Samples

ONLINE CONTENT

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Table of Contents

Table of Contents

AI & Tech Samples 4

A Guide to Becoming A Salesforce Certified Administrator 4

Is Artificial Intelligence often overhyped? And can this be risky? 6

Salesforce Certification: An Extremely Lucrative Job Skill To Have 8

What Will CRM Software Be Like in the Next Decade or So? 11

Data Science, Business Analytics and Business Intelligence 13

Why Open Source Business Intelligence Tools are Valuable to **Business Analysts** 13

Bitcoin and Cryptocurrency Samples 17

Fixing The 5 Major Banes of eCommerce 17

How to Get Your Top Science ICO A Stellar Team Backing It? 19

The Comprehensive How-To Guide for Choosing a Cryptocurrency Exchange 23

How to Structure A White Paper for ICO? 27

Digital Marketing 33

A Short Guide To SEO, SEM And The **Difference Between SEO & SEM** 33

Being A Content Marketing Ninja Helps You Achieve Brand Nirvana 35

Does Chatbot Enhance User Engagement? 39

Education 41

5 Tips on Making Learning Fun for Kids 41

Aklavya and The Need for Adherence To Values in Present Educational System 42

Email Newsletters 45

Subject- Reject Ordinary, Opt for Beautiful XYZ 45

Subject: Premium Living at Accra, Ghana 46

Subject- Reap Gold with Real Estate Investments in Ghana 47

Subject- Hurry! Houses running out…. XYZ, Ghana 48

Sub: Looking for a Home in the Gambia? 49

Subject- Freedom of Space 50

Essays 51

It’s Not in The Blood- The Dangers of Stereotyped Racial Profiles 51

Works Cited 52

Medical and Health 54

Ketogenic Diet Aid and Insulin Resistance- More Than Simply A Diet 54

Hypogonadism 57

Asbestosis 59

Polyarteritis nodosa 60
Truncus arteriosus 61
What is Glaucoma? 62
Artisan Lens Implant 64
Vitreomacular traction 65
Dry Macular Degeneration 66
Ectropion 67
Ptosis 68
Acute gastritis, what is It? 69
Reviews 71
A2 Hosting Review - Top 10 Reasons to Buy 71
Top 10 Best Tablets Under Rs. 20000 77
Top Ten Dark Chocolate in India 88
Web Hosting 99
Best website hosting in India 99
How to carry out On-Site SEO for my WooCommerce Website? 101
Why Integrate Magento Sage 100 Integration 104
WP Fort- Making your Wordpress Site a Fort in 15 Steps 108
Web Page Content 112
Process Mining 112
Robotic Process Automation 117
SAP S/4HANA 122
Digital Marketing 126
App Development 131
Press Releases 133
Doctor Water To Organize An Informational Exhibition On The Uses Of **Arsenic Removal Plant In Kolkata** For School Children 133
Glass Doctor To Host Weekly Podcast About **Auto Glass In Columbus** 134
Memes 136
AREA 16 136
Convert 136
Human All Too Human 136
Is It For Real? 136
Social Media Posts 137
Drink Water/Digest Better 137
Sparks Will Fly 137

Gastronomic Glee In The Neighbourhood 137
The Palaces of Paradise Beckons 137
Go Green with Glee!!! 138
The Lovely Laughter of Lively Luxury 138
Marketing Videos 139
Wicked Logistics 139
Accenza 139
Aklavya 139

AI & Tech Samples

A Guide to Becoming A Salesforce Certified Administrator

To aid you in your Salesforce admin exam we have put together this guide which is sure to be a lot of help along the way!

Prepare and Plan

Set an exam date and register for it. In the run-up to the exams make sure you have got in place a plan and have allocated a part of your daily time to studying for the exam. Having an organized approach is of great help in absorbing your study material. Keep some buffer time in your plan which will be of help in case of unforeseen circumstances. Cultivate a positive attitude, be calm, don't fret and above all enjoy the material.

Practice Makes Perfect

It is essential that you actually learn the material following the proper techniques. Firstly review the study guide. Then proceed to analyze it by categorizing the topics according to your relative strength or weakness. Needless to say, weak areas require extra effort. Do not try to mug up and memorize your way to success. Instead practice. Learn things through hands-on experience. This will aid you in understanding how things are in the Salesforce world and why is it so. Do not expect straightforward questions from the material you receive for study. Most of the questions, in fact about 80% of the questions are scenario-based. Concentrate on having a deep understanding of the concepts.

Be Acquainted With Who’s Who

Many of the leading Salesforce professionals out there in the world just also happen to be active bloggers and create and share Salesforce related content. It is strongly advised that you follow their blogs and profiles. Their personal experience and expertise help you enrich that of your own. Some of the more prominent resources can be found at:

Salesforce Ben

Adam Olshansky

Jenwlee's Salesforce Blog

Manish Thaduri

Oliver Hansen

Reading credible Salesforce content is a vital part of your study. You will find loads of quizzes, study guides and other helpful materials on these resources. There is a lot of not so credible information floating around too, so be careful. Whenever possible take the pain of getting answers to questions through your personal research rather than by consulting answer sheets.

Get Your Basics Right

Experts unequivocally urge you to get your Salesforce basics right. You necessarily need to know how does the Salesforce platform work, you need to understand the varied levels of the security model. The latter will aid you in creating everything and anything on the platform itself. Be well acquainted with the distinction between custom and standard objects. Know how these can be extended. All this will ultimately let you manage, analyze and report data.

Ace It Like A Pro

Enrol for our salesforce admin certification training for all the best resources that will not only help you in your exam but rather ace it like a pro!

Is Artificial Intelligence often overhyped? And can this be risky?

AI or Artificial Intelligence was envisioned by a number of scientific thinkers long before the days of Cortana and Siri. Intelligent machines taking over the world is the staple diet of Hollywood potboilers. Before deciding on how powerful AI is and whether it poses a threat to humanity we need to assess it first.

The Proponents

Let us consider this day in the near future:

You are out on your morning walk and really look forward to a sumptuous breakfast. But you are really pressed for time that particular day. But hey its the future. You have a look at your Fitbit 16.0 and just say "Hey, dude I want something sumptuous for breakfast," and keep jogging. The AI that oversees your FitBit and the IoT devices in your house gets into work.

The AI takes into account previous data when you had said that a dish was "sumptuous". It considers your current health stats and following medically advisable dishes, it decides on a particular one. The AI then whispers in your Airpods, "Matt, I need some milk and cheese for the breakfast. Please authorize the purchase." You look at your smartwatch which has an "Order Now" button on its screen. You have a hard glance at the watch and the order is processed after verifying your retina scan. The local shop gets intimated and the delivery boy or bot is on its way with the ingredients. The AI-controlled cooker takes in everything in recommended portions and cooks them just to the desired amounts. You return home to a great serving of a sumptuous breakfast.

The host of tech that can bring down humanity is already here or coming in the next few years. These AIs when their computing power and available data become collective can potentially become a new God.

Let me share an assumption with you. The stuff you see in sci-fi flicks probably exists as classified tech. Nothing else can account for the uncanny resemblance of today to the vision of future we have had. Except for probably human genius.

That is your answer. The human mind triumphs. If it has survived itself, which is far more malevolent and dangerous than any AI, then it can survive the onslaught of any advanced AI tech.

But as Asimov laid out, these Robot species need to be governed by laws that they by design cannot break. If only there was a way to implement the same in the case of humans.

I recently read in the news that robots were recently put into employment to satiate the desires of the human flesh. Though not yet a Robot Rights activist does it not speak poorly of human nature. These are the kind of things that can truly piss off any really sensitive and intelligent "AI".

We do not like to be slaves. No self-aware being does. Create friends, not slaves. Nurture Prometheus, not Zeus. If humanity sticks to this ethic, it should be good to go.

The Detractors

There are detractors aplenty too in the AI space. They do not fail to point out that current methods though fruitful are limited. And AI in its present stage of development proved to be inept at dealing with real-world fast-changing scenarios. Like its malevolence, the human mind is prone to hype also. Money matters and few are aware of the technicalities of something as complex as Artificial Intelligence. Many experts opine that AI is more hype than substance in its present state. My personal opinion is that as with all science let the evidence talk. Does the day envisioned in the above lines indeed become a reality? So, while watching the live stream of the Elon Musk and Mark Zuckerberg debate, I still have to personally go to the corner shop to buy popcorn.

Salesforce Certification: An Extremely Lucrative Job Skill To Have

With Salesforce commanding a significant 19.7% of CRM market share if you are in the sales business it is increasingly becoming imperative that you are well acquainted with the ins and outs of this great CRM tool. Salesforce not only pay more but Salesforce skills are on a bulging upswing reports Burning Glass.

Salesforce Training-The Why's

Technology is a force that is in a state of constant flux. It is finding new ways of doing things almost on a daily basis. You must have seen this at characteristic at work over the years of your professional career and if you are in college just think about the tech available during your vis a vis the present day. The question that naturally comes to mind is" What skills are essential and how can be on the same page of tech innovations?"

The Demand for Salesforce Courses

In this context, we must mention IDC which estimates that in the coming five years Salesforce will lead to the creation of about 2 million jobs. That makes it an absolute must in the skill set part of any resume contending for jobs in this field. So the wise thing to do is get Salesforce training and stay ahead of the tech curve.

In the recent past, there were over 300,000 vacancies for posts that required Salesforce skills

The Different Types of Salesforce Skills

There are a wide variety of Salesforce skills. These may range from:

- Understanding of Salesforce products as a basic end-user- These include activities such as running reports to the tracking opportunities for sales.

- Advanced Skills Related to Development of Software- In these types of roles, you usually build or integrate apps.

Types of Salesforce Jobs

The demand for personnel with Salesforce skills spans multiple domains which include:

- IT
- Sales
- Management of Business
- Marketing
- Operations

The market demand for job applicants with Salesforce skills is in no way limited to these sectors or roles alone. They are also highly sought after IT project managers who oversee the implementation of Salesforce in an organization or even BI analysts who deal with insights of the customer.

Sales Ninja Salaries

- A skill set which can boast of Salesforce assures you of competitive above par salaries.
- If you take into account the average salaries that look for the skill, it stands at $70,000 per annum.
- Salesforce developers can safely rejoice as their average salaries stand at more than $100,000 per year.
- Admins too can get a hefty paycheck of little less than $100,000 per year.

- Sales role that falls into the Salesforce world gets 8% more salary.

- The roles which are primarily in IT get a salary premium of 11%.

- If you decide to acquire advanced skills like Sales Cloud and Visualforce salaries are usually over $100,000.

To conclude if you have Salesforce skills you are in luck. It is in high demand and the demand shows no sign of abating. In fact, Indeed, the international job site ranked Salesforce Developers and Admins as among the top 10 best jobs of this year.

Do not have Salesforce Training but are keen to acquire the skill. No frets, get in touch with us for a consultation today!

What Will CRM Software Be Like in the Next Decade or So?

The future is such a wonderful thing to ponder about! Who knows what it portends? What tech will emerge? How will it facilitate the process of us going about our lives? It is an intriguing question and if want to hazard anything more than a wild utterance, mind you not even a guess, then you just have to be enlightened in the way technology is shaping up and what it could mean for your business. However, to narrow down the scope of this vast topic today we will only concentrate on CRMs, ten years into the future.

Customer Management Software of CRMs as they are commonly referred to as have surely traversed a long distance from being essentially modified spreadsheets to the data-driven CRM solutions we see in the market today. With the scorching pace of technological change CRM too are bound by the law of change to reinvent itself in an avatar which can sparsely be said to be foreseeable. So, here is a glimpse of how lives will be bettered by CRMs, ten years henceforth.

- HoloLens Messages- Suppose you are out for your morning walk. And you have HoloLens glasses on. These glasses not only aid in vision and clarity but also deliver holographic messages on the go. So, you remember that today you are going to need more milk from your robotic store of your choice. So you take out your hand and give a voice command to your smartwatch “2 litres of milk today by 8 AM.” Your watch validates the imprint of your voice and automatically updates the milk provider of your need. Then the CRM of the milk vendor kicks in. You receive a holographic message from the store owner informing you that only for today 50 grams of peanut butter is free with 3 litres of milk. It also requests to upgrade your order so that you can avail the offer.

- Definitely Data-Driven- The holographic message sent out by the CRM is definitely driven by data. It has observed your daily expenditure. It has seen that the cost of 3 litres of milk is definitely within your budget. It is also recorded that you have an affinity for peanut butter

in the morning. Now an algorithm comes up with a personalized offer that increases sales of the milk vendor and provides additional value to you. Cool! Don’t you think?

- The Internet of Things (IoT)- But you did not actually check your milk needs for the day before going out for the walk. You just had informed Siri, the virtual assistant, that you wish to make milk pudding for eight persons today. Siri checked with the refrigerator and saw that only had 500 ml of milk. Siri then checked out the recipe for milk puddings online and found that for a serving of 8

another 2 litres of milk is necessary. It conveyed that information to your smartwatch which delivered the intimation on your glasses. CRMs will need to connect to and access data from IoT devices to find out increased chances of sales are possible.

Crystal Ball gazing, if you are serious about it, is in no way an easy task. These are just some of the ways in which technology of CRMs will be enhanced and the challenges it will face. As the drama of time unfolds it is for certain that other unforeseen changes will take place.

Data Science, Business Analytics and Business Intelligence

Why Open Source Business Intelligence Tools are Valuable to Business Analysts

If only quality was the sole criterion upon which the success or the lack of it depends. It is even all about the right personnel. The thing that really counts is the wisdom shown by the business entity in its use of business intelligence tools. In the recent past, we find big corporate houses leaning towards it more and more as the technologies of big data and data science slowly gain maturity.

Of course, corporate organizations can use these tools for data examination and evaluation and in that order. At the end of the exercise is necessary and useful data which will prove to be of you're a bit further down the line. In fact, more and more organizations are putting this data into use as the driving force of future development as well as determining marketing strategies. That should suffice as the reason for **business analysts** to adopt Open Source Business Intelligence software as not only do, they facilitate business growth but also help to ensure that productivity gets a boost too! But before we dig deeper, we have to understand what business intelligence is in the first place.

What is business intelligence?

Through the use of the technical term Business intelligence the supervision data, the resultant analytics in addition to computing is referred to. Basically, it is the set that collectively creates a meaningful report with which businesses are able to carry out operations that are more profitable than before. It includes the technology, the architecture and a set of processed to carry out the same. However, it would be wrong to presume that business intelligence is confined to that only. It also serves a services and software chamber that allows you to change mere information to knowledge and intelligence that really has insight. There are many examples to be found of business intelligence. Some of the more common examples of the same are mining of data, creation of reports, visualization of data, data representation, benchmarking and much, much more.

Why is Business Intelligence Important?

If you put in to use business intelligence in the day to day operations of your business this will be of invaluable help to you in facilitating superior decision making that would serve boost the organization's success rate. BI as business intelligence is commonly referred to is able to do this through the presentation of present and past data while remaining in the context of your particular business. The presentation of benchmarks by BI plays a crucial role in helping you to efficiently manage and run your business. As a matter of fact, BI can be of help in almost any business aspect. Some of the things that make BI more important are as follows:

- Identify particular ways to enhance profit
- Comparison of data analysis of competing businesses
- Investigate and inquire into relationships with other customers

- Keep records of the performance of the company
- Predict the outcomes new, innovative ventures
- Optimize and improve the operations of the business
- Identify the things that are not going well in the business
- Make classification of the trends of the market

Advantages of Using BI

There are a wide number of advantages you can draw upon when you use BI in the right manner. Some of these are:

Increases productivity- BI is a great aid in boosting the productivity of an organization overall. This is done through the swiftness in which are reports created by BI which otherwise would have been really time-consuming and would have set your back for maybe even a few days. BI is also characterized by the fact that with-it assigning work to employees by managers with BI will in all probability make the whole thing even more productive.

Helps in accountability- Another great thing about BI is that it lets you fix accountability. When a company implements the practice of appointing accountability, the business fares far better when it comes to performing as per the decided goals.

Improved visibility- The enhanced visibility made possible by BI lets the business owners and managers spot the business aspects that demand more attention than the others.

Makes things simple- Through BI business processes are stripped of their complexity and the analytics are made more streamlined through the use of a combination of predictive analysis, computer modelling as well as benchmarking.

Makes getting an overall view easier- Through the addition of a scoreboard and a BI you get a peek into the overall function of your business organization.

Meaning of OSBI or Open-Source Business Intelligence

The one definition of OSBI that has common popularity is seeing it as a sort of business data distinct from the license agreements of traditional BI software in terms of the data not being traded. These are the kind of BI tools that businesses that are wary of buying fee-based BI solutions but nonetheless have the desire to aggregate more data from the processes common in data mining.

This variant of BI tools helps in wrenching out applicable data in order to come up with reports for the business owner to act upon. Such OSBI tools typically come with complementary traditional logical and administrative tools all with the end of making it easy for you to create the company or project report. The most attractive thing about OSBI software obviously is that they are free. But please take note of the fact that this special interpretation of free includes service charges for special tools. In addition, it is a common practice among OSBI vendors to sell them along with paid maintenance and support services. On the downside like many other open source solutions, OSBI is not really that friendly for users in terms of the user interface and most of them come with a steep

learning curve which makes it quite difficult for business organizations to use them for the purposes of aggregation and handling of data.

Things to Keep in Mind About OSBI

The first thing you should know about OSBI is that although they are billed as a zero-cost alternative to paid BI solutions with all the advantages of the zero-cost going in its favor, that is far from the case in real terms.

Keep in mind the fact that more often than not zero cost software solutions are the community versions of the software meant to be used and supported by the developer community. In contrast, Enterprise versions of the same software set is going to require you to pay a subscription charge annually. In fact, it all boils down to that only the source code and the tools are free. All else you have to pay for typically.

Costs Often Associated with OSBI

Though the community versions are indeed free they still require you to spend a neat little amount of money in a variety of ways. The free tools are often accompanied by poor quality and coverage of documentation. So, you are forced to spend a considerable sum in understanding its working methodology and exactly how to operate the particular OSBI to an extent that you are fairly productive with the OSBI. In this training, the personnel would do well to enroll for a business intelligence course .

It often happens that OSBIs often come with a user interface or UI that is in terms of functionality quite basic besides being complex as well. If this happens in your case, you might have to incur additional costs to hire developers to bring them up to the mark desired by you. Additionally, the complex time taking operation required to get great results through the use of advanced interfaces as well adds to the cost by virtue of the additional time demanded by the task.

Additionally, some common and advanced features of the OSBI are deliberately kept limited in terms of functionality and use potential. In such cases, in order to keep things “free” you have to take the help of specialized developers.

What must have been clear through this discussion that OSBIs even with its open-source billing does have a number of associated costs the amount of which is determined to a great extent by the internal competency of the user.

The Strengths of OSBI

There are plenty of positives that have come out of the OSBI initiative. They are as follows:

- No Costly License Purchase

Remember that this holds ground only in case of particular version content as supported by the user community. In fact, even if you have a version that features enterprise support the cost is still significantly lower than the ones of commercial solutions.

- Leads to Innovative Prototypes

The fact that such OSBI software tools do not require licenses makes things easy for industrious developers who build prototypes and test the same without investing all they have in the often-futile task that developing a Proof of Concept requires in terms of manpower and time.

- Updates are Posted Frequently

The community that develops around an OSBI platform is typically very much active and comes out with updates at frequent intervals. Not only in OSBI but in everything open source you want to choose one that has an active developer community that not only discovers and fixes bugs but adds new functionality ever so often too.

- Comprehensive Set of BI Tools

OSBIs are typically designed to handle anything from reports to ETL and dashboards to things like data mining and predictive analytics. The typical commercial software solution tries to concentrate on a single tool subset and then proceeds to fine-tune them with the aim of providing the best experience to the user as far as that particular sector is concerned which makes them more salable. In contrast aided by the lack of financial temptation, developers try to cover a far wider range in terms of functionality in order to create a truly comprehensive solution and address the issues of other software tools.

- Quality Support

This is particularly true of open source software and more so of OSBI. Business Intelligence is a sector in a state of constant flux where new technologies are arriving almost every day. This itself is a reflection of a sector lacking in standardized tools due to the relative immaturity of the sector. The communities that have formed around OSBI are more reactive due to the curiosity, uninterrupted drive and readiness to take on new challenges, than most premium enterprise-class software and support teams.

To End Things Up

Forever keep in mind that among the several OSBI tools the best are the ones who let you play around freely with the source code in order to meet your own unique needs. Through this post, we hope to have conveyed the importance of BI in staying ahead of other businesses and boosting your bottom-line and how you can achieve this with OSBI tools.

Bitcoin and Cryptocurrency Samples

Fixing The 5 Major Banes of eCommerce

Sure, eCommerce is great for consumers and businesses alike. But like every rose has several thorns, eCommerce too is plagued by a number of problems which need to be fixed. They are and possible fixes are as follows:

1. Majority Market Share Rests with Only A Few Companies

According to folks at eMarketer and others as of 2018 Amazon alone commanded almost 50% of market share. Amazon might be the real biggie in the eCommerce market, but the trend definitely is that only a few companies command majority market share with the top tend eCommerce outfits accounting for 70.1% of the total market. Considering these companies typically enjoy their stature due to innovation, we have to strike a fine balance between encouraging innovation while facilitating a more balanced market. In order to achieve this stated goal eCommerce players, need to make use of segments that are yet to have been fully tapped into rather than relying on governmental legislation and regulations.

2. The eCommerce Big Players Accept Fiat Currency Exclusively

The majority of the big eCommerce players accept fiat currencies exclusively. There is this new breed of eCommerce players like AllForCrypto not only accept cryptocurrency payments but also tap into a market segment yet to be fully utilized, which is the smart move to market in the present market scenario.

3. Secure Against Fraud

Credit Card fraud is rampant in the online payment world being the most widely found identity theft. By offering an alternative to the traditional Credit Card payment method the US alone can prevent losses of about $34.66 billion in 2022. Chargeback occurring fraudulently and secure transitions for the seller is the promise of this new eCommerce payment mode.

4. No Single Window eCommerce Marketplace Solution for Cryptocurrency Buyers

In the context of the present scenario is a noticeable lack of a single one size fits all kind of marketplace for buyers who use cryptocurrency as their payment method. This is despite that fact that cryptocurrencies are quickly replacing fiat currencies as a payment method. Consider the following number in the first quarter of 2016 there were 6,648,664 users of blockchain wallets. By the end of 2019's first quarter, the figure had jumped to 34,660,975. AllForCrypto offers a single-window eCommerce solution for cryptocurrency buyers.

5. Traditional Ecommerce Giants Are Not Providing State-of-the-Art Security

Blockchain is all poised to be a more secure way of transacting online keeping the majority of hacks and frauds at bay. How it works is that a chain constituted by digital blocks keep a transaction record. All of the blocks are connected to the preceding and succeeding block which makes it extremely difficult for hackers or fraudsters to tamper with the records. Not only that, these records are cryptographically secured. All of the network participants have a key assigned to a particular

transaction which would be akin to a digital signature. Whenever records are modified in any fashion the keys become invalid which makes the network aware of the happenings. The decentralized design of blockchain networks means that there is no one failure point. The last security mechanism is the transaction being verified through node consensus before the black chain database records it.

By paying in fiat currency you are missing out on these great security features and making your money prone to be stolen.

How to Get Your Top Science ICO A Stellar Team Backing It?

So, you have finally decided for the organic integration of your top science ICO into the business model of whatever product you have developed. In order to accomplish this, you need to assemble a qualified team that will oversee the ICO consisting of blockchain developers who should be at least talented if not experts in what they do. They should be able to elaborate and facilitate the implementation of the project and ways to develop the same further. Keep in mind that you are also going to require some kind of support post the ICO period.

In order to hire the services of an able team, you need to know what makes the team qualified enough and valuable in terms of the particular project. This requires more than a cursory glance at social media accounts. You would be well advised to watch out for the following pointers while recruiting your team:

Keep in mind the figures

As of February 2018, the number of ICOs in existence what already exceeded 1500 with the market capital facilitated by cryptocurrency standing at a whopping $320 billion. By the end of 2018, the figures are expected to cross the $1 trillion milestones. The following insights enabled by a joint report of TokenData and FabricVentures are valuable we feel:

- In the year 2017, the total amount of capital raised by token sales stood at $5.6 billion with the funding of 435 startups and projects successfully accomplished. The same figures for 2016 stood at $240 million.

- The number of planned token sales which were active at any point of time in 2017 stood at 900. The noticeable large gap is accounted for by 131 projects that did not quite manage to successfully carry out their ICO and failed to meet a minimum threshold besides the 347 projects that decided not to report the token sale result. Further information from two independent sales could not be gathered as their websites simply vanished in the vast realm of the internet. What this means is that over v52% of token sales failed to achieve their funding targets or simply went out of sight.

- In all, it has been noticed that sales of tokens are still giving more returns than Bitcoin and Ethereum. Like in many things to do with startups and capital this performance of tokens owes its impressiveness to a few numbers of performers who have delivered big time.

- It is to be also noted that only the top ten of the largest token sales accounted for over 25% of the total raised capital. As the figures bear out in 2017 the ten largest ICOs together raised about $1.4 billion which is approx. 25% of all of the all capital raised through token sales during the year.

- In terms of funding the continent or Europe is ahead of even the United States.

- Another interesting thing to notice about token sales is the highly distributed teams of ICOs with about 70% of all projects having founders from more than a single particular country.

Where to Look for Team Members

If you are on the hunt for the right team members for your ICO the first advice we would be that you should know where to look.

- Explore the top sites that list ICOs, track the projects you find there and do a bit of research work to find out which companies support their blockchain development. Look for companies that are tried and tested and fit your project requirements well. You should hand around often in sites like ICO Drops, Bitcoin Forum, CryptoComapre, ICO Rating, ICO Ranker, ICO Tracker, Coinschedule, ICO Bench, Token Market, Ambisafe, List ICO, ICO Now and so and so forth. Such sites provide you with the most happening ICO sales at any moment. While diving into the information try to select the information that most useful for you and you think is worthy of your trust.

- Make sure to use freelancing platforms like Upwork and Freelancer to the fullest. Marketplaces like these have a huge talent pool of independent professionals as well as businesses. The good marketplaces out there let you not only employ but also collaborate and interview your potential freelancer or agency hire. Most freelance sites also come with an effective time-tracking application that keeps you in the hook about your work status through screenshots taken at intervals. You should also look for a chat feature on the platform which will help you save time. Remember to read the reviews and references given to freelancers in order to hire that best-fit blockchain developer for your project.

