BUSINESS UPSIDE

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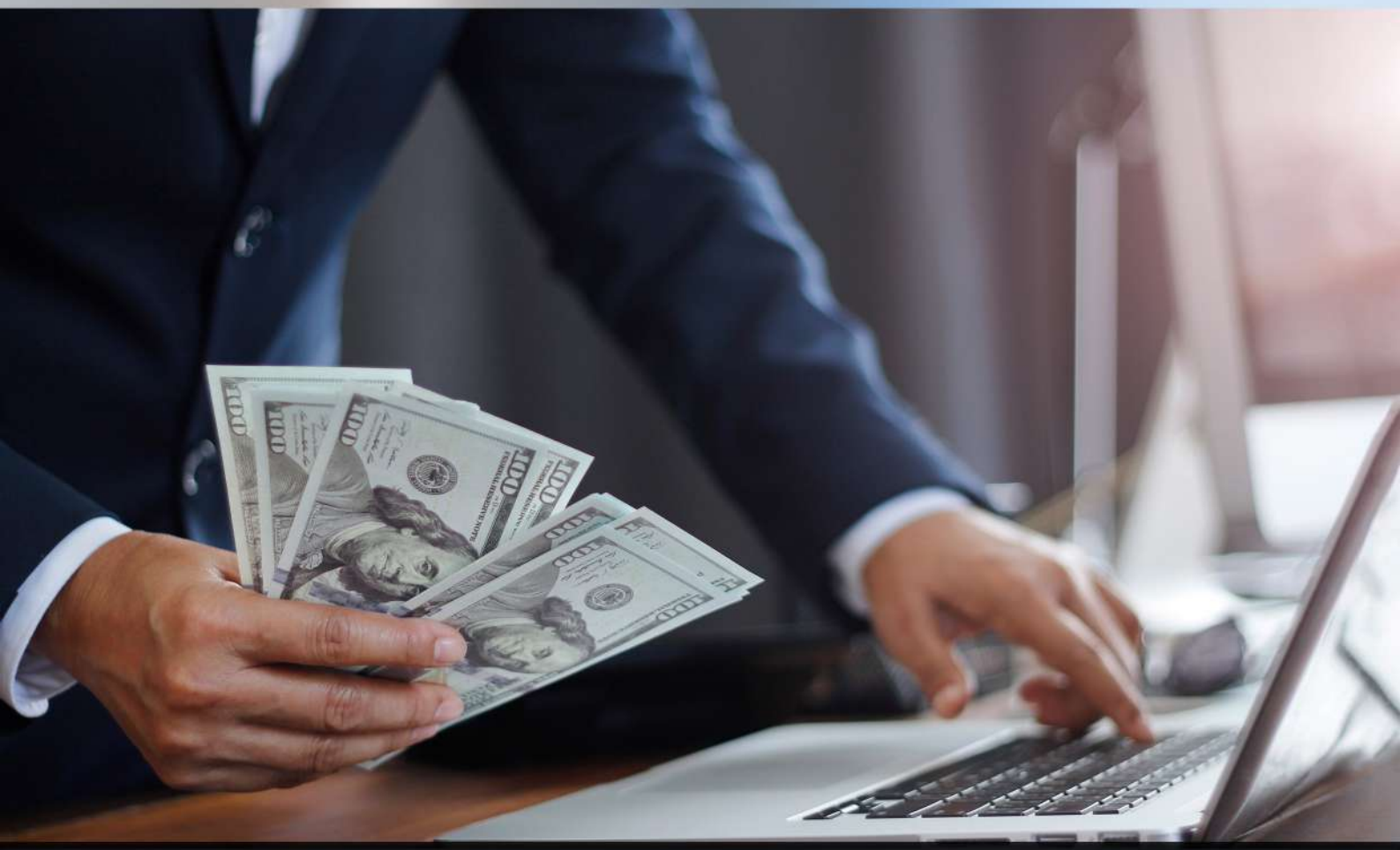

Online Passive Income: 7 Essential Things You Need to Know

Online passive income is a dream, but it can be challenging to achieve. Passive income refers to the money you earn without actively working for it. In other words, you can make money while you sleep, travel, or spend time with your family. Here are seven things you need to know about passive online income.

It's Not Completely Passive

Online passive income requires some effort to set up and maintain. You'll need to create a product or service, build a website or online platform, and market your offering. Once you have these things in place, you can earn money without active involvement, but you still need to monitor your business and make adjustments as needed.

It Takes Time to Build

Creating a sustainable online passive income stream takes time and effort. You must put in the work and time upfront to create a valuable product or service, build your online presence, and establish your brand. You may see little returns for months or even years, but if you stay committed and focused, you can eventually achieve financial freedom.

It Requires Consistency

To succeed with passive online income, you must be consistent in your efforts. This means consistently creating content, updating your website, engaging with your audience, and promoting your product or service. You can't just sit and forget it; you must stay active and involved in your business.

There are Many Options

There are many ways to earn passive income

online, you must provide value to your customers. This means creating a product or service that solves a problem or fulfills a need. You also need excellent customer service and support to ensure your customers are satisfied and willing to recommend you to others.

You Need to Invest in Yourself

Creating a successful online passive income stream requires ongoing learning and development. You must invest in yourself by taking courses, attending webinars, reading books, and staying up-to-date with industry trends and best practices. This will help you to stay ahead of the competition and provide more value to your customers.

You Need to Diversify

Relying on one source of passive income is risky. Diversification is essential to ensure you have multiple sources of revenue. This can help you weather any fluctuations in the market or changes in consumer demand. You can also explore real estate or stocks.

In conclusion, passive online income is a great way to earn money while you sleep, but it's not a get-rich-quick scheme. It requires time, effort, consistency, and ongoing learning and development. You also need to provide value to your customers and diversify your income streams to reduce risk. With the right mindset, strategy, and execution, you can create a successful online passive income stream that provides financial freedom and flexibility.

How Much is 6 Figures? Here are 31 Unusual Jobs to Earn it

Whenever people talk about high-paying jobs, the term six figures gets involved. Have you ever paid enough attention to the term or thought about how much is 6 figures? Well-paying jobs generally mean doctor, engineer, lawyer, banker, or accountant to us. But, with time, there has been a rapid change in the concept of the job market. Offbeat jobs have consumed much space in the job market and sometimes overpowered traditional jobs. This article will put further light on some unusual jobs that may earn you six figures.

How Much is 6 Figures?

Most of us might think that six figures is a myth and unattainable. To understand if it's really achievable or not, first of all, know how much is 6 figures.

In case you are unversed about what is 6 figures in money, it's the income range of $100,000-$990,999 per year. This range is a standard income parameter for mid-level professionals like doctors, accountants, and lawyers.

This income is also expected for self-employed persons earning from one or more sources. Actually, most people earning six figures engage themselves in salaried jobs and self-employed work. The salaried job provides them the foundation for other work, which increases their overall income.

Why do we need a 6 Figure Salary?

In today's world, a 6 figure salary is necessary for a comfortable living. You can afford a decent home and car for yourself. If you can manage the money well, you will have a better lifestyle. You can take less stress in work, travel more, save money, and be relaxed about your future.

What is 6 Figures in Money in your Industry?

As you already know how much is 6 figures, you should also know its relevance for a particular industry. Not only an income of $100,000 per year is called 6 figures, but a net worth of $100k-$999k is also the same.

Different fields have their definition and concept of six figures salary or revenue. It's not the same for all. Moreover, it's crucial to know how much money you can bag by choosing the gig economy.

As you start a career, focus on building your portfolio first. Try to gain as much experience in the field and the gig economy as possible. Invest your time

Are Six Figures Common?

