**Search Engine Optimization Copy and Web Content – Four Articles**

**Product Description**

**Tea Tonique, Miller Harris**

A hint of mystery makes Tea Tonique by Miller Harris irresistible. Bergamot orange and its grassier cousin petitgrain combine with lemon in a luscious citrus bouquet. Smoky tea and the sharper scent of mate are buffered by peach blossom and musk. This is a sophisticated scent with a unique urban fingerprint. Wear it for breakfast at Tiffany’s, to watch night fall over the skyline or whenever you are in the mood to be slightly unconventional.

After training in perfume capitals Paris and Grasse, perfumer Lyn Harris began her career creating bespoke fragrances for private clients. She founded the Miller Harris brand in 2000. The company prides itself on sourcing nature’s highest quality botanicals. The exquisite ingredients are used to create uniquely complex fragrances. Lyn Harris puts a contemporary polish on the traditional art of perfumery, making scents characterized by elegance with an edge. This brand offers a fragrance to suit any occasion and every season.

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Key Word: drone racing, racing drone, racing drones

Meta Description: Try your hand at the game of drones. The amazing new sport of drone racing is a fun, fast, white-knuckle challenge designed to get your adrenaline pumping.

Title Tag: Drone racing—What you need to know to get started racing drones

Twitter: Get the buzz. Drone racing is a hot new sport that offers the thrill of flying an obstacle course at 80 mph without leaving the ground.

**Game of Drones—Getting Started in the Amazing Sport of Drone Racing**

They fill the air with the hiss of cicadas on steroids and navigate obstacles at speeds as high as 80 miles per hour. Drone racing is a fast, fun and competitive new sport. If this recreational phenomenon has not been on your radar, it likely will be in the near future. Racing quadcopters packs the thrill of a white-knuckle challenge minus the danger of life threatening injuries.

**The Buzz About Drones**

Multirotor drones, or quadcopters, are the more agile, stable and easier to fly offspring of radio-controlled aircraft. Starting in about 2013, technology advanced to allow drones to be built smaller and more maneuverable. First person view puts you in the cockpit by pairing a video camera and transmitter mounted on the aircraft with a receiver and goggles for the pilot.

If the camera drone is the tortoise, the racing drone is the hare. Camera drones are made to fly low and slow, allowing them to take photographs and video of scenes that were previously almost impossible to capture. Sensors stabilize the flight and keep the plane balanced to allow for good visuals.

Drone racing began in Australia in 2014. Racing drones are typically customized machines built to be fast enough to beat the competition around a challenging obstacle course. Because they need to be agile, racing machines do not have the same balancing mechanisms as camera drones. They fly in rate mode, which gives them the speed and maneuverability for acrobatic moves but also makes them harder to control and operate. Racing events are held in cities across the United States and around the world.

**Getting Into the Game**

The thoroughbred quadcopters that win races don’t come out of a box. Part of the thrill of being a drone pilot is learning how to tweak and modify your machine to get it to fly better and faster. Mastering all the facts, figures and skills to modify a drone could keep any techno-nerd happily engaged for a long time.

Those who are new to flying probably will not want to jump in at the executive level. Learning to operate your drone may take some time, and crashes are part of the game. It’s best to start out small with a less expensive machine. After you’ve gained experience, talked with other pilots and done your research, you should have a better idea of exactly what type of quadcopter you want to fly.

**Starting Simple**

An easy introduction for beginners and the quickest way to jump-start your drone racing hobby is to purchase a kit that comes with almost everything you will need. There are several models available. Beginner packages range in price from about $70 to $250, and intermediate brands start from about $350 and go up to about $500. A top-of-the-line racer can cost as much as $900. You can either buy a model that is ready to fly or you can purchase a kit that you will need to assemble. Some kits come with first-person view goggles. Others do not. The goggles are key to an exciting experience, so it’s probably a good idea to purchase quality.

**Picking a Flight Path**

Once you’ve purchased your racing drone, you’ll need to decide whether you want to fly in a casual environment or whether you’re looking to, eventually, join a league. There are meet-up groups and informal gatherings across the country. You can find them by looking at the many online resources. This is a great way to get to know others who share your interest and learn from their expertise. Meet-up groups generally don’t place restrictions on the type of aircraft or equipment that you need to join. Flying either indoors or outside is an option. If there isn’t a group in your area, you might decide to form one of your own. Online forums and communities are also great ways to connect. Getting to know other enthusiasts is an essential aspect of becoming involved in this sport.

**Making the Winner’s Circle**

If you’re knee deep in drone racing culture and ready to build your own racer, what does it take to make a winner?

