

Here are some of my writing samples.

**1.**

## **Know your mental health status**

Mental health awareness has become equally as important as global warming awareness. Why? Because we need to be sane to worry about our world, business, life and family. Mental ill-health cut across every and any condition that affects the brain and the mind of a person; its effects and the treatment involved.

How do you know you're mentally healthy? You may have normal conversations or even hold respectable religious, political, business or social positions without being stark insane. Yet, you may still not be mentally healthy.

This is because a person's mental instability may be mistaken for wickedness or ill manners. So those hallucinations, delusions, acute depression, paranoia, anxiety, trauma triggers, irrational attitude, violent behaviour and suicidal tendencies could be hugely ignored and not seen as a reason to visit the hospital.

When in fact you may be a sufferer of Acute depression, Bipolar Disorder, PTSD, Schizophrenia, Anger disorder, Anxiety disorder, Autism, paranoia or other mental illness/ conditions.

In the business world, there are many entrepreneurs/business owners that suffer from various medical conditions. It affects their outlook on life; their business and work productivity because it's something one can't hide for long and it's often taken for granted.

Often overlooked is the pressure that comes with building or running a business successfully, meeting milestones and dealing with competitors vicious enough to squeeze the life off one's promising business.

Most often that not, this pressure affects the person's social and family life; creating frictions between the entrepreneur and family and friends.

The pressure becomes more overwhelming when the entrepreneur is also battling a mental condition that he or she is yet to be aware of. If you belong to this category and wondering what you can do about it, here is what you need to do.

- **Be Aware:** In order to be able to take care of your mental health, you need to be aware that mental illness or condition can affect just about anybody.

Some mental illness or condition may have visible symptoms on the sufferer. However, most can not be ascertained with our naked eyes and often manifest as behavioral pattern, attitudes and dangerous mindset that can cause serious distortion of reality or cause one to self-harm

- Take psychological tests.
- Avoid excess work pressure: while it's a great ability to be able to work under pressure, it's not a good idea to continue working under much pressure without looking for a healthy way to let off some steam. I'm not talking clubbing or drinking. I'm talking meditation, massage; visiting a psychologist or counsellor.
- Never take your mental health for granted: In other for you as an entrepreneur or business owner to be a productive leader, you need to be a mentally healthy leader.

You do this by not taking your mental health for granted and when you realise you're suffering from any mental condition for instance, depression, don't just try to make yourself happy.

Seek professional help as soon as you can because your mental ill-health is not something you should handle yourself as sometimes one's reality may be clouded by the illness.

- Take a break: Sometimes, work pressure may not translate into a mental condition or illness that needs drugs or therapy to cure. What could be needed may simply be a break from everything in order to rest and refresh the mind and brain.

Leading with depression will only make your workers/team as miserable as you are. Pushing yourself to continue working without the needed break could affect your business. So take that break if you need to and of course put things in place so your business doesn't suffer while you are enjoying that break.

Even if you aren't an entrepreneur, you too need to take care of your mental health and if you start noticing that there is a problem, don't be ashamed to get medical help. Go to the hospital, get diagnosed and if you discovered that you have a mental illness or condition, this is what you need to do:

You will need a strong support system that consists of loved ones who you can trust. People who understand and are willing to be there for you. If you don't have such a support system then simply try to make yourself happy and let your desire to be healthy motivate you to keep fighting for your mind.

If your loved one is the one going through any mental illness or condition, support and encourage them to get medical help. Create a positive and non-toxic atmosphere around them.

Finally, Your mental health should be more important to you than any stigma that may come with people finding out that you have a mental illness.

If you're mentally healthy, that's great but if you're not, nothing will change the fact that you're still an awesome person. You are awesome, aware and tough enough to fight for your sanity and happiness.

## **2.**

### **Best Grooming Tools For Men**

Women have become great at beauty slaying and men aren't taking the back seat anymore.

Though men may not bother about shades of lipsticks or whether gel eyeliners are better than liquid versions, many are redefining masculinity and how to be clean fashionable males.

This means stepping up basic grooming into luxury, super comfy and sophisticated styling.

#### **Electric Shaver**

Electric shavers for men have evolved over the years. They can do anything from face shaving to shaving the hair on the head and even body grooming.

Electric shavers come in different brands promising different shaving experiences; from sleek cuts to extra fast shaving.

The important thing you need to know when getting an electric shaver is the various types of electric shavers and what it's best suited for.