A 6 figure salary is commonly linked with luxury and success. Of course, everyone aspires to reach that height in his pay package. But is it really that common and getable?

Reports suggest that the number of professionals earning six figures is increasing, despite still being comparably uncommon. In recent years, industries like tech and finance have demanded more skilled and specially-trained professionals. They are ready to offer a high annual compensation to those trained and experienced professionals. And in many cases, the figure reaches six figures. Besides, employers offering high salaries have also been increasing recently. Cities like Silicon Valley, San Francisco, and Seattle offer six-figure salaries more than other parts of the world.

Still, a six figures salary is far from reality for many people across the globe.

How much is Six Figures an Achievable Income?

You must be thinking about how much is 6 figures attainable. Isn't it like an elution? No, valuable skills and hard work make it very much possible for you to get what is 6 figures in money. You have to set your goals and proceed step-by-step accordingly. With determination, dedication, and commitment, you can obviously achieve it.

You can plan your higher studies thinking of six figures income as well. Combining your passion and the field that lets you earn a higher income can do it for you. If you conduct adequate research and planning, you will quickly understand which educational sector you should choose to bag a high-paying job.

While hard work and dedication help you earn a higher salary, it's not applicable for all fields, though many. Firstly, it's necessary to choose the right path.

Do Entrepreneurs Earn Six Figures?

The term entrepreneur is complex and huge. There are numerous businesses and startups worldwide, and every owner is an entrepreneur. But do they all earn 6 figures? Yes, a considerable portion of them do. It requires not only luck but proper planning and effort. An entrepreneur who understands his target market and how to attract them well is a winner. Networking, branding, and negotiating are other vital skills an entrepreneur needs to establish a successful business. Then, he can not only dream but achieve higher revenues and an extravagant lifestyle.

How to Earn Six Figures?

If you are impatient and want some quick steps to follow for earning six figures, here are those:-

- Know what you are good at
- Know what you enjoy the most
- Pursue a suitable academic career
- Plan a career with proper research
- Always look for advancement in your career
- Don't get stagnant
- Work to earn extra, it may be any work
- Try to develop as many skills as possible
- Market yourself well, as it's essential nowadays

However, the quick steps are easy to write down only, not to follow and achieve.

What is the Perfect Age?

Many people think their age to earn a 6 figure salary is gone, and nothing can happen now.

As per a study, it takes at least ten years on average to earn six figures. So, if you pursue your education thoughtfully and get a job instantly after finishing it, you still need ten years of hard work.

There is no hardcore rule about the right age to become successful and wealthy. It largely depends on your consistent efforts, skills, and, most significantly, your work field. The job location, economic factors, and the demand for the profession in the market are other vital factors. Even if you are an independent worker or business owner, there are several factors, like your strategy and approach.

Offbeat Jobs Paying Six Figure Salary

Related to the Health Sector

- Medical and Health Service Manager
- Clinical Ethicist
- Veterinarian
- Anesthesiologist
- Proctologist
- Podiatrist
- Sports Chiropractors
- Periodontist

Related to Technology

- Ethical Hacker
- Data Scientist
- Computer Network Architect
- Information Security Analyst
- Podiatrist

Related to Business

- Finance Professional
- Marketer
- Training and Development Manager
- Business Operations Manager
- Petroleum Engineer
- Chief Listening Officer
- Toy Designer

Related to Business

- Environment Engineer
- Diversity and Inclusion Manager
- Golf Ball Diver

Most Unusual Jobs to Earn Six Figures

Though these job roles are pretty uncommon, still you may have heard of some of them. But there are some other jobs you can't imagine earning you 6 figures.

- Ice Cream Taster
- Feng Shui Consultant
- Airline Pilot
- Makeup Artist
- Special Agents (like the FBI)
- Astronomer
- Cruise Director
- Athlete
- Hydrologist

Can Side Gigs bring Six Figures?

You should have some side gigs to earn six figures. You can earn much money by utilizing your additional skills online. There are websites to hire independent workers for companies requiring an extra workforce for certain projects.

Can you Earn Six Figures Working from Home?

If you are no longer ready for the nine-to-five grind or never want a career like that, you can work from home. There are options like becoming a writer or consultant. You can start your business or even a course online.

Ways to Reach Six Figure Salary

Here are some ideas for you to start walking the path through which you can earn a six figure salary one day. But remember, success and money take time to come.

- Start creating blogs
- Start web development business
- Start a podcast
- Start writing as a freelancer
- Create an online course
- Become a virtual assistant

You can choose any of these options based on your skills and passion. Keep working hard on it, and remember to upgrade yourself constantly.

Final Words

Reading this blog has undoubtedly helped you to know how much is 6 figures and how to earn it. The fact is, we all dream of high income and a lavish living. But only those who can achieve it who are incredibly dedicated, passionate, and sincere about their work. First of all recognize yourself, like who you are, what you want to do, your talent, and your life goals. Still, don't overjudge or restrict yourself. Ask others what they think about you, and if you learn something new about yourself, work on it. Ultimately, continue trying until you succeed.

How a Strong Company Culture Increases Employee Retention?

In 2021, 70 million people left their jobs, with 47.8 million quitting their positions. This was known as the "Great Recession," and employers everywhere struggled to fill their roles and retain employees.

To improve employee retention, you may need to pursue company culture management processes. When leading and managing culture in the workplace, your workers are more likely to stay put. A strong company culture will help you retain employees.

Ready to learn just how a strong company culture can increase employee retention? Then, keep reading!

Culture Management Improves Communication

Honest communication, receiving feedback from workers, and providing constructive feedback to employees should become a major part of a company's culture. As such, company leaders should ensure all supervisors undergo company culture training in the workplace focused on communication.

Ensure your managers and leaders have an open-door policy when receiving employee feedback. Further, you should attend regular meetings and send surveys to boost communication between managers and workers.

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Leadership Embodies Company Values

The top leadership at your company should embody the mission and values of the business. However, if the leaders don't take on these values, it will pose problems and a double standard for employees.

The best leaders will ensure that employees are heard. They listen to workers and try to meet them halfway. Whether they compromise or ensure that workers' needs are fully met, these managers will show how they value the needs of employees.

A Focus on the Work-Life Balance

Today, employees put more focus on their work-life balance. It's one of the top reasons an employee will stay or leave a company. To help out workers with their work-life balance, the best leaders utilize flexible schedules, work-from-home policies, and other amenities in the workplace.

You'll want to avoid having leaders create rigid rules for when employees should come or leave the workplace. Instead, focus on ensuring all work is done daily regardless of how many hours it takes.

When Company Culture Management Pays Attention to Employees?

One of the most essential things that company leaders can do is to pay attention to employees and receive feedback to develop a specific company culture. For instance, listen to workers when they request a better work-life balance, greater financial rewards for quality work, or flexibility.

Also, listening to customers can prove effective in developing a strong company culture.

A Positive, Purpose-Driven Culture Makes Workers Stick Around

Often employee retainment goes beyond increasing wages or providing health insurance benefits. If your organization focuses on creating a more positive world, your employees will likely stay since they will gain more purpose.

A positive, purpose-driven company culture can help retain workers. Therefore, consider seeing ways your organization can work with charities, donate funds, or create environmentally-friendly work processes.

Greater Flexibility and a Focus on Workers Help with Retainment

In a positive and strong company culture, leaders show gratitude to their workers and focus on employee needs. By providing greater flexibility for hours worked and laboring in remote locations, managers can help retain their workforce for years into the future.

With greater retainment, employers won't need to stress over interviewing, onboarding, and training new workers due to high turnover rates.

BEFORE YOU GO

When you focus on company culture management, you will find that more of your workers stay there longer. When you give employees more flexibility, higher pay, better work-life balance, and a greater purpose, they will show you loyalty.