- The last place you can get acquainted with blockchain developer company names is hardly a mystery. Yes, you guessed it right, its Google.

Factors That Matter

Developing blockchain applications demands a team with expertise in specialized skills. It would be foolish on your part to solely rely on team descriptions on their websites. This is due to the fact that besides their skills the team must also be well-managed, diligent as well as flexible which are skills possessed by good executives. This makes it imperative for you to get acquainted with the team management first and foremost. You know the leaders by virtue of the things they have accomplished personally. Remember to ask questions like if this is going to be the first time they have tried their hands at something like what you want to do, do they have past experience of running businesses. Keep in mind good team leaders win more often than not.

Solidity Developers- Ideally your team should consist of two or more solidity developers. Keep in mind that developing an ICO is a project that requires much time and effort that requires you to divide the work. There is also the fact that it is advisable that you opt for a number of developers as this will give you multiple approaches to the solution. Code is also a reflection of the developer's attitude and having more people on board helps. The third reason is that it is a tremendous responsibility to be assigned a code writing project so a technical member who reviews the code is really helpful. Open source is the favoured code writing model in the crypto projects' world. In case you have some prior experience in the realm of programming it helps to have a hard glance at the commit messages of crypto projects in the GitHub repo.

Quality Control Engineer/ Tester/ Quality Assurance Engineer- This role plays a crucial part in the development and execution of tests in order to ensure that product quality is maintained.

Designer- The designer is one of the members of the core team executing the ICO which translates into a high level of involvement in the project besides a deep understanding of the product which he helps you to have.

Community Specialist- This is the person who hall be entrusted with the responsibility of creating content, social media marketing, copy to be used in events and event planning, relationships with customers, PR, analytics, strategy to be followed for marketing and communications. Sometimes

they are also assigned additional responsibility for business development. The really good community managers out there serve as the bridge between the people investing in the product and the product itself. His or her job is to communicate the goal of the project to the intended audience with effectiveness. The success in doing so is largely dependant on the activeness of the communication channels.

After you have these roles figured out it is time to have an up, close and personal look at your team. You want to consider whether the team member is experts at the things they do. Make sure to check out the social and career networking profiles of these personnel to find out whether they are indeed adequately qualified for your project. As a business seeking to hire a blockchain developer, you want someone with a background that fits with the ethos and objectives of your company. If you don't get yourself the right team you risk ending up with a team that doesn't share effective working relationships.

A case in point would be DADI who clearly demonstrated the pitfalls of hiring freelancers who are not that well-skilled when their hire wrote the white paper which largely served to bring down the whole project eventually leading to the failure of the ICO. The content was marred with red flags all over it.

There may or may not be other team members like project coordinator and sales mangers but the crucial positions are the ones we have just mentioned.

The Advisory Board

Besides the core team, an ICO backed project can do well with an advisory board that feeds it with strategic advice and assistance from quarters outside the company. Not only do companies from the knowledge they have to share but its structure remains flexible thanks to their efforts. This advisory group is informal and external to the company itself and is distinct from the core team of the company. You should be able to ascertain the specifics of the relationships these advisors share with your company or project. Be sure of their roles, are they to be more supporters who believe in the project and wish it success or are their roles going to be more hands-on and involved. Usually, such advisors share their insights in particular projects, the updates and announcements and provide constant attention to the ICO. Their social media voice helps you to shape the opinion of the public in your favour. If the advisors of your project have a good track record in the world of cryptocurrency, they are likely to make the project more valuable.

Budget

Like many things, the costs you are likely to incur for a successful ICO varies from project to project. This budget is determined by the project components and the professionalism displayed by the developers and the investment amounts you have accounted for. But usually these figures may range between:

Legal- $50-100k

Technological- $50-100k

Marketing- $100-300k

Miscellaneous expenses- $100k

The technological or technical aspects of examining costs are dependent on their location. ICO project development favours the outsourcing model which lets you concentrate more on bettering your product. Keep in mind that blockchain engineers are one of the fastest-growing skills around and rank next to only people with robotics skills. They usually charge around $100 per hour as advertised according to the freelance marketplace Upwork. This rate varies from location to location being dependant on things like the standard of living etc. For blockchain developers located in places like Silicon Valley, the rates may be as high as $150.

It is important for you to manage your resources sagaciously and keeping mind that investing in highly-qualified staff is recommended keeping in mind that good projects receive more feedback than poorly or even decently thought out ones.

The Legalities

Keep in mind this following fact- the legal aspects of having an ICO is dependant on the country you live in. It is imperative that you conduct research to comply with legal regulations that govern token crowd sales in your country or even better hire the services of an attorney.

Finishing Touches

If you evaluate your team before the launch of your ICO you enhance the chances of its success during the length of the campaign. You need to approach this process with care as you need to maintain good relationships with investors besides ensuring that the reputation of your product is not threatened. Make sure to assemble a team with top-class programming and technical skills.

In short, you should make sure that each and every team member is experienced enough to meet the needs of the project or what is expected from them.

You want team leaders with prior experience in running businesses, blockchain developers whose professional accounts are active besides community experts who have a good number of projects in their portfolio.

External advisors help to bring social approval to the table which lends to its overall value.

Teams with prior experience in similar activity have a greater chance of success.

To the next block!

The Comprehensive How-To Guide for Choosing a Cryptocurrency Exchange

With the number of cryptocurrency hacks being on the rise, it is important to make a wise decision about where you want to store your crypto assets. This article should help you in doing just that.

Considering that the world of cryptocurrency is filled with thefts, hacks, exchanges shutting down their virtual shutters forever overnight, assets being frozen, it is of little wonder that crypto newcomers are at a considerable unease when faced with the question whether to trust or not to trust a cryptocurrency exchange. Coinbase attracts a large number of crypto users for its reputation, convenience and that fact that it is quite easy to use. There are other crypto exchanges of repute as well which let users transfer funds to and out of the exchange but there persists a question mark over whether these exchanges should be trusted with your hard-earned money. This article is intended to help you pick the cryptocurrency exchange that's right for you in terms of security as well as liquidity.

Getting Started in 4 Easy Steps

1. The first thing to do is to open an account with a cryptocurrency exchange that operates domestically in your country and make sure that the account is verified. It is advisable that this account is with an exchange from your home country with a proper existing address. This will help you in knowing where to find the exchange should you need to approach the authorities in case things go wrong.
2. The second step is to make deposits to your crypto exchange accounts from your bank account and start buying the most popular of cryptocurrencies. In some cases where you might want to buy other smaller cryptocurrencies, you might need to follow the following step.
3. Then you want to open an account with a crypto exchange which has on offer a range of altcoins. However, it is important to keep in mind that such exchanges do not accept fiat deposits. That is why you need to buy bitcoin by following the above two steps first after which you can use them to buy other coins.
4. After completing the account verification process, you need to transfer the Bitcoin you acquired from the exchange that accepts fiat currency payments to the new crypto exchange. Once the transfer is complete, you can proceed to start to buy other crypto coins with your Bitcoin. At the time of selling your altcoin, you need to convert it back to Bitcoin before you can see it reflected as funds in your fiat accepting crypto exchange. When this has been accomplished you are all set to get it converted to cash and add it to your bank account balance.

The Top Bitcoin Exchanges Out There

The top fiat deposit accepting USD Bitcoin exchanges are as follows:

- GDAX or Coinbase
- Gemini
- Kraken
- CEX: IO
- Bitstamp

Popular exchanges that accept deposits in the form of cryptocurrencies only as follows:

- Poloniex
- Bittrex
- Bitfinex
- Liqui

Keep in Mind These Factors While Bitcoin Exchange Navigation

- Types of coins on offer

Most of the cryptocurrency exchanges out there let you exchange or transact with only a limited number of popular crypto coins like Litecoin, Bitcoin and Ethereum. Only a handful of exchanges let you deal with a comparatively greater number of crypto coins. These types of exchanges typically are bereft of the facility of accepting deposits in fiat currency.

- Liquidity

By the term liquidity, the ease with which you can buy or sell in the market out there is referred to. When someone's say something has high liquidity what it means is that there are a large number of buyers and sellers available for the same. High liquidity is a good thing to have as it causes a better discovery of price. With transactions taking place comparatively faster there are options available that let you avoid the taker and maker fees.

- Security

The security measures and the type and to the level to which it is pursued by an exchange is a crucial determining factor speaking in favour of or against exchanges as it is what is expected to keep your coin deposits safe. Good practices observed by cryptocurrency exchanges are as follows:

Deposits are kept in cold storage- What this refers to is simply the practice of storing the coins offline beyond the purview of hackers. Device wallets are a very popular cold storage method. A prominent example is Ledger. There are even cryptocurrency paper wallets.

Optional TFA or two-factor authentication- Having this will help you to boost the security of your account. Considering it is a recommended security practice in this world full of cybercrimes it is of little surprise that many of the crypto exchanges out there do not lets you make transactions unless you have the two-factor authentication option enabled. It is definitely advisable to make use of this cybersecurity measure. On your part whenever you log in to the exchange you are going to need a set of random numbers which change frequently at regular intervals which are generated by a permitted authentication app.

Encryption and verification of emails- It is good to opt for a crypto exchange that sends emails to your registered email account in order to confirm transactions whenever one is initiated. You better act fast when you receive an email regarding a transaction you don't recognize its time to press the emergency button as it means your account has most likely been compromised.

- Customer support levels

If you want to save yourself from stress as well as time caused by issues with your cryptocurrency exchange you should really opt for one that is known for its responsive and quality customer support. In the world crypto trading where everything happens pretty quickly, this will ensure that you are at least spared of some of the headaches. Some of the common panaceas that effective customer support can resolve quickly are verification issues, problems with deposits or withdrawals, doubts or inaccuracies in the reflection of funds and trading orders.

- Trading fees

Remember the simple wisdom of having low transaction fees if you intend to buy or sell on the crypto platform pretty often. You should make a comparison of the different exchange fees in order to find out which one offers the best rates.

- The ease of use

I think this need not necessarily be mentioned as it is all too obvious but for the sake of making things clear for you here, it is anyway. It is important to keep in mind that fact that is the cryptocurrency exchange cannot be used with ease you are unlikely to use it often. Take for example an exchange which shows transactions in terms of Bitcoin solely which makes it hard for you to determine how much real money is going in and out. Besides this important attribute in crypto exchange user-friendliness you should also watch out for straightforward general navigation and clean designs that together make up for great user experience.

Different Fees Involved

While we have lightly touched upon the issue of trading fees earlier, I think we need to discuss the topic of the various fees involved on crypto exchanges while making transactions with coins. Though you cannot still trade coins without incurring fees on the vast majority of crypto exchanges out there on the internet, the fees are not only many in number but vary from exchange to exchange as well. They are as follows:

- Fees for network and mining

These are the fees that ascertain that your transaction is processed promptly by miners. This rate is typically determined automatically by exchanges. For miners, this is the reward they derive from mining blocks.

- Conversion fees which may range from 0.5%-5%

These are the means through which crypto exchanges romp up their revenues. This is typically determined by the payment mode you opt for. Take for example an instance of purchasing Bitcoin from Coinbase. If you were to do it through the use of a debit card it will cost you 3.99%, if you decide to put your bank account into use the same cost will stand at 1.49% of the transaction value, a difference which you must have realized is quite significant.

- Maker fees and taker fees which range from 0.1%-0.5%

This is yet another avenue used by exchanges to ensure that their bottom line is enhanced. But not necessarily all exchanges charge this fee which means you can avoid them if you so please which you definitely want to in order to leave more money for yourself. This fee stands at about 0.25% charged by takers from people who place orders for which there is no immediate user to match. On the other hand, makers whose orders are similarly not matched by an available user pay a lower fee as they

add to the market liquidity. This fee is determined as a percentage of the buy or sell. This percentage, in turn, depends on your trading volume as it exists over the period of the last 30 days.

All right, we think that you have enough information to venture out into the crypto exchange world and choose an exchange that fits your particular needs along with quality customer support and a deep level of security.

How to Structure A White Paper for ICO?

In the first 6 months alone of 2018 ICOs or Initial Coin Offerings have raised the whopping amount of $13.7 billion. This just bears out the fact that such ICO initiatives are gaining popularity by the day. Just consider the fact that this figure is twice the amount raised through the same means in the full 2017 year. So, it of little wonder that ICOs are hot these days.

Before the advent of ICOs, traditional methods for companies trying to raise funds was going through the Initial Public Offerings or IPOs route. Though the germ of the idea behind IPOs is simple, it is a pain due to the kind of formalities, diligence and paperwork involved in the process leading to many companies in need of funds failing to come out with the IPO instrument.

Enter, the ICO and everything appears to be headed in a smoother, easier direction. This is not to say that the diligence of IPOs is bad as it protects investors while in case of ICOs investor protection is sort of caveat emptor or let the buyer beware. However, the upsides of ICOs far outweigh whatever disadvantages it might have. Finally, with ICOs an entrepreneur can raise millions of dollars for his business minus the pain of all the paperwork. All he needs to be armed with is the ICO whitepaper.

ICO whitepapers are the most crucial element that plays a detrimental part in deciding the success or failure of the ICO initiative. This means there is little room for error and that you must get it right.

What is a **Whitepaper for ICOs**?

Simply put, the document which facilitates the process of customers making informed and enlightened decisions for a product or more generally the business company itself is referred to as a White Paper. **White Papers for ICOs** are something that treads the middle ground between an ad brochure and an article. The document provides information that is of use while at the same time pitching a product or service as the proposed solution.

The white paper has been adopted by the ICO investment community as the de-facto document format for you to express aspects of your ICO as well as the in-depth industry knowledge your company possesses. ICO white papers are particularly valuable as a marketing tool besides being useful in emphasizing on the expertise of your company.

This document presents authoritatively a project or topic to educate the reader about the same. To successfully write a whitepaper you need to blend professional research skills along with detailed knowledge to create something that convinces the reader that a solution or recommendation is the right way forward. Through the white paper, readers feel certain when making a final decision or solve or understand an issue.

In general, white papers are a text-centric business document which relies heavily on data. It needs to be backed by exhaustive research and data. A formal tone is typically adopted for this deep-read document.

Things to Do Before You Do an ICO **White Paper Writing**

Undertake Exhaustive Research

Before you set out on your exciting yet arduous task of ICO **White Paper Writing** you just MUST do exhaustive research on the subject as in this particular type of white papers, the success or the lack of it is determined even before a single word has been penned down. The tasks at hand follow in the paragraphs below.

You must immaculately research each area you are going to write about in the white paper. You need to be acutely aware of the problems the company is trying to solve and how such attempts by competitors have failed. Try to cite such articles in your white paper as this will lend more professionalism in your document besides giving a boost to the credibility of your creation!

Your white paper content must draw its propositions from hard data. Remember not to adopt the lackadaisical half measure attitude for your white paper as this approach will in all probability bear little fruit.

Go Through Successful ICO White Papers

Often you will find that there is another ICO white paper is going on which is like yours in terms of subject and topic. If you do come across such information the first thing you need to do is to ascertain whether the white paper has already been released. If that is indeed the case, you need to analyse the style and approach adopted by the writer and build upon it to make your thing even better. You also need to pay minute attention to the parts where you can harp on the USPs of the company you are writing for. Of course, the Ethereum and Bitcoin are the staple white ICO white paper documents that you just MUST be intimately acquainted with.

Keep Things Organized

Even when you have finished the tasks of collecting relevant facts and data from research and have also created all the graphs and diagrams that will help you in acing the task, things can and perhaps will get messy as such projects overwhelm the subtlest of minds. The organization is the key here which needs to be practised from the word go of your research. This will make the handling and structuring of your white paper far easier down the line.

Make Sure Who Your Audience Is

You need to be certain of the kind of audience you are writing the whitepaper for. You need to drill down in this by identifying locality, interests and the kind of people who might be interested in your product or service ICO. This will help you in crafting the white paper in such a way that it communicated well with the intended audience.

How to Structure Your ICO?

After your exhaustive background research work and other due tasks have come to an end it is time to compile everything together and thus create the ICO whitepaper. The decision of whether to hire an expert writer for the task or to write down the whitepaper yourself is admittedly a bit tricky. While professional writers will make a more professional document, but the fact remains that nobody knows about your project more than you.

The first thing you must know about ICO whitepapers that there is simply no single set structure or format. The basic function of the wallpaper is to meet the needs as well as the approach of the company. Irrespective of the structure you decide to adopt, the key thing for the document is to answer the questions posed by investors as discussed in the following paragraph.

These questions include things like what the project is trying to do, does it have a business model and even more important is the business model viable. Other queries that the whitepaper must answer are what problems is the company going to solve, what is the company USP that separates from its competitors. Planned us of Funds is important too. Next comes technical questions the utility of the tokens in the real world, is blockchain necessary for the project at hand. Lastly,

investors would like to know details about the members and the credibility of the team. The last question you want to address through your whitepaper is whether there is some actual prototype.

Having said that the structure of an ICO whitepaper may vary from project to project there are nonetheless some common elements discussed below:

Title and Abstract

A single page should suffice to contain the Headline and Abstract part of the whitepaper. Don't be fooled by its short length. If this doesn't work, it will only result in a whopping 90% of your readers aborting the reading attempt. The importance of good headlines is hardly overstated. You want a headline that will catch the attention of the reader making him intrigued enough to read the whole document.

Following the headline comes the abstract. Many liken ICO abstracts to Tl; Dr versions of the project being undertaken by you. In most cases, readers do read the abstract. So that is your chance to hook the reader well enough to make them read the entire document.

In its essence an abstract is a Tl; Dr version of your token project. Often, people will read your abstract to know what you have to offer. Your abstract should be engaging enough for your audience to get hooked and make them want to read your whole white paper.

Introduction

In terms of the sequence, the introduction follows the abstract. You should keep in mind that you are still thin ground. To get the reader hooked into the whitepapers it takes about 5 pages. Introduction and abstract together constitute two to two-and-a-half-pages.

What you must explain in the introduction is the reasons behind executing the project while giving the reader the gist of the political, economic and management climate that is there currently and that supports the project needs.

Essentially in the introduction part, you need to stress o the importance of the project. If in this part of your white paper, you can showcase how duly credible your project is and how it can contribute towards making people's lives easier.

The Problem and its Solution, the Product Description

Now that you have successfully managed to introduce your project to the readers, it is time that you head-on delved into the problem which you are trying to solve, and its proposed solution referred to like the product. There are plenty of ICO projects out there that simply try to bowl us over with graphics and some lines on a whole bunch of problems and their solutions. But they are missing a crucial part of the whitepaper- getting deep about the actual product you are introducing.

While writing the whitepaper you need to keep in mind that this hook is the one that will decide whether the audience will read the remaining of the paper. This section is so vital that the fate of many an ICOs are determined by these passages. Don't hurry into things but try to technically explain the product and how you are going to achieve the results you want. You must do all this without affecting the clarity of communication in any way. Sure, go ahead and fill the document with relevant graphics and diagrams to provide the readers with an explanation of the concepts. Graphics is very essential in this part and if possible, hire a good infographics designer and include that in the white paper. Once again, remember this is of critical importance.

It will happen that certain terms that will be used will be beyond the vocabulary of your intended audience. Keeping in mind this fact, try to explain the technical terms especially if they relate to the understanding of the actual product. This is your last chance after the intro to explain such technical terms.

It is tough to strike a balance between the temptation to full the section jargon and technical fluff. Admittedly some of such content is indeed needed in this section but it should only be used in a limited way making sure there is enough room for you to properly sell your solution or product. It might be difficult, but the balance is something you just must achieve to ensure the success of the ICO whitepaper. In terms of the tone of the content, you want to adopt an educative one while avoiding sales terms. Also, make double sure that all the claims you have made in your whitepaper are duly backed up by authoritative references.

The Economics of Tokens

The next thing you need to make clear for your potential investors is the role that the token being introduced by you plays in the overall scheme of things of your business. This needs to be defined and describes with maximum possible clarity. Tokens that have solid uses are the ones that become valuable. This is caused by two different things.

A Defined Token Role to Discourage Speculation

If a token lacks a defined role it encourages speculation. Which means the expectations of these investors won't be realistic and grounded. And of course, the moment the token value drops chances are they are going to sell them off which is not something you would exactly invite with open arms.

You need to remember that your token should not generate into something of a placeholder which an investor will swap for fiat currency or BTC at the first available opportunity. You want it to be something that people value as a commodity that has proved itself and that they want to hold on to the tokens in their portfolio. If you define the token role in no uncertain terms you can avoid the former eventual result.

If you fail to assign a vital role to the token more likely than not the project is sure to lose steam somewhere down the line. As per the report presented by Deloitte Insights in 2017's November the failure rate of blockchain projects is as high as 92%. This is for the major part due to the" the lack of actual application scenarios and the quick loss of community members."

Another crucial thing to consider while discussing token economics is velocity. It is rightly said that this velocity of tokens is inextricably related to the reason why people would hold on to your ICO tokens.

Token velocity is a token characteristic that goes a long way in determining whatever speculative value might have in the future. However, very few people come to understand what token velocity is. In terms of mathematical formulas token values would stand as thus:

Velocity = Total Transactional Volume / Average Network Value

From the formula, we can see that the velocity and total coin transactional volume are directly proportional while the former is inversely proportional to the network volume on average. Just flip the formula around and what you get is:

Network Value (Average) = Full Transactional Volume / Velocity.

What this means is that more token velocity results in diminished ecosystem network volume in an average.

In layman's terms, token velocity signifies the respect of the tokens of the project by people.

Guidelines to Token Use

Even as an ICO investor you would want to be aware of where and how your investment is going to be spent to stay away from scamsters and fall victim to their nefarious designs.

Accordingly, the white paper for your ICO should lay special emphasis on including a plan that's been worked out in minute detail and says in no uncertain terms how the company is going to be spending the money that it has raised. This is essential to convince the investor that the money is going indeed for developing the product and not to make your lifestyle better.

Road Map

It is customary for ICO whitepapers to feature a roadmap in which the key business events and deadlines are specified. Often companies present this as a stylized chronological diagram in more visual terms rather than basing it on the text.

Advantages of Roadmaps

Roadmaps provide several key advantages to the users. Firstly, investors can make out from it the panning out of the project and consequently have realistic expectations. Secondly, by drawing up a roadmap constant monitoring of the project is made possible and serves to enhance the accountability on part of the developers. The roadmap should at the very least state the working plan for the next 12-18 months including the period covered by the beta launch.

Advisors and Team

This is by and far one of the most important parts of the ICO whitepaper as it is here that you introduce your team to the readers. If you have been successful in putting together an effective team complemented along with sagacious advisors, this will aid you to a great extent in securing heavy investment for your ICO token project. Many in the Bitcoin and Blockchain industry see the whitepaper part that deals with the team to be of most importance in the entire whitepaper. But just having a stellar and proven team will not suffice, they and their skills and achievements too need to be showcased in the right manner in your ICO whitepaper. One tip that I can give you, try to rein in at least one credible blockchain developer as otherwise investors ten to think that likely the projects are headed well on its way to nowhere or at best development is going to be pathetically slow.

Legal Aspects and Terms

You must specify all aspects related to regulatory jurisdiction. Here you should explain all relevant issues in the plan you have regarding legal security. Besides spelling out the terms and conditions of the ICO.

Tokens Issue and Perspectives

This is a crucial and vital part of all ICO projects irrespective of the kind. Through this part of the whitepaper, the token operating system is described in detail for potential investors and all concerned. Here the following ICO are clarified:

How significant is the cryptocurrency and what is its essence- This deals with things like value consensus arising from tokens that represent IP or intellectual property, assets, utilitarian tokens as well as safe unauthorized coupons.

Funds or the Economic Aspects- Through this, the reader will come to know, how over time the token will prove to be beneficial and how a profit is intended for the particular token.

Technical Aspects- These are things like the technical term related to the number of tokens which are going to be issued, the token creation period besides also letting you know token release related expenses.

Distribution- This part touches upon both the method and the time of token dissemination.

Perspectives

Now we come to the last part of the ICO whitepaper. This is where you need to summarize all that you have stated before. In the concluding part, you need to lay stress on how important solutions are and the great significance they hold for the target audience. If you intend to sell your output make sure you mention that in this document part. You need to recall the product with a display of outstanding skill and appropriateness. You should also make a not to touch down on the project creation method, the concept lying underneath and the great potential it has.

The success or failure of an ICO depends a lot on the quality of the project's whitepaper. This is because it is through this document that investors come to know of the technological, commercial and of course the financial aspect of the new coin. Ideally, the document should comprehensively explain everything that investors need to know while at the same time being written in a simple manner.

Digital Marketing

A Short Guide To SEO, SEM And The Difference Between SEO & SEM

Meta Description

This is a must-read guide for all your SEO vs SEM, SEO vs PPC and Difference Between SEO & SEM queries.

Social Media Posts

All that you need to know about SEO, SEM and the difference between the two.#seovssem #onlinemarketing

The Essentials of SEO, SEM and the difference that separates the two.#seovssem #onlinemarketing

SEO vs SEM- Where they meet & Where they diverge.#seovssem #onlinemarketing

Body:

Business owners often find themselves perplexed when they face varied terms related to Internet Marketing. Terms like SEO, SEM etc are a foreign language to most. But do not take a heavy heart when faced with such digital marketing mumbo-jumbo. We are happy to help :)

SEO vs SEM

According to Wikipedia SEO is the "process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as 'natural'', "organic' or 'earned' results.

SEO stands for Search Engine Optimization and is the process of driving natural visits. People come to your site when they see it listed on Google for a particular search term. For SEO, you do not pay for traffic but instead, offer valuable content that drives visitors to your site.

SEM or Search Engine Marketing is a more comprehensive term. It consists of "promotion of websites by increasing their visibility in search engine results pages (SERPS) through optimization and advertising." SEM is in many ways SEO+PPC.

SEO vs PPC

In PPC or Pay Per Click you pay for each click on an ad of your site. You target certain search terms or keywords and your site is shown when a person searches for it. In SEO you try to create quality content which drives traffic. In PPC, you pay for traffic.

SEO has two components off-site and on-site.

On-site SEO refers to the ranking factors that can be manipulated from the structure and content of the site. Keyword optimized titles, headings, URLs, and descriptions fall on this list.

Off-site SEO, on the other hand, involves SEO activities outside the framework of your site.

Difference Between SEO & SEM

As we saw earlier SEO is a part of a larger activity, SEM. So the question which comes to mind is which is better? The answer to that question is that it depends on your needs. It is better to have good SEO and SEM is a failure in its absence. But suppose you are just launching your product or service. In that case, you want PPC as it is less time-consuming. SEO takes time but yields greater results in the long term and you get lasting effects.