#### **Nose Hair Trimmers**

Dear six-pack male and non-six pack males, having overgrown hair in your nostrils is quite unappealing. Thanks to technology, your nostrils can look as attractive as the rest of you.

Nose hair trimmers come in manual and battery-powered form. So if you are yet to get one, hurry. You deserve to breathe more easily and enjoy that previously denied kiss from your partner who was distracted by the shrubs in your nose.

#### **Shaving Razors**

Safety razors have become twice as popular as they used to be. Once you've understood how it works, a safety razor can provide a closer shave at a fraction of the cost of its cartridge counterparts.

There are different types: open-comb, closed-comb, slant and adjustable razors. If you are new to safety razors or you are an experienced users, simply pick the one that works better for your shaving needs.

### **Nail Care**

Gone is the era where rough hands, gnarled or dirty nails denote hardwork and strength. While you may not feel like going for a professional manicure session is not manly, you still need to take care of your nails and you can do that in the comfort of your home.

One good nail care tip for long nails is to cut them down so that there is a thin white strip going across. The perfect nail care kit should include hangnail tweezers, nail files, toenail and fingernail clippers so your fingers can look as great as you.

### **Beard Conditioner**

Beard gang members, this is for you. Your beard itches right? You're battling beard dandruff and flakiness. Worse still, it can't help getting tangled and the skin beneath the facial hair feels tight right? I know I'm right again.

Now your mouth is hanging wide open in shock to know that I know so much about you though we are strangers. I know you're about to ask me to read your future and I will.

The future shows that your beard condition will improve greatly with a beard conditioner which is a moisturizing wash-out treatment specially-formulated for facial hair.

Beard conditioners usually contains nourishment for the skin and hair while locking in moisture for a healthier, more comfortable beard or mustache.

### **Deodorant**

Sweating doesn't just create a big wet patch visible to everyone beholding your shirt. It comes along with mild-choking odour that makes you a no-no for hugs but then love prevails over everything.

Still, you need a deodorant and if it has anti-perspirants you should put it on before you go to bed. The reason being that you sweat less at night and your sweat ducts are able to absorb more of the antiperspirant ingredients.

So it doesn't matter how hot the sun is or how hard you work, deodorant keeps your armpit sweat in check and not just armpits. If you know, you know.

### **Face Masks**

If you have oily skin and you attract acne like bees to nectar, face masks are here to save the day.

Dead Sea Mud Mask and black peel masks amongst others will give you great results in your battle against acne. They contain minerals like potassium, sulfur and magnesium that

helps to treat acne and blackheads. They also help to remove dead skin cells, dirt and toxins giving you a soft, fresh, even tone and clean skin.

### **Beard Growth Oil**

Beard oil hydrates the skin and helps soften stubborn beard hair. It also doubles as beard styling agent to give you a shiny and groomed beard.

It soothes beard itch and gives a smooth-sleek beard texture. Above all, if all you've ever had to boast of as a beard is a stubble of contrary hair, beard growth oil is the best beard grooming tools to restore your pride as a bearded man.

You deserve to look good with a great skin and grooming on fleek. The extra good news is that you don't have to break the bank to follow these tips.

## **3.**

### **10 Exciting Honeymoon Destinations in Africa**

Honeymoon is a time to create beautiful and exciting memories that will set the pace of your married life.

If you are the adventurous type of bride and your partner is also a big fan of nature, then a honeymoon in africa is just the ideal thing for you.

From snorkeling to rich island tours; wildlife tours, ancient sites seeing and fun filled beaches and lakes. It is the perfect picturesque atmosphere filled with blissful serenity for you and your significant other.

I've compiled 10 great honeymoon destinations in Africa that you don't want to miss.

#### **Mozambique.**

Mozambique is one of the breathtaking honeymoon destinations in Southern Africa. Around it are rich coral islands, soft sand beaches and turquoise waters.

There are so many things to do in Mozambique such as a tour of the Bazaruto Archipelago, Quirimbas, Matemo Island and Gorongosa National Park. Swimming with whale sharks and manta rays in Tofo as well as exploring beaches.

On the islands are lodges surrounded by beautiful beaches in a romantic and tranquil environment.

Alongside are exquisite accommodation and tours packed with fun activities like snorkelling, horse riding, diving, fishing, island tours, dhow cruises, kayaking and beach picnics. May to November is the perfect time for your honeymoon getaway in Mozambique.