How to Build and Scale an Online Enterprise?

The e-commerce landscape is increasing, creating room for aspiring entrepreneurs to set up thriving businesses. Insider Intelligence predicts that e-commerce will account for 24.5% of all global retail sales by 2025, up from 19.6% in 2021, according to Fit Small Business. If you've already launched an online business or plan to do so in the future, you must think of ways to scale it to its full potential.

But before you can scale your business, it's essential to understand how scaling differs from growing. Growing a business online or offline translates to increased revenue after investing more resources, such as employees, increasing product line, and capital investment. This means the business grows in size but doesn't make a profit. Scaling means increasing without incurring high operational costs. Here's how to build and scale an online enterprise.s means the business grows in size but doesn't make a profit. Scaling means increasing without incurring high operational costs. Here's how to build and scale an online enterprise.

Leverage Cloud Computing

When used correctly, cloud computing can help businesses scale efficiently and at a lower cost. The cloud also helps reduce risks entrepreneurs encounter when scaling their businesses. With the help of cloud solutions, you can manage logistics and engagements with prospects. You can also expand your website's storage capacity without spending a vast sum of money on infrastructure or the maintenance of servers.

Using the AWS cloud platform or Amazon Website Services, for instance, you can scale your WordPress site to ensure it maintains speed and performance as traffic and workloads increase. All you have to do is learn how to

Provide Excellent Customer Support

Today's customers expect all brands to provide satisfactory customer support, and this expectation is rising. By providing high-quality customer services, you'll meet their expectations, which goes a long way in gaining their attention. Other benefits of providing excellent customer support include improved customer satisfaction, seamless experience, and high levels of productivity among employees. You can improve customer support in several ways, like automating services using chatbots to answer simple and frequently asked questions. It's also essential to leverage live chats and phone calls for customers who require in-depth assistance and human touch.

Implementing the right strategies to scale businesses can transform your small online store into a famous brand. To ensure your online enterprise operates to its full potential, consider automating workflows, so you can focus on essential business processes that increase sales. Also, provide excellent customer support and leverage cloud computing solutions to expand your website, secure data, and enhance collaboration.

Latest Sudan News: Who Warns About High Biohazard Risk After Seized Lab

Are you aware of the latest **Sudan news**? The World Health Organization stated on Tuesday that there is a "*high risk of biological hazard*" in Khartoum, the capital of Sudan. It is due to one of the combatants seizing a lab that contained dangerous chemicals like cholera and measles infections.

Despite a cease-fire between opposing forces, officials issued a warning as the news was made that more people might still leave Sudan. Sudan is currently in disarray brought on by the fighting, bringing the already highly dependent African country to the verge of collapse. Before the fighting, the UN estimated that 16 million people, or almost a third of the country's population, needed aid; this number is sure to rise.

What is Going on in Sudan?

- North-east African country Sudan has a long history of instability. After widespread protests, the military toppled longtime ruler Omar al-Bashir in 2019.
- Two individuals, the army chief and his deputy rose to power after overthrowing the administration. The leader of a paramilitary organization known as the RSF also held the power.
- They disagree on how to restore civilian rule in Sudan. Despite the RSF leader's claims to speak for underrepresented groups against the country's elites, his forces started ethnic cleansing.

An Exodus of Mass Proportions

According to the most recent statistics from the WHO, fighting broke out between the Sudanese armed forces and the paramilitary Rapid Support Forces (RSF) on April 15. The confrontation has resulted in at least 459 deaths and 4,072 injuries. Since the violence began, at least five humanitarian workers have been killed. As a result, both the World Food Program and the International Organization for Migration have stopped operating.

At least 20,000 Sudanese have fled into Chad since fighting broke out on April 15. According to UNHCR spokeswoman Olga Sarrado, 4,000 South Sudanese refugees residing in Sudan have returned after the biological hazard of Sudan news emerged. She stated that the figures might increase.

In Sudan, there are more than 800,000 South Sudanese refugees, 25% of them live in Khartoum. Khartoum is nation's capital, where the war directly affects them. The UNHCR estimates that 1.1 million refugees are living in Sudan. Additionally, it stated that there are more than 3 million internally displaced people, most of whom are in Darfur, an area beset by protracted violence. The UN migration agency reported that the country is home to 300,000 registered migrants in addition to the refugees and tens of thousands of unregistered migrants.

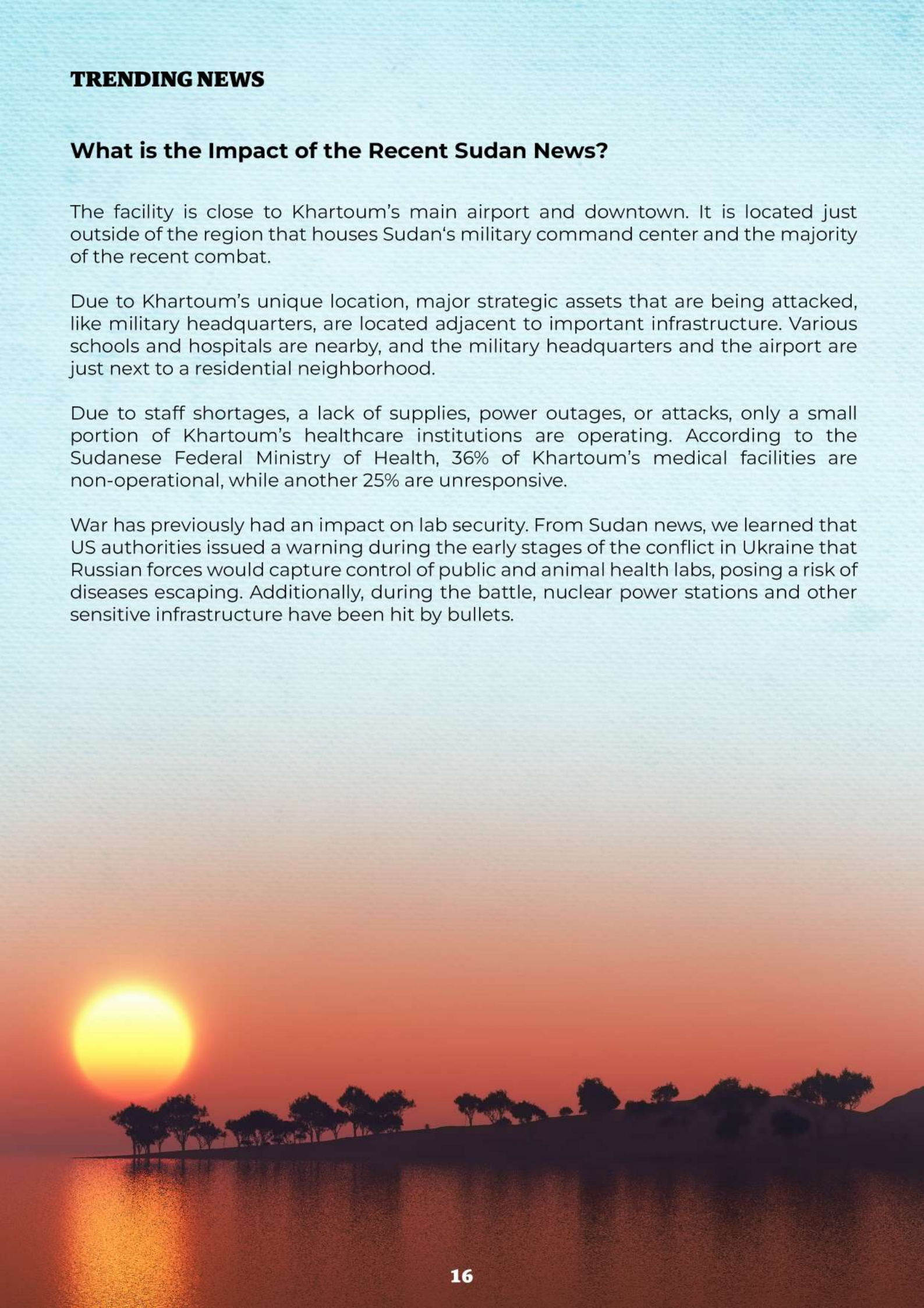
What is the Impact of the Recent Sudan News?