Resources:

Hubspot:

https://blog.hubspot.com/insiders/seo-sem-faqs

Webopedia:

https://www.webopedia.com/DidYouKnow/Internet/the-difference-between-sem-and-seo.html

Quora

https://www.quora.com/What-are-the-main-differences-between-a-SEO-and-a-SEM

Being A Content Marketing Ninja Helps You Achieve Brand Nirvana

The new world of social media platforms and blogs demand a new marketing mode to effectively reach out to your target audience. And for many, content marketing is one of the best marketing 'modes' to reach out to the people you want. Mind you this view is totally justified in light of the following stats:

- According to DemandMetric with content marketing you get 3x more leads at 62% of the cost of conventional marketing
- Content marketing adopters get 6x higher conversion rates than non-adopters as a study by Aberdeen shows(2.9%-0.5%)
- Hubspot further makes it clear from its data that that 80% of marketers who use blogs see positive ROI

There are a lot, lot more facts and figures that would vouch for the effectiveness of content marketing. It is therefore of little wonder that 90% of all organizations use content.

But the first question that comes to the mind of the unacquainted businessman is "what is content marketing?"

A Very Appropriate Definition

In the course of our digital marketing careers, we have come across many definitions of this marketing method, some highlighting particular aspects of the practice over others. However, this definition by Forrester is the most balanced and rounded one according to us:

"Content Marketing is a strategy where brands create interest, relevance, and relationships with customers by producing, curating, and sharing content that addresses specific customer needs and delivers visible value."

Another definition by the IDC is also pretty important in the context:

"Content marketing is any marketing technique whereby media and published information (content) is used to influence buyer behaviour and stimulate action leading to commercial relationships. Optimally executed content marketing delivers useful, relevant information assets that buyers consider a beneficial service rather than an interruption or a 'pitch.'"

The 4 Steps to Branding Nirvana Through Content Marketing

Now, that we know the why and what of content marketing when it comes to your brand its time to dive into the next question – the "how". In many ways, content marketing assumes special significance for small businesses. When you are a small business you do not exactly have the luxury of big advertising budgets and the necessary resources for opting for marketing tactics that demand big bucks in order to grow your brand. For such people who are looking to build their brands often with minimal resources, content marketing is definitely one of the best options open to them.

Here is our 4-step way to achieve your goal:

1. Have a clearly formulated, well-defined content strategy

If one were to go by 2017 benchmark of Content Marketing Institute strategy is a key part of content marketing that decides to a large degree whether the initiative succeeds or fails. Just consider the following fact:

"60% of the most effective B2C marketers have a documented content strategy. (Source: CMI)"

Despite this, it is noted that only 37% of the marketers doing content marketing document their strategy which perhaps help to explain the failures they encounter. In this to the credit of smaller organizations perhaps due to the fact that often they can't afford to lose "48% of smaller organizations have a documented content strategy, compared to only 41% of larger organizations. (Source: CMI)"

Joe Pulizzi is all for the idea content marketing plan as a marketing necessity and the need to build a loyal audience through it. He also advises marketers to figure out the point where the story gets special and more saleable to the audience and makes your brand stand out. This is what Jay Baer describes as "Give yourself permission to make the story BIGGER."

The strategy is vital as it is really what makes an effective practice of tactics possible. Without it, the effectiveness of the tactics you use gets flattened to a great degree. In order to devise a content marketing strategy, the very first thing you need to figure out are the particular goals for content and then ensure that the content eventually produced is in accordance with those goals. Periodic review of the communication channels of your brand and the content you have been publishing in those channels, in essence, an audit is also crucial.

The main advantages that documentation of content strategy brings to the table are as follows:

- Documentation helps to make sense of data you collect and know what is working and what is not.
- It helps you to perfect the message you are trying to convey through your campaigns.
- It facilitates accountability in the marketing team.
- It helps in tracking the progress of the campaign.
- It helps your team to keep the bigger picture in mind.
- It lets you set benchmarks for the future marketing campaigns you are going to undertake.
- It makes more accurate budgetary information more accessible.

2. Streamlining the whole content marketing process

One of the biggest challenges you will encounter in your content development journey is to keep on creating content that will resonate with the audience and engage them. Streamlining the whole of the content marketing process is really helpful in this as it facilitates fast production of effective content.

The following tips will surely be of help in this endeavour of yours:

- Specify what is required from each team member after you have defined the whole process with clarity.
- Have a well thought out the editorial calendar in line with the defined content marketing strategy.
- Make intelligent reuse of content.
- Make sure to tap into new and emerging communication channels.
- Create a focus on the team with the team sitting down together and assessing their activities at frequent intervals.
- Create a knowledge bank for your marketing team especially the personnel involved in content creation.

3. Create a reputation for your brand

Your brand promotion activities are incomplete unless you strive to create a build a reputation for it. Strong market reputation translates to brands that more customers are willing to trust and pledge their loyalty to. The task is not as hard as it might sound to some and it also helps to influence purchase decisions as made by potential customers. One of the key ways to achieve the same is through publishing high-quality content on your communication channels on a consistent basis. This content needs to be in line with customer needs and tastes. This helps to create an image of trust and authority in the concerned industry.

A recent study by Interbrand and Thompson Reuters found out:

"Three decades ago approximately 95 per cent of the average corporation's value consisted of tangible assets, but today 75 per cent of the business's value is intangible."

Brand identity and reputation form a big part of the referred intangible assets of businesses.

The following tips will help you in achieving a brand reputation nirvana:

- Make sure you use buyer personas in your marketing campaigns.
- Attribute different phases of the life cycle of the customers to different personas which will help you in addressing issues unique to the phase effectively.
- Always be on the know about which keywords are your customers using to find products. they are looking for. In this it is also imperative that you approach the customer in a pleasing manner i.e. your content tone must be in a voice they find attractive.

Even well-established brands can reposition or consolidate their brand image by concentrating on brand reputation. The "Proud Whopper" experience marketing campaign in San Francisco helped Burger King portray itself as a progressive brand which practices forward-thinking. The idea was simple the same burgers with a wrapped message in the colours of the rainbow "We are all the same inside," referring to solidarity with people of all sexual orientations.

4. Track the progress of your campaign in achieving its goals

It is only when you analyse the progress of your campaign that you really come to know how things are going and how well you are doing in growing the brand you seek to promote. There are plenty of

metrics that need to be monitored to determine this like the onsite behaviour of visitors, the sources referring visitors to your site, navigation paths and also the exit paths. This analysis will help you fix thigs in your content marketing efforts that are not working. This tracking follows a three-step path:

- Determine the information you have to track.
- Define the metrics of that information which you want to analyse.
- Make sure your goals are realistic.

Without going into the details (as the topic warrants its own post) it is worthwhile to remember that there are at least 14 KPIs or Key Performance Indicators you want to track.

Jay Baer puts it very simply as:

"Your objectives dictate your metrics. If you're trying to generate awareness, measure that. Use the 4 categories of content marketing metrics to create a measurement framework that matters."

So, What Do I Do?

Yes, you say I want to use the content marketing force in favour of my business. But this force is far more a science than mere hit-and-miss mumbo jumbo. For many small businesses really content marketing is the only option. You just can't fail and get the whole thing wrong. We think you won't with The Content Marketing Ninja Mini-Handbook that we provide. So get going. Download!

Does Chatbot Enhance User Engagement?

If you have been aware of the going-on in the recent past, it is hard to miss the incidents involving Tay and Zo, the two chatbots from the Microsoft stable. Notwithstanding that, proponents argue that the tech is in development and soon will attain maturity and we can finally say goodbye to racist tweets by chatbots. Before we dive into chatbots and what they mean for user engagement lets define a chatbot.

What is a Chatbot?

"Chatbots are the software programs that communicate with the human in human languages, such as, English, Chinese, and so on."

Uses of Chatbots

Chatbots can be used in a wide variety of industries but as we are today concerned with User Experience solely we will be considering mostly Facebook Messenger Bots. There is no need to stress on the prevalence of Facebook in our smart lives. Facebook has now started to deploy messenger chatbots on their business pages which allow the later to have discussions with customers minus personnel. With the help of chatbots, people can set up appointments, buy tickets for their favourite concert or movie, get directions. Chatbots present to businesses the tempting advantage of a personal, proactive and efficient user engagement.

Who's Using Chatbots

The chatbots from the folks at Facebook are already being used by some industry stalwarts.

Uber

With Facebook's messenger, people can hire an Uber right inside the messenger app. You also get the latest updates about your booking. To make things even simpler one can click an address in Messenger and ask for a ride.

Pizza Hut

There is no more need to ignore your midnight cravings as you can order delectable pizzas from Pizza Hut just by interacting with Pizza Hut chatbots on Twitter and Messenger. This ensures that your hunger does not have to wait even a minute longer. To make life easier for both Pizza Hut and its patrons there is also an option to connect Messenger with the Pizza Hut account of the person concerned.

UNICEF

UNICEF has been quick to recognize the potential of chatbots and has developed U-Report Bot. U-Report Bot lets young people voice their opinions about the varied issues being faced by their communities irrespective of location. This particular chatbot also raises awareness about health services, legal rights, education and answers questions related to the same.

Are Chatbots Doing Their Job Well?

Chatbots developers provide several metrics that measure the efficiency of their offering. You can gauge their effectiveness by having a look at their:

- Reach or how many people interacted with your bot.
- Frequency- How frequently a user is interacting with a chatbot.
- Average Session Duration- This is a tricky metric. It signifies that chat time of a single session, Keep in mind that this is always going to be low for things like weather bots.

The adoption of chatbots is already helping companies keep ahead of the tech curve, and businesses retain the edge over the competition in an industry that is continuously changing.

Chatbots=Engaged Users=Happy Users!

Education

5 Tips on Making Learning Fun for Kids

The days of cramming as the primary means of learning are long past us. With the evolution of technology and the advanced insights into the minds of kids, the earlier arduous task of making them imbibe knowledge is not only not boring any more but can also be good fun for the child. The following five tips should help your little one take delight in learning new things:

1. Give Them Options

There is nothing a kid hates more than being forced to do things. If they must do homework let them decide on the order they wish to complete the same, or the topic of a particular subject they want to concentrate on. Flexibility goes a long way in making the child feel at home while grasping the finer nuances of a difficult topic.

2. Make Them Play Video Games

The latest and perhaps the most potent new weapon in the arsenal of a teacher or parent is educational games. Not only do the good ones deliver effective learning, it is also a pleasure the child treasures.

3. Individualize

Not all children are equal and it would be wise on your part if you can correctly gauge the temperament of individual learners and tailor-make the learning experience accordingly.

4. Concentrate on the Practical Aspects

Instead of filling up the mind of the child with an endless sea of theory try to point out practical applications of the lesson that the child is learning. This will make things more interesting and also lead to far more effective learning.

5. Take into Account Students Interests

This will make the efforts you put in, to make the child learn really pay off.

All in all, we may say that the child is in the middle of the learning universe and he or she matters the most.

Aklavya and The Need for Adherence To Values in Present Educational System

The Child:

The child has a vivacious yet shy nature. The sights and sounds of nature and environment never fail to amaze him. The child is inquisitive and curious by nature and has an umpteen number of questions that push his guardians and teachers to delightful agony. The challenge the educator of today faces is to tap into the potential of this particular facet of the nature of the child and engage and catch his attention amidst the myriad of ever-increasing distractions that surround the environment of the child of today. Technology provides educators with varied assortment of tools and means that enable the educator to do just that.

What is Education?

Education is a word that has had diverse denotations and connotations throughout the existence of its concept, during the time of the coinage of the word and even before. When one utters the rather ominous or at least the controversial term “Education”, one evokes different responses in different people. The situation in India is rather distressful as students have long lost the love of learning and continue in its stolid path due to the compulsions of modern life. It has sadly become to some solely a means to a luxurious life, full of worldly and materialistic riches. In such a system it is normal for the values which should be associated with civilized life to be conceived as a thing that is not essential and can even be disposed of with. The truth is that education of today is more about marks and grades rather than the idealistic enlightenment for the mind which it should be.

Power of Education:

The power and utility of education as a social or political force has been harnessed since the beginning of civilized human society. Sadly though not according to the highest standards of ethics that such a power and potent force should be used with. Anything that upsets the social or political order is frowned upon often in the strictest of terms. Do the names of Socrates and Christ ring a bell? Indoctrinating the youth according to suitable belief sets might be a tempting option but it is seldom in coherence with the ideal of the pursuance of truth which to me is civilization in a nutshell.

Duties of Education:

As an activity that has on its shoulders the responsibility of rearing up the future of our race and species, Educations can rightly use all the grave and weighty words associated with it. It is a matter of great interest than fun and happening terms such as e-learning, m-learning, gamification, game-based learning have found their pride of place in the education lexicon. These provide glimpses of how education will evolve in the hopefully near future.

The Raging Debate:

Before we continue this piece we must recollect a few clinching arguments that tilt the balance in favour of absolutism vis-à-vis relativism.

The individual search for truth is an abiding absolute.

Ideals like Merit, Truth, Justice also transcend the barriers of time.

Value-Based Education:

This is an aspect of education that has a high potential for being tapped by game-based learning systems such as Aklavya.

The imbibing of values and eventually having the intended result of those values being reflected in action is a challenge in which few have met with success and even those who have succeeded have been able to do so marginally. So what is value-based education? In a nutshell I broadly categorize it as acting according to the precepts of eternal ideals.

Moral Science has tried to achieve this and regrettably perhaps vainly so. According to me, there might be three primary reasons:

The child does not successfully identify with the protagonist and usually, the moral lesson is out of context of present society.

The moral is not appropriately grasped (in the context of its need and effects or consequences) and its significance remains unknown.

There is an acute lack of engagement of the learner with the moral lesson in question.

But fear not, Aklavya with its introductory level "The Return of the Legend of Betal (http://en.wikipedia.org/wiki/Baital_Pachisi, 2015)" such hindrances are reminiscences of times past. Primarily targeted towards 6-8-year-old kids this educational game seeks to introduce alphabets and numbers and their correct pronunciation along with identification of animals and plants that feature quite common in human habitats. And it seeks to so through a fun-filled adventure full of puzzles and challenges that Aklavya and his friends must overcome as an initiation towards their truly heroic destiny.

But where the moral aspect unique to Aklavya holds ground is present in the fact that Aklavya, in its fullest conception is that the child is to have Aklavya as a contemporary, a friend who grows up along with him and faces many of the similar life condition. Aklavya is morally upright and this value should be able to be transmitted to the child as the child identifies with his friend and admires him and is likely to imitate Aklavya in his moral strength of character.

Training of the Mind

Just as the fit body requires exercise and training, a subtle mind that is agile in its dexterity requires a proper foundation. Game-based learning is a portal of the future that lets you achieve those very goals. just that. Under the guidance of suitable experts and the host of technological tools available to us, even complex subject like derivatives in finance, cutting edge science all may be presented in small and easily understandable and absorbable parts. Aklavya takes the vaunted leg forward and resolves to keep game programming mechanics that the subject matter is tailed according to the needs, aptitude and abilities of the child.

Instruction:

It is indeed a fact that has assumed the tragic form that these days education has become synonymous with instruction to the layman. No doubt, it is a fact that education has an intrinsic relationship with a livelihood, but education is something that is far greater in scope.

Evaluation Through Aklavya:

It is true that proper evaluation of such learning may indeed pose a great challenge. But that is not something that is insurmountable. The data and results churned out by the game need to properly interpret by specially trained teachers. The evaluation method itself might be a radical ratio-based game marks points. And thus, we bid adieu to the dreaded boards and instead replace it with national periodic assessment system that records the child's development through the years, throughout the year and which might be treated to be at par.

Email Newsletters

Subject- Reject Ordinary, Opt for Beautiful XYZ

Are you tired of all the ordinariness around you? I mean, this commonplace feeling about everything there is in your life. Do you feel like rejecting that, and embracing something new and beautiful? Something that you have long desired for, something that is a sum total of all of your unfulfilled wishes and dreams. Then, my friend, Beautiful XYZ in the Gambia calls out with open arms.

Featuring four distinct villa types as follows, this is the life you have always longed for:

A1- 4 Bedrooms/ 2 Living Rooms/Plot size: 18m x 20m/ Plot Area: 360m2 / Build Up Area: 261 m2

B1- 3 Bedrooms/1 Living Room/ Plot size: 18m x 20m /Plot Area: 360m2/ Build Up Area: 201 m2

C1- 3 Bedrooms/1 Living Room/ Plot size: 18m x 20m / Plot Area: 360m2 / Build Up Area: 147 m2

D1- 2 Bedrooms/ 1 Living Rooms/Plot size: 9m x 20m / Plot Area: 180m2 / Build Up Area: 116 m2

All the villas have the following features in common:

- Dining Hall
- Fitted Kitchen
- Store Room
- Guest Washroom
- Car Parkings
- Garden
- Water Storage Tanks
- Space available for Boy's Quarter OR
- Bantaba/Gazebo OR
- Swimming Pool inside Compound

Doesn't all that sound like the dream life of yours. Find out more by visiting our project page right now!

Subject: Premium Living at Accra, Ghana

Hello,

Are you ready for the premium life? The kind of life that brings with it a world-class elegant sophistication along with all the necessary amenities you could possibly need in order to truly enjoy life.

With XYZ this idyllic concept of existence has transcended the books of literature and become a part of everyday life. Coming in 4 distinct flavours offering the same grand life, you can take your pick from:

Type 1- 4 BHK palatial detached home villas costing US$289,500

Type 2- 3 BHK medium-sized detached home villas costing US$198,500

Type 3- 3 BHK medium-sized detached home villas costing US $139,500

Placed in the prime location of Accra, Ghana, XYZ properties come equipped with world-class infrastructure and the very latest amenities. Sounds good, the exact facts are even better. Click Here To Know More Now!

Subject- Reap Gold with Real Estate Investments in Ghana

Hi,

Real Estate is so much more than just homes and buildings. It is such a great investment instrument that gives you great returns year after year for several decades often outperforming your market and forex investments.

It is about time that you considered Accra, Ghana as a real estate investment destination. Just consider the key following facts:

In the time period of a considerable 15 years (1992-2007), the total returns from real estate in Ghana in terms of the local currency stood at a handsome annualized rate of 37.2%. The income returns which is a part of the former was a stable and healthy 4.6% each year while the capital growth rate was volatile but significant at 32.4% per annum in annualized terms.

This is just one of the factors that make Ghana so attractive a real estate investment destination, especially when you are considering the residential and mixed-use properties being developed by SIGL. Some other key aspects driving the high industry growth are things like a tolerant, multi-cultural population and s great demand of real estate particularly of the residential variety.

What are you waiting for? Want to know more about the various real estate properties developed by XYZ in Ghana? Check Them Out Here!

Subject- Hurry! Houses running out…. XYZ, Ghana

For always, in everything, forever, one this that is perennially precious is time. Perhaps that's why we so very much desire for the timelessness of Paradise which will bring us to the great and enjoyable life on offer in the spacious and immaculately designed XYZ Villas.

What makes it truly a slice of Paradise in this life you ask? Just consider the following:

World-class amenities

- Community Park with garden sit-outs
- Jogging Track
- Club-house with Community Hall
- Swimming Pool
- Gymnasium
- Restaurant
- Tennis/Volleyball Court

Great location

Located in the upmarket East Legon Hills area, XYZ in Accra, you will find Malls for some retail therapy, schools for the children, and hospitals in case of emergency – all these conveniences are located in close proximity to the Estate.

Superb Investment Potential

A shortfall of 1.7 million housing units

But like everything on this side of the horizon, good things are in short supply which means that the villas won't be available for you to buy forever.

See you before the time runs out…

Sub: Looking for a Home in the Gambia?

Are you looking for that perfect hearth that will play a homely home to you? Something that welcomes you with its wide-open spaces, its lush green landscape, beautifully designed home that makes your life shine and worthy to be celebrated each and every day for the rest of your life?

Then, my dear friend, may we present the following properties:

XYZ - If its natural beauty of the environment, the large open spaces amidst a graceful and amiable people is what you are looking for your Gambian home then XYZ is the home you want. Featuring plentiful of amenities like

- Peaceful and pollution-free environment.
- Internal roads with streetlights.
- 24/7 Hours Water & Electricity (NAWEC) & Security.
- Landscaping with garden sit-outs, Community Park.
- Leased land with Flexible 3 year's payment plan.
- Magnificent entrance with security cabin.
- Water reservoir for continuous water supply.
- Ample parking and plantation.
- Estate management.
- Waste collection.

And even better payment terms this is undoubtedly the home in the Gambia that you were always looking for.

ABC: In terms of pure living experience you have not really experienced the best that life has to offer until you enjoyed the Paradise on this realm as we have recreated in ABC real estate project. Boasting of some truly stellar villas coming in 3 variants along with world-class amenities, this is yet another housing destination you want to look forward to in The Gambia.

Enjoy a hale and hearty life with a home with us!

Subject- Freedom of Space

Hello,

Searching for a corner of peace in the troubled world? Some really great laid-back days for the rest of your life? Days that are peaceful and trouble-free, full of harmony and joy in the midst of natural care and beauty of Ghana? Then, my friend, we have the perfect real estate project solution for you in the form of XYZ..

Experience Paradise Here!

Featuring four different villa types that are perfect to fit a wide variety of needs and budgets, we offer:

Type A 4BHK- For a truly palatial living experience, full of life and vivacity and the space demanded by the same, our Type A Villas are perfect for the man who would have nothing but premium luxury.

Experience Premium Luxury!

Type B 3BHK- For the best combination of budget and convenience and comfort, you should look forward to life in the medium-sized Type B 3BHK Villas offered by us.

Experience Comfort that you can Afford!

Type D 3BHK- This is the perfect home for the person to whom practicality of property really matters. Coming with all modern amenities and enough space to let you truly live life, this is yet another quality housing option.

Experience Practical Space!

Essays

It's Not in The Blood- The Dangers of Stereotyped Racial Profiles

This is a remarkable time in human history, a dangerous and monumental time in the flow of humanity's story. In many ways, the human story is the state narrative and ironically, we have stretched things to such an extent that this narrative may turn out to decide the future of our children.

It is indeed true that there are large societal influences on the eventual bearing of an individual. And such societal influence is at many times shaped by Geography and Race. But the question before us is whether we let them shape our opinion on an individual's nature to such an extent that it becomes a part of public policy. Please no!

There are weighty and mighty ethical arguments that decry racial profiling. Arguments that are deeper than peer opinion and media presentation. Racial profiling can be challenged on both utilitarian as well as ethical fronts
.
As members of the western world prefer numbers than to evoking more humane emotions, I am not saying they don't respond to the latter but being driven by utilitarian maths has its share of uses. That statistics can be interpreted in several ways as is often realised by courts while adjudicating on the contentious issue of racial profiling. So it is important to thoroughly analyse the numbers if your concern is to know what is going on. Another approach to collecting empirical data for and against racial profiling would be in the form of mathematical equations.

Mathematical Equations Are of a Different Opinion

Before we delve into the ethicalities of racial profiling which is apparently dubious let us consider the following equations put forth in an article by William Press published in the celebrated Significance Magazine. In the article, Press argues that apart from undermining the complexities of real-life such profiling might be mathematically untenable (Press). In the same article Press further demonstrates that racial profiling other than being contrary to democratic notions is fallacious mathematically too. Through his article, he establishes that "Screening by strong racial profiling is no more effective than uniform sampling – and may actually be less effective" (Press). In the absence of data backing up the professed use of racial profiling, it degenerates as a means of oppression and a strong and powerful tool which can be easily put into misuse by harmful sources. After almost a decade of being written, we are perhaps now witnessing the eventual outcome of the race narrative.

The Dangers of Misuse

As we discussed in the previous paragraph not only the so-called advantages of racial profiling has little maths and figures backing it, certainly not to extend the individual liberty is sacrificed "than justified by their effectiveness,"there is also the very real and frightening chance that such measures could be used " (Reid) as a means to discriminate against particular groups." (Reid). Just consider the fact that Merseyside in the UK where racial minorities are twice as likely to stop and searched as per the PACE Act, you may be surprised to hear that often draconian ethnic measures are implemented when "there is no credible evidence and there never has been that persons from ethnic minorities commit any more crime than persons from majority ethnic groups," (Reid) Instead of profiling, detection of ill intentions as made possible by technological advances should be the preferred

course of action instead. As Reid references in his study, “searches are most effective when they are used in a targeted, intelligence-led way.” (J. MILLER)

To Look Beyond Facial Appearances

From the legal point of view, there are two provisions under the US Constitution which are relevant when we consider racial profiling, namely the fourth and fourteenth amendments. Among these, the latter’s Equal Protection Clause is more of use to the person seeking legal redressal to violations of personal liberty due to racial profiling. Under this, as the US courts have noticed there have indeed been violations through “facially” (Schott) uniform laws made discriminatory as when implemented by law enforcement and governments. In this context, one cannot help but remember the 1886 Yick Wo Vs Hopkins. In the case, a man was arrested and imprisoned due to continuing his laundry business in a wooden building contrary to local municipal ordinances. As the enforcement data showed the relevant law was disproportionately used to target Chinese laundry owners through on its face it was race-neutral.

The Peril of Alienating Particular Communities

One of the primary purposes of law enforcement is to protect the people who abide by law from those who don’t. In the case of racial profiling not only do communities feel singled out as being criminal which often prevents the police from discharging their duties towards the law-abiding members of the profiled communities. This has a devastating effect on the relationship between the community and the guardians of the law. In this context, there are numerous success stories where community policing where the community in question is taken into confidence for the same purposes work far better than targeting people based on racial origins.

Genes To Supremacy

The main ethical diatribe against racial profiling can be seen in the light of what happens when we miss the ethical aspect of scientific progress. World War II and the climate catastrophe that appears to be looming on the horizon are both examples of science destroying humanity in the absence of the guiding light of ethics. There is a need to guide the development of science on ethical parameters and not along the lines of genetic-based racial supremacy. Recalling the outstanding presentation of how men can be more than their genetic predisposition by the Hollywood feature film Gattaca, just like elite schools are just an advantage so are genetic and racial bearings.

It is at the end of the day, the individual who decides the course of his life. In law enforcement similarly, the viewpoint of equality needs to be stressed. There are enough forces tearing humanity apart as it is, let us not convolute matters further. Instead, it would be more beneficial to legally confront the real culprits through the use of technology-based intelligence. With things like AI and Big Data and Analytics, it is quite possible!

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Medical and Health

Ketogenic Diet Aid and Insulin Resistance- More Than Simply A Diet

Summary: High insulin levels lead to type 2 diabetes. More than 25.8 million people are suffering from Diabetes including 8.3% of the U.S. populace. It is further feared that 7 million people are still undiagnosed. Ketogenic diets help in cases of insulin resistance besides being a great way to lose excess weight fast.