Honing Your Flight Skills

Winning starts with you. You should master the flying skills to be a terrific pilot. That means practicing flight patterns and navigating obstacles. Reflexes, hand-eye coordination and spatial awareness are other qualities that you can hone to help you become a better flyer. Video gaming draws on all these techniques and is a fun way to become more adept in the physical abilities needed to be a winning racer.

Learning from the professionals can save you time and trial and error. In-person training is available in locations across the United States. You can even get certified as an unmanned vehicle pilot.

Whether you are a newbie or you can’t get outside, purchasing or downloading simulator software is an effective way to train for drone racing. Simulators allow you to practice your technique without the worry or embarrassment of crashing an expensive machine. Your practice routine can’t be interrupted by bad weather. Remember, the simulator should be an adjunct to training, not a crutch.

Learning the Mechanics

As in most sports, a theoretical understanding of what makes your equipment work can increase your proficiency and enjoyment. In other words, the more you understand about why your drone can fly, the better racer you can be. It’s always exciting to be in on the ground floor of a break-through movement. Drone racing is a wave that is about to crest. Get on board now and enjoy the ride into an unlimited future.

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Keyword: Alternative Lending

**Can Alternative Lending Help Your Business?**

Successful business owners stay ahead of the curve, especially when it comes to finances. In the event of a cash shortfall, do you know your options? The quick solution is to visit your local bank. However, if you are a small business owner and have a short track record or limited collateral, a bank loan may not be your best option. Alternative lending strategies can give your business the boost it needs to keep growing.

**Put Your Equipment to Work**

If you own valuable equipment, you may be able to use it to secure a loan. A sale-leaseback allows you to sell your equipment to a lender and then lease it back over a period of years. This strategy does not depend on a perfect credit score or other more traditional criteria. You might even be able to take a tax write-off on the payments that you make to the lender. Longer terms, lower rates and lower payments than other lending options may be added benefits. However, if you take this route, the equipment is no longer your asset. It now belongs to the lender.

**Use Purchase Orders As Collateral**

Landing a big sale is a mixed blessing, if you don’t have enough cash to fulfill the order. Alternative lending can also be an option in this situation. You may be able to get a loan based on the value of a signed purchase order. Purchase order financing works well for businesses that must pay cash up front for manufacturing costs but may wait 60, 30 or 90 days to be paid by their customers. It’s important to remember that a percentage of your profit will be paid to the lender.

**Cash In on Your Receivables**

If cash flow is a challenge, factoring may be a solution. When you sell your receivables to a factor, you get immediate cash based on the amount that you are owed. The factor takes a percentage of sales, but you no longer have to wait for extended periods to be paid. Your credit history and track record are not important in this lending approach.

You may also be able to sell your receivables at auction. There are online exchanges that handle these transactions. Similar to other online sites, you control the price as well as some of the other features of your sale. Some lenders will even provide a loan based on your future receivables. If you have a reliable history of collections, a merchant cash advance on your future credit card sales can put money in your pocket now.

Borrowing money is not a one-size-fits-all process. There is an alternative lending program designed to accommodate most circumstances.

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Keywords: Engagement diamond rings in Los Angeles, halo diamond engagement rings, cushion cut engagement rings, princess cut engagement rings

**Create a Perfect Memory–Shopping for Engagement Diamond Rings in Los Angeles**

You’re ready to ask her the big question, and you want to create a perfect memory that the two of you will cherish for the rest of your lives. You’ve planned a special time and place and rehearsed exactly what to say. Now comes the hard part, unless you’re a movie star or a mogul, you may not have any idea how to purchase a diamond ring that your future fiancé will love. Shopping for engagement diamond rings in Los Angeles need not be a confusing or intimidating experience if you are prepared with a little knowledge in advance.

**Budget With Your Head**

The budget is an area where it’s a good idea to take off the rose colored glasses. You’ll want to begin your shopping for engagement diamond rings in Los Angeles with a realistic number in mind. Although you are the one buying the ring, if you overspend, you may be in debt as a couple. According to a recent survey, the average amount paid for a diamond engagement ring hovered at around $6,000.

**Study Her Style**

Diamonds really are a girl’s best friend. Almost 90 percent of engagement rings sold feature a diamond, so the stone is probably a no-brainer. But there are a lot more issues to consider. Start by trying to pinpoint your girlfriend’s style. Is she a traditionalist or a rule-breaker? Does she go for the glam or is she sporty? Can you see her bracelets, earrings and necklaces from a block away or is she discrete? This assessment will help you narrow your choices when you visit a jeweler.

If your girlfriend is a fashionista who’s into the latest trends, cushion cut engagement rings or princess cut engagement rings, are currently popular and might be good designs to look at first. Halo diamond engagement rings, which feature a band set with pavé stones, will show off the diamond you pick in an exciting way. It’s a great idea to learn as much as you can about shapes and stones before you speak with a sales person about engagement diamond rings in Los Angeles.