The facility is close to Khartoum's main airport and downtown. It is located just outside of the region that houses Sudan's military command center and the majority of the recent combat.

Due to Khartoum's unique location, major strategic assets that are being attacked, like military headquarters, are located adjacent to important infrastructure. Various schools and hospitals are nearby, and the military headquarters and the airport are just next to a residential neighborhood.

Due to staff shortages, a lack of supplies, power outages, or attacks, only a small portion of Khartoum's healthcare institutions are operating. According to the Sudanese Federal Ministry of Health, 36% of Khartoum's medical facilities are non-operational, while another 25% are unresponsive.

War has previously had an impact on lab security. From Sudan news, we learned that US authorities issued a warning during the early stages of the conflict in Ukraine that Russian forces would capture control of public and animal health labs, posing a risk of diseases escaping. Additionally, during the battle, nuclear power stations and other sensitive infrastructure have been hit by bullets.



CORPORATE CASE STUDY

Sky: Children of the Light Case Study

About Company

Sky: Children of the Light (abridged to Sky in-game) is a free-source global indi-
e social escapade game designed and relea
sed by Thatgamecompany.

Sky: Children of the Light entered the public domain on 18 July 2019 for iOS devices.

Subsequently, an Android edition was published on 7 April 2020. Besides, Thatgamecompany published a Nintendo Switch variant on 29 June 2021, succeeded by a PlayStation 4 launch on 6 December 2022.

Which Company is the Developer of Sky: Children of the Light?

The developer of the adventure game is Thatgamecompany.

Which Company is the Publisher of the Game?

The publisher of the popular game is Thatgamecompany.

Who is the Director of Thatgamecompany?

The director of Thatgamecompany is Jenova Chen.

Who are the Artists of the Game?

The creative persons instrumental in the innovative side of the game are the following:

- **Jacky Ke Jiang – Director**
- **Yui Tanabe – Manager**

Who are the Artists of the Game?

The author of the game is Jennie Kong.

Who is the Music Composer of the Game?

The music composer of Sky: Children of the Light is Vincent Diamante.

What are the Platforms on which the Game Runs?

Sky runs on the following platforms:

- Android – 7th April 2020
- iOS – 18th July 2019
- PlayStation 4 – 6th December 2022
- Nintendo Switch – 29 June 2021

CORPORATE CASE STUDY

To which Genre Does Sky Belong?

Sky: Children of the Light belongs to the art game and adventure game genre.

What is the Mode of Playing Sky?

The game runs in multiplayer mode.

Events and Seasons

The Sky game comes with continuing seasonal happenings, with fresh plots and exclusive characters and details. Seasonal happenings are entirely complimentary-to-participate. However, a few of the characters' articles necessitate a reimbursed "Adventure Pass" for undoing.

The seasons utilize an exclusive legal tender named "seasonal candles," which subscribers can utilize for buying seasonal stuff and get switched to normal candles once the season concludes. Seasonal characters may come back as Traveling Characters at some point, and participants can furnish their hearts and candles for getting seasonal stuff for a restricted period, although at an elevated rate.

Composition

The game comes with a musical score arranged by Vincent Diamante. Besides, there are certain tracks conducted by FAME'S Macedonian Symphonic Orchestra. Aurora, the Norway-based vocalist, also supplies the lyrics for the intro and outro compositions of the game.

The company publishes three audio albums. The first one features more familiar harmony from the fundamental game sequence. The second one comprises typically mood-lifting musical style, and the third one contains different parts arranged for Sky's Seasonal Events.

CORPORATE CASE STUDY

How's the Reception of Sky: Children of the Light?

	CUMULATIVE SCORE
NAME OF THE AGGREGATOR	**SCORE**
METACRITIC	NS- 82/100 IOS- 82/100
	REVIEW SCORES
PUBLICATION	**SCORE**
POCKET GAMER	FIVE STAR RATING
NINTENDO LIFE	8/10
JEUXVIDEO.COM	8.5/10
IGN	8.5/10
GAMESPOT	8/10
GAME INFORMER	8.25/10
EDGE	8/10

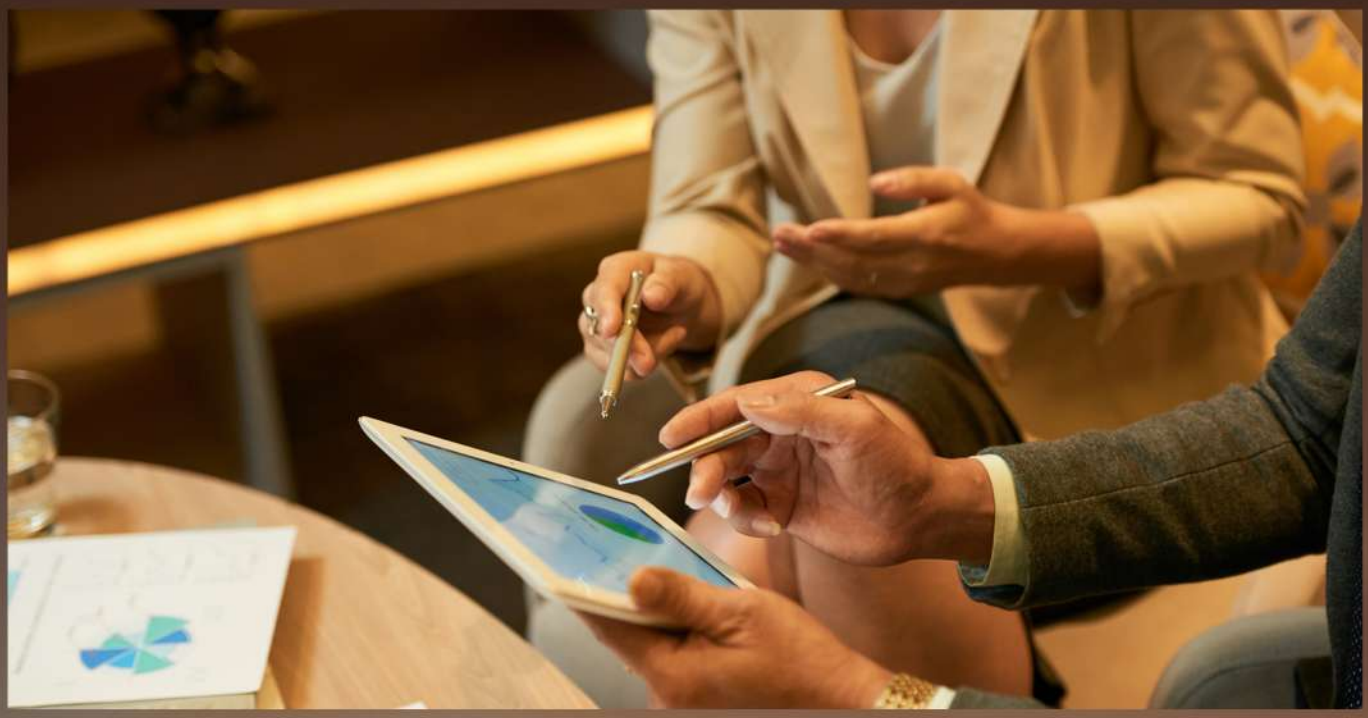
Metacritic, a review aggregator, granted the game 82/100 derived from eighteen commentators. Metacritic also rated it as:

- The #1 circulated iOS game in 2019
- The #13 top iOS game in 2019
- The #3 most talked about iOS game in 2019

Game Informer awarded Sky an 8.5 out of 10 and mentioned that Sky is an inspirationally dynamic and full-bodied game running on the iOS platform. It is the best-circulated game with others – particularly individuals who may not usually choose a computer game.