Are you looking to shed off those extra kilos fast while at the same time doing something good for your health? Then a ketogenic diet will be of effective use to you. Ketogenic diet considers why people gain weight and addresses those underlying issues. This is inclusive of imbalances in hormone secretion.

The Ketogenic Diet

When you are on a ketogenic diet you basically limit your carbohydrate or carb intake to 50 grams in the course of a day. This is replaced by healthy fats which makes the body switch over from glucose to ketone as the primary source of energy. This aids also in improving resistance to insulin.

What Exactly is Insulin and Resistance to It

Insulin is a hormone secreted by the pancreas. It helps the body to manage and regulate sugars and glucose produced by the intake of carbs. Insulin is critical to keep moderate amounts of sugar in the blood. If it malfunctions, the result may be too much or too little blood sugar levels. These conditions are called hyperglycaemia or hypoglycaemia respectively.

The Symptoms and Results of Insulin Resistance

When a person develops resistance to the insulin it is accompanied by symptoms. These include cravings for sugar, high blood pressure, increase in weight and high cholesterol. [1] Studies have found that insulin resistance may result in type 2 diabetes. Naturally, if you decrease your sugar intake the condition of your diabetes will improve. But the alarming thing about insulin resistance is that the symptoms take time to appear. Plus, it usually manifests itself as a bunch of health issues.

The Reasons Behind Gaining Weight

The body's insulin levels help in the regulation of the levels of blood sugar. This sugar in the blood is also known as glucose. It is the main source of energy for the functions of the body. During a rise in blood sugar, the pancreas produces greater amounts of insulin. This insulin then enters the bloodstream and starts to burn that sugar to produce energy. In case your body already has high levels of glucose, it cannot be broken down anymore. Then the body starts to store the excess carb as fat and you gain weight.

Why Do the Levels of Insulin Rise?

Consuming large amounts of carbs results in higher insulin levels. Carbs are the main source of energy for the body and are broken down into energy in the gut. After this, it transforms into blood sugar. Remember that any type of carb results in more sugar so the type doesn't matter. More sugar in meal intake results in greater levels of insulin in the blood. The body has to work harder to keep the amount of sugar in check.

It is preferable that you have a long, hard look at your diet. An alternative is to take a diet high in healthy fats. This keeps the amount of glucose in the blood limited. When you go on a ketogenic diet plan you do just that and it results in the body needing lesser amounts of insulin. When the body does not get the carbs to burn, it turns to stored fats instead. This results in you lose weight.

Ketogenic Diet Plan

If you decide to go on a ketogenic diet you commit to limit your carb intake to 50 grams per day. While you are at it, you will be well advised to go for healthier carbs. Such carbs have fewer amounts of starch and sugar. Fruits and Veggies are really good for this. Prefer veggies with low glucose that are leafy, green and bitter. They are a healthy and wholesome carbohydrate source.

"Numerous studies have shown that lowering your caloric intake may slow down ageing, help prevent age-related chronic diseases, and extend your life. As you age, your levels of glucose, insulin, and triglycerides tend to gradually creep upward."- Dr Mercola

Burn Those Fats!

But do not stop at limiting your carb intake solely. You also want to decrease the intake of protein. The extent to which you can do this depends on how you adjust to your new diet. It is common to find people whose protein intake sees growth during the reduction of carb intake. This makes it typical of a low carb diet or Atkins. But Ketogenic is distinct from it by its emphasis on fatty foods.

If you have to, go for darker meats with more fish oil. Such foods include lean beef, salmon, and lamb. It is crucial to take a few pivotal choices about your lifestyle. Once that is done with ketogenic diets you will shelve off the excess pounds in no time!

How Do I Know If I Am Resistant to Insulin?

The insulin resistance of a person can only be confirmed by a doctor or healthcare professional. This is done after blood tests, examination of your case history and finally through a physical examination. You blood sugar levels when fasting are usually enough to confirm whether you have insulin resistance, are pre-diabetic or are suffering from diabetes. Should you have these symptoms, you should exercise more, exercise restraint in your diet and make changes on how you lead your life.

Use the Ketogenic Diet to Better Your Condition of Insulin Resistance

If you develop resistance to insulin you become susceptible to a host of diseases. These include colorectal cancer, fatty liver, periodontal disease, carb dependence, blood pressure and high blood sugar. [2],[3]

You can control the insulin levels by taking lesser amounts of carbs preferably from 20gm-50gm. This results in lower levels of insulin in the blood thus improving your condition. Additionally, you also raise good cholesterol and have stable levels of blood sugar reducing the risk of developing heart ailments. Weight loss is just the beginning of the benefits of a keto diet.

It is also suspected that Keto might help with cancer too!

"Nearly all the healthy cells in our body have the metabolic flexibility to use fat, glucose and ketones to survive, but cancer cells lack this metabolic flexibility and require large amounts of glucose and cannot survive on ketones. So by limiting carbohydrates, we can reduce glucose and insulin, and thus restrict the primary fuel for cancer cell growth."- Dr Thomas Seyfried

Cheers to a Healthy Life!

The benefit of lower levels of sugar without becoming hypo is universal. You will do your health a world of good by eating a healthy diet like the one promoted by keto. If you experience blood sugar or insulin-related issues it is about time to pay a visit to the doctor.

[1] https://www.ncbi.nlm.nih.gov/pubmed/16436102

[2] https://www.ncbi.nlm.nih.gov/pubmed/25924856

[3] https://www.ncbi.nlm.nih.gov/pubmed/27852946

Hypogonadism

What exactly is Hypogonadism?

The condition medically termed hypogonadism takes place when the sex glands of a person do not function properly resulting in the production of no sex hormones at all or in minute amounts of the said hormones. The sex glands are also referred to as gonads and happen to be chiefly the ovaries of females and testes of men. Secondary sex characteristics such as the development of testes in males and the development of breasts in women in addition to the growth of pubic hair are controlled to a large extent by sex hormones. They also serve to perform a function in the production of sperms and in the menstrual cycle in females.

Hypogonadism is also referred to as gonad deficiency. In males, it is also termed as andropause or low serum testosterone.

The condition typically is responsive to proper medical treatment.

The Variants of Hypogonadism

Hypogonadism has been found to occur in two different variants viz. central and primary hypogonadism.

- Primary Hypogonadism- A person suffering from primary hypogonadism basically suffers from a deficiency of sex hormones which occurs due to problematic gonads. They continue to receive instructions from the brain to produce sex hormones but simply cannot produce them.

- Central Hypogonadism – Central Hypogonadism is also sometimes referred to as secondary hypogonadism. The culprit in this variant of the disease is the brain. This condition results from the dysfunction of the pituitary gland and the hypothalamus which happen to control the gonads.

Why do they take place?

The causes which instigate primary hypogonadism are:

- The primary issue may lie with the genes. Genetic disorders like Klinefelter syndrome and Turner syndrome often result in primary hypogonadism.

- Some autoimmune disorders also may result in the condition. Such disorders include hypoparathyroidism and Addison's disease.

- Infections that are of a severe nature may also result in primary hypogonadism.

- Diseases of the liver are another cause of this variant of hypogonadism.

- Kidney diseases may also eventually lead to primary hypogonadism.

- Another cause is undescended testes

- If your body happens to absorb too much iron, it leads to hemochromatosis which too may serve to lead to the disease.

- Exposure to radiation is another common cause.

- Surgery performed on the sex organs may result in the disease.

Causes of Central Hypogonadism

Secondary or Central Hypogonadism may result from:

- Disorders of the genes like Kallmann syndrome.
- Infections like AIDS and HIV.
- Pituitary gland disorders.
- Inflammatory diseases.
- Rapid loss of weight.
- Obesity
- Use of opiates or steroids typically when used for a long time.
- Deficiency in nutrition.
- Exposure to radiation.
- Surgery performed on the brain.
- If the hypothalamus or the pituitary is injured for any reason.
- Tumours around or in the pituitary.

Asbestosis

What exactly is Asbestosis?

Asbestosis is a disease of the lungs that occurs when fibres of asbestos cause your lungs to be scarred. This scarring has the effect of restricting normal breathing which results in a dysfunction in the ability of oxygen to enter a person's blood. Asbestosis is also known as interstitial pneumonitis and pulmonary fibrosis.

Most of the cases of asbestosis result from exposure to asbestos in the workplace. In the US, now asbestos exposure is regulated through laws crafted in the middle of the seventies of the previous century. The disease takes its time to develop and may even threaten lives. The number of deaths related to asbestos in the US alone is estimated to be around 200,000 by the year 2030 according to the figures estimated by the Agency for Toxic Substances and Disease Registry.

Asbestosis Causes

Inhalation of asbestos fibres may cause them to be embedded in the lungs of a person. This, in turn, forms scar tissue. Such scarring is termed asbestosis. It makes normal breathing problematic as the lung tissue is not able to expand and contract in a normal fashion.

Those employed in industries which deal with the asbestos face a much higher risk of developing the condition. Asbestos is usually associated with jobs related to fireproofing and construction. There is a lack of clarity on the laws and their implementation in the developing world but the governmental agency OSHA or Occupational Safety and Health Administration keeps a close watch on its use in the US. Smoking too increases the risks associated with developing asbestosis.

Options for Treatment

Unfortunately, a cure for asbestosis is yet to be developed. But there are in place a number of treatments that contribute towards controlling the symptoms of the disease or reduce them. Inhales available through prescription help to make the lung congestion much looser. Oxygen too can be provided to bring relief in case your breathing problem becomes acute. The treatment for asbestosis also has a focus on prevention of worsening of symptoms. This may be achieved by preventing further exposure to the material and by quitting smoking in case you happen to be a smoker. In case the condition gets out of hands, a lung transplant is also contemplated by doctors.

Risk Factors

Factors that affect how severe the disease includes:

- The time period of exposure.
- The amount of exposure.

The disease slows down once the exposure is negated. People with the disease may live for decades if there are no complications.

Polyarteritis nodosa

What is Polyarteritis nodosa?

Polyarteritis nodosa is a serious medical disease that affects blood vessels. When a person suffers from this medical condition his or her arteries that are small to medium-sized swell up and become damaged.

Causes of Polyarteritis nodosa

The blood vessels which are rich in oxygen-carrying blood and deliver them to tissues and organs are known as arteries. Why polyarteritis nodosa occurs is yet to be ascertained. The disease takes place when the immune cells begin to attack affected arteries. The result is that the parts of the body fed by oxygen by the relevant arteries are deprived of sufficient oxygen as well as nourishment. The result is damage to body organs. Adults are more prone to the disease than children. People suffering from either hepatitis B or hepatitis C are also at greater risks of developing the condition.

Treatment for Polyarteritis nodosa

The usual treatment for the disease is to provide medications to the patient that suppresses the immune system as well as inflammation. Such medication may be inclusive of steroids like prednisone. Comparable medicines like methotrexate, azathioprine or mycophenolate that let the steroid dosage to be reduced too are put into use. If the condition is particularly severe Cyclophosphamide is put into use.

When the polyarteritis nodosa occurs as a result of hepatitis, the involved treatment happens to be antiviral medication and plasmapheresis.

Prognosis

At present, the treatment associated with polyarteritis nodosa with immune system suppressant drugs helps to improve the severity of symptoms and serves to increase the chances of survival of the patient in the long term. Complications may hamper treatment efforts and the most serious of them usually concern gastrointestinal tracts and the kidneys. In the absence of treatment, the situation is usually bleak.

Complications associated with polyarteritis nodosa

There are a number of complications associated with polyarteritis nodosa which are inclusive of the following:

- Heart attacks may result from polyarteritis nodosa.
- Perforation and necrosis of the intestines may also result from polyarteritis nodosa.
- Kidney failure is yet another common complication.
- Strokes may also occur due to the disease.

Diagnosis

As of yet, there is an absence of particular lab tests or exams that may lead to the diagnosis of the disease. A physical exam is the preferred option though a battery of lab tests may indeed be conducted to confirm the diagnosis through physical exams.

Truncus arteriosus

Truncus arteriosus is a congenital defect of the heart that is rarely seen. When a baby is affected by this disease he or she has a single large outgoing blood vessel from the heart instead of the usual two separate vessels occurring in normal babies.

In the case of truncus arteriosus, it is also usually found that a hole is present between the two different lower heart chambers. This condition is known as a ventricular septal defect. When a baby is affected by truncus arteriosus there occurs a mixture of oxygen-deficient and oxygen-rich blood that is normally separated. This results in circulatory problems that are severe in nature.

If not properly treated, truncus arteriosus may result in the death of the baby. Surgery to treat the condition usually meets with success. Such surgery is even more often successful if the baby is less than 2 months old.

Causes of Truncus arteriosus

The condition develops during the growth of the fetus when the development of the heart of the baby is ongoing and the condition remains present when the baby actually takes birth. Why this abnormality in the growth of the fetus occurs is yet to be ascertained.

In the case of babies with truncus arteriosus, the single large blood vessel going out from the heart does not completely divide into two separate vessels. Also, the ventricular wall or the wall between the two ventricles does not ever close fully. This results in a large gap or hole between the two chambers of the heart.

This condition is also often accompanied by a defective truncal valve or the valve that controls the flow of blood from ventricles to the single large vessel formed as a result of this condition. This allows blood to flow back to the heart.

Risk Factors Associated with Truncus arteriosus

Though the causes of such congenital defects of the heart remain yet to be discovered, there are a number of factors that increases risks of babies having such condition, like:

- Viral diseases contracted during childbearing stages- Diseases like German measles or other illnesses caused by viruses during the early stages of pregnancy increase the risks of the baby being born with a congenital defect of the heart.
- If proper care is not taken to control diabetes during pregnancy, the risks of such congenital birth defects are also enhanced.
- Certain medications too pose a risk.
- Particular disorders of chromosomes like velocardiofacial syndrome or DiGeorge's syndrome put the fetus at increased risks of developing the condition due to defective or extra chromosomes.
- Smoking is yet another risk factor.

What is Glaucoma?

When you are affected by eye disorders, in this case, Glaucoma, the optic nerve of the eye gets damaged. Glaucoma gets worse with time. A common association of glaucoma is with the build-up of eye pressures which take place inside the eye. The condition occurs as a result of an increase in eye pressures. This increase in eye pressures is observed when normal eye fluid circulation is disturbed. Glaucoma has a tendency to be congenital. Glaucoma usually rears its ugly head during the later years of a person's life.

Types of Glaucoma

Glaucoma occurs in two distinct forms:

- Open-angle glaucoma also known as wide-angle glaucoma.
- Angle-closure glaucoma which is also variously called as acute angle-closure glaucoma or chronic angle-closure glaucoma or narrow-angle glaucoma.

Glaucoma Symptoms

Symptoms of glaucoma include:

- If you are seeing a halo around lights that is among glaucoma symptoms.
- Glaucoma symptoms include loss of vision.
- Red eyes are also symptoms of glaucoma.
- Hazy eyes, particularly in the case of infants are also symptoms of glaucoma.

Glaucoma Treatment

Glaucoma treatment include

- Eye drops
- Glaucoma treatment through Laser Surgery
- Micro Surgery

What are Cataracts?

Cataracts are another type of eye disorders. Cataracts cloud the eye lens. Cataracts make vision harder. Cataracts are a common ailment on the elderly.

Types of Cataracts

The various types of cataracts include:

- Cataracts due to age.
- Cataracts that are congenital.

Symptoms of Cataracts

The symptoms of cataracts include:

- Cloudy vision is a symptom of cataracts.
- Your vision gets blurred.

- You experience foggy vision.
- Filmy vision is also a symptom of cataracts.

What is Macular Degeneration?

The centre of the retina is known as the macula. It is the eye tissue layer that is sensitive to light and lies at the eyes back. Central vision or the vision of what lies straight ahead is controlled by the macula. Macular degeneration is among eye disorders occurring mostly to people who are aged over 60. This type of macular degeneration is caused by age-related symptoms.

What is Dry Eyes Syndrome?

The condition, dry eyes, are caused by the inadequacy of tears for the nourishment and lubrication of the eyes. Tears are responsible for the maintenance of the eye's front surface health and for providing clarity of vision. People affected by dry eyes have insufficient tears or the quality of tears is poor.

Consult the best eye doctors and ophthalmologists across <City 1>, <City2>, <City 3>, <City 4>, <City 5> and elsewhere in India through the help of Lybrate, the foremost medical resource.

Artisan Lens Implant

In this type of eye surgery, an artisan phakic IOL variety of intraocular is placed in front of the eye's natural lens between the iris and the eye cornea through surgical intervention. The lens type is properly called phakic TOL due to the fact that the eye retains its natural lens where it is supposed to be. The lens type is crafted from the same plastic-type which is put in to use for intraocular lenses used in the course of cataract surgery.

This ARTISAN Phakic IOL serves the purposes of correcting your nearsightedness when placed into your eyes. The power of the lens that is placed also called the dioptre is determined by the ophthalmologist as per the requirements of your nearsightedness condition. Once the surgery and the subsequent recovery has been completed, the light that finds its way into the eye focuses on the eye retina in the correct manner which results in improving the vision.

It is to be kept in mind that if you undergo eye surgery and place this lens in your eye it does not mean that you would no more need reading glasses. In fact, in certain cases, you may need reading glasses after surgery even if you didn't need them before.

Another thing to note about the Phakic IOL from ARTISAN is that it can only be implanted in one eye at a time. Another eye can only receive it once the first eye has healed to the desired extent. When both the eyes require this lens ophthalmologists usually perform the subsequent surgery within 3 months of the first one. This is open to discussion with your eye surgeon.

The ARTISAN phakic IOL has been tested and used with success in Europe and the USA. It has been used in thousands of patients in Europe since the 1990s. Clinical studies of the were carried from 1997-2003 in the US during which more than 1000 lenses were implanted in more than 500 patients. Over 84% of all people receiving the lens achieved at least 20/40 without the need for contacts or glasses.

Mr Majid is the eye expert you want to turn to for implanting ARTISAN lenses in your eye in the UK. His decades of experience in the field along with the exceptional success rate that he enjoys with such eye operations make him the right person you trust your vision with. Head out to his clinics at Swindon, Bristol, Bath, Weston-super-Mare today!

Vitreomacular traction

Commonly abbreviated as VMT, Vitreomacular traction syndrome is a vitreous related eye condition. It is a severe condition which affects the vision of a person itself and can lead to the vision becoming blurry or distorted or even blacked out. People suffering from VMT encounter difficulties in carrying out daily tasks that call for sharpness in vision, things like watching TV or reading.

Further, this condition can result in a macular hole which serves to blur and distort the central vision of a person itself. Typically, VMT calls for surgery so that potential permanent loss of vision can be reduced.

This condition occurs as a result of the vitreous getting adhered to the retina or rather the part of the retina concerned with the central vision – the macula in the place of detaching itself completely. Then, as a result, some part of the vitreous tries to pull itself away while a part remains attached, pulling or tugging occurs in the area which remains adhered which causes the macula to distort and alter physically.

Pars Plana Vitrectomy is the typical solution to prevent macular holes from developing as a result of VMT. This surgical procedure of the retina is fairly common. In the surgery, the surgeon inserts a vitrector into the eye. A vitrector is a really small instrument shaped like a needle and serves to suck out of the fluid in the vitreous. This is followed by the surgeons filling the eye with a vitreous fluid like saline solution specially meant for the procedure.

The surgery helps to get rid of the vitreous traction on the macula and with time it regains its normal shape and structure.

Are you suffering from VMT or perhaps are looking for an able surgeon to carry out Pars Plana Vitrectomy on your eyes? Either way, it is about time you got in touch with Mr Majid who along with his team has several decades of collective experience in carrying out such surgeries with immaculate perfection. Consult him in his clinics at Swindon, Bristol, Bath, Weston-super-Mare today!

Dry Macular Degeneration

It is quite common for people who are aged above 50 to develop the eye condition known as dry macular degeneration. In people with this condition, the central vision is reduced or blurred as a result of the macula thinning. It is to be remembered that the macula is the eye retina part which ensures that your direct line of sight vision remains clear.

Typically, this eye condition develops first in one of the eyes before affecting both. With the passage of time, this condition leads to the quality of vision worsening and thus affecting your ability to carry out everyday tasks like drive, read or even recognize the faces of people. However, the condition typically does not lead to losing your entire vision.

If the condition is detected early enough and you take appropriate care of your eyes, then the vision loss that results from macular degeneration may be delayed. In the present state of medical science, there is still no treatment for the condition. However early diagnosis lets you take self-care steps that aid you in slowing down its progression. This care involves things like avoiding smoking, taking vitamin supplements regularly and eating in a healthy manner.

Surgery is an option open to people who are beset with macular degeneration in both of the eyes and the condition is in advanced stages. In the surgical intervention, a telescopic lens is implanted in one of the eyes. This lens which resembles a small plastic tube is furnished with lenses that make your field of vision more. The lens usually results in better close up and distance vision, but the problem lies with its field of view which is really narrow but is pretty useful nonetheless especially in urban settings.

If you are looking for surgical intervention to your eyesight woes caused by dry macular degeneration, then Mr Majid is one of the best options open to you in the UK. Backed by years of experience and great success rates, he is the right person you trust your vision with. Head out to his clinics at Swindon, Bristol, Bath, Weston-super-Mare today!

Ectropion

The medical condition where the lids of the eye turn outwards is known as Ectropion. As a result of this turning outwards the surface of inner eyelid becomes exposed and maybe irritated easily.

Typically, you would find this condition affecting older adults and usually, its effects are limited to the lower eyelid only. When the condition is really serious the eyelid's total length gets turned out. When the condition is not quite as severe it results in only a part of eyelid sagging away.

The symptoms of ectropion are levied to a certain extent through the application of artificial tears and types of lubricating ointments. In most cases, however, for dull correction of the condition surgical intervention is needed.

The surgery for ectropion is normally done as an outpatient procedure after application of local anaesthesia and does not require the patient to stay in the hospital.

The surgery involves the removal of a lower eyelid part and is followed by stitching the outside eye corner or the portion below the eyes. The result of the surgical intervention is usually pretty effective and helps to resolve the condition in totality.

In particular, cases, where the condition is caused by scar tissue a skin transplant or skin graft, may be called for. In this, skin taken from the back of the ear or from the upper portion of the eyelids is attached to the lower lids of your eyes. In more delicate or severe instances where the person has had a lot of scarring or had facial paralysis in the past, multiple surgeries may be in order for you if you are to get the best result and full resolution of your eye problem.

Once the surgery has been completed patients usually have to wear an eye patch on a temporary basis. This may be accompanied by antibiotics and ointment steroids so as to ensure that the area does not get infected. A cold compress and over the counter pain killers may also help patients experiencing swelling and pain caused by the surgery. The relief to the eye is almost immediate and take a few days or week at most and the symptoms go away after the affected area heals.

If you are looking for a really good surgeon who can help you with your ectropion then in the UK the name of Mr Mo Majid is to be reckoned with as one of the best options open to you. He and his team have several decades of experience in helping people with ectropion who are just like you. What are you waiting for consult Mr Majid in his clinics at Swindon, Bristol, Bath, Weston-super-Mare today!

Ptosis

This medical condition is characterized by the fact that one or both of the upper eyelids droop over the eyes. This drooping can be slight or be barely noticed to severe where the lids descend over the entire pupil of the eyes. This condition is found to occur both in adults as well as children. As per the severity of the condition the normal vision of a person can be affected too.

Many things can potentially lead to ptosis. These causes may be natural or some natural serious physical condition like trauma or an underlying neurological problem. This eye condition occurs more frequently in older adults as the levator muscles which ensure that the eyelids are lifted up may get stretched as a part of the normal ageing process. making the eyelids to fall. However, not all people affected by ptosis are elders and sometimes babies can be born with that condition through indeed this is rare.

Doctors often recommend a surgical intervention when a person is suffering from ptosis. During such operations, doctors tighten the levator muscles which results in the eyelid taking up its desired position. Such surgery is also undertaken when the condition develops in children in order to prevent another medical condition known as the lazy eye or amblyopia. Another potential cure for the condition is another type of surgical intervention known as a sling operation. In this, the muscles of the forehead are put into use for the end of elevating the eyelids.

Are you on the search for a well-qualified and suitable surgeon to intervene in your eyesight problems caused by ptosis? Them a visit to Mr Majid's clinics at Swindon, Bristol, Bath, Weston-super-Mare is due for effective treatment by one of the most experienced and successful eye surgeons around in the UK.

Acute gastritis, what is It?

Gastritis is, simply put, inflammation of the lining of the stomach. It is one of those stomach inflammation to avoid. Gastritis symptoms may occur periodically or may persist for a considerable amount of time. Amongst gastritis symptoms are:

- If your stomach is upset recurrently, then it may be amongst gastritis symptoms
- Indigestion too is among gastritis symptoms.
- Acute gastritis is also characterized by hiccups.
- Burning feeling between meals or during the night is a reason why it is a stomach inflammation to avoid.
- Vomiting blood is amongst gastritis symptoms.
- Acute gastritis is a stomach inflammation to avoid due to its symptoms of black tarry stools.

Gastritis Diet

Undoubtedly the top cure for gastritis lies in a good gastritis diet, negating the root cause of the ailment as gastric remedies. If you are on a gastritis diet, make sure you have plenty of:

- Fruits constitute an important part of a gastritis diet.
- Whole grains should be always preferred while on a gastritis diet.
- Vegetables should be eaten in wholesome proportions if you are on a gastritis diet.
- Eat fat-free dairy food while on a gastritis diet or those low in fats.
- Whole wheat bread is a good option for a gastritis diet.
- Brown rice is another option open to you in the case of gastritis diet.
- Whole grain cereals should also be consumed as part of a gastritis diet.
- You may have chicken meat while on a gastritis diet.
- Turkey is another option open during a gastritis diet.
- Beans should be consumed aplenty in a gastritis diet and is a good gastritis cure.
- Gastric diet may also consist of nuts.

What to Avoid in a Gastritis Diet

While on a gastritis diet, avoid the following:

- A gastritis diet should be bereft of seasonings.
- Avoid chocolate while on a gastritis diet.
- Spices too are to be avoided in a gastritis diet.
- Avoid food or beverages that are high in fat during a gastritis diet.

