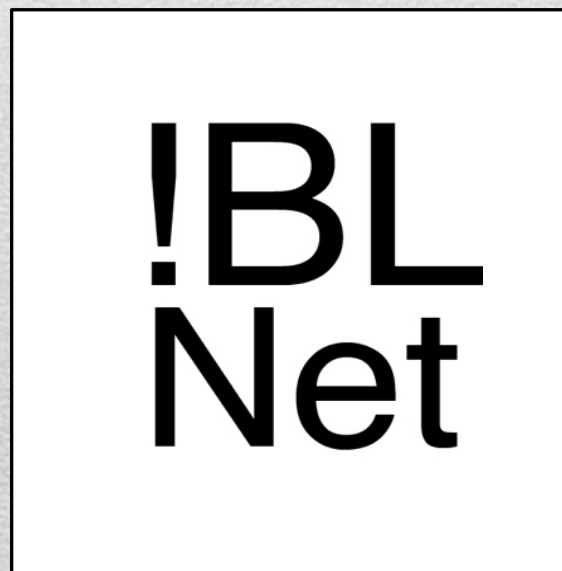
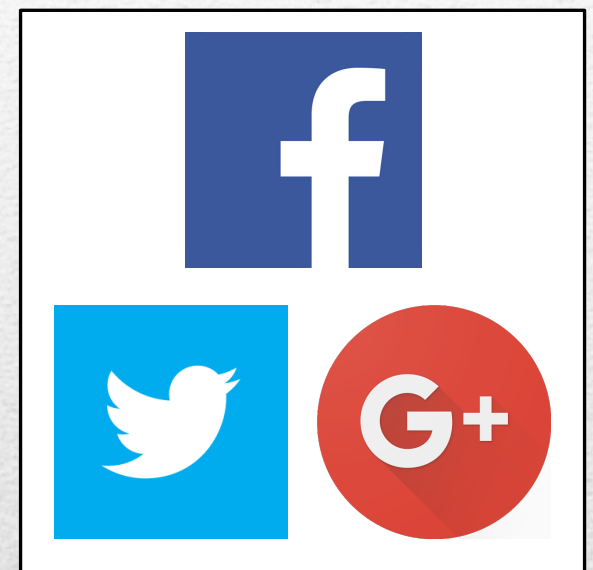
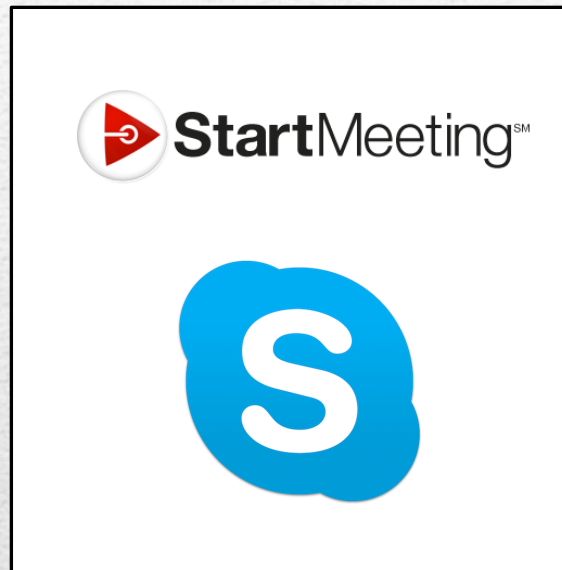
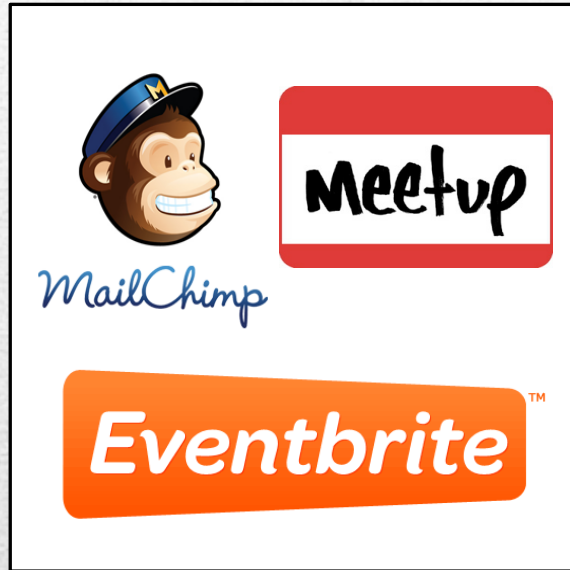


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*SEO in 1 Hour for Better
Marketing and Apps Development*

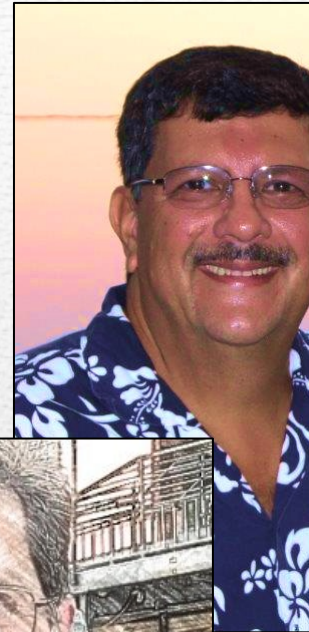


come!