GameSpot awarded the game a score of 8 out of 10, bestowing outstanding admiration for the images, musical compositions, and animations. Nonetheless, the aggregator accepted that return trips to earlier settings aren't almost as appealing as the initial visit.

CORPORATE CASE STUDY



AWARDS AND HONORS

Sky: Children of the Light won Apple's iPhone game of the year in 2019. On 5 October 2020, as stated by Gamasutra, the game had surpassed fifty million downloads globally.

AWARD	YEAR	TYPE	OUTCOME
The Game Awards 2019	2019	Best Smartphone Game	Nominated
2019 Golden Joystick		Smartphone game of the year	Nominated
Pocket Gamer Mobile Games Award	2020	Pocket Gamer people's choice Best Audio/Visual	Won
		Accomplishment	Nominated
		Game of the Year	Nominated
New York Game Awards		A Train Award for Best Smart Phone Game	Nominated
NAVGTR Awards		New IP original Light Mix score	Nominated
SXSW Gaming awards		Smartphone game of the year	Won

Game Developers Choice Awards	Audience award	Won
	best Smartphone Game	Nominated
Apple Designs Award	Outstanding Design and Innovation	Won
Webby Award	Apps, Smartphone and Voice: Best Image Design: Artistic	Won
Games for change Awards	G4C people's choice award	Won
	Best Gameplay	Won
23rd Annual D.I.C.E Awards	Probable Game of the year	Nominated
International Mobile Gaming Awards	Grand Prix	Won
18th Annual G.A.N.G. Awards	Best Sound Design in a Social/Casual Game	Nominated
	Best Music for an Indie Game	Nominated
	Best original Song- " Constellation"	Nominated
	Best Music in a CasualGmae	Nominated

Benevolence

Thatgamecompany organized certain in-game programs in 2020 in aid of charitable trusts. Initially, the "Days of Nature" program took place, and it was an observation of Earth Day when a distinctive in-app purchase (IAP) was accessible.

The organization utilized the income generated from every buy through the IAP to sow one sapling per buy-in collaboration with the OneTreePlanted aid organization.

This program led to 40,576 saplings sown throughout the Australian and Amazonian woodlands spoiled by conflagrations.

In April 2021, the game held its 2nd Days of Nature program, utilizing the game to boost consciousness about plastic contamination of the ocean.

In May 2020, the company organized a Days of a Healing program to help collect funds for the Médecins Sans Frontières establishment. Consequently, the MSF COVID-19 Crisis Fund received a contribution worth US $719,138 from Thatgamecompany. For organizing this program, the company also became a part of the #PlayApartTogether drive of the World Health Organization.

In June 2020, the game organized its debut Days of Rainbow program, boasting vibrant rainbow articles and charms to observe pride month. The next year, the 2nd Days of Rainbo**w** program raised finances for the Global Fund for Women and The Trevor Project, with participants collecting US $794,420 altogether.

Animated Version

On 27 March 2022, during AnimeJapan 2022, the company proclaimed an animated venture.

5 Tricks to Use 'People Also Search For' in Google to Improve SEO

Whenever a person needs to know or find something, you go to Google. But is Google only a search engine? Isn't it also like an ad company that attracts users to generate sales through its search features? Basically, Google is there to show the most relevant and high-quality websites in search results. To keep users hooked to Google as their most preferred search engine, it frequently experiments with new Search Engine Results Pages (SERP) features. One such overlooked yet crucial feature is "people also search for."

What is "People also search for"?

"People also search for" is a search feature of Google that helps users find more accurate results easily. When a user puts a keyword on the search bar, Google shows the highest quality web pages containing the most useful results. Sometimes the user returns to the search page soon after entering a web page. When it happens, Google assumes that the user is unsatisfied with the search results. Then, it shows the "people also ask" snippet below the previously-clicked search result. This snippet consists of other relevant keywords users have frequently searched on similar topics. There will be more than one keyword related to the user's actual search.

However, these keywords are similar to the "related searches" feature at the bottom of the Google search results page. Are the two features the same?

Difference Between People also Search for and Related Searches

Although people also search for and related searches are almost the same, there are a few differences.

The positioning of the two is different. PASF appears just under the search result that you have clicked. Related searches appear at the extreme bottom of the search page after all the web page URLs.

This is why "people also ask" gets more clicks than the related searches feature.

There are fewer keyword suggestions in PASF than in related searches.

How is PASF Significant for SEO?

Google people search patterns are diversified and significant in developing SEO strategies.

PASF contains keywords that come from Google's database directly. Users frequently search those keywords to get more information about different topics. So, these keywords are important for you to understand your audience's interests and search preferences.

Clicking a search result and returning to the search page in a few seconds shows you PASF.

How to Utilize PASF for Higher Google Search Ranking?

How can you also use "people search for" to rank higher in SERP? If you have no idea, this article promises to help you.

Keyword Research

PASF is a goldmine for keyword research. As this data is derived from search records from Google, it is most relevant to any topic. If you can rank for those keywords, generating additional traffic and improving the topical authority of your site will be easier.

When you have a keyword that you want to rank, search it on Google and note the PASF keywords for it. If you search with each "people also ask" keyword separately, you will get more PASFs. You will see repetition in PASFs if your keyword doesn't have depth. Besides, you can this way discover more new search queries.

You can plug these keywords into a keyword research tool and analyze their search volume, difficulty, etc. This process helps you uncover new keywords with good search volume easily.

Content Idea

You can use PASF to get a new content idea as well. Search a target topic and get the people also search for keywords. Search those PASF keywords on different tabs to access top-ranking pages. Those topics and pages will offer you unique ideas for content.

If you generate content ideas from PASF keywords, the relevancy of your website's topics as a whole will increase. Thus, you can rank higher for additional keywords regarding your niche.

FAQs

Adding "Frequently Asked Questions" to your content is an engaging method. It also helps you rank for multiple keywords. You can easily use PASF keywords as FAQs.

Analyze the "people also ask" keywords, and find descriptive keywords for your topic with clear search intent.

On Page SEO

Improving the strength of your site's on-page SEO is easy when you use PASF keywords.

You can simply use the keywords throughout your content wisely or use them in H2 and H3 tags too.

Long-Form Content

You can make utmost use of "people also search for" keywords in long articles and blog posts. A 2500-5000 word content requires multiple sections to be covered. You can create a long-form article using relevant PASF keywords in your subheadings and putting detailed information.

CONCLUSION

Although you can consider people also search for nothing more than a simple feature on Google Search, its use is diverse. Proper use of these keywords can improve your website to a great extent. You can perform keyword research, improve on-page SEO, find new ideas, and meet other SEO goals with it.

Service Business Success: Tips for Improving Your Google Ranking

Ranking top on search engine results is the pinnacle of every online business' success. Unfortunately, there is no shortcut to the top. It will take several years for businesses to establish their rankings and authority.

This is where search engine optimization (SEO) comes into the picture.

While there is no magic button to rank your business overnight, you can use proven, effective SEO strategies to soar your website to the top of the search engine results page.