## **Tanzania**

Tanzania is one of the top adventurous places to visit in Africa. Some of the great places to visit in Tanzania are: Serengeti National park, exotic Zanzibar islands, Mount Kilimanjaro, Ruaha National Park and Lake Manyara National Park.

Fun things you can do: scuba diving, fishing in Pemba Island, snorkeling and camping in Tarangire National Park.

Tanzania has so many great resorts and lodges and when planning your honeymoon in Tanzania, June to October and January to February are great months to have in mind.

## **Kenya**

Nothing beats a safari honeymoon and Kenya is one of the best and most common honeymoon destinations in Africa. Kenya is surrounded by a mixture of grasslands, mountainous highlands and lakelands with amazing wildlife safaris.

Fun things to do during your honeymoon in Kenya: Go on a wildlife safari at the famous Masai Mara National Park.

Visit Lake Nakuru, Giraffe centre, Tsavo East National Park and Amboseli National Park. Enjoy camping with other couples at Samburu National Reserve. When visiting Kenya, it's best to do so in June to October.

## **Malawi**

Malawi has one of the friendliest locals and this is great if you and your partner want to take a personal tour around Malawi. Visit Lake Malawi to enjoy one of the best sites for diving, snorkeling and kayaking. If you like trekking or hiking then Malawi is that paradise you've been looking for with equally great beaches.

Fun things you can do in Malawi: have fun sailing, snorkeling, sailing, basking in Lake Malawi sunsets.

Make a stop at the wildlife safari at Liwonde National Park; Ladybug National Park, Lake Malawi National Park, Lake Chilwa, Nyika National Park and Kasungu National Park. Early May to late October are great time to plan your honeymoon visit to Malawi.

## **Madagascar**

Madagascar is a magical honeymoon destination that it looks like something one can only dream of.

It's adorned with crystal clear beaches, natural pools, mesmerising flora & fauna and a shimmering coastline.

Things you can do while at Madagascar: visit the Ankarafantsika National Park, Amber Mountain National Park, Lemurs' Park, Marojejy National Park and Parc Ivoloina.

You should also splash around in the hot springs of Ranomafana National Park and camp at Nosy Mangabe or hike at Isalo National Park. April to December are the best months for your awesome honeymoon in Madagascar.

### **Cape Town, South Africa**

Cape Town is a beautiful port city in South Africa. It's known for the famous Table Mountain. Enjoy the beautiful scenery and a wine tasting tour at Cape Winelands.

Have fun visiting Robben Island, Constantia, Table Mountain National Park, Cape Peninsula and Kirstenbosch National Botanical Garden. Or shopping at Victoria & Alfred Waterfront.

### **Egypt**

Egypt has so many beautiful historical sites. While a tour of pharaohs' tombs may not be quite the honeymoon fancy, who says you can't enjoy the view?

In between the Sinai mountains and the red sea is Sharm El Sheikh; a lovely little resort town. It is surrounded by rich coral reefs, Sandy beaches and palm-lined shoreline.

Fun things you can do in Sharm El Sheikh: explore Naama Bay, Mount Sinai, Sinai Grand Casino and Nabq protected area.

You could also enjoy Scuba diving at Ras Muhammad National Park and snorkeling at Tiran Island with your partner. April, Mid-October to November are honeymoon perfect months when traveling to Egypt.

### **Mauritius**

Mauritius brings you pure romance and total relaxation by beautiful sandy beaches. Mauritius is an island and popularly known for its beautiful waterfalls, rare wildlife species, dense rainforests and hiking trails.

Mauritius is the perfect destination for your simple yet romantic honeymoon with enchanting waters, luxury hotels and fresh seafood. When planning your honeymoon in Mauritius, think May and December.

### **Gambia**

Gambia is the smallest African country with lots of beautiful compensation by nature for its size. It has a long stretch of exotic golden sand beaches.

Also, if you're a bird watcher and love nature photography, Gambian is the perfect destination for you.

Apart from having a romantic time out with your partner, enjoy awesome bird watching while basking in the beauty of the sun at the most exotic golden sand beaches in Africa.

Other interesting things you can do include horse riding by the beach; visit to Kachikally Museum, Abuko Nature Reserve, Kiang West National Park and Crocodile pool.

