturesque places than here. The only way to get to most places is by train. Since there is no automobile permission in the oldest parts of these towns, it is imperative to have comfortable going shoes.





BOLOGNA

It is the largest and capital city of the Emilia-Romagna region of North Italy, known as “La Rossa” because of its red brick houses and tiled roofs. An admirer of architecture will surely adore the place. It has both Etruscan and Roman monuments, despite the city being most famous for its medieval towers and vast arcade. It is due to intensive renovation work. The University of Bologna opened its doors in 1088, a must-see. It is still home to the most significant annual enrollment of students in higher education worldwide. A visit to Piazza Maggiore, where the facade’s incompleteness further enhances the Basilica of San Petronio’s stunning interiors, is a must for everyone visiting Bologna.



GRAN PARADISO NATIONAL PARK

Gran Paradiso National Park is one of Europe’s most extensive and well-preserved wild regions. It is named after Italy’s highest peak, Gran Paradiso, the only Alp inside national borders and one of Europe’s largest and most intact wildlife habitats. The region was the first national park in Northern Italy in 1920 to safeguard the declining numbers of ibex. Ibex is a mounted goat mostly noted for its horns, which may reach lengths of up to 3 feet. The region mostly becomes a hiker’s heaven in the spring and summer when the wildflowers bloom. In the winter, it becomes a beautiful vacation spot for cross-country skiing and snowshoeing.

BERGAMO

It comprises two cities tucked away against the slopes of the incredible Bergamese Alps. Whereas the lower area, Città Bassa, is a more contemporary city, Città Alta, or the upper city, is a medieval town enclosed by 16th-century fortifications. Most visitors arrive in the old town and begin exploring the immaculately preserved Medieval and Renaissance buildings and charming piazzas, which include the elaborate Basilica of Santa Maria Maggiore, the ultimate resting site of the composer Gaetano Donizetti. The Accademia Carrara is a must-see destination for its enormous collection of masterpieces by Canaletto, Raphael, and Botticelli.

LAKE GARDA



PHOTOGRAPHY



~ Gourab Sarkar

QUOTE OF THE MONTH

“

I don't know the key to success, but the key to failure is trying to please everybody.”