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Take note of the following factors crucial for identifying the most relevant keywords to target for Google ranking:

- **Volume** – It refers to the number of times the term is searched each month
- **Competition** – It refers to the difficulty of ranking the keyword
- **Domain Authority** – It affects how easily you can rank specific keywords. If you have an existing website and have published numerous quality content, it will be easier to rank for keywords.
- **Relevance** – Ranking a keyword that does not bring qualified web traffic is a waste of time.

If you are just getting started with your SEO strategy, the best thing you can do is start with low-volume, low-competition keywords to gain traction and then gradually increase their volume. For instance, you can use keyword research tools to identify the best keywords for ProScan Media products.

2. Create SEO friendly content

One of the best ways to boost website traffic and improve your Google ranking is to create quality content optimized for search engines. Google stated that having great, relevant web page content is more crucial for search engine ranking than page experience. Be sure to create error-free, keyword-rich, mobile-optimized content with your target audience's specific requirements in mind and contains useful links to other internal and external content.

3. Focus on On-Page SEO

On-page optimization will continue to be one of the easiest ways to improve your Google rankings in 2023. It requires little time to deliver results. It encompasses all of the elements on your website's pages that can be optimized, including images, page titles, and headlines.

On the other hand, off-page SEO, which is just as important as on-page SEO, involves making your website more relevant to search engines by acquiring more backlinks.

Follow these best practices to help you with on-site SEO:

Keyword Placement – Place the keyword in the meta title, meta description, at least 2 H2s, image alt text, image file names, the URL, and throughout the body of the content.

Internal Linking – Add links to your content from at least 3 other landing pages on your website.

External Linking – Include 1 to 3 links on your web page to other relevant, trusted pages.

Optimize Meta Description – Limit characters to 155 to 165. It should provide the reader with short information about what the content is all about.

4. Acquire More Backlinks

One of the most significant Google ranking factors is backlinks (links from other websites to yours). High-authority domains that link to your website's content demonstrate your site's authority, drive traffic, and boost your search engine ranking.

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6. E-A-T

E-A-T is another three-letter acronym that can help boost your Google rankings. It means Expertise, Authority and Trust. Google considers these 3 elements when determining the potential ranking of your website.

7. Optimize for Local Search

The number of people searching for products, such as "Partnertech POS near me" with their smartphones, has increased dramatically. Claim your Google My Business listing, provide relevant content in Google Posts, get your business listed in local directories, and improve your online reputation with excellent online reviews to improve local search engine optimization.

8. Use H1 and H2 Header Tags

Headers make content more readable and understandable and are also an important factor in Google search rank. Header tags are also a great way to emphasize your most important points and organize your content.

9. Create a Google My Business Profile

Claiming your Google My Business (profile can help get your website a better Google ranking for local searches). You can use your GMB profile to control your business' appearance on Google Search and Google Maps.

Makes sure all your business details, such as contact details, address, and business hours, are accurate and complete.

Make sure to double-check that all of your company's information, including its address, contact information, and business hours, is correct and complete. Relevance and prominence play an essential role, according to Google's help page.

10. Audit Your Content and Brand

Your overall branding can affect your search engine rankings. Your Google E-A-T score considers your brand trustworthy. Do you appear to be an authority in your field? While the quality of content will have a significant effect, inconsistent branding will have less impact.

While many tend to focus on establishing their content, remember to audit your existing content. Removing an older post is preferable if your current expertise or standards has outgrown it. The requirements of your target audience have evolved. In any case, you should refrain from adding content to your website because you think doing so will improve your image. Keep in mind that quality should always come first.

For starters, SEO is not only overwhelming, but it can also be risky, especially if you are unfamiliar with how it works. It can open the doors for search penalties, spam, and hacking. Hiring a company specializing in SEO in Vaughan means you have access to valuable insight from experts and help your business succeed.

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What do you want to rank? Naturally, you want to rank for terms that your ideal clients enter into the search box. The terms used to search for products or services are known as keywords. You will need keyword research tools to gather relevant keywords.

Take note of the following factors crucial for identifying the most relevant keywords to target for Google ranking:

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- **RELEVANCE -** It affects how easily you can rank specific keywords. If you have an existing website and have published numerous quality content, it will be easier to rank for keywords.

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5. Improve Page Speed

Page speed is among the crucial measurements in Google's recent Core Web Vitals upgrade. That is why you need to learn how to speed up the loading speed of your website to increase your search engine ranking and ensure a positive user experience.

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Google will find it easier to match your profile to the right searches if your GMB profile closely links to what your target audience typically searches for. Additionally, having more Google reviews can help your business rank higher in the local search results.

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Oacian: A Sneak Peek into the Mystical Ocean Creature's Life

What is Oacian?

Oacian are aquatic creatures able to travel on land and in the amphibians' realm. They stick to things rigidly and seriously. Instead of walking on land like any other Valk or Dex, they are floating with their tails. They require access to water to avoid drying out and maintain some degree of agreeability. Oacians can't go without water for too long, or their skin will probably start to dry up. They usually feel chilly and damp to the touch.

What are the Characteristics?

These creatures have layers in specific places on their bodies. In reality, they have skin tones similar to how humans would. Their skin will take on cold concealers ranging from pale light blue to dreary dark purple and ocean green. Oacian can be found in other vast rivers in addition to their area of the sea. The foundation depth of the water in such a natural environment should be 100 feet. Crythpool, their capital city, is primarily situated in a sizeable area on the ocean floor. However, some of it is located at higher and lower water depths. A land-faring interchange entry is on a small island close to the coast.

Who is in Charge of Oacian?

Oacians are hardworking, conscientious, and sticklers. Though they adore their Queen, "Merlina Lympha de Saevus," she maintains ironclad authority. She has made a remark that wilfully isolates her family from the rest of the world because she has a query across the other four realms. Her kin is taught to disregard such rules because the one person who cares about them happens to be their one true ruler, despite the political actions of many realms considering her a despot. In any case, she is regarded as their one actual brilliant example by the Oacian people. They proceed as she does since that is what is commonly expected.

The creature puts little value in other races' endurance and has a strict approach to working with them. It has self-images and is incredibly vain, precisely like its ruler. They are so big that they are no longer constrained by the area of weakness they live in. Oacians are deceptive and only aim to raise their personal growth regardless of the situation. In any case, their love for their country endures, their loyalty is unwavering, and their enthusiasm is contagious. Others may seek to abandon their social structures and set out on their own. The Oacians locate their allies both individually and collectively.

They Follow Some Oacian Culture all Over the Oceans

- Oacians surround themselves with marine life and fish. But on the other side, that is sort of who they are. Oacians have always been the representation of mermaids and a type of fish.

- A jackass would still not eat a pony, would they? Nevertheless, shellfishes are not technically included in that category. So, I mostly maintained the Oacian range vegan, adding some lobster and crab for nutrition. They are inherently meticulous. It suggests that everything, from the layout of their cities to the organization of their personal space, must be flawless. Oacians value orderly environments just like Valkirians do. Scales are well-washed, and wet hair is brushed out.

- For the overwhelming part, maintaining balances is a daily task for an Oacian. Besides that, food should be cleaned properly. It is a grave insult to serve someone contaminated food.

- Oacians completely despise getting sick and being sick because their population is so self-reliant. The Oacian people are depicted as a drop, which alludes to their predicament as the next race and to the elements of water.

- Their flag is decorated with a drawing of a lotus blossom connected to a scallop shell. A water-faring bloom included an animal typical of Oacian metropolitan places and similar states of their picture. Although having very fish-like life systems, Oacians spend some time on the surface.