Also enjoy a camping trip at Bao Bolong Wetland and when planning your honeymoon in Gambia, November, December, January and February are the months to tick on your calendar.

Even if you don't want an adventure filled honeymoon, Africa is still the best destination for a romantic and magical honeymoon experience that you will never forget.

#### **4.**

### **How to Deal With Postpartum Depression as a Single Mom**

Being a single mom gets tough. It gets overwhelming having to take care of your kids without any help from a supportive partner.

It is also mentally draining because you have to provide physical, financial and emotional support for your kids. So you are a human-octopus with several tentacles handling different things at the same time.

As a new single mom going through several conflicting emotions, you need to find out if you're just having baby blues or experiencing postpartum depression. Then the next step would be to get you the much needed help.

#### **What is postpartum depression?**

Postpartum depression is the depression you may get after you have a baby. It doesn't happen to everyone and doesn't occur after every birth.

Postpartum depression brings about negative conflicting emotions that affect the mother's perception of herself, her baby and just about everything around her. It usually occurs within four weeks after delivery.

Some of the symptoms of postpartum depression include:

- A feeling of being trapped and overwhelmed with little motivation
- A sad or melancholy mood that lasts a long time.
- Frequent crying and a feeling of being guilty and rejected
- Frequent irritability and sleeping problems



- Stomach aches, headaches and lack of appetite.
- Panic attack and a feeling of being inadequate
- Lack of self- interest and lack of interest in the new baby

Usually, the condition may show up within weeks or months after giving birth. It's possible to think you are probably burnt out from trying to care for your baby. You don't have to be burnt out before you experience postpartum depression. It just happens sometimes.

You must realise that depression is not a sign that you do not love your baby. You are not evil because you have thoughts of harming yourself or your baby. These are just symptoms of postpartum depression which is a psychological disorder. The good thing is that it can be treated through counseling, medication or strong emotional support from loved ones.

Being a single mom puts you under a lot of pressure so you need all the love and help you can get. And sometimes you may not have anyone to give you that love and support. So you have to be sufficient enough for yourself.

### **The first step to dealing with postpartum depression**

Find the root cause of your depression.

Although postpartum depression has various symptoms, there are usually prominent symptoms that influence the existence of others.

For instance: Anger at your baby for making you lose your perfect body shape can result in you feeling trapped with the baby; losing interest in your baby and sadness.

When you successfully find the root cause of negative emotions then address them one after the other. As in the case of the earlier instance, ask yourself a series of questions that will help you keep a grip on reality and help you find solutions to the root cause of your depression.

Ask yourself why you are angry at the baby for making your perfect body look terrible. Are there lifestyle choices you could have made that would have helped you retain your killer shape?

Don't switch the blame to yourself for not making those lifestyle choices. The next step is to find out what you can do to get back your dream body.

It doesn't matter if you lack the motivation to carry out your decisions. You've taken the most important step which is 'being aware of the problem'.

The steps to recovering your motivation will involve finding the root cause of the feelings of guilt and rejection. You have to feel better about yourself before you can motivate yourself enough to be happy.

## **How to naturally heal from postpartum depression**

Healing from postpartum depression is a gradual and steady process. While seeing a doctor is the first and foremost option to dealing with postpartum depression, there are other ways to handle this type of depression.

Now that you know the first step to take when dealing with postpartum depression, here are ways to help yourself heal.

- Take at least 10-15 minutes to be in your personal space and away from your baby when you feel overwhelmed. Be sure that your baby is safely in its cot before stepping out and away from the noise.

This timeout will enable you declutter your mind and get rid of every negative emotion you feel towards your baby and yourself.

- Positive affirmations.  
Say positive words to yourself and believe them. Remind yourself that you are strong, important and a blessing to yourself and your little one who depends on you. You are a superwoman doing what many can not do which is being a single mom and trying hard at being a good one.
- Plan a date every two or three weeks with friends or family. If you don't have friends or family who can watch the baby while you're out, get a babysitter to stand in for you for a few hours. Even if you can only get an hour, it is worth it.
- If you are a single mom with absolutely no loved ones around you to hang out with, that's fine. Go to parks with your baby and bond with other moms. Even if you don't have a conversation with them, the company will do you much good.

The fresh air will also work great in making you feel relaxed. Who knows, you may be lucky to get an advice or two from another mom because no mom knows it all.