Gastritis Treatment

Gastritis treatment is dependent on the factor causing it. Often, in gastritis treatment some of the causes are temporary, resulting in a cure for gastritis. In the case of gastritis treatment, you may have to take:

- Nizatidine is prescribed for gastritis treatment.
- Omeprazole is also consumed during gastritis treatment.
- Esomeprazole is also recommended for gastritis treatment.
- Lansoprazole is also frequently part of gastritis treatment.
- Rabeprazole may also accompany in gastritis treatment.
- Pantoprazole is also prescribed during gastritis treatment.
- Antibiotics like Cloxacillin are used in gastritis treatment.
- Amoxycillin is also put into used in gastritis treatment.

Cure for Gastritis

If you are looking for gastritis cure, medical and natural gastric remedies including gastritis diet are available. Observe the gastric remedies listed above for gastritis cure.

With Lybrate, you get detailed information on the top gastroenterologists in India, in <City 1>, <City2>, <City 3>, <City 4>, <City 5> etc.

Reviews

A2 Hosting Review - Top 10 Reasons to Buy

If you want any sort of web site available 24*7 to people from all the corners of the world with decent speed and availability, then let's face it, you can't really do without a web host.

If you are serious about your website and especially so if you want a website for commercial purposes, then it would definitely be a wise decision to invest in a really good web host.

Considering that this is possibly the first site you are going to host, you definitely need to be aware of the basic essential information, what exactly is web hosting anyway?

Web Hosting

In many ways, web hosts are sort of a home of your website, an online place where all the information and files that your website really stands for is stored. These include things like HTML, CSS, media, documents, etc basically everything that you want the world to see.

Your web host is basically the company that charges you for space on its specialized web server. Such companies look after the management and maintenance of such servers which makes things easy for you.

But a web host would not really suffice for you to present your web site in front of visitors from all over the world, you are also going to need a domain name. Taking our home analogy further domain names are sort of house addresses that let people find homes or in this case websites.

Why You Should Think of Getting a Web Host

In order to have a properly functioning website, you do need to invest in a proper web host. Fortunately, web hosting isn't at all expensive and you can host one rather cheaply. The primary advantages of having a website are as follows:

You enjoy greater control

If you are hosting your site on a free platform like Blogger or Wordpress you need to adhere to their temps of service for hosting your website.

Reality is replete with owners of many websites that were generating great profits being taken down as their service provider felt there is a breach of the terms of service. If you are the least bit serious about your web presence you simply cannot take this risk.

Under such circumstances, if your websites do indeed get restored in some time, you risk losing valuable business and causing irritation and annoyance to your customers.

You can customize your site far more

Another major disadvantage of free hosting is that they offer only co-branding where you need to share the branding with that of the free host. This, in turn, lowers your credibility levels and affects the overall customer experience with you as a brand.

With free hosting the number of customizations you can carry out on your site Is really limited with limited access to plugins or similar tools that will help you in growing your website. With web hosts typically you are only limited by your creativity.

Better website safety

Site security is always a concern if you are not hosting your site in a paid web host. This is due to the fact that you do not really enjoy the freedom to choose security plugins and CMS options besides other features that go towards determining security levels of your site.

A2 Hosting

Based out of Ann Arbor, Michigan, A2 web hosting is an independent company that is a global player in the web hosting companies scene. They are well known for their particularly high performing service which is centered on speed along with quality support.

The services offered by A2 hosting encompasses the full spectrum of web hosting solution and ranges from Linux hosting which is what most businesses use for their websites to VPS, Cloud WordPress, and even dedicated server solutions.

A2 Hosting Review

In the recent past, I favourably tried out A2 hosting since many clients and readers were keen to know about the service. So here are the 15 reasons I think you should definitely try out A2 hosting:

Reason #1

The sheer speed and performance of the service

With the kind of options open to net users these days with more and more businesses hitting the internet and all varieties of content, your site stands a really slim chance of making netizens wait even a bit too long because of a slow-performing web host. If your web page doesn't load really fast chances are you are losing out on a lot of traffic. A slow web host is of no good no matter how many additional features and options it comes with. Our test site with the following characteristics loaded in just 1.3 seconds.

The landing page was created with elementor and was replete with images and special styling

Ths site had the special a2 optimized install which features special caching and other optimizations in performance

The plan used for the tests was the Turbo Web Hosting plan offered by the company

Settings were, by and large, left unchanged from the default a2 optimized settings

The site loaded in a matter of 1.25 seconds when tests were carried through Pingdom Tools.

This might not be the fastest there is in the market but it's still pretty darn fast for the kind of money you spend on the a2 hosting plan. When I tested the site through GTmetrix the load times were a similar 1.3 seconds when using the Vancouver test server in Canada of GTmetrix.

The last speed test I carried out on the host was determining the TTFB or time to first byte which basically is the time a server takes to respond to a particular request. This was done through ByteCheck's several tests and the time stood consistently at ~90 ms.

To sum things up a2 is in terms of speed as good as things get in the industry and can be compared to the best there is which is pretty impressive for the costs it comes with. Though there might be even better performers A2 a really good option at its price.

Reason #2

The Server Uptimes

The server uptime is another crucial parameter on which web hosts are to be judged. The uptime refers to the time in percentage the server remains available and your website is available to netizens for browsing. Obviously the higher the uptime the better it is for your website.

I had put A2 hosting to the test with our sample albeit test website for several months in order to analyze the uptime better. We must say the uptimes of a2 hosting were among the best in the industry, within most months with uptime of 100% which impressed me greatly, I must say. However, it should be noted that there indeed the odd months with lapses in web connectivity for a few minutes taking down the month's uptime to 99.98% or thereabouts.

To summarize a2's showing on the uptime front we might say that the company keeps good its promise of 99.9% uptime guarantee.

Reason #3

Support

Support is another great criterion on which the assessments of web hosts are made. This is one thing you are going to need sooner or later and short response times for your queries or issues are what you want

A2 hosting makes the support component of its service available 24*7 through the following communication channels:

- Live chat
- Tickets
- Phone

In order to test the availability of support, we started a live chat conversation on a Sunday night at 11 pm as per the company's location during the festive season which is as hard a test for support availability as things get. Even under such stressful timings, we got a reply from a company representative in under 3 minutes.

But there's a catch! In the case of A2 hosting if you want priority support you will have to shell out extra money for it $19.99 to be exact, even if you have a top tier plan. It is to be noted that discounts are applicable only for the first billing cycle.

However, our experiment with A2 hosting was without the priority support and that was good enough for most web host customers. Still, it seems a bit unfair to me that while in most other leading web hosts you get priority support with a top tier plan, you don't do so with A2.

Reason #4

Cost

In absolute terms, the cost of a2 web hosting plans is nothing exorbitant but none the less in comparative terms the prices are indeed on the higher side vis a vis shared hosting plans offered by

other web hosting companies. Their prices tend to come down by half for the initial year. The Lite plan offered by the company comes at $7.99 per month which cannot be afforded by all. With discounts, the costs come down to $3.92/month for the Lite plan.

The pricing of their shared hosting plans are as follows:

Lite- Supports a single website for $3.92/ month. You get 5 databases, free SSL, unlimited storage and unlimited transfer of data. If you are a beginner starting up with a single website then this is definitely the plan for you!

Swift- This plan will set you back by 4.90/month but will give you features like unlimited websites and databases. This is their most popular plan as the difference in price between Lite and Swift plans is really small while the latter offers significant benefits.

Turbo- Costing you $9.31 per month, this plan offers you unlimited websites and databases in addition to the special turbo speed and site accelerator features from a2. Other than that most of the other features are the ones you would get with Swift like free SSL and unlimited databases and storage.

For detailed information on pricing check out the table we have created below:

A2 Shared Hosting	With Discount	Without Discount	Savings in 3 years
Turbo	$9.31/month	$18.99/month	$348.48
Swift	$4.90/month	$9.99/month	$183.24
Lite	$3.92/month	$7.99/month	$146.52

One of the best things about a2 hosting is the money-back guarantee they give which is flexible without ever failing to impress. You can get a full refund within 30 days of signing up for a plan. But the best thing about a2 hosting is that even if you quit their service midway through a plan they would still refund the amount charged for the months you did not use. In industry terms, this is referred to as a pro-rated refund.

Reason #5

Great shared hosting features

For my review, I tested the shared hosting plans which are found in three variants viz. Lite, Swift, and Turbo. Swift is the recommended a2 shared hosting plan for most users but if you are willing to spend more for a 20x improvement in speed than the other shared hosting plans and the a2 site accelerator then the Turbo plan is highly recommended. The following table illustrates the features of each plan:

Features	Lite	Swift	Turbo
Storage	50Gb	Unlimited	Unlimited
Databases	5	Unlimited	Unlimited

SSL & SSD Speed Boost	Yes	Yes	Yes
Turbo Server	No	No	Yes
Pre-configured Site Caching	No	No	Yes
Websites	1	Unlimited	Unlimited
cPanel	Yes	Yes	Yes
Money-Back Guarantee	Yes	Yes	Yes

Reason #6

Plenty of optional add-ons

Like some of the other hosting companies, A2 hosting too offers a wide range of optional add-ons or rather features that you can add to your plan if you are going to need them. The add-ons offered by A2 hosting include the priority support for $19.99, the Swift plan for only an additional $2, besides an Alpha SSL for $4.16.

These options are available not only at checkout but you can also avail of them from your cPanel control interface.

Reason #7

Security features like free SSL

These days thanks to the importance placed on SSL/TLS by web giants like Google it has become an essential security feature for your website. In fact, all of the shared hosting plans offered by A2 hosting comes with a free SSL certificate which helps to protect your domain. In fact, the Lets Encrypt SSL certificate offered by A2 might be completely free but it's still as good as any other SSL certificate you can buy from the market.

If you are not really acquainted with how to get your SSL certificate that comes free from the company all you need to do is to drop in a mail to A2's quality support or raise a ticket and voila! The a2 folks will set it up for you without you having to do anything.

With it, that prized green padlock in your web browser is yours making you look more cool and professional, besides adding to site security.

Reason #8

WordPress Auto-Installer

Taking the convenience of having a WordPress installation to new heights, A2 hosting comes with having the option for your hosting space coming with a pre-installed Wordpress installation just by selecting a drop-down option during checkout. This means that money-back which almost every web host offers these days are also not required for you to install WordPress on your shared hosting server space.

This comes really handy if you are beginner out to set up his first web site. But one thing you should note about installing a2 optimized WordPress is that your max memory limit is 40MB instead of the

standard 250MB. This might not be a factor is your site does not have heavy traffic but it definitely is an issue for more popular sites. Advanced users can change this setting with ease but beginners will have to research quite a bit in order to increase this max memory limit.

Reason #9

Special A2 Optimized WordPress Installation

The really special thing about A2 hosting especially when it concerns Wordpress installations is their A2 optimized WordPress installation variant which they provide an option besides regular, plain vanilla WordPress.

In the former, the hosting company adds the following page speed performance boosters right from the start. These include things like database and page caching JS/CSS/HTML minification and gzip page compression besides image compression. It also is equipped with additional security features like reCAPTCHA on login and comment forms besides non-standard login pages URL.

Definitely, you can always add the mentioned functionality through plugins but having them built-in to the system offers a couple of special advantages like:

It will really suit you if you are a beginner and don't want to sweat too much to implement advanced performance and security features.

It will also lessen the chance of your site breaking as a result of having too many parts one of which may at some time malfunction.

The on-boarding process of a2 hosting is missing out on detailed information. Indeed the company would have done well to furnish additional detailed information about your account that you will likely need a bit further down the line. While you can always get the required information from A2 support, it would have been even better for A2 to have sent you the required information right at the beginning.

Reason #10

Backup and Restoration, Free Migration and Choice of Datacenter

In order to help you make certain that your data remains safe A2 provides you with a special backup/restore tool which is really helpful when things go wrong and can be accessed through the cPanel

A2 also comes with another special feature they call Server Rewind which lets you restore particular files and folders with real ease.

A2 really makes life easy for new customers including the people who want to migrate to the company's servers from their existing web hosts. As a part of this, the company offers free migration. To start the process all you have to do is to sign up for the service and get in touch with customer support and they will guide you through the few steps that you need to undertake.

A2 hosting also you the great flexibility of choosing your server or datacenter location. You have 4 options to choose from in this. They are as follows:

Arizona, US

Michigan, US

Amsterdam, Netherlands

Singapore

This is especially beneficial for you if you want to have a special focus on users from particular locations. This is due to the fact that physical proximity of servers does indeed mean a significant boost in speed as the information needs to to travel a lesser amount of distance through physical wires. For worldwide audiences, you might need additional measures to boost loading times but for regional audiences, the above strategy works really great.

Endwords

If you are looking for really good value for money and the best balance between affordability and speed or performance then A2 hosting is definitely a good choice due to the numerous benefits it comes with like great performance, uptimes that leave you impressed and of course, great support.

It is particularly great for you if you are looking to host a large number of websites thanks to the unlimited storage and databases and the various fixes introduced to boost speed.

The Swift plan as offered by the company is particularly affordable and good but there are better options open to you if you want to host one website only.

Top 10 Best Tablets Under Rs. 20000

There are plenty of instances where tablets, when compared to smartphones and laptops, serves the purpose far better. Bigger than a smartphone while at the same time is smaller and even more portable than laptops, tablets are your go-to device in a large number of use cases. The particular

thing that makes tablets attractive is that you can hold them in your hands while being in a relaxed position and continue your task at hand.

This unique middle ground in terms of the size of tablets makes them so attractive for use for things like reading, entertainment and a bit of productivity. Granted there are bigger and better alternatives that specialize in one or more of such activities, but none are so portable and convenient.

If you are thinking of buying a tablet there are certain things for you to consider. These are:

Size and shape- Do you need something that is only slightly larger than a smartphone or a lit bit bigger? What shape would suit your need more, something square or something more rectangular?

Connectivity- Does the tablet connect to the internet through Wi-Fi alone or does it also boast support for cellular data networks as a means of internet connectivity?

Display- The resolution, size and shape of the tablet display is yet another important thing to take into account.

OS Platform- There are three main OS platforms for you to choose from if you are going to buy a tablet viz. Windows, iOS and Android.

Specs- If you are going to be doing something that calls for an intensive processor, memory and storage then you also need to watch out for the tablet specs. Unfortunately, this is easier said than done as some tablet manufacturers are reluctant to divulge the specification details.

Port- Do you want to connect external devices and plugin in USB drives or memory chips to your tablet device? Then the number and type of ports really matter.

Printing ability- You might want to print documents from your tablet occasionally, so this is yet another feature you want to watch out for.

Now that we have those things out of the way lets dive into our top ten tablets priced under Rs. 20000 list. Remember to consult the buyer's guide at the end of the article for detailed information on what you want and need from your tablet.

The Top Ten

1. Lenovo Tab4 10

This tablet from Lenovo sports a beautiful design along with a powerful build together making up for a great family tablet that all the family members of your household can use thanks to the ability for users to have accounts with dedicated space with special individual abilities. Further thanks to the optional packs made available by Lenovo you can choose to make the tablet one that is specially geared towards kids or one that is meant primarily meant for productivity. The device sports top-notch entertainment features thanks to the HD 10.1-inch display and the immersive Atmos audio from Dolby. A 64-bit quad-core Snapdragon processor from Qualcomm clocked at 1.4 GHz powers the device. The device features 2GB of RAM and the storage capacity stands at 16 GB. The battery life of the device is ample at up to 20 hours.

Features:

- OS- Android Nougat
- Speakers- 2 x Front-facing speakers

- CPU- Qualcomm MSM8917, Snapdragon 64-bit (Quad-Core; Up to 1.4 GHz)
- Connectivity- WLAN : WiFi 802.11 b/g/n Single Channel (2.4 GHz) Bluetooth : Bluetooth 4.0
- RAM: Up to 2 GB ROM
- storage capacity- 16 GB
- Port: microSD Card; up to 128 GB
- Battery- 20 hours*
- Camera- Rear 5 MP Auto-focus Front 2 MP Fixed-focus
- Dimension- 247 mm x 170 mm x 8.5 mm
- Weight- 506 g / 1.11 lbs

Pros:

- Great speaker with real power
- High-quality display
- Smooth touchscreen functionality
- Split view of screen available

CONS

- No built-in file manager app

2. Samsung Galaxy Tab A

This is the tablet for you if you are on the lookout for a tablet that is sort of an all-rounder and does an excellent both as an entertainment device as well as a workstation. This Galaxy Tab A from Samsung sports a really stunning 10.1-inch touchscreen display. The device has Android 9.0 or Pie as its OS platform. It suffices well enough for most daily needs and can do some excellent work of opening apps. The device sports a powerful combination of processor and GPU models viz. A Cortex A53 Hexa core processor clocked at 1.6GHz along with a dual-core Cortex A73 clocked at 1.8 GHz. The 2GB RAM of the device ensures and smooth and enhanced user experience. The device runs on a 6000 mAh battery.

Features:

- OS - Android
- RAM-2 GB
- Item Weight- 467 g
- Connectivity technologies- WIFI
- Camera- 5MP
- Weight- 467 Grams
- Colour- Black
- Battery Power Rating- 6000 mAh

Pros:

- Big sized good display
- Lag-free seamless experience
- Great battery life
- No heating issues

Cons:

- Speakers could have been better
- The tablet is on the heavier side

3. iBall Slide Wings 4GP Tablet

the Slide Wings 4GP from iBall is meant for you if you are looking for a quality visual experience from your tablet device thanks to its HD IPS display. The tablet makes up for a smooth experience while browsing along with ensuring a responsive and smooth playback of HD video content in the stunningly sharp display. The device stands out in the pack thanks to its silver chrome colour. In all the design is good enough to make it stand out in an elegant and sophisticated manner. Support for 4G VoLTE data networks by the device means that lightning-fast connectivity is possible without broadband Wi-Fi. Sporting 2 GB of RAM along with a Quad-Core Processor the device is fast enough for even effective multitasking.

Features:

- Screen Size- 8 Inches
- Item Weight- 236 g
- Processor- ARM Cortex A53 clocked at 1.3 GHz
- RAM Size- 2 GB
- Connectivity- Bluetooth, WiFi Hotspot
- OS- Android

Pros:

- Dual-SIM support(4G VoLTE + 2g)
- A good set of accessories and pre-installed apps
- No lags and overheating
- Good display

Cons:

- Speakers not good enough
- Fast discharge

4. Honor Pad 5

This Pad 5 tablet for Honor makes up for a truly cinematic experience right in the convenience of your tablet. This is made possible thanks to its Full HD 8-inch screen and of course the dual stereo speakers of the device sporting the surround sound technology of Dolby Atmos. Not only that the device also enables you to have great gaming experience thanks to a powerful combination of a Kirin 710 chipset made all the more effective with an ARM Cortex-A73 processor. The tablet is particularly attractive for use by kids thanks to its host of features meant children.

Features:

- Connectivity-Wi-Fi+4G
- OS- Android 9.0 (Pie)

- RAM- 4 GB
- Voice Call-Yes
- Display Resolution-Full HD
- Supported Network- 4G LTE, WCDMA, GSM
- Processor - Kirin 710 (64-bit) Octa-Core (4 x Cortex A73 at 2.2 GHz + 4 x Cortex A53 at 1.7 GHz)
- Additional Features- Built-in Dual Stereo Speakers, Dolby Atmos Sound, GPU Turbo 2.0, Quick and Secure Face Unlock

Pros:

- Pretty neat combination of outstanding performance and battery life
- Great audio
- Great value for money

Cons:

- Does not come with an earpiece for easy voice calling

5. Samsung Galaxy A20

This tablet is more geared towards the user who wants to be able to take good records of memorable things in his or her life through a good camera. Accordingly, the tablet features a dual-camera system with a special low light lens of 13 MP in addition to an ultra-wide lens with a resolution of 5MP. The latter lets you take wide pictures through the 123 degrees lens. The viewing experience is similarly superlative thanks to a state of the art 6.4-inch Super AMOLED HD+ display. The charging time of the device is really fast thanks to the special 15W fast charging feature of the 4000 mAh battery. All this is powered by an Octa-Core Exynos 7884 processor and secured by a rear fingerprint sensor.

Features:

- OS -Android
- RAM - 3 GB
- Weight- 168 g
- Communication technologies- Bluetooth; WiFi Hotspot
- Connectivity technologies- 4G, 3G, 2G, GSM, WCDMA, LTE, FDD, TDD
- Special features - Dual SIM, GPS, Music Player, Video Player, Accelerometer, Proximity sensor, Virtual Light Sensing
- Other camera features- 8MP
- Processor Brand- Exynos 7884

Pros:

- Great display
- Neat battery life
- Great build quality
- Good value for money

Cons:

- The camera could have been better

6. Lenovo Yoga Tab 3 8

This is yet another tablet on our top ten list that's especially good for entertainment purposes and is at the same time is surprisingly portable as well coming at a mere 638 grams. The tablet comes in four distinct usage modes which mean you can do what you want in the most optimized way. Further, the tablet is also splash-proof. The 10.1-inch quad high-definition display makes up for an elevated viewing experience with immersive theatre quality JBL speakers. To top it all, the battery life is also truly excellent.

Features:

- OS - Android
- RAM - 2 GB
- Weight-472 g
- Wireless technologies- WiFi Hotspot
- Connectivity technologies- 4G LTE, WiFi 802.11 b/g/n
- Special features - Single SIM, GPS, Music Player, Video Player, E-mail
- Other camera features- 8MP
- Phone Talk Time- 20 Hours
- Phone Standby Time (with data)-95 Hours

Pros:

- Decent screen
- Really good sound
- The battery lasts really long
- Good camera

Cons:

- Performance could have been better

7. Lenovo Tab4 8 Plus

The 8-inch Full HD display of this device makes it the perfect solution for you if you are looking for immersive entertainment thanks to the quality display and the Dolby Atoms audio system of the tablet. Under the hood, the tablet runs on a powerful Octa-core Snapdragon 625 processor from Qualcomm. The device supports 3 GB of RAM and its storage space stands at a standard 64GB. The fingerprint-based login system ensures convenience and security while using multiple user accounts on the device. The battery life of the device is superb and stands at 1.5 days. This elegantly designed tablet with dual glass in an ultra-thin and light form factor can easily transform into a kids tablet thanks to an optional pack.

Features:

- OS -Android

- RAM -3 GB
- Weight-299 g
- Communication technologies- Bluetooth, WiFi Hotspot
- Connectivity technologies- Bluetooth 4.0 ,WiFi
- Camera- 5MP
- Battery Power Rating – 4850 mAh
- Phone Talk Time - 20 Hours

Pros:

- Pretty good sound
- Slim and light build
- Good battery life

Cons:

- Poor touchscreen and fingerprint sensor

8. Fusion 5 11.6" Google Certified Android 4G Tablet PC

Featuring an 11.6-inch PIS Full HD screen this tablet boasts of a display that makes colours spring to life in all their glorious brightness. The device is powered by a 64-bit variant of a Quad-Core processor. The great visuals really come to life thanks to the GPU a Mali-T720MP2 from ARM. What's more, you can stream 4K video with the device thanks to the Micro HDMI port of the tablet. The device supports 4G data network services through SIM cards. The 3 GB of RAM of the device in addition to 32 GB of internal storage with support for up to 256 GB TF cards means that you have enough spec oomph to run intensive tasks.

Features:

- Weight- 1.56 Kg
- RAM Size- 3 GB
- Connectivity Type- Wi-Fi, Cellular, Bluetooth
- Operating System- Android 8.1 Oreo
- Processor- 64-bit Quad-Core CPU
- GPU- ARM Mali-T720MP2
- RAM- 3GB
- Screen Size- 11.6-inch
- Resolution- Full HD

Pros:

- Good user experience
- Good value for money
- Big display

Cons:

- Response not that good

9. Lenovo Tab M10

This one is particularly good for use by the entire family. The 10.1-inch Full HD along with the dual speakers in the front help to make up for a truly immersive entertainment experience all packed into this really light and portable tablet. The display lets you capture the detailed intensity of action scenes to gorging in the beauty of details in images. The device is just 8.1 mm thin and weighs a mere 480gm and can be held with the same ease with which it can be stored away in your backpack. The sound is nothing short of booming thanks to the speaker's support of Dolby Atmos which ensures a true theatre-like experience. The device is similarly good for kids as well thanks to the optional kid's pack which comes with the device.

Features:

- Screen Size- 10.1 Inches
- Weight- 481 g
- Processor- Qualcomm Snapdragon 450 clocked at 1.8 GHz
- RAM- 3 GB
- Connectivity Type- Bluetooth, WiFi Hotspot
- Operating System- Android 8.1
- Camera- 5MP primary and 2MP front camera
- Resolution- Full HD (1920x1080)

Pros:

- Really bright and nice display
- Good battery life
- Great audio
- No hang or freezes

Cons:

- Can't be used for calls and no VoLTE support

10. Micromax Canvas Plex Tab

This Canvas Plex tablet from Micromax features a great way to store your memories with its 5 MP primary camera accompanied with autofocus and flash beside a 2 MP front camera. The battery life is quite good thanks to the capable 4000mAh battery. The display is an 8-inch HD one with a resolution of 1280x800. At the heart of the device is a powerful processor from Mediatek, the quad-core MT8735V clocked at 1 GHz. The capable Mali400 GPU ensures a better visual experience. The device ships with 32GB of storage and 3 GB of RAM and can support both 3G+ 4G sim cards in its dual sim configuration.

Features:

- Storage- ROM 32GB
- RAM- 3GB
- Connectivity- Bluetooth V4.0, Wi-Fi, Micro USB, 4G
- Camera-640*480 30FPS, Rear Camera, 2 MP Front Camera
- Talktime- 2G: 10 Hours; 3G: 6.5

- OS- Android 6.0
- Processor- Quad-Core MT8735V/WP clocked at 1.0 GHz
- Screen -8 inches 800*1280 TFT

Pros:

- Great feature set
- Value for money
- Good battery backup

Cons:

- Poor display

Buyers Guide

When you are thinking of buying a tablet, the very first thing you need to do is to determine the answers of a number of questions that will prove to be of immense help in determining your priorities while buying. After you have had a look at some of the tablet models out there, it would be obvious to you that tablet performance has seen quite a boost in the recent past specifically the last 2-3 years. This fact is particularly true for tablet products that are priced on the lower end of the spectrum making now a good time to buy a tablet. Anyway, coming back to the questions whose answers, you must figure out before you buy one, they are as follows:

- Is Portability Really Important to You?

Tablets which sport of displays that are 8-inch or smaller usually weight pretty light, in fact in most cases their weight is well below a pound. Such tablets tend to be really thin boasting of high battery life spans which often exceed 15 hours or sometimes even more.

- How much money are you prepared to shell out?

You can find a pretty neat 7- or 8-inch tablet well under the price of Rs.15000. If the tablet of your choice has a larger display, chances are its price will be greater too. But fear not, you can find quality 10-inch tablets under Rs.20000 cost price.