Life Aspects of Oacians

In any case, departing these inlets and permitted locations or seeking to exit the Oacian urban district without permission will result in a lifelong ban or, occasionally, a full-scale search and recovery operation. In general, various realms won't accept an Oacian pariah to avoid a political conflict. The number of different species that call the water home is unknown. A few marine biologists acknowledge that the number of species is decreasing due to the various marine ecosystems suffering rising ocean temps, pollutants, and other problems. In any event, oceanographers may have many reasons to be positively amazed in the years to come.

It's possible that more than 90% of the species in the ocean have yet to be discovered; other experts estimate that the number is somewhere in the middle: a few hundred and another two to three million to be discovered. Over 226,000 marine species are currently known to scientists. Marcello Calisti, a National Geographic Explorer, is passionate about learning about the ocean floor and the rest of the sea. He is a bio robotics expert developing an underwater research vessel that uses "legged velocity," inspired by how an octopus travels underwater. His long-term goal is to design robots that can explore complex depths for humans to access.

Ending Notes

Thus, the sea considerably impacts the climate, climate, and food availability for humans and other life forms. The sea is kept secret despite its vastness and impact on every type of life on Earth. Over 80% of the sea has never been explored, planned, or seen by humans. The moon and Mars' surfaces have been prepared and given much more thought than the depths of our oceans. The page contains data about the Oacian, which is what this is all about.

Flower Pot Minecraft: Step-by-Step Easy and Fun Tutorial

You can create countless numbers of items in Minecraft. An almost endless number of component combinations can be created using the simple crafting process to create almost everything you can think of. Constructing and embellishing your world in Minecraft, whether a small house, a castle, a farm, or even whole cities and entire worlds, is one of the game's most popular activities. The more options for customization you have, the more control you feel over the final product. In this article we'll teach you the process of making flower pot Minecraft. So, keep reading.

Flowers have been a regular occurrence in the game from its inception, and they have always been the best way to add color and vitality to your creations. Although you could bury them in the ground, there might be better options in your situation. Thankfully, planters can help with that. These simple flower holders make placing your plants easier and more seamless. Sometimes it can be tough to remember how to manufacture them because you don't have to. Don't worry. We are here to help you make the best Minecraft flower pot.

How to Make a Flower Pot in Minecraft?

With just a few supplies, it is simple to make flower pot Minecraft. You can easily acquire whatever you require early on if you've progressed through the game enough to obtain some fundamental stone tools. How to put together one is shown here.

- Create a crafting table. Any basic crafting table constructed from four wood planks taken from any tree is sufficient.
- Build a furnace. Despite their seeming complexity, furnaces are practically as simple to construct as crafting tables. All you need to do is gather eight cobblestones, arrange them around the borders of your crafting table, and leave a gap in the centre.
- Locate some clay balls. Clay blocks, often found directly underneath or close to water, such as by oceans, beaches, and swamps, are broken open to reveal clay balls. You will receive four clay balls per block, requiring at least three of them.

- Add three or more pieces of clay to the furnace. The clay will turn into bricks as a result.
- To create a flower pot Minecraft recipe, take at least three bricks and arrange them in the Crafting Table's left, bottom, middle, and proper squares.

Once constructed, you can set the flower pot Minecraft on the ground and fill it with flowers and other items. You can use bamboo, cacti, mushrooms, saplings, and other plants as decorations.

6 Spring Fashion Trends Men Should Follow in 2023

They say that luck favors the prepared, and with spring upon us, if you still need to prepare your spring wardrobe for 2023, don't expect to win any best-dressed awards. While it's cliché to say that only girls have their fingers on the pulse of trending fashion, these days, more than ever, men are paying attention to the details and trends on the horizon to incorporate into their wardrobes. While having a well-rounded closet full of pieces you can incorporate year-round is essential to a timeless and signature style, you should always tweak your aesthetic based on the changing seasons. If you need a wardrobe to revamp or just a quick refresher on the trends you should be following as a man in 2023, keep reading for all the inspiration a guy could ask for.

Baggy Jeans

While there was a time when everyone was wearing skinny jeans, women ditched them over a year ago, and fellas, if you're still rocking skinny-leg pants, it's time to let them go. While you may not feel comfortable wearing oversized and baggy jeans, even though that's the trend, at the minimum, you should be working with loose straight-cut jeans. You may feel like this is more flattering than the skinny you're used to, but straight-leg or somewhat looser denim is more flattering no matter your body type.

Skinny Ties

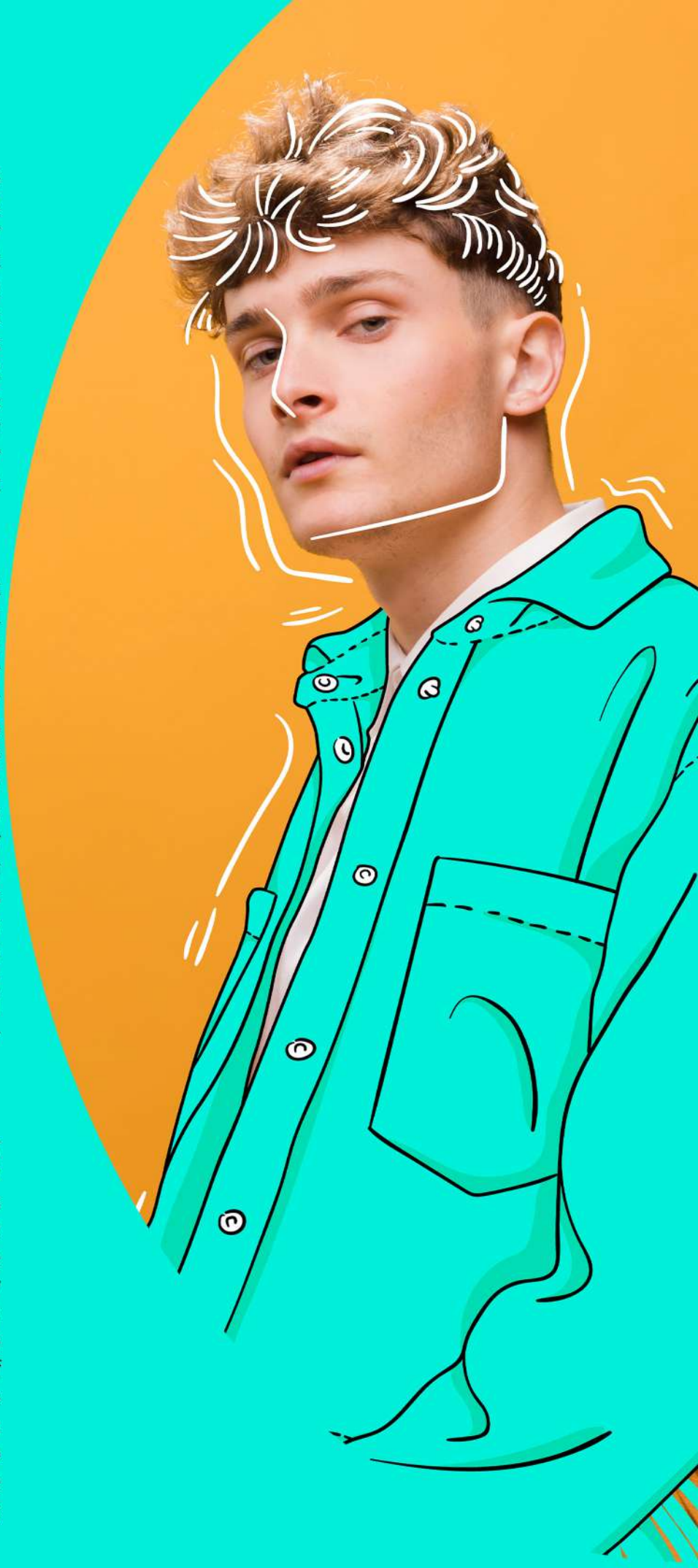
Whether you have to wear ties for work or not, you should incorporate skinny ties into your aesthetic for spring 2023. Not only should you go skinny with the cut of your tie, but you should also opt for spring colors in beautiful pastels like pink and purple, and if you do go with a more classic or neutral navy or black, give it some texture or pattern through different fabrics or stripes and prints.