- Enjoy 15-20 minutes stroll with ur baby in the stroller carrier. Have an ice-cream while at it. It'll help strengthen the bonding between you and you little one.
- Give yourself a treat. It can be a great facial cream; new makeup or just something that makes you feel happy. You deserve to feel happy and loved. So give yourself some love, don't wait for others to do so first.
- Use essential oils to calm your mind and trigger hormones that gives you an almost magical switch from sad to happy; tensed to relaxed. Inhale essential oils sprayed into the air give yourself a facial and foot massage.
- Establish a routine. Routine can be monotonous but when dealing with lack of motivation, it helps to have a planned schedule. The schedule becomes especially

easy to follow through when you sneak in timeouts in between chores and taking care of your baby.

As babies grow older, they start sticking to patterns of action. So it will become easier to predict or determine when you can include timeouts in your planned schedule.

As much as partners, friends and family may try to create a loving and supportive atmosphere around you, you owe it to yourself to take the major part in the creation of your happiness.

You will discover that the universe attract pleasant things to people who radiate positive energy. So try to always be happy because you deserve happiness.

5.

### **Customer experience: how to create the best experience for your customers.**

When setting up a business or if your business has been set up already, there are important questions you have to answer as they shape your brand and increase sales.

How effectively can you answer this question: how good is the customer care service you offer for your online business in Nigeria? Is it great because you think it is or because your customers say so? To answer that, you have to know what customers really want.

They want to connect with you, the way they want and when they want to connect. They would go through channels that are easier and more convenient ways of connecting with you.

It's great if you realise that there are benefits of a good customer experience and you'll need to choose a great customer relationship management service to provide a good customer experience.

### **Customer care service duties and responsibilities**

The customer service representative of your business is expected to assist customers with questions and complaints. They:

- Reply emails
- Answer phone calls
- Give customers information about products and services

- Take and process orders and returns
- Help customers understand the product while answering questions about reservations.
- Walk customers through setup processes or basic troubleshooting steps
- Keeping records of customers' interactions, complaints and transactions
- Provide professional support and ensure customer satisfaction and business success
- Communicating with customers through different media channels

### **Customer experience strategy**

Customer experience strategy is the plan of action defined and set in place to deliver a meaningful and positive experience across customer interaction channels.

A successful customer experience strategy should incorporate feedback and insight across the company.

This should align every aspect or departments of your business around the goal which is to improve the customer's experience. It should include:

- Competitive insight
- Consumer research
- Mission and vision
- Marketplace data

In order to define the best customer experience strategy you need to determine the following:

- How accessible is your customer service to customers? To do this you have to know which communication channels your customers are most active on so you can reach and serve them there.

You get a competitive advantage when your business has a handle on your customers' preferred communication channels. This will enable you to provide reliable and consistent customer service.

- Personalisation. To provide the best possible customer experience, your business should collect information through the customer interaction that can be used to provide relevant more informed support or relevant suggestions in the future.

Decide on the perfect medium for collecting and leveraging customer data. This will enable a better outreach.

- How convenient is the service you offer? More customers are demanding an increased service convenience. Your business gets a good standing with customers if you can provide start-to-finish online support.

An updated knowledge base on your website will provide customers with the necessary information to help themselves and answer any questions they have without having to reach out to you for help.

- It's great if your communication channels are flexible enough for you to incorporate similar customer experience strategy across them. The customer experience you provide customer should be the same across platforms and channels.

That is the way you want the customer experience to look, sound and feel like across channels should be integrated in all channels you use to create an overall experience.

- Simple and easy to use website. The worst website is the website that customers find difficult to navigate on mobile. Customers patronising online businesses are more likely to do so using mobile instead of desktop.

You'll provide a seamless experience for customers and potential buyers if you focus on simplifying website navigation for all browsing types.

## **Customer engagement strategies**

A great customer engagement strategy will lead to sales and establish customer loyalty. The best way to do this is by establishing a good personalized customer experience. Here are some tips.