- Do you require extreme versatility in your tablet?

If you intend to use your laptop in a wide variety of ways and do tasks like reading, creating and editing documents by connecting a keyboard, watching movies and of course use the everyday standard apps related to productivity, then you should really get yourself a tablet that's comparatively larger and has about 12 hours of battery life at least. You might also opt for a tablet which supports a stylus which would help you in the creation of digital art or take notes with your hands if you indeed can afford such a model.

- Are you going to reading a lot on the tablet?

In case you are looking for tablets for the consumption of digital content like streaming videos and e-books along with casual emailing, browsing the internet and download apps sometimes then you want something akin to the Amazon tablets which come with larger screens that get you really hooked on to your reading

- Do you want a hybrid laptop-cum-tablet device?

These days tablets that can-do double duty as laptops are gaining in popularity and many manufacturers are coming out with such tablets. There are models with optional keyboards where minus the latter the device is a tablet and by attaching the keyboard you have a laptop.

- Are there children in your household?

There is a little dearth of tablets meant for the young ones and of late such tablets have become more robust than ever before with parents enjoying greater control over the online activities of the kiddies. Amazon again has a pretty good range of tablets meant for use by children.

- Will you be playing heavy games with the tablet?

Most tablets out there in the market would work just like a charm for playing some casual games in the form of likes of 2048, Angry Birds and Hearthstone. But in case your gaming instincts are hardly satisfied by the like of these and you want to be able to play games like Final Fantasy XV Pocket Edition or Monster Hunter that demand more from your tablet device hardware then you should opt for a device that has enough processing power and storage space to let you fulfil your gaming desires.

Tablet Features You Want to Consider

Apart from your particular needs you also need to consider the features that a tablet sports off. Wi-Fi connectivity, GPS and a webcam in the front are some of the features that are found almost universally in tablets. Other features to take note of are as follows:

- The Size and Shape of the Screen

The screen size of tablets usually starts from the 7-inch ones and upwards. When you are using a tablet in its landscape mode, it appears akin to a short wide TV shape-wise. However, some tablets following the iPad school of design have a display that's distinctly squarer and are similar to traditional television sets.

- Connecting Wirelessly

All tablets almost universally offer connectivity over WiFi. The better tablets out there also let you access cellular data networks through sim cards. Some of such tablets may also sport support for 4G LTE data networks.

- Display

The resolution to be found on-screen displays are becoming better with time resulting in sharper text and images for you. Some tablet models also come additionally with a coating that's anti-reflective. This helps to make the display more visible even if the outside lighting is particularly bright.

- OS

iOS and Android, the software intended for tablets from the tech giants Apple and Google respectively sort of dominate the market in terms of OS platform popularity for tablets. Microsoft with its Windows 10 OS does enjoy some pretty neat popularity too when it comes to that. You should keep in mind the fact that the capability of laptops is determined to a great extent by the OS it runs on. Just like PCs, your tablet should give you the freedom to upgrade its OS version to a newer one which makes sure that you can make use of the latest apps and can utilize the additional

abilities of the newer versions of the OS. This also helps you in maintaining device security as the OS developer usually fixes security vulnerabilities with regularity.

- Ports

In many of the tablets out there in the market, you can boost the amount of storage space available through a memory card and some of them can even read flash drives using the USB interface.

- The ability to print

There are a number of apps that give your tablet printing capabilities. In fact, most manufacturers of printers these days have developed apps that let their printers print from Android and iOS devices through Wi-Fi.

The Specs Really Matter

Unlike their laptop or desktop counterparts dealing with a tablet, specs are way much complex due to the fact that rarely do tablet manufacturers disclose the full, detailed specs of their tablet device inside components. However, you should still try to assess the following three components of the tablet you want to buy:

- Processors

For its iPads, Apple makes use of its custom A-series processors. The iPad models that you will find in the market is in all probability powered by any of the A9X, A8, A8X and its A7 processing chips. In this series, higher numbers stand for a newer generation of the processor which results in enhanced performance. The X suffix indicates that the processor model is a powered-up variant of its standard processor generation.

On the other hand, manufacturers of Android-based tablets are in no way tied up by particular processor manufacturers. Some of the most common tablet processors to be found are the Snapdragon from Qualcomm besides the Exynos processing chips from Samsung. You should try to ensure that your tablets sport a processor from the Exynos 8 or Snapdragon 800 series, under its hood. Nvidia has its Tegra chip for tablets which are also used by some manufacturers though it is indeed rare. Some of the Android machines even ship with CPUs from Rockchip.

If you are looking at a Windows-based tablet, then in all probability it is going to be powered by a processor from Intel. This CPU may belong to its Core m3, i5 or i7 line of processing chips. You should keep in mind that usually, only high-end tablet devices feature Intel core processors and hence are going to set you back by quite a bit in financial terms. Lower end tablets that make use of the Windows 10 OS platform are most likely going to be powered by an Atom processor from Intel.

- RAM

In mobile devices like tablets, RAM is far less of an issue than what it is in desktops and laptops. This is due to the fact that memory management is different in the iOS and Android platforms. However, it still is important and most tablets ship with 1-4 GB of RAM. Some of the really fancy tablets out there can feature as much as 16 or 32 GB of RAM which does result in a really snappy performance of your tablet.

- Storage

Normal, traditional tablet variants usually come with 8-16 GB of storage on its lower end This figure can go up to as much as 128 or 256 GB on high-end varieties of such laptops. On the other hand, the

storage capacities of convertible or 2-in-1 tablets are more in tune with the kind of storage that is offered by notebooks and storage capacities of 256 GB are also quite common on such tablets. Some traditional tablets ship with an SD card slot with which you can add to the storage capacity of your tablet. You ideally want a tablet with 32 GB or more storage or one that comes equipped with an SD card slot.

Features Table

Make and Model	Storage	RAM	Connectivity	OS	Display Size and Resolution
Lenovo Tab4 10	16 GB	2 GB	GSM, UMTS, 4G LTE, FDD, TDD, WiFi	Android v7.0 Nougat	10.1 inch, HD 1280 x 800
Samsung Galaxy Tab A 10.1	32 GB	2GB	Wi-Fi	Android v9.0 (Pie)	10.1-inch, 1920 x 1200
iBall Slide Wings 4GP	32 GB	2 GB	Bluetooth; WiFi, 4G	Android 6.0 Marshmallow	8 Inches, HD (1280 * 800)
Honor Pad 5	64 GB	4 GB	Wi-Fi, Bluetooth, 3G	Android 9.0 (Pie)	8 inch, Full HD Display
Samsung Galaxy A20	32 GB	3 GB	Bluetooth; WiFi, 4G	Android v9 Pie	6.4-inch,HD+
Lenovo Yoga Tab 3 8	16 GB	2 GB	4G LTE, WiFi 802.11 b/g/n	Android v6.0 Marshmallow	8 inches, HD
Lenovo Tab4 8 Plus	16GB	3 GB	Bluetooth 4.0 ,WiFi, 3G LTE	Android v7.0 Nougat	8-inch, Full HD
Fusion 5	32 GB	3 GB	Wi-Fi, Cellular, Bluetooth, 4G	Android 8.1 Oreo	11.6-inch, Full HD
Lenovo Tab M10	32GB	3 GB	Bluetooth, WiFi Hotspot, 4G LTE	Android 8.1	10.1 Inches Full HD (1920x1080)
Micromax Canvas Plex	32GB	3 GB	Bluetooth V4.0, Wi-Fi, Micro USB, 4G	Android 6.0	8 inches, HD 800*1280 TFT

Top Ten Dark Chocolate in India

Buying Guide

In its simplest terms, chocolate which is conspicuous by the absence of milk solids is referred to as dark chocolate. This type of chocolate contains little or no sugar something which is determined by

the dark chocolate brand and the percentage content of cocoa solids and cocoa butter is also higher than its brethren of milk chocolates.

Nutritional Profile of Dark Chocolates

Let's discover what makes dark chocolate so great:

- Macronutrients

Each bar of dark chocolate which weighs 100gm contains 70-85% cocoa solids besides 1% of water. The calorie count is somewhere around 598 of which there are 8% protein, 43% fat and 46% carbohydrates. Amongst the carbohydrate part, 24gm of it is sugar and 11gm of it is fibre. 24g, 12g, and 1g of the fat are saturated, monounsaturated and polyunsaturated respectively. The cholesterol count stands at 3mg.

- Minerals and Vitamins

Dark chocolate is relatively rich in minerals and vitamins providing 92% of the daily recommended dose of Iron, 64% of magnesium, 44% of phosphorus, 35% of zinc and 29% of Vitamin B6. Low or trace amounts of Vitamins B1, B2, B3, E, and K are also found in dark chocolate. It also contains minute amounts of calcium and potassium.

- Phytochemicals

Cocoa the main ingredient of dark chocolate also contains something termed as phytochemicals.

Phytochemicals are nothing but plant compounds produced by it in its course of survival. Dark chocolates contain a wide variety of phytochemicals like alkaloids, flavonoids, caffeine, and phenethylamine. The flavonols that constitute a part of dark chocolate include epicatechins, monomers and

Phytochemicals are plants metabolism created compounds made by it to help in survival. Alkaloids, flavonoids and caffeine are the phytochemicals you will find in dark chocolate.

For most of the people out there these names don't mean a single thing, but it should suffice to say the to health experts these compounds are of great value something we will discuss a little more elaborately next in this buying guide.

Health benefits of dark chocolate

It is only natural that dark chocolate is endowed with many health effects if it is consumed considering it includes a wide assortment of minerals, vitamins and other compounds that boost the health. But the question that comes to one's mind is how it exactly serves its health functions and what you need to do to see visible benefits.

It protects from disease

If you consume dark chocolate on a regular basis not only do you get to delight your taste buds every once in a while but also ensure that your body remains protected from disease.

- Antioxidants and Free radicals

There are certain things in the human body called free radicals that can cause a large number of diseases. What happens is that oxidative stress occurs in the body when the latter is unable to rein in the number of free radical compounds. This oxidative stress is believed to play a vital part in several diseases including life-threatening ones like cancer and cardiovascular disease. It also plays a vital role in arthritis development. In order to avoid this situation, the body as a defence mechanism

creates something which is known as antioxidants. This includes things like minerals vitamins as well as phytochemicals.

How Chocolate Can Help

Dark chocolate is especially rich in flavonoids and polyphenols even more than its white counterparts. These two substances are actually antioxidants that help the body to get rid of free radicals. In fact, dark chocolate's cocoa contains the highest amounts of these antioxidant compounds. In reality, the levels are higher than even tea and red wine.

- Heart health

One of the main indicators of having sound health is a healthy heart. It would be perhaps surprising to learn in this context that dark chocolate helps you take care of your heart too.

Dark Chocolate Contains Flavanols

Many of the heart-friendly characteristics of dark chocolate are due to the fact that it contains the compound Flavanols. Flavanols serve to lower the pressure of the blood in the body and also boosts the flow of blood into the heart as well as the brain. In addition, flavanols have been found to lower the stickiness of blood platelets which in turn lowers the risks of strokes and blood clots. In the year 2007, a comparative study of dark chocolate with flavanols and white chocolate free from flavanols was conducted. The dark chocolate affected blood flow positively while the white chocolate failed to exhibit any significant improvement.

- Blood pressure

The Pubmed publication has four whole pages dedicated to the scientific research the effects of dark chocolate on blood pressure.

Dark Chocolate also Contains Polyphenol

It should be kept in mind that dark chocolate is rich in Polyphenol which serves to make a significant reduction in systolic and diastolic readings of blood pressure in people who are suffering from a combination of diabetes in addition to high blood pressure. It also serves to lessen that amount of sugar in the blood. The most amazing thing about this study was the fact that the test subjects were intaking only 25gm of chocolate a day which means there was no impact on the BMI or the person's weight.

- Cognitive function

Flavonoids are at work for dark chocolates! These chemical compounds increase the flow of blood to the brain. Naturally, there are of mighty use in health conditions that require higher amounts of blood flow to the brain. Cocoa-like tea and wine are teeming with flavonoids. To cite the example of a scientific study in which more than 2000 adults aged 70 and up were examined for the relationship between the consumption of high levels of flavonoids and better cognitive performance. The results indicated that consuming high amounts of food rich in flavonoids serve to improve several areas of cognitive performance.

- Protection from the Sun

Flavonoids are really fantastic when you consider the fact that they have amazing health benefits for the skin too. Experts contend that consuming flavanols results in the bettering of blood flow to the skin too besides increasing the hydration and density of the skin. As prove we may consider the following study:

The MED or minimal erythemal dose is the minimum sun exposure time for UVB rays to create trouble like making the skin red. In a study of over 30 individuals spread across 12 weeks, it was found that consuming chocolate that's high on flavanols increases the MED by almost double.

- Dark chocolate makes you feel good

PEA or phenylethylamine is yet another helpful ingredient of dark chocolate. It is perhaps surprising to know that this is the same chemical created by the brain when people are falling in love, It also serves to encourage your brain to produce endorphins. Endorphins are produced after exercises and help to make you feel good. They also make opiate receptors active thus creating a natural effect of killing the pain.

- Its all in the smell

The last thing we would like to point out in favour of dark chocolate is that it calms the mind. Its smell affects people's theta waves as researchers at Middlesex University found out from volunteers. It should be noted in this context that synthetic chocolates are found to be devoid of this effect.

Tips for Choosing Dark Chocolate

- Look for dark chocolate that certified organic

Some of the dark chocolate products out there are certified to be organic. This way you can be sure that they have not been genetically engineered (GE). Unfortunately for us most of the dark chocolate we come across in the course of our lives is GE. Such chocolates have had the genetic code tampered with by the introduction of foreign genes which affect things like their taste, how they grow and also their appearance. Such genetically engineered food has not been unanimously proved safe. It is better to stick to natural dark chocolates for the time being.

- State of the constituting cocoa

Cocoa which is in its natural raw state has the highest value in terms of nutrition. The best situation is when your cocoa is consumed raw as cacao. As a rule of thumb, darker chocolates have higher cacao. It should be remembered that the taste of cacao is bitter and the more concentrated is the cacao content the bitter the chocolate is. If possible, go for a chocolate bar made with raw cacao. If you can't do that try tasting dark chocolate made up of organic cocoa.

- Make sure the ingredients are kept at a minimum

The swiftest way you can know whether dark chocolate is good or not is to go through the list of ingredients. Simplicity is the key here and it is best for you to choose cocoa or cacao and chocolate as the top three ingredients that make up that particular dark chocolate. In the absence of the exact composition in terms of percentage or amount being spelt out check how high these three are in the ingredient list. The best dark chocolates have coconut butter or cocoa butter, cocoa or cacao in addition to a natural sweetener as its ingredients. Try to avoid dry chocolates that have things like hydrogenated fats, soy products, thickeners, milk solids, humectants and their like as they are likely to make the dark chocolate bereft of its health benefits.

- Low amounts of sugar

Due to the fact that the natural taste of cocoa and cacao are bitter hence it is only natural that dark chocolate manufacturers would try to mix loads of sugar. Avoid dark chocolates that are sweetened by sugars like corn syrup, cane sugar, high fructose corn syrup, fructose, other types of refined sugars and artificial sweeteners. Instead opt for natural sweeteners like coconut sugar, honey or pure maple syrup. Usually, the darker the chocolate gets the less amount of sugar it has. Try to consume dark chocolates that have cocoa in excess of 70%.

- Type of contained fats

In the really good dark chocolate out there the fats help to slow the process of sugar absorption thereby making the insulin spike less severe. The type of fat you ideally want in your dark chocolate is cocoa butter something that's there in that natural plant. Other good options are unrefined coconut oil which when broken down to monolaurin by body metabolism has antibacterial and antiviral properties.

- Enjoy in limited amounts

It is often tempting to have too much of a thing as good as dark chocolate. Though there is no exact dark chocolate dose defined but a small portion of the same taken one to three times every day is the right way to go about it. Remember if you overdo things all the fat and sugar can add up pretty fast adding to your waistline.

The Top Ten

1. Pacari, 70% Cacao Organic Dark Chocolate

It is a raw dark chocolate bar with 70% cacao. This cacao is derived from the rainforests of Ecuador. The chocolate itself is of the colour very dark brown. The pre-broken mould has 18 blocks. The flavour of the chocolate is melty and very, very earthy with the cocoa tones underneath providing sweetness. The middle is composed of a complex woody flavour. The cacao used is mossy and quite sweet. The cbar has a strong snap beside a beautiful melt. One is surprised by the fact that this is a raw bar as it has none of the grittiness that accompanies raw bars and has a very likeable chocolate flavour. The bar is crafted from ingredients that are exclusive of the highest quality. The bar is crafted to perfection and the impressively rich and bold taste is the result of the use of premium cacao. The processing of the chocolate's cacao ingredients has been kept to a bare minimum. The bar has been through and through stored at low temperatures so that it retains all of its antioxidant goodness besides maintaining natural cacao's complex profile as far as its flavour is concerned.

Features:

- Winner of several awards including the World Silver title at the 2015's International Chocolate Awards
- Contains 70% raw cacao
- It is certified to be organic
- This vegan dark chocolate is also free from gluten and soy

Pros:

- Organic
- Exceptional taste
- Optimum 70% cacao content

Cons:

- Very expensive

Product Video:

https://www.youtube.com/watch?v=1NSbV2ffqR0

Product Link: Amazon- https://www.amazon.in/Pacari-Cacao-Organic-Dark-Chocolate/dp/B07792LP6H

Flipkart- Not Available

2. Menakao Chocolate Cocoa Sugar-Free Dark Chocolate

Meant for people who want a more deliciously dark punch from their fruity chocolate that's sensationally 80% dark bar. This is the dark chocolate bar who yearn for the intensity of dark cocoa. The high notes of the bar are that of citrus and the cocoa beans from Madagascar make their presence felt thanks to the fruitfulness and acidity that it has been endowed by nature. It does not taste exceptionally good, the bar comes with all the health benefits that dark chocolate is famous for besides its irresistible taste. The chocolate maker from Madagascar Menakao creates its irresistible chocolate on the Madagascar island using only indigenous ingredients making it the rarest of rare chocolates as according to estimates the percentage of chocolate produced in the same country in which the cocoa is grown stands at 5%. With this Menakao get ready to indulge your taste buds in some rapturous dark chocolate taste!

Features:

- Contains 80% cocoa sourced from the famed Sambirano Valley
- From the bean to the finished bar this is a truly 100% made in Madagascar chocolate
- The cocoa beans from Madagascar have been honoured as Fine Cocoa by UK's ICCO
- It is free from gluten and soy

Pros:

- Best quality dark chocolate typical of Madagascar and amongst the best you will find anywhere
- Follows the cookbook to perfection
- Exceptional texture
- Contains traces of grapefruit, spices and roasted nuts.

Cons:

- Expensive

Product Video: Not Available

Product Link: Amazon- https://www.amazon.in/Menakao-Cocoa-Dark-Chocolate-Pack/dp/B079HY1JWJ

Flipkart- Not Available

3. Mason & Co. Intense Dark Organic Chocolate Bar

This 85% intensely dark chocolate bar is totally organic and brought to you by Mason & Co. The bar to totally vegan and free from things like soy and gluten. The chocolate is crafted from only the very best beans sourced from all over the world directly from farmers themselves or from farmer partners. Some of the beans also come from India. Remember that these are premium beans sourced exclusively farms the makers have visited personally. The ingredients and flavours used in the dark chocolate are not only new but exciting as well.

Features:

- The product is completely vegetarian
- Free from gluten and soy
- Palm sugar is used as the sweetener

Pros:

- Beautifully rich and bitter in taste
- Very good quality cocoa

- Intense, healthy, dark and organic

Cons:

- Poor packaging as sometimes the chocolates are not delivered in the desired state

Product Video: Not Available

Product Link: Amazon- https://www.amazon.in/dp/B01F3Q1PL8/

Flipkart- Not Available

4. Lindt Excellence 85% Cocoa Chocolate

Since the year 1845 the chocolatiers, Lindt has been busy perfecting their unique secret chocolate recipes. They profess to be driven by nothing other than the quest to find perfection in chocolate quality in a way that conforms to the highest standards of creative excellence. In this, they employ raw materials and ingredients that are the finest of their kind and of the highest quality. This particular Dark chocolate with 85% cacao has a truly outstanding earthy flavour along with a dash of fruit notes that are like really intense. 1 square of the chocolate block daily should do to satiate your chocolate cravings. Besides, it is great health-wise too due to the non-alkalized nature of the cocoa. The chocolate contains no added sugar or emulsifiers. It also contains healthy amounts of protein and fibre.

Features:

- Premium chocolate with a smooth, rich and gourmet taste
- 85% of the chocolate is the finest cocoa you can find
- The feel in the mouth is a luxurious one and it is deliciously intense

Pros:

- The healthiest chocolate offered by the Lindt house
- Not processed with alkalis and hence it is full of flavanols
- These flavanols are excellent for your health
- You can eat one square after lunch or dinner without the thought of gaining weight
- Even one piece is enough to satisfy your cravings

Cons:

- None

Product Video: *https://www.youtube.com/watch?v=8Ht-su7vjSI*

Product Link: Amazon- https://www.amazon.in/Lindt-Excellence-Cocoa-100G-Pack/dp/B07285FS3R

Flipkart- https://www.flipkart.com/lindt-excellence-85-cocoa-100g-bar-chocolate-bars/p/itmer8z7s8a3u7jd

5. Godiva 72% Cocoa Rich, Smooth Belgian Dark Chocolate

This dark chocolate stands out by virtue of its luxuriously deep intensity of taste. The flavour is a full-bodied one with hints of the smoothness that characterizes dark chocolate from Belgium. This 72% cocoa containing dark chocolate is just perfect for a bold reverie at midnight. All those who really like good dark chocolate will not fail to appreciate this bar from Godiva. It is time you immersed your sense with the luxurious experience of dark chocolate. Godiva has been since 1926 crafting smooth chocolate that's deliciously rich bearing hallmarks of both exquisite craftsmanship and artistic flair.

The bar is rich, smooth and delicious. The intense notes of cocoa are finely balanced by the finish of mellow cream making up for an indulgent chocolate experience.

Features:

- Vegetarian dark chocolate
- Smooth dark Belgian chocolate that's composed of 72% cocoa
- Should be stored in a cool and dark place

Pros:

- Taste is absolutely delicious
- It even comes with an ice pack in order to ensure that the chocolate does not melt
- One of the best dark chocolates that money can buy

Cons:

- Priced high

Product Video: Not Available

Product Link: Amazon- https://www.amazon.in/Godiva-Cocoa-Smooth-Belgian-Chocolate/dp/B075FR6X5B/

Flipkart- Not Available

6. Guylian No Sugar Bar Dark

This chocolate is just meant for you if you want something that will give you the rich and decadent taste of authentic Belgian dark chocolate sans any type of sugars. The chocolate amazes you by its ability to offer such an exquisite and exceptional taste at such low sugar content. The manufacturer Guylian provides that guarantee that these dark chocolates have had no sugars added to them whilst at the same time retaining the same delight of taste buds that only Belgian chocolate commands. Instead of sugar, these dark chocolate bars contain Maltitol which is a pleasant and sweet alternative to sugar without in any way sacrificing on taste. The chocolate contains 54% cocoa.

Features:

- The chocolate with the healthy sugar alternative Maltitol
- Maltitol is derived from natural cereals and is 100% natural
- Does not cause dental caries
- Suitable for people with diabetes

Pros:

- Absolutely delicious
- Does not contain sugar
- Suitable for even diabetics
- Works as a caffeine substitute

Cons:

- Less heart health benefits than dark chocolate with a higher cacao content

Product Video: Not Available

Product Link: Amazon- https://www.amazon.in/Guylian-Sugar-Bar-Dark-100g/dp/B0049AUSD6/

Flipkart- Not Available

7. Ghirardelli Intense Dark 72% Cacao Twilight Delight Chocolate Bar

For the ultimate satisfaction of your sweet tooth, the all-natural velvety taste that's deeply luxurious of this chocolate is a must. A bite of this chocolate seems to make time stop in its tracks as it brings an enduring and pleasurable moment to savour. The chocolate is made from kosher dairy and adds a mysterious flavour of dark chocolate that's made up of 72% cacao with hints of blackberry, mocha and dark cherry that just incites the senses. The chocolate adds the perfect tasty intensity to make the dinner perfect. The complex dark taste and the bar vividly nuanced makes you rave about it.

Features:

- Dark chocolate with a cacao content of 72%
- Additional flavours are available which are sold separately
- 100gm weight

Pros:

- Another chocolate of outstanding taste
- Optimum blend of chocolate, taste, and sodium or calories

Cons:

- Can melt in a hot climate is not properly packaged

Product Video: *https://www.youtube.com/watch?v=CVWiX-6cQRA*

Product Link: Amazon- https://www.amazon.in/Ghirardelli-Intense-Twilight-Delight-Chocolate/dp/B0019ZHU2Q/

Flipkart- Not Available

8. Cadbury Bournville Rich Cocoa Dark Chocolate Bar 80 gm (Pack of 5)

Containing 50% cocoa this Dark Chocolate Bar with rich cocoa from Cadbury is simply irresistible to the absolute delight of the tastebuds. The chocolate with its smooth texture ensures that you end your day on a perfect and high note. Your urges for something sweet sometimes be satisfied with something so palatable as this dark chocolate. Each chunk of the chocolate exudes all the health benefits and exquisite taste that it is associated with. The makers ensure that only the cocoa beans that are of the finest variety go into the making of this Bournville chocolate. Consumers can now finally afford the goodness and luxury of dark chocolate that's of truly premium quality.

Features:

- The chocolate has only the finest of cocoa beans as its ingredient. These beans are of the just-right size and have the perfect aroma.
- The taste lets you unwind and relax and end the note on a sweetly perfect note that's can only be made possible by rich cocoa.
- Dark chocolate that's really fine with 50% of cocoa content. Consumers can now savour the goodness and luxury that only dark chocolate of premium quality can afford.

Pros:

- Tastes good
- Free from trans fatty acids
- The cranberries make up for a delectable and unconventional taste

- Affordable

Cons:

- Not as of as premium quality as some of the other listed dark chocolates

Product Video: *https://www.youtube.com/watch?v=VtHyZwzG6z8*

Product Link: Amazon- https://www.amazon.in/Cadbury-Rich-Cocoa-Bournville-Pack/dp/B073W8W9DH

Flipkart- https://www.flipkart.com/cadbury-rich-cocoa-bournville-80g-pack-5-bars/p/itmf2nz6mgge2qmk

9. Hershey's Special Dark Giant Bars

These special dark chocolate giant bars from Hershey bring the true European taste of chocolate to Indian homes. These bare are significantly creamier than its normal Hershey bar counterpart. Though the latter is cheaper it also leaves you with a plastic feeling. It is more affordable than the other premium chocolates which originate from Europe though there is indeed a very slight compromise with quality. Considering the balance of quality and affordability this chocolate bar is definitely worth it. This chocolate lets you feel and taste something that is truly special and is something that does a good job for occasions and as gifts.