Spring Colognes

The cherry on top of any perfect men's outfit is the right fragrance, and even if you have a signature scent that is your go-to, switching things up for spring is essential. You want to find a cologne with masculine notes and clean, fresh fragrances that fit the season perfectly, like Versace Eros by Versace, Egoiste by Chanel, or Dior Homme. Not only does cologne boost your attraction levels and confidence, but it can also make or break a meeting in your personal or professional life; take this critical step in your spring grooming.

The Color Purple

Regarding colors dominating the spring lookbooks and runways for 2023, purple reigns supreme as far as men's fashion goes. Evoke your inner Prince and incorporate purple in every aspect of your wardrobe, from your t-shirts to accessories like hats and ties, even your socks. If you're a sneakerhead, ensure you get your tennis shoes in beautiful lavenders and deep purples. Purple is historically the color of royalty, so feel like a king in this trending color.



Canadian Tuxedos

Denim on denim has come and gone throughout the decades as a trend, and it is roaring back into fashion for spring 2023. Incorporate this trend by wearing chambray shirts with your usual jeans or jean shorts, depending on how warm it is in your region during spring. You can also adopt this trend without going head-to-toe denim by pairing a denim jacket with jeans and a different type of top underneath. It's also fun to play with different colors of denim, so consider wearing a blue chambray or denim button-down with a pair of black jeans.

V-Neck Tees

Remember in the early Arts when everyone wore the American Apparel deep v-neck t-shirt? If you were a fan, get excited because v-neck tees are seriously in style for guys this year. Since the weather is warming outside, ensure you stay comfortable and on trend by opting for t-shirts with an excellent deep v-neck cut. You'll want to make sure that you opt for natural fabrics, so 100% cotton or 100% linen tees, and skip the synthetic blends – they're not breathable, they're not great for the environment, and sustainability never goes out of style.

Switching up your wardrobe with the season should become second nature whether you're into fashion or not, so as your spring cleaning this year and great!

Which is the Must-visit City in Italy?

TOP 11 LIST

Planning an Italy trip and wondering which places to explore? If you want to know more about Italian cities, we have you covered. Let's dive deeper into the discussion for you to understand which city in Italy is mandatory while traveling the country.

Which is the Best City in Italy?

Italy is a beautiful country with vibrant and colorful cities. Almost every city in Italy is unique in its culture, tradition, heritage, architecture, natural beauty, and lively lifestyle.

But, you can't naturally explore all Italy cities on a single trip. Therefore, you have to choose some of the most beautiful cities and towns.

Once you are in Italy, one of the most visited European countries, choosing one city over another can be overwhelming.

Best Cities to Visit in Italy

Sorting out the best cities in Italy is really a challenging task. While this blog presents a brief introduction to Italian cities, you can choose according to your own preferences.

ROME

You can't ignore Rome when planning to visit a city in Italy only. The city fascinates history lovers with its rich, museum-like assets. And for those who love an engaging lifestyle, Rome has to offer several markets, cafes, and restaurants.

The capital and the biggest city in Italy is full of amazement. Almost every town or street has either a church or a museum.

There is a number of significant historical landmarks, colorful markets, and classy restaurants. It will take a minimum of two days to visit Rome.

VENICE

The floating city is one of the most attractive places in not only Italy but the whole world. You can experience walking around several interconnected islands through tiny bridges. And a gondola ride will offer you another level of amusement.

There are numerous places to explore in Venice, from bridges and monuments to churches and beaches.

A one-day tour is sufficient as Venice is a small city in Italy. However, an evening in Venice is quite an appealing experience. Moreover, you can't cover all the nearby tourist attractions except the significant landmarks in one or two days. It will take three days.

FLORENCE

The Arno River and the hilly Tuscan countryside have made the city one of the best cities to visit in Italy. If you are lively and love dance, movies, and music, this city is a must-visit for you.

The architecture and artworks influenced by Renaissance will impress you the most. The city's most attractive tourist sites include various places like cathedrals, markets, and bars. If you want to live the city's essence to the fullest, two days in Florence will be lovely.

MILAN

Milan is a city in Italy that is very distinguished in its blend of old history and modern living. Apart from the Duomo Cathedral, this city has several places to visit. From art to history, dining to shopping, everything is extraordinarily alluring here. Milan canals, Braidense National Library, and Sforzesco Castle are prominent landmarks. Believe it or not, this city is lovable for every type of traveler. While one day is enough to explore the main sites, a Lake Como day tour would be an unforgettable experience.

BOLOGNA

"La dotta, la grassa, la rossa" is the nickname of this impeccably beautiful city. It means the learned, the fat/rich, and the red. Along with one of the oldest universities in Europe, Bologna has leaning towers, museums, and churches. Located between the best cities in Italy, like Venice, Milan, and Florence, tourist trains can reach the city.

It's wise to find out a day and visit the city from Florence. If you have enough time and a North Italy tour only, you can spend a few memorable days in the city

VERONA

You can explore some outstanding works of art in this city. Verona Arena, Juliet's Statue, Piazza delle Erbe, and Ponte Scaligero are some nice places to see here. While you can complete the trip in half a day, you can attend a night concert at the Arena. If you have time, utilize it by visiting Lake Garda.

SIENA

The city in Tuscany is one of the favorite places for those who have explored Italy. The simple vibes of the cozy small town are rich in its history. It's a UNESCO World Heritage Site too. The beauty of the hills and countryside is incredible. You can consider the day of your Siena trip one for relaxing amid the serenity.

RAVENNA

Despite being a smaller city in Italy, Ravenna is still very much worth visiting. If you are fond of history, the city, with its centuries-old architecture, is there to impress you. Like many other Italy cities, the cozy town has blended perfectly with the historical influence. Its streets are colorful and lively. Don't forget to see the Ravenna mosaics when you are here. As there are other landmarks to visit, you can keep half a day from your Italy tour for Ravenna.

TRAVEL

PISA

Pisa is a town that is well-known in the world for its Leaning Tower. As the city isn't frequently explored, it's a nice catch if you are passionate about offbeat tourism. Whereas the heart of the town and other historical landmarks are nice to see, a day is more than enough to visit.

NAPLES

It's a marvelous South Italian city to explore. The flavor of the city is quite different from the North Italian cities. Along with being rich in art and culture, the busy lifestyle of the city attracts many tourists. When you are touring to unwind, spending three quiet days in this picturesque city is the best idea.

LUCCA

Like other Italian cities, Lucca to is an ideal combination of old and new. Travelers often love the cozy and familiar atmosphere of the town. Wandering around the town on foot or on a bike would be great. Climb to the Torre Delle Ore to get a magnificent view. Torre Guinigi, Piazza dell'Anfiteatro and Duomo are also must visit places. There are nice-looking villas with gardens to explore while walking around the town. Whether you will stay a night in the city or finish your Lucca tour in half a day depends on your trip duration and preference.

FINAL WORDS

Each city in Italy has something unique that distinguishes it from others. When planning an Italy trip, it's recommended to be as long as possible. You can't afford to miss any of these excellent cities. The connectivity to and from the cities and towns is quite convenient. Additionally, numerous hotels are there, suiting every traveler's requirements and budget.

PHOTOGRAPHY

~ UDITA BANERJEE

Quote of the month

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

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