- Know how to greet customers
- Add interactive content to your website
- Engage your customers with simple polls
- Avoid being too sales-oriented when speaking with customers

- Utilize personalization to maximize customer engagement
- Use surveys to get to know your new clients
- Use Twitter to keep a constant Flow of customer interaction
- Humanize your brand with live video
- Promote engagement by asking questions
- Connect to customers with text marketing
- Listen to your customers with empathy

### **Tips for a good customer service**

- Be available for them constantly even though they reach out to you more often than you expected as satisfied customers help build your brand faster through conscious and unconscious efforts.
- Create consistency in your customer care processes to create consistency for the customer: even if your company gets bigger, have one department coordinate responses for complaints related to other departments.
- Follow up with an email or text suggesting buying tips or giving them relevant updates. Follow up is important as customers will feel relevant.
- Customer feedback. Request feedback tailored to identify their preferences, observations and suggestions. This will make customers feel like their opinions are valuable which is indeed valuable as you need the feedback for brand re-evaluation.
- Customer friendly. Friendly people make others feel at ease. A friendly customer representative makes customers feel good, relaxed while having a positive view of the brand.
- Customer appreciation messages  
It feels great to be appreciated and a 'thank you for patronising us' goes a long way in creating a good shopping experience. Appreciation messages can be sent during first purchases and special seasons or occasions dear to customers.

## **What you need to have to make your customers' experience easier**

- A click through telephone number for customers to contact you
- Company's website or email
- Online live chat
- Social networking site
- Customer database to stay up to date with your customers buying trends, preference as well as to give them relevant updates on products and promos.

## **6 Tips for delivering customer service excellence**

- Reply in an average time of 1hr
- Pick calls on time (don't keep clients waiting for long or too long)
- Email: respond in an hour or maximum 24 hours
- Live chat: use this to appear hands on. It's efficient and makes people feel relaxed and trusting like they are having a face to face connection with your brand
- Be respectful and polite even to unreasonable customers
- Always solve the problem

## **Benefits of a good customer experience**

- Repeat patronage. If customers are satisfied with their shopping experience and the way you handled their complaints, they'll be sure to patronise you again.
- Word of mouth advert for your brand: this is the most effective means of advert for your brand. Satisfied customers are highly likely to talk about your brand in their sphere of influence and convert potential customers in their social circles to customers of your brand.
- Positive reviews that boost sales Positive reviews made on your website or social network by satisfied customers will give your brand a huge boost and increase sales conversion.

As people often prefer a real life customer's experience to you just telling them how great your brand would be to them.

- A reliable base of loyal customers who stick with your brand. In the world of competitors who strategise every day to take the little customers you have; a loyal base of repeat customers will keep your business in the market.

Loyal customers don't bother about your brand not being as good as competitors'. They just love your brand because of the great customer experience they get. So you'll never lose them.

- Great feedback to improve your brand  
Customers would eagerly give feedback about your brand if your company is the type that allows them to form a connection. Such feedbacks are better than a comprehensive market research and would enable you to improve your brand and make it the best.

### **What to do when there is customer dissatisfaction**

- Remain calm
- Don't take it personal
- Listen and allow the customer to vent
- Sympathise with them
- Apologise nicely
- Evaluate their expectations
- Find a solution

A company may be able to specifically define its brand promise but it is the customer who decides whether or not the company's delivered promise is satisfactory.

Now that you've seen there's a lot of benefits to gain from delivering a positive customer experience, it's best to start implementing these wonderful tips right away.

## **6.**

### **10 Cost effective online marketing strategies for startups and small business**

If you are running a startup, you will know it is expensive to outsource digital marketers. The good thing is that you can learn how to handle your business online strategies.

Google's search algorithms favour websites that are frequently updated and provide relevant high quality content to their users. Here are some cost effective online marketing strategies for your startup.



- A regularly updated blog will increase the opportunities your audience will have to visit and interact with your site which means better exposure for your brand.
- You should build a mailing list (link to a page on your website offering emails for sale) of people who are genuinely interested in what you offer.

Then provide them with regular updates about what's going on in your company and why it's of interest to them. You'll get better results and generate real, qualified leads that can be nurtured into sales.

- Free Keywords tools: Use free keyword tools to research keywords and long tail keywords for the content you're about to create. Long tail keywords consist of two or more keywords strung together. They are less competitive and your content has a higher chance of being noticed by search engines.

Keyword tools like Ahrefs Keywords Explorer, Wordtracker Scout and Google Trends show you lots of Keywords to choose from and how competitive they are. There are many more free Keyword tools to choose from if you're looking for a detailed listing.

- A well written article is good but linking to other authority websites gets more attention from web crawlers. It improves your content ranking on search engine results pages.
- Drop links to your website on comment sections of popular social media forums. Don't spam or your website could get penalised.