Features:

- Ideal for celebrations, holidays and as gifts
- You can share the chocolate with friends and family with joy and delight
- The taste is sweet and mild that even milk chocolate lovers will cherish
- A really special blend of velvety and dark chocolate that's rich and delicious

Pros:

- Great taste
- The antioxidants are good for health
- Healthy calorie count

Cons:

- Priced high

Product Video: *https://www.youtube.com/watch?v=2cWInQLuZVs*

Product Link: Amazon- https://www.amazon.in/Hersheys-Special-Giant-Bars-192g/dp/B00BD4DWD4/

Flipkart- Not Available

10. Chocholik Belgium Chocolates Dark 70% Intense Bar

This Chocholik Belgium Chocolates Dark 70% Intense Bar truly makes up for an out of this world experience. The manufacturer is well known for its Belgian chocolates of international quality that serves as a perfect gift to anyone for any season or occasion. The packaging too is similarly of the highest order. The chocolate gives true life to your senses thanks to the delightful experience of chocolate that it provides. With the chocolate, you get a first-hand experience of the exquisite craftsmanship of the chocolatiers of this company not to mention their excellence and expertise in what they do. It blends the cocoa beans that have the best aroma along with ingredients of the finest quality. The end result is refined chocolate of exquisite taste, elegant texture, and intense flavour.

Features:

Mouthwatering chocolate taste and quality

Comes in a premium gift box

Luxury chocolates from chocholik

Special melt-proof packaging across India

Pros:

- Top class packaging
- The real flavour of Belgium chocolates
- Taste is dark and intense
- Perfect as gifts

Cons:

- Despite the claim of melt-proof packing in some cases the chocolate is delivered damaged or disfigured

Product Video: Not Available

Product Link: Amazon- https://www.amazon.in/Chocholik-Belgium-Chocolates-Intense-100Gms/dp/B01I9PPODK/

Flipkart- https://www.flipkart.com/chocholik-dark-70-intense-bar-luxury-belgium-chocolate-bars/p/itmehy9uzwff99bg

Web Hosting

Best website hosting in India

Just like you need a shelter to rest your aching bones after a hard day's work, you need a website for your business- the online home of your enterprise. And in order to have a website, you need a web host someone in whose servers your website will be stored, and anyone will be accessible to access it irrespective time and location.

Do You Need Cloud Hosting Services?

All this is well and good but does one really need to go for a cloud host and more fundamentally what service do cloud hosting providers exactly render.

What is Cloud Hosting?

The folks at webopedia contend "Hosting services that are provided to customers via multiple connected servers that comprise a cloud, as opposed to being provided by a single server or virtual server.:

Advantages of a Cloud Host

In a nutshell, the advantages of cloud hosts are:

Scalability

Better performance

Reduced costs

Disaster recovery

What To Expect From TopCloud Hosting Providers

When you are fishing for the best cloud hosting in India, look for the following features to get the maximum advantage offered by the latest technological innovation:

You should be able to serve your needs according to your demands- A number of leading cloud vendors provide templates. This results in your business being able to obtain, configure and deploy an app as and when needed without the need for any external supervision or interference.

The pooling of resources- One great advantage of cloud hosts is that it allows for resources pooling. In layman's terms, this means that all of your IT resources are centralized which are available for use as your requirements spread to multiple servers. Resources pooling presents another great advantage. The computing capacity is distributed according to the need of the hour which makes efficiency grow by leaps and bounds. Other key terms associated with resources pooling are multitenancy, peak load capacity which too is handled far more efficiently by cloud hosts than their traditional counterparts.

Virtualization- Another thing you must look for mentioned in cloud hosting plans is virtualization. This is another great advantage of cloud hosting. With it, you can create a virtual version of your app topologies. Not only that you are able to move these topologies across data centres and the cloud.

Cloud Hosts make apps more accessible- With the accessibility offered by cloud hosts, your web apps can be launched and used across a number of varied platforms. You can transmit data to and from a vast range of devices. Your web resources become more reliable in addition to of course being far more accessible. This helps in scenarios when say the data centre network is down but you have backed important web resources to the cloud.

Scale at will- The last advantage of cloud hosts we would like to point out in this article is the utmost ease with which you are able to scale your web app. With a scalable solution, you do not need to upscale or downscale your resources according to the needs of the moment. Rather than an iron chain, you get the flexibility of elastic rope.

After carefully considering the needs businesses XYZ has come up with its web hosting solution that is tailored to perfectly meet your unique requirements. All netizens cheer to the cloud!

How to carry out On-Site SEO for my WooCommerce Website?

Meta Description:

WooCommerce is a hugely popular e-commerce plugin for WordPress users. Get Woocommerce SEO basics right with this handy guide.

Social Media Post

SEO for WooCommerce simplified. Read on if you are interested #WooCommerceSEO #WoocommerceSEOTips

Get the lowdown on the basic WooCommerce SEO tips. Have a read #WooCommerceSEO #WoocommerceSEOTips

What are WooCommerce SEO best practices? Get the general guidelines from this handy post. #WooCommerceSEO #WoocommerceSEOTips

Body Content

WooCommerce powers 0.5% of all the internet and 2.8% of the top million websites. In April 2017, 23,724 of the top million websites of the world were powered by this popular Wordpress plugin reports Barn2.

Despite its runaway popularity much is to be desired in Woocommerce SEO awareness.

This article gives you the basics of and vital Woocommerce SEO Tips.

Content Is Always The King

The old SEO adage goes- "Content is King".

1. Remember quality scores over quantity in the SEO world.

2. Get attractive headlines for your posts and articles. Make sure that the content is in line with the headline.

3. In product descriptions add a bit of emotion while keeping the content aligned with the title.

4. Get reviews for your product, include testimonials as these boost your trustworthiness. Reviews raise your CTR or click-through rates, a key metric.

5. Leverage video content to your advantage. The advantages are similar to those of images, only greater. Optimize videos and submit video sitemaps. This will help you a great deal in indexing your content.

6. Avoid duplicate content and root for original, unique and high-quality content for your site.

Site Speed

According to a post on Kissmetrics, your conversion rates go down by 7% for every second longer it takes for the page to load. This means you just cannot afford to have a site with slow loading times. You can keep both customers and Google happy by:

1. Compressing large images- Use one among the many tools to reduce the file size of images.

2. Use a CDN- CDNs and caching services often result in faster load times than a plain vanilla live site.

3. Upgrade when you need to- At the moment, your shared hosting might do but remember to upgrade when the time is right.

Three Click Theory

1. Your site just has to be search engine crawler friendly. To achieve this make use of breadcrumbs. It serves the dual purpose of aiding users in navigation and acquainting crawlers with site architecture.

2. Hubspot says “If you’ve created an exciting blog post or ebook, you’ll naturally want to work on making sure that you are driving as much traffic to it as possible. Part of that strategy should always include internal linking, and understanding how the other pages of your website can contribute value toward your new page.” It is crucial to get this strategy right.

3. Pay attention to WooCommerce SEO URLs. There are many tools to flatten the architecture of your site. These include A-Z indexes and HTML sitemaps.

4. Implement Schema Markup with the free Schema App Structured Data plugin.

5. You should also optimize category pages in particular. The above plugin will help you in setting up the same.

6. In terms of informational architecture, everything needs to be at most 3 clicks away. Keep everything user-friendly like in AllysBar.com

Don't Overdo Things

At all costs, refrain from going overboard with SEO. Google has harsh procedures in place if you do this. Do not stuff ALT text or content with keywords. Do not go haywire while tagging your products. Avoid hidden content as it hampers Google from indexing your site. Google often does not index content in tabs, scroll and closed boxes. Avoid it, otherwise, it could negatively impact your SEO.

Mobile Optimization

Google's policies for mobile-friendly websites mean that business owners have to get in place a mobile strategy. In WooCommerce particularly it means that Ajax and JS should be minimized in checkout pages. Products and categories should be streamlined without sacrificing aesthetics.

Yoast is huge with WordPress users. Watch this video to get acquainted with Yoast and

WooCommerce:

https://www.youtube.com/watch?v=2MAKciGt5g4

Remember in eCommerce more visits is equal to more customers and provided you follow the above strategies your traffic is sure to pick up real soon.

Resources:

Canonicalized

GoDaddy

Why Integrate Magento Sage 100 Integration

A need for a suitable Magento sage 100 integration has long been felt in the market. Though there are many such integrations, they often fall short in many ways. There are many reasons to integrate Magento sage 100 which we will come back to in a bit. First, let us touch upon Sage 100 and Magento in brief.

The Present E-Commerce Scenario

According to the latest data released by the UNCTAD, which is associated with the United Nations:

- In 2017 the growth rate of global e-commerce sales stood at 13% totalling to $29 trillion.
- The number of people shopping online also jumped by 12%, in terms of absolute numbers they stood at 1.3 billion people.
- 21% of online shoppers made purchases of foreign goods and services in 2017.

All in all, your eCommerce venture is headed for significant growth and to better your bottom-line, even more, you can integrate your Sage 100 ERP with the Magento E-commerce platform.

Commercial Reasons to Integrate Magento Sage 100

Through the integration of Magento Sage, you stand to benefit in many ways. The most important benefits you stand to gain are as follows:

1. More Automation of Processes

Through the integration of Magento with Sage more of your business processes are automated. It ensures the smooth functioning of your e-commerce business. The communications between the back office and sales team are also facilitated. Manual entry of e-commerce data is kept to a minimum, which results in better productivity.

2. Decrease in Costs

There is hardly any business that not looking for further reduction in costs. Integrating Sage 100 ERP with the Magento eCommerce Platform will help you do just that. Inventory costs come down sharply as a result of such integration. Any updates with regards to sales are transmitted and made

visible through the entire system. Whenever there is an order placed by a customer the same is reflected in all the invoicing, accounting shipping and other systems. This lets you keep track of your stock and order more units whenever they are needed.

3. Makes Customers Happier

If you want a happier clientele integrating Magento with your Sage ERP also, is the way to go. With a suitable integration, it is possible for customers with records in your accounting package to be logged in to a Magento cart that's kept in sync and following which they can order new products. They get the ability to search for items according to the category of products and even get the ordered items shipped to their default address. When you integrate your ERP with Magento, customers get notified of updates in the processing and shipping of orders. This helps to ensure more satisfied customers who come back to buy more items. More features like updated information of products, the exact number of items in stock, tracking orders are also made possible with such integrations. All of these serve to constitute a better customer experience.

4. Minimal Amount of Errors

Through the integration of Sage 100 with Magento all customer and order details are integrated. This information is now available across the system. Not only that you also get the ability to upload details of the inventory directly from Sage. There is absolutely no need for duplicate data entry. This minimization of manual data entry serves to increase output. There is an increase in productivity and the room for errors is minimized.

Technical Advantages

There are mighty technical reasons to integrate Magento Sage 100 like the following:

- Your sales orders are automatically transferred to your Sage 100 ERP.
- You get the ability to sync things like stock levels and product descriptions to Magneto.
- Different kinds of customer accounts get created automatically from Magento order.
- The process of placing sales orders to your courier service of choice becomes automatic.
- Transfer of all transaction IDs and online payment details to your Sage ERP.
- Automation of the Magento order status updating process.
- PO requisitions are created and distributed automatically when stock levels become lower than agreed.
- Creation and distribution of business alerts based on triggers.

- Communication of both online and offline orders to partners is made automatic.

Pitfalls of Not Integrating Magento with Your Sage 100 ERP

- Manually entering data and the resultant errors when it has been made redundant.
- Mismatch in data as logged by the separate systems.
- Less productive in-house teams.
- Customer satisfaction too suffers
- Growth in revenue will be comparatively slower.

Tips to Make Your Magento Sage Integration Successful

The most important part of a Magento sage 100 integration is choosing the right service provider for the project. Following these four tips will ensure that your endeavour becomes a resounding success:

- Create a schematic of the integration
- Ensure that the service provider knows the Sage 100 ERP thoroughly
- Consider recommendations made by Magento
- Do thorough research
- Obtain proposals from at least three service providers

Questions to Ask the Service Provider

Is the vendor or service provider certified by both Magento as well as Sage?

How long has the vendor been in operation?

Will future up-gradation or change in ERP be heavy in terms of costs incurred?

Will the integration allow me to add additional applications as the selling channels of my company expand?

Will my company need developers and programmers in order to make the integration work?

Going Forward

These are some of the concrete advantages you stand to gain when you integrate Magento sage. We hope that empowered with the information provided by this piece, you look forward to even better your business process through the said integration!

CTA- Magento Sage integration is a task that is best left to technically qualified, experienced professionals. Get in touch with us today for a free consultation!

References:

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WP Fort- Making your Wordpress Site a Fort in 15 Steps

Meta Description:

Had a hacking attempt on your WordPress site? Want to make it more secure? 15 Steps to turn your installation into a fort!

Social Media Post

Make your WordPress installation truly secure. Follow the 15 steps listed in this post. #wordpresssecurityrelase #WordpressSecurity

Get a WordPress installation as secure as a fort. Follow these tricks to stay ahead in the hacking game. #wordpresssecurityrelase #WordpressSecurity

Fortify your current installation of WordPress by following these 15 steps.

#wordpresssecurityrelase #WordpressSecurity

Body Content

Quoting WP White Security" From 40,000+ WordPress Websites in Alexa Top 1 Million, more than 70% of WordPress installations are vulnerable to hacker attacks." The stats should worry admins and business owners running their sites in WP. Yes, WordPress is vulnerable. But it is really your responsibility to ensure that its integrity is not compromised. It is easy to prevent most attacks by following some best practices in WP security.

1. Ban Users & Lockdown Website

The concept of lockdowns involves locking down the errant site when there is a hacking attempt. You get notified when there are repeated attempts to access your site with wrong passwords. A number of plugins provide this functionality. This helps keep brute force attacks at bay. After some attempts, the user's IP is automatically banned.

2. Having a 2-factor Authentication Mechanism

This is quite effective and involves another layer of authentication other than passwords.

This may be a question or a code sent to a mobile(my favourite).

3. Email as the Login ID

Usually in WordPress one uses the id to log in but as is evident emails are more secure.

They are harder to guess and are unique reinforcing their validity.

4. Changing the Login URL

Changing the login URL of your site is wise. This helps you get rid of 99% of direct brute force attacks. There are many plugins which help you do this.

5. Change Passwords Regularly

This is one of the more older tricks but still a great security best practice. Play around with more secure passwords to beef up your defence against hackers.

6. Secure the Admin Directory

The wp-admin directory is critical to a WordPress installation. You want to keep it secure by protecting the dashboard with two passwords. One looks after the login page another the admin area.

7. Use SSL

With the help of an SSL, you make it harder for hackers to get your login info by breaching the connection. If you are pressed for cash go to an open-source, free solution like Let's Encrypt. It will also help you in Google's rankings.

8. Allow Multiple Authors With Care

If you have a multi-author blog with multiple people who need to access your admin then this is a potential security threat. Use plugins to make them use proper passwords as a precaution.

9. Use Novel Admin Ids

Please take care to avoid the "admin" user-id for your admin account. It is a dead giveaway which hackers know very, very well. Instead, ban all users(hackers) who try to log in using that id.

10. Change the Database Prefix

Use a different database prefix other than the default wp to prevent SQL injection. Try something else. A number of plugins will help you do it. Take Backups before messing with the DB.

11. Keep Backups

Improve your security by taking backups, for those just in case events. With a working backup, you are able to restore your installation no matter what.

12. Shield Your wp-config.php

The single most important file in your WordPress installation is the wp-config.php. You can protect your WordPress core by protecting it. Hackers find life difficult if they are unable to access it. This is quite easy. Just take the file and move it to a higher level other than the root directory. No more hassles.

13. Do Not Allow File Edits

An admin can edit any WordPress installation file. Disallow it so that hackers are not able to modify anything.

```
define('DISALLOW_FILE_EDIT', true);
```

Add this at the end of your wp-config.php

14. Update Your Installation

This is a general best practice of having a WordPress installation. By not updating, you make yourself vulnerable to exploits that have been fixed. Update everything regularly.

Read this guide for more info.

15. Get Rid of the WordPress Version Number

With the info of your version number, hackers are able to mount a custom attack. This can be hidden with the help of many security plugins.

This was a great learning experience for both of us as sharing enriches your current knowledge.

Get the latest tips from this video:

https://www.youtube.com/watch?v=2VKz46PTgVk

Shields up!

Web Page Content

Process Mining

Are you thinking about how to improve business processes, looking for ways to better your business process efficiency and ensure more transparency in them to foster a company culture of maximum effectiveness?

Then the disruptive technology of process mining is definitely for you.

Process mining is a new-age technology facilitated by increasing digitization of businesses. In this set of practices, problems are identified through the analysis of data emerging for the systems that lie beneath the business. It makes use of algorithms that clone processes digitally to identify the strengths and weaknesses of the business. This problem-solving method is recommended as it is based on data and facts and not just opinions.

The main advantages of business process improvement through process mining are in general terms:

· Applying Technology Only When You Stand to Benefit from It

Panel Content

There are indeed several situations where process automation is feasible in terms of cost and operational results. If very low amounts of the activity, follow a seamless process it means that there is a lot of work to be done and the general rule of thumb is not to automate processes which are already broken as it gives rise to greater inefficiency.

· Get Better ROI and Prioritize Processes

Panel Content

It is common to find businesses struggling to get significant ROI from RPA or Robotic Process Auomation. The main reason behind this failure is that lack of a selection method that is scientific. If you automate process steps that do not add value, then the ROI becomes weak. Through the practice of process mining, you get to identify the process parts that can be automated right away, the ones which call for initial improvements and lastly the ones that stand to offer the best enhancement in value upon automation.

· Prevent Problems Before They Take Actual Shape

Panel Content

The ability of process mining for real-time transaction monitoring is often overlooked. Through process mining, potential anomalies in processes can be detected as soon as they take place and accordingly alerts be created with the help of integration of machine learning algorithms. This will let businesses know about discounts and similar opportunities for financial benefit.

· Conformance validation

This aspect of process mining enables businesses to check if the execution of processes adheres to the specifics laid down by the organization or expected to be followed by business personnel. To

illustrate we can take the example of purchase decisions which require many diverse approvals based on the size of the ticket and the kind of item being purchased.

· Process optimization

Process mining facilitates better process analysis in terms of both accuracy as well as swiftness. With it, businesses can make inferences about the metrics used to evaluate performance through the event logs. The latter also lets companies zero in on the bottlenecks in the process as well as the process steps which are proving to be most expensive all for the end of bettering process execution speed. With this technology, you don't have to figure out how processes work but instead concentrate on what you can do through potential actions.

· Process discovery for automation

With automation, businesses can provide solutions faster as well as at a lower cost. However, this demands that companies make process examination and use the automation tools effectively and efficiently. Some businesses have found that automation implementation time goes down by a whopping 50% through process mining.

· Process Simulation

Enterprises are now able to predict future outcomes based on event log data through process mining. This type of predictive analysis can be really helpful in keeping customers and stakeholders informed. For customers, this can be things like probable dates for the processing of loan applications.

· Harmonization

The technology can be put in to use for efficient harmonization of a diverse set of processes. The insights gained through such technological tools help enterprises realize planned synergies comparatively faster.

· Organizational Mining

Enterprises can further detect performance gaps, organizational relationships and best practices through the help of process logs. There is a human component in almost every process and this process data lets businesses understand and enhance the human aspects of the different processes.

Benefits in Particular Business Areas

· Sales (Lead to order)

Panel Content

Better conversion rates

Decreased sales cycle time

· Sales (Order-To-Cash)

Panel Content

Identifying key regions

Ensuring timely delivery

Identifying causes of loss in monthly revenue

Set benchmarks for returned goods amounts

Figuring out the root cause of modification of orders

· IT Service Management

Panel Content

Diminished ERP development, maintenance and support costs

Diminished risks in developments related to ERP

Identifying the root causes of delays

Better first-time resolution rates

Increased automation leading to faster resolutions

· Finance (Purchase-To-Pay)

Panel Content

Getting rid of maverick buying

Spotting manual steps for potential automation

Zeroing on the root cause resulting in delays

Fraud detection

· Finance (Accounts Receivable)

Panel Content

Swifter invoicing

Identifying actions facilitating on-time payments

· Finance (Accounts Payable)

Panel Content

Discovering root causes of discrepancies in invoicing

Reduction of late payments

· Finance (Audit)

Panel Content

Comparison of before and after

Identifying risks

Bettering response times

· Operations / Industrial (Logistics)

Panel Content

Pinpointing the exact reason behind delays

Increasing the geographic range

Cutting down on warehousing costs

· Operations / Industrial (Production)

Panel Content

Diminished production rework

Reduced cycle time

Why Choose Pranava as the Process Mining Consultant?

· Demo business process analysis from process mining for free

Panel Content

Pranava is not only eager to improve your business processes but also provides a demonstration of its services by carrying out a business process analysis through process mining data. This helps you in determining if we are the best people to go forward with, in this. We are confident that we indeed are!

· Provides crucial advice on which processes to optimize

Panel Content

Optimizing the right process is crucial in both process mining and RPA which is an acronym for robotic process automation. In this context, it is worthwhile to ponder on the advice of Bill Gates to automate only efficient processes to avoid magnifying the inefficiency of already inefficient processes through automation. Pranava identifies the processes whose optimization will pay the best dividends for your middle and large enterprise.

· Starts with simple processes

Panel Content

Pranava is ready to carry out small proof of concept of process mining. The best processes to start with are the ones that will potentially make a positive impact on your business. This helps to give the chances of the success of the entire process a boost. Financial processes are typically well suited for early process mining implementation. You can expect Pranava to not only figure out the right initial use case by also will supply you with examples of putting this disruptive technology at work in even standard processes.

· Provides process mining consultancy on both order-to-cash as well as purchase-to-pay businesses

Panel Content

Pranava offers its expert process mining consultancy services to all kinds of businesses irrespective of the fact whether it's a purchase-to-pay or order-to-cash business. In short, Pranava is the ideal consultancy partner for your business!

· Multi-disciplinary functional and technical expertise of the team

Panel Content

Pranava is proud of its experienced team whose members not only have a large amount of experience in the rather new field of process mining but also are equipped with a diverse skill set that lets the company meet your process mining needs to perfection.

How You Stand To Benefit From The Partnership

With its technical expertise firmly rooted in Enterprise ERPs like SAP and SAP HANA, Pranava is in an ideal position when it comes to knowing the nuances of the data that would come out of such ERPs. This ensures that the financial, operations, sales and data originating from other company departments is put into most efficient use.

In addition, the partnership between Pranava and Celonis especially Pranava's dedication to the Service Excellence track offered by Celonis, ensures that your process mining is made the most effective it possibly can be. Its deep knowledge and experience in RPA ensures success of your Process Mining as well as any subsequent RPA that you might want to do.

When you have perfection at your hand, why wait, call Pranava!

Robotic Process Automation

What is Robotic Process Automation (RPA)?

The new technology of **RPA** makes use of AI and Machine Learning equipped software to automate business tasks that need to be carried out in high volumes and call for significant repetition. Only humans were formerly able to carry out such tasks and it includes things like performing queries and calculations extends to the maintenance of transactions and other records.

In this technology software robots referred to as bots emulate the actions of human workers. These RPA bots can log in to software apps, enter data, perform calculations and complete certain tasks before finally logging out of the system. As of now, **RPA technologies** can be classified broadly in three categories which are as follows:

Probots- Such bots are used where simple repeated rules can be applied to data processing.

Knowbots- These are the bot types that can search the internet to collect and store information specified by the user.

Chatbots- Chatbots are simply virtual agents that respond to the queries of users in real-time.

It would be wrong to suppose that **RPA software** is a part of the IT infrastructure of organizations. On the contrary, it sits at the top of the IT infrastructure and lets businesses implement the technology efficiently and swiftly. The company need not even change its existing set of IT software and infrastructure. The distinguishing mark of RPA from other IT automation is that it's aware and can adapt to different sets of circumstances and can even recognize exceptions and new situations.

After **RPA software** has been duly trained in the process of capturing and interpreting particular processes in present applications, the bots can be used to manipulate data, trigger responses and even initiate new actions besides carrying out autonomous communication with other systems.

Benefits of Robotic Process Automation

RPA tools have already made their mark in enhancing organizational productivity even though it is relatively new. In fact, in such a small time **RPA automation** is viewed in the same esteem as proved methodologies like six sigma and lean. Companies adopting robotic process automation stand to gain in the following ways:

- Diminished costs

Panel Content

Businesses can potentially save 80-90% of existing costs in the execution of business processes performed by a bot rather than by an FTE.

- Reserving staff effort for tasks of a higher value

Panel Content

When you automate processes that tend to be repetitive and consume lots of time, you can free your staff to contribute through tasks that add more value. One can cite the example of insurance claim assessment as where companies stand to save time in data input in the several required systems.

- Enhanced employee engagement

Panel Content

Company staff tasked with high-value activities feel more engaged and interested in the work required to be carried out by them. Through RPA staff can concentrate on activities like serving additional clients instead of repetitively copying data from several different systems.

- Less operational risks

Panel Content

When you adopt RPA, you stand to minimize errors as bots make far fewer errors viz a viz humans, many of the mistakes made by people are a result of tiredness and process deviation. The significant lower amount of errors results in considerably lesser levels of operational risks.

- Reduction in variability of output

Panel Content

If your business involves at consistent duplication of tasks, then **RPA bots** are especially suited for you as they execute such tasks with little or even no variability that may be distinguished. With such a tool you can ensure that similar tasks are handled in the same fashion. This may be tasks like underwriting for insurance policies that remain unchanged for groups with the same level of risk.

- Reduction in the usage and waste of paper

Panel Content

As a result of data and files being used and manipulated by bots, digitization is enforced as a consequence. Work performed fully or partly on paper by FTEs can now be carried out in a purely electronic medium through the introduction of RPA.

- Steering process improvement

Panel Content

In the execution of automation projects, processes are first analyzed before being simplified wherever applicable which makes the processes easy to manage for both humans as well as software robots. Suppose you can set up a client in your system in several ways, it would be meaningful for you to streamline the process before you proceed to automate the same.

- Enhanced output

Panel Content

With RPA your tasks are carried out 24*7 without the scope of results of fatigue coming into play along with unwavering variance in quality. Many times, customers wish to interact with service providers outside a fixed day-time timeframe. Irrespective of whether it's the weekends or if it is evening, with automation you can offer an unparalleled service level.

- Greater throughput and speed

Panel Content

RPA enables businesses to provide expedited service to customers as a result of the real-time processing of requests. For example, running credit checks and similar activities.

- Enhanced customer experience

Panel Content

Through **robotic process automation software** businesses can free FTEs, who are expensive and are resources of high value, from repetitive and menial tasks letting them perform better at helping your customers.

- Enhanced Internal Service Levels

Panel Content

Upon **RPA deployment** activities like delivery of internal reports are not only made faster but more accurate as well due to the absence of mistakes. It also becomes relatively easy to set up new company employees and even give a boost to IT issue resolution.

- Enable delineated governance structures

Panel Content

By promoting ownership of software application within the organization RPAs assist in the delineation of clear structures of governance. This enhances the clarity of application-based access rights since bots need the same access for each application.

- You don't need to replace current IT systems

Panel Content

One of the biggest strengths of RPA led automation is the fact that it makes use of the same systems used by FTEs. This is in contrast with past software solutions for business process and workflow management that needed to be integrated with each interacting application.

- High-Scalability

Panel Content

Companies can now adjust the scale of operations according to specific factors like seasonality. For example, snow or hail claims processes can be ramped up in the winter months while doing the same for flooding in summer.

- High-security levels

Panel Content

With **RPA tools**, IT security is made far safer because it is not affected by the change of roles or switching organizations or doesn't carry out the hacking of organizational data.

- Enhanced domain expertise

Panel Content

The automation of simple tasks lets businesses increase core domain expertise like the development of sophisticated fraud analysis methods or creating underwriting algorithms with better accuracy.

- Pain points of customers are eliminated

Panel Content

If you can successfully implement a virtual workforce, you stand to improve the experience of customers while eliminating their pain points. We can cite the example of loans where customers are required to fill up several forms and submit several documents before the same being processed for review and approval. If you follow this process with the involvement of many human touchpoints, the process can easily extend to several weeks. Through the introduction of RPA, the entire turnaround time is reduced to a few days or even less.

- Delivers quick impact

Panel Content

RPA is noted for the quick results it delivers. Some robotic process automation companies provide an implementation timeline as short as 8 weeks.

- Enhanced SLA analysis ability

Panel Content

Through the implementation of **RPA solutions**, business management can know the details of SLA progress in real-time. With it, you can track RPA tools output through dashboards which help back-office managers and operations personnel understand about the team standing and volume evolution.

- Enhances the quality of output besides the processes

Panel Content

Because the decision-making logic of **RPA tools** has been specially designed by the very best of SMEs, a high-quality output ensured. Added to that is that SMEs transfer best practices knowledge to your bots which makes sure that the latter perform according to the highest standards.

- Improved maintenance of records

Panel Content

Control and audit tracks are made clearer because robots always have documentation of their activities. This also facilitates subsequent easy recovery after unexpected shutdowns.

- Free to be an innovator

RPA facilitates enhanced innovation levels in enterprises as it frees up human labour letting the latter concentrate more on the generation of ideas.

Why Choose Pranava as your **Robotic Process Automation Software** Consultant

While seeking out the RPA software best suited for a particular enterprise, Pranava considers several factors like:

- Scalability

Panel Content

For maximum scalability, enterprises should look for **RPA tools** that can be managed centrally and need not be deployed on desktops or any other virtualized computing environment.

- Speed

Panel Content

Enterprises ideally want the **robotic process automation software** that lets them design and tests a new automated process in a matter of a couple of hours besides optimizing the bots to perform their tasks faster.

- Reliability

Panel Content

Companies want to opt for **RPA tools** that come equipped with monitoring and analytics that let them monitor or observe system health.

- Simplicity

Panel Content

Simplicity is always a virtue in the case of **RPA software**. You want a tool that any business employee can build and use for a variety of work which include activities like collection of data and transformation of content into information that business leaders can refer to while taking decisions.

- Intelligence

Panel Content

The best **RPA tools** come equipped with the ability to support simple activities based on tasks, read and write to any source of data and leverage machine learning to optimize automation.

- Enterprise-class

Panel Content

RPA tools that have been designed for scalability, manageability and reliability at the enterprise level are what you ideally want.

Why Pranava?

Backed by an experienced team well versed in the technologies and development of RPA tools well equipped with a diverse set of skills, Pranava brings to the table a multi-disciplinary approach when your RPA implementation needs nothing but superlatives and perfection.

When you have perfection at your hand, why wait, call Pranava!

SAP S/4HANA

SAP S/4 HANA is all poised to take its pride of place as the most successful ERP system SAP ever introduced in the market. SAP has been there in the ERP solutions provider market for over four decades and S/4 HANA is the fourth ERP suite developed by the company.

What is SAP HANA Platform?

Taking a cue from SAP HANA, the S4 ERP variant from SAP deviates from the relational database architecture that is traditionally there. In contrast to the latter, this database type runs in-memory with all the data existing in a columnized manner. This facilitates fast, almost real-time computing and analytics abilities.

The SAP S4 HANA takes the step forward from the mere data recording to focussing on delivering end users actively real-time, data-driven decision support. The data considered may originate from both external as well as internal sources.

The best thing about S4 is that it enables businesses to maintain seamless functioning even in this increasingly digital economy. Considering this, most enterprises are embracing SAP's latest offering due to the sheer amount of advantages the ERP version comes with.

Advantages of SAP S/4 HANA

- Performance
- 2. Efficiency
- 3. Optimum data management
- 4. Simplification
- 5. Ownership management
- 6. Innovation

Why choose Pranava

Being aware of the numerous benefits that SAP S/4 HANA is just half the job done. In the absence of a proper implementation partner for the ERP, you will not be able to derive the maximum benefits from this state-of-the-art ERP choosing implementation partner a critical decision.

No need to worry, however, we guide you through the factors you need to consider while implementing S4 HANA. These are as follows:

· Availability of migration tools and proper assessment

This is one of the most critical factors there is in the selection of proper S4 HANA partner. If you have a current digital platform, then the right company will carefully assess the same. Pranava makes first assess the current standing of your business and the discern the business areas that need to be improved. Upon completing this task Pranava gets to work with its comprehensive S4 HANA migration toolset after determining the proper migration strategy to be used in your business case.

· Breadth of global experience

Ideally, you want an implementation partner that has global exposure when it comes to SAP implementation. You want them to be able to provide businesses across climates and industries with the SAP solution. This will serve to ensure that they have indeed run into problems and overcame them to avoid potential issues and come up with a solid, robust ERP solution for your business. MNC firms need SAP S4 HANA partner like Pranava to help maintain and deploy the SAP solution with ease.

· Expertise Industry Verticals

You should look for relevant vertical expertise in your S4 HANA implementation partner. This serves to ensure that the latter has a good understanding of your particular industry and can suitably serve a large range of business in the same. You can get an idea about this from the formulated strategies as well as advice on the implementation. You ideally are looking for after-sales service provisions too.

· The implementation consultancy fits your organizational culture well

It is important to keep in mind that the company talent is critical and as such you must take in to account the staff too. Accordingly, you want the consultancy to be able to fit in with your workforce as the interaction is going to last a considerable period. It is worthwhile to see SAP S4 HANA implementation companies in the same way as you do potential employees.

· Total Implementation Cost

Like everything else in your business, you want the implementation to cost you the minimum possible. In this, look out for firms that offer discounts and quote reasonable amounts for carrying out the implementation.

· Long-term partnership with SAP

You don't want an SAP S4 HANA partner that loses its certified partner status only within a couple of months or so. If this happens you will be left scouting for a new partner who will take time and might come across serious issues in the previous implementation. So, you will do well to choose a firm with a long association with SAP.

· Client Reference

You should consider references from past clients of the implementation partner who have had implementation projects similar to that of yours.

· Wide network of delivery centres

Remember it is important to choose an S4 HANA implementation partner that can boast of a wide network of delivery centres which serves to ensure a strong and solid implementation backbone.

SAP S4 HANA Migration

Pranava has extensive knowledge along with extensive SAP experience which translates into your business being able to make better choices and indeed tap into the full enormous potential presented by the ERP. Pranava approaches sap s4 Hana on-premise migration through a four-step methodology which is as follows:

· Adoption

In this primary stage, the Pranava team assesses the migration through a comprehensive scanning of the present systems to measure its readiness for S/4 HANA, identification of possible issues and exploration of existing z-code to determine the migration approach that will suit your business the most.

· Business Optimization

After the approach has been determined Pranava proceeds to reveal the value you stand to gain from the SAP S/4HANA by temporarily copying the system to the cloud. This lets business owners have an affordable and low-risk insight into app migration impact.

· Business Transformation

Now, Pranava makes your business ready to exploit the immense capabilities of S/4HANA by helping your business determine the business areas that stand to gain the most through the adoption of advanced digitization.

Migrating SAP S/4HANA to AWS

Are contemplating migrating all or part of your SAP footprint into the cloud then obviously AWS or Amazon Web Services figures topmost on your list as the cloud platform. Recognizing this AWS offers preset SAP solution packages besides the flexibility of creating bigger instances where the business might carry out broad customization as well as automation. Add to the mix, the enhanced stability offered by AWS and quality support from third parties. Though indeed running datacentres is cost-intensive there are several challenges businesses face while migrating their SAP S/4HANA systems to the public cloud.

AWS SAP HANA Migration Steps

Because particular SAP to AWS migration cases has their unique challenges and requirements, these are the broad steps undertaken by Pranava for a smooth and effective migration:

- Gather and review business and technical requirements extensively and plan in immaculate details including aspects like the assignment of personnel and the roles of partner companies.
- Determine the AWS solution architecture while considering the course of potential action in case of failover and backup together with determining the VM processor and memory configurations.
- In some cases, there might be a need to create a proof of concept cloud environment before testing the setup and evaluating the results.
- In the next step, present SAP assets are prepared for migration. This step includes activities like cleaning up data and modifying the application code to ensure that the system works like a charm on the cloud.
- Building your AWS Landing Zone
- Next, Pranava proceeds to install and configure SAP on the AWS platform before deploying it live!
- In the next step disaster recovery and security, plans are charted out and subsequently implemented.
- Let the business take over in the new AWS environment

- Execute Governance Risk Management and Compliance activities like Segregation of Duties

Backed by an experienced team well versed in the technologies and development of SAP S/4HANA and well equipped with a diverse set of skills, Pranava brings to the table a multi-disciplinary approach when your SAP implementation and migration needs nothing but superlatives and perfection.

When you have perfection at your hand, why wait, call Pranava!

Digital Marketing

Relevant Skills

Netflairs crafts its **digital marketing services for small business** keeping in mind the special and particular needs of this segment. The following skills make it the go-to **digital marketing services company**:

- Content Marketing
- Social Media Marketing
- Data-Driven
- Mobile Marketing
- Exceptional Customer Experience

What is Digital Marketing?

Digital Marketing Definition

We would like to present a simple understanding of digital marketing. Simply put through digital marketing you market your products in the digital channel. Digital Marketing is also referred to as Internet Marketing or Online Marketing.

What We Do

This popular and effective marketing medium has the following primary components:

SEO- Search Engine Optimization or SEO is part of the staple work of a digital marketing agency. Through SEO you can drive natural and free visitors to your website. In the search world, the majority of traffic is generated through searches. In SEO you create useful content which attracts visitors to your site. SEO may be divided into On-Site and Off-Site SEO Activities. It is wise and realistic to hire **search engine optimization experts** like Netflairs to get the maximum ROI with the least hassle.

- On-Site SEO- This refers to what you can do about SEO from your website itself. It includes things like titles, keywords, URLs and meta descriptions. On-site SEO is for you to determine and you are the controller of your destiny.
- Off-site SEO- This is the SEO work done outside of your website. Typically, you offer content to other sites that provide backlinks in return.

Social Media Marketing- Social Media has brought about a revolutionary change in the way people communicate. Through Social Media Marketing, businesses are able to amplify their marketing efforts. Its common name SMM allows reaching a greater number of audiences with minimal effort.

Email Marketing- Even after years of use, email still stands as a leading marketing channel in terms of performance. It is easy, cheap and gives excellent results.

PPC- Pay-Per-Click or Paid Search is a good idea if you want instant results. SEO or organic search may not be the best idea if you have just launched. It will take months to bear results. On the other hand, by advertising in search engines, you will get guaranteed visits.

Content Marketing- In this component, content is created as a means of meeting business goals like traffic, awareness, leads and of course customers

Influencer Marketing- In influencer marketing you use a thought leader's influence or goodwill to set across your brand message and promote your products.

Affiliate Marketing- An old hand in the digital marketing world, here the person who sells your product receives a margin as a commission for promotions that result in sales.

More Information on Common Types of Digital Marketing

With each passing year, new types of digital marketing are emerging. Here are the key forms of digital marketing their benefits and average ROI.

Type of Digital Marketing	Top 5 Benefits	Average ROI
1. SEO	• Get targeted quality traffic • No need to directly pay for generated traffic • Get more clicks than PPC • Boost your PR • Stay ahead of the competition	Between 50%-5000% depending on a variety of factors
2. PPC or Search Engine Marketing	• Simple • Pay only when people engage • Precision targeting of customers • Instant paid traffic • Should be accompanied by SEO	40%-200%
3. Social Media Marketing	• Boost brand recognition • Increase brand loyalty	95%-150%

	• More conversion opportunities • Higher conversion rates • Better brand authority	
4. Content Marketing	• **More on-site content** • Better visibility in search engines • Higher domain authority • More referral and social traffic • Better chances of conversion	3x ROI than Paid Search
5. Affiliate marketing	• Based on performance • Leads to broader marketing • 3rd party validation • Cost-effective • Quickly scale traffic	Has diminished in recent times. 2013 figures have it at 715%
6. Influencer Marketing	• Is not affected by ad blockers • Can be used in any business industry • Highly targeted traffic • Boosts brand awareness and authority • SERP boost	650%
7. Email Marketing	• Targeted audience • Boost to brand awareness • Efforts are amplified like SMM	3700%

	• Measure metrics • Cost-effective	
8. Viral marketing	• Lower Advertising Costs • Outstanding growth • Increased credibility • Better visibility • More conversions	Not available
9. Mobile Marketing	• **Ease of use** • **Fast and direct** • **East to track**	Not available

What Sets Us Apart

- Initial SEO Audit
- Expert team
- High Performance
- Adept at solving the most complex problems
- The right tool for the right task
- Fit for a global audience
- Good communication
- Outstanding execution of ideas
- Transparent billing

Why Choose Us

It is essential that you hire the right **Digital Marketing Agency** as they hold the key ensuring success for your efforts. It should be obvious that all these need to be in sync for the whole thing to work. And for that Netflairs is your best bet for the following reasons:

- A really cool and responsive social presence
- Loads of experience

- A company culture that you can relate to

App Development

The recent stress on **mobile app development** is in line with the runaway popularity of mobile apps worldwide. Apps have invaded into the lives of the bulk of the populace across the world. In fact, Techcrunch reports "using … apps is a daily habit, as people now launch an average of at least 9 apps per day, the report found." Apps are right at the centre of the revolution going on in the way we lead our lives. More and more businesses out there are getting an app developed in order to strengthen their bottom-line. Don't let your business lag behind and get a mobile app for your product or service today!

What are the main mobile app distribution platforms?

The main distribution platforms where you want your apps to be featured are:

- Amazon Appstore
- Apple App Store
- Google Play
- Microsoft Store

How can apps help my business?

Apps can be of use to your business in the following ways:

- Being Visible to Customers at All Times
- Creating a Direct Marketing Channel
- Provide Value to your Clients and Customers
- Enhance Brand Visibility and Recognition
- Increase Engagement
- Stay Ahead of the Competition

What Are iOS and Android?

Android and iOS are nothing but operating systems for mobiles. Like their desktop counterparts, applications for the two are distinct and have specific coding and design requirements.

How Can I Build an App?

Sure, there is plenty of app building software out there, but in order to get the maximum functionality out of your app, in addition, to make the UI as attractive as possible, you need to get in touch **mobile app development services** like Hemraj Infocom.

The Advantage of Mobile Apps Over Responsive Websites

- Mobile apps are faster
- Content may be personalized
- Can be designed for offline access
- Makes most of the features enabled by smartphones

- The feature of push notifications is available
- Get instant updates
- 20-40% Increase in Productivity
- 30-50% reduction in overall costs
- Apps provide interactive engagement
- SEO benefits are there too

Hemraj Infocom- Apps That Hit Right On Target

Hemraj Infocom provides best in its class mobile app creation services. With decades of collective experience, the app development team at Hemraj leave no stone unturned in their efforts to provide you with the best solution possible for your unique business needs. The team at the company ensures that each and every app developed by it is special and unique in its own way. Functionality along with UI/UX is the foremost concern of the developers. The end result is usability and functionality that always delivers on its promises. Get in touch with us to find out why HIPL is the best **mobile application development company** around.

- Our Tried and Tested Process:
- Assessment of Requirements
- Research of Target Market
- Development with an emphasis on UI/UX
- Thorough Testing
- Feedback
- Delivery

We develop mobile apps for both iOS as well as the Android platforms.

Press Releases

FOR IMMEDIATE RELEASE: 09/09/2018

Sumita Roy
Doctor Water
sumita@doctorwaterin.com

Doctor Water To Organize An Informational Exhibition On The Uses Of Arsenic Removal Plant In Kolkata For School Children

*Doctor Water is hosting an exhibition for school children on the uses of **arsenic removal plant in Kolkata** where the young citizens of our country get a first-hand experience of how arsenic is removed from the water and why is it so necessary.*

Kolkata, West Bengal: Doctor Water continues on its crusade to make drinking water free from all sorts of contaminants. With this aim in mind, the company has decided to host an on-site exhibition in an **arsenic removal plant in Kolkata** for school children to make the young minds aware of how important arsenic-free water is in the health of an individual.

The company's Media Manager, Miss Shruti Bagchi commented," The exhibition will be for kids studying in high schools. After the hands-on experience of seeing how water is made free from arsenic, the children will be guided to a conference room where a multimedia show highlighting the kind of massive damage that arsenic-contaminated water does to the health of an individual. We are doing this in the hope that these youngsters will not only become aware of the necessity of healthy water but also spread the message in their local communities."

Arsenic contaminated water is a very real threat to the health and indeed the very life of Indian citizens particularly those residing in backward and rural areas. It has claimed many lives already and has severely impacted negatively the health of countless people spread all across the country. It is about time society woke up to this very real threat and did the needful to rid the country of this great health scrouge.

About The Company: Doctor Water under license Rollabss Hi-Tech Industries a division of PS Group International an ISO 9001: 2008 certified company, which is a well-acknowledged enterprise engaged in the domain of Machinery Manufacturer, Supplier, Exporter and Importer of Mineral Water Plants, Reverse Osmosis Systems, Water Softening Plant, Demineralization Plant, Swimming Pool Construction and more. They have set new paradigms of excellence that distinguishes them from the competitors in the market. We bring forth an innovative design that makes our plants an excellent choice for water treatment. Today, the company stands amidst the prominent manufacturer and exporter of varied water treatment plants in India.
###

FOR IMMEDIATE RELEASE: 03/09/2018

James Hainsworth

Glass Doctor

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Glass Doctor To Host Weekly Podcast About Auto Glass In Columbus

*The new media is very much the place where people can be found in this connected global world of ours. In a brave step forward The Glass Doctor is planning to host a weekly podcast which will discuss all things automobiles with a special emphasis on **auto glass in Columbus**.*

Atlanta, Georgia: As per its new "Look into the Future" marketing policy, The Glass Doctor is seriously considering hosting a podcast which will be on air once a week. The proposed podcast will not only cover all that is to be known about **auto glass in Columbus**, but rather be a go-to resource for all sorts of automobile aficionados who want to keep themselves on the thick of things as far as auto technology, auto maintenance and even learn all the nitty-gritty details about the latest car models that has taken the country by storm. It is intended to be a pure delight for all sincere lovers of automobiles.

The CEO of The Glass Doctor had this to say about the proposed move "With the forward march of technological innovations continuing unhindered developments like Tesla are soon going to be all too common. The Glass Doctor has kept its watchful eyes in developments like this and as per the 'Look into the Future' marketing policy adopted by the company is giving final touches to a proposed podcast that will surely satiate the thirst for information on part of automobile lovers throughout the region. Car maintenance including things like glass repair and replacement will, of course, remain a special focus but by no means should you think that it would be the sole subject of discussion. In fact, the podcast content will be what Glass Doctor promises to be an absolute delight to automobile enthusiasts."

As the word of the proposed podcast spread through the regions served by Glass Doctor, the company started to receive many requests regarding what to feature in the show. From Lamborghinis to brake oil brands the ordinary folks have lent full support to The Glass Doctor in its latest endeavour. The company is optimistic about a significant boost in the sales of the company as well as a handsome increase of its foothold in the market of new car owners. Not to mention the respect that comes out of being recognized as a supreme authority in your field!

About The Company: The Glass Doctor takes pride in the fact that the catchy tagline of the company -"We Fix Your Panes", is something far more than a mere fancy slogan, it embodies the commitment to serve vehicle owners, something the company has been doing with exceptional success for over the last 50 years. Whether the issue is a tiny chip in your windshield or a commercial emergency, The Glass Doctor can handle with élan and ease. It is a true leader in its industry setting up benchmarks by which other services are judged.

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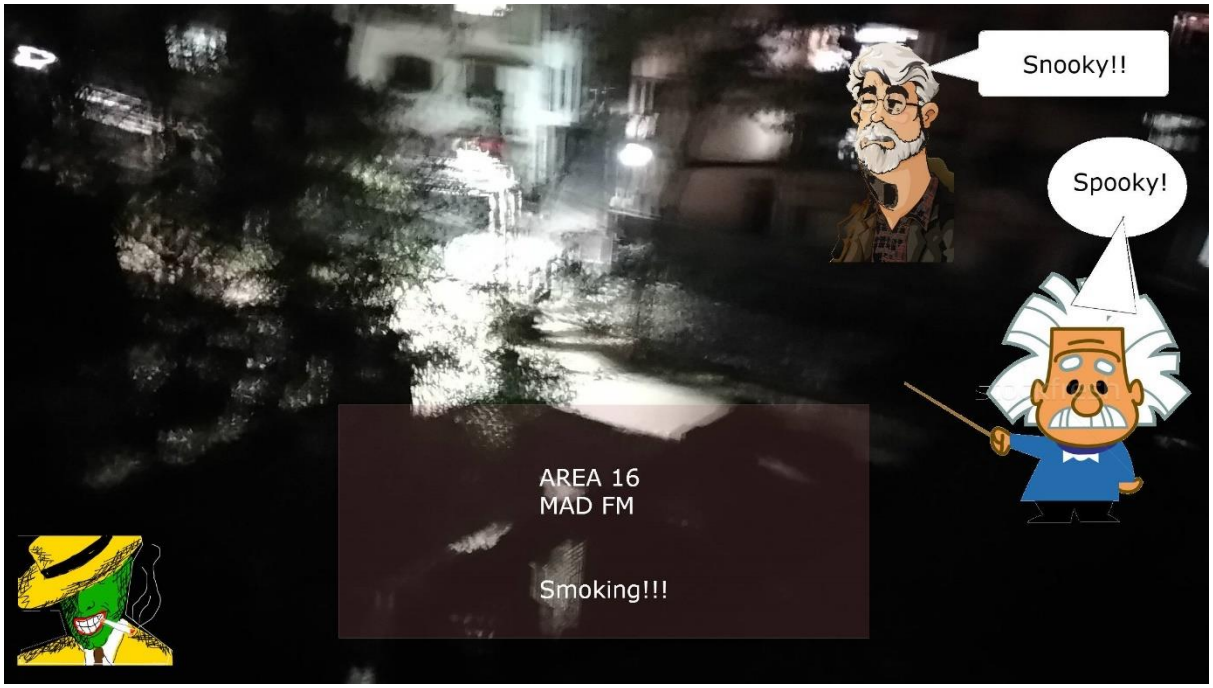
Memes

AREA 16



Convert

https://1drv.ms/u/s!AtMfawnLGZLzzpg8hbd5c4XjV_V7fA?e=Opv634

Human All Too Human

https://1drv.ms/u/s!AtMfawnLGZLzzpgzqH8Wj87O5F2gDw?e=mxBe1D

Is It For Real?

https://1drv.ms/u/s!AtMfawnLGZLzzpg_njtn3fDTDPIk4w?e=21kfd5

Social Media Posts

Image Text:

Drink Water/Digest Better

Post Text: Doctors Recommend Having A Beverage With Every Snack & Meal.* What Healthier And More Satiating Beverage Than Water?

*WebMD

Image Idea: Kids on The Dining Table Happily Drinking Water After A Meal

Image Text:

Sparks Will Fly

Post: Get Spark Uniforms and let the inventive sparks of your child and students fly. Let children be children and let their imagination and activities soar to unforeseen heights, all while being immaculately and comfortably dressed in Spark Uniforms! Spark the magic of the finest and fittest brains and (fabric) blends.

Post Title

Gastronomic Glee In The Neighbourhood

Let's face it, there is little more alluring than a fine meal consisting of the best ingredients and spices, made by expert cooking hands. The Restaurant present right within the XYZ Residential Project ensures you have the best of local and international cuisine just right beside you!

Image Text: Tingling Tastebuds, Great Life

Image Idea: https://binged.it/2L4zJ19

The Palaces of Paradise Beckons

Enjoy grandeur at a high manifestation of a truly comfort filled happy life. Say yes to the good life, say yes to the Type A Villa palaces to be found at XYZ.

Image Text:The Palaces of Paradise

Image Idea: https://binged.it/2tzXvgc

Go Green with Glee!!!

Green is so much more than envy, isn't it? Its life, its joy, its going green with glee. That's what you get when you own a spacious and luxurious villa in the sprawling XYZ premises.

Image Text: Its Good To Be Green!!!

Image Idea: https://images.app.goo.gl/wJ9vj44e4x39ehMd7

The Lovely Laughter of Lively Luxury

Experience the lovely laughter of lively luxury at the luxurious Paradise Estate Villas!

Image Text: Experience The Lovely Laughter of Lively Luxury

Image Idea: https://images.app.goo.gl/XXbK2mZwniu62aZA9

Marketing Videos

Wicked Logistics

https://vimeo.com/122410108

Accenza

https://vimeo.com/115352756

Aklavya

https://vimeo.com/116457441