Become an active contributor and you should also leave a reasonable number of relevant words before dropping your links. Don't forget to use a personal email address instead of your business email when leaving a comment.

- Distribute online flyers on various social media platforms and blogs. Use great graphics with CTAs to get as much attention as you can.

The content should be as great as the graphics and vice versa. While you may not be able to afford graphics designer from scratch, you can make use of free and unique photos on Pinterest that still makes your flyers stand out.

- Offer discounted products and services  
It's even better if you make it seem exclusive to a selected few. This is sure to bring in customers who will stay loyal to your brand/business.
- Viral high quality videos are perfect for engaging your audience visually and increase your brand's visibility. Your videos can feature as Instagram stories, on YouTube.

You can also share it on popular forums. Make sure it has links to your website below the screen or at the end of the video.

- Offer Freebies. Everyone likes a freebie that is valuable so make sure your freebie is indeed free and very valuable.
- Use Google business listing so local potential customers looking for businesses like yours can find yours on searches and maps.

You can get training materials (link to a page on your website that sells pdfs) for little or next to nothing to get the best of content marketing, SEO, SEM, affiliate marketing and email marketing.

While it's great to outsource, it's even better if you learn to create and implement great digital marketing strategies to boost awareness and sales at no extra cost.

## 7.

### **SEO ON A BUDGET**

Search engine is the pipeline through which the majority of internet traffic flows and gets to its destinations. SEO helps your website do well on search engines' rank pages.

Search engines generate and direct targeted visitors who are interested in exactly what your website has to offer to your website.

These visitors are directed to your website based on what they search for and how much of their search queries are answered on your site. This is where SEO comes into the picture.

### **Difference between SEO and SEM**

SEO is a type of SEM. SEO and SEM are intertwined as contents on the website which are optimised to boost search engine results. Yet they are applied differently and involve different processes.

Search Engine marketing(SEM) is made up SEO and paid advertisement. SEO is the natural or organic reach on-page and off-page. On-page optimisation includes optimisation of elements on the page. While, off-page SEO involves optimizing a website using link building strategies that nurtures your website's reputation.

Search engine marketing or SEM is a type of internet marketing concerned with promoting websites and increasing their visibility on Search Engine Results Pages (SERP) through purchased sponsored results and advertising programs which are used to promote the website in search engine result pages.

SEM places your website in front of search engine users. Internet users don't see a website or business as legitimate unless it shows up on search engines. Investing in SEM enables your website to become self-supporting through the revenue generated by traffic. It gives you quicker results.

While SEO enables you get to optimization stages one step at a time and to establish organic traffic. The results of SEO may take a while but it is long-lasting and your website will continue to show on search engine results page unlike SEM results which ceases when you stop paying for sponsored Ads.

### **How to do SEO on a budget**

SEO is great for you if you're working with a budget. Some of the ways to implement this include:

- **Blogs**  
Having a blog that links to your website is a great way to generate traffic to your site. Optimised and relevant content on your blog that solve web users problems will get the attention of search engine spiders. You'll have to be at it for a long while to reap the benefits.
- **Keywords/Key phrases**  
For small businesses to see big results, you have to understand the language of your customers. Keywords or key phrases are the words strung together by web users when typing in a search on search engines.

This helps to improve your website/blog rank in organic search results; convinces users to click on your website and to contact you when they get to your website.

There are free and paid tools that enable easy keywords/key phrases research. Some are SEMrush and Hermetic.

- **Fresh content**  
Regular content updates and posts show your site is active and relevant. It increases your site's chances of being recognized by the search engine spiders and users who stumble on your site.
- **Optimizing your website content**  
It's not enough to have a good content, great content keeps the attention of visitors when they find valuable information that solve their problem. Your content should be easy to read and ideal for your target audience.

The main page components you have to tweak include:

- i) Header Tags: H1, H2, H3 etc.
- ii) Body Content: This is the text on your site's pages.
- iii) Images: The images you use to support the text.

Use your keywords naturally so it flows with the rest of the text. When working with images, optimise the image by including the image name, alt text and description. These should contain keywords that point to your sites and pages on your site.

- Meta descriptions don't directly influence SERP rankings. Still meta descriptions helps emphasises the message in your page title which can help you generate more clicks. So use your keywords reasonably.

Be precise about your unique selling point and include a call to action which is relevant to the goal you want to achieve through that page.

Although SEM is great if you want a quicker promotion result for your site, it comes with a huge cost. SEO is not an easy task and It takes time. However, by focusing your initial efforts on the SEO basics covered in this article, you will get great results from minimum effort.

8.

## 10 Fun Facts About Cats

Do you have cats? Do you love cats? If you're reading this then you probably do. There are a million and one weird but funny things cats do.

The interesting thing is that cats do what they do because of their genetic makeup and behavioural pattern passed on from one generation to another. Another reason is that cats act the way they do because they can and we love them for it.

Here are awesome fun facts about cats that we've compiled just for you.

1. Cats are sometimes lactose intolerant. So, yes the cartoons lied; your cat is probably not dying to drink that milk.

2. Cats taste scent. They grimace when they are "tasting scents". They have an extra organ that allows them to control their breathing. This allows the cats to taste the air. Now that's shocking but what is more shocking is that your cat can't taste sweetness.

3. Female cats are usually right-pawed while male cats are left-pawed.

4. Cats make more than 100 different sounds in contrast to dogs who make up to ten different sounds only.

5. Cats and humans have nearly similar sections of the brain that is in charge of emotions.

6. Cats have a longer memory than dogs. They never forget what they learn especially when they actually do whatever that is. They learn easier this way rather than simply seeing. You may want to have that in mind when training your cat.

7. When cats leave their poop uncovered, they are showing you a sign of aggression. Telling you that they don't fear you. So bring it on!

8. Cats can change the way they meow to manipulate a human. They would imitate a human baby when they need food and you'll fall for that. We all do.

9. Cats use their whiskers to check if they can fit through a space and that includes the couch or the center of your bed.

10. Cats lick themselves to get your scent off. No matter how great your perfume smells, they like their scent better.

11. Black cats are seen as bad luck in the United States but they are good luck in the United Kingdom and Australia.

12. When your cat brings home a dead mouse or a bird, it's probably doing so to show you that you suck at hunting. Who wants to catch a mouse anyway?

13. Cats can't see directly below their noses. That's why they miss food placed right in front of them.

14. Nikola Tesla was inspired to find out more about electricity after his cat Macak, gave him a static shock.

15. Cats sleep so much and by the time a cat is 9 years old, it has been awake for only three years of its life.

16. Cats spend 70% of their lives sleeping  
Cats spend 70% of their lives sleeping which turns out to be around 13-16 hours a day. All purr and sleep, it's living the life.

17. Ancient Egyptians usually shaved off their eyebrows when their cats died. The ancient Egyptian family members that owned the cat would shave off their eyebrows in mourning.

18. A house cat can reach speeds of up to 31mph. Though it sounds unbelievable, it is actually true and if you're probably wondering how fast that is, then let's bring it home. Your cat can run faster than Usain Bolt!

19. A cat rubs against people not just as a sign of affection but to mark out its territory with scent glands which is around its face.

20. Cats have more than 20 different muscles controlling their ears. This can move separately. Wow!

21. Cats can reduce the risk of you having a heart attack. Having a cat actually helps release stress and they are known to help lower blood pressure and protect against heart problems. If they keep your heart safe then you need em'.

22. Cats have a more complex cognitive information processing part of the brain than dogs. Also cats have proven to be better at complex problem-solving than dogs. Little detectives, that's right!

23. Cats have incredibly powerful muscles in their back legs that help them jump far and they can jump six times times their length while using their tail for balance.

24. Cats don't like changes in their routine like a change in the time they are fed and who takes care of them. Like some humans, they don't like spontaneous activities or routines. They may act up or even get sick. So do give your cats a heads up before you make a drastic routine change.

25. Cats rub themselves against humans to mark territory. When they rub themselves on people or objects, they leave their own scents behind. This way they give other cats 'scram' alert that they've been with that person (s) or object and those cats are in their territory.

26. Cats see better at night. Due to the way their retina is they can see using about a small percentage of the light humans need in order to see clearly. The disadvantage is that they can't see finely detailed things that are rich in color.

27. Cats have unique nose. Their noses are rigged with unique patterns similar to the fingerprints of humans.

28. Cats sweat through their paw-paw. The sweat glands of cats are found only on their paws. When the atmosphere is quite hot you will often find wet spots from their paws that shows they are sweating. The good thing is that cats know when and how to cool off when hot and they mostly look for a really cool place to rest the heat off.

Now you may want to check what fun and unique thing your cat is up to. Have fun guessing.