We Build Apps for Rock Stars!

Russ – Programmer and MVP



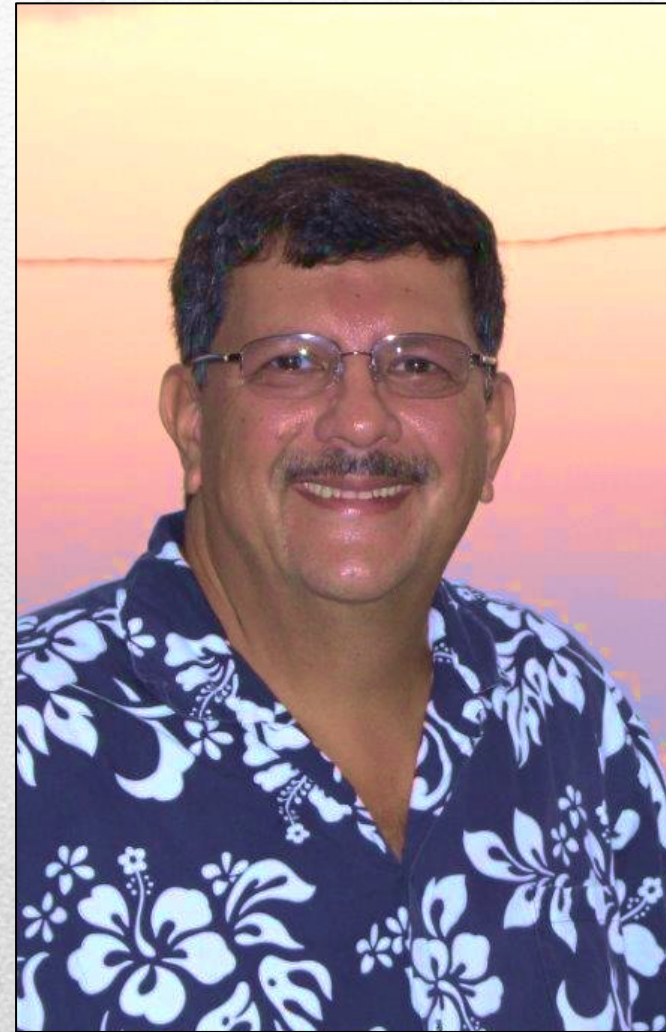
Gary – Graphics, Mkg & Business Dev



Rich – Musician & Content



Former Microsoft Employee
Windows Key Influencer
Microsoft MVP
Published Several Windows and
Windows Phone Apps
NETA Lifetime Achievement
Prominent in the Developer Industry
Community Involvement
Mobile Application Developer User Group



Graphics Designer/Artist
Web Design and Development
Icons/Tiles/Look
Website/SEO Specialist
Social Media for Business
Monthly Social Media Webinars
Community Involvement

- Chamber Ambassador of Qtr
- Good 'Burger Award Nominee

Business Organizations

- InBusinessLinks Network
- Bluffs Business Association



Composer of 475 Songs+
Matt's Music Teacher 51 Yrs

Ani DiFranco, Started Her Career!

James Piorkowski, Buffalo Guitar Quartet

Maryalice Demler, Miss NY State 1990

Radio Expert

Pop Ideas – App Music

Community Involvement

Annual – Week of Rock (9 Yrs)

Charity Events

Local Rock Legend Events

• Theater Show for Matt Music 50 Yrs

Save Hatti Music Event

Raised \$12,000 in 2010



Welcome to Jethro Tull

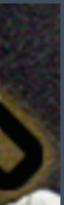
Jethro Tull



ideos



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Fan Videos



Tour Dates



About

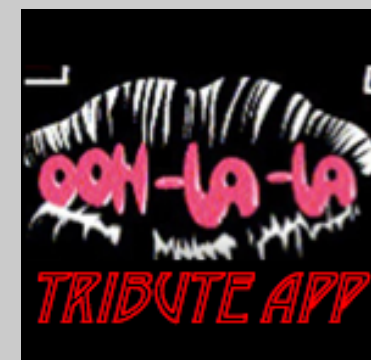
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In All Popular App Stores



Coming Soon...



Now All About YOU!

(Your 15 Seconds of Fame)



- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpieces
- Staff/Location Highlights

Challenge...

*SEO in 1 Hour for Better
Marketing and Apps Development*



business that desire better search traffic results realize their time allotted is limited.

1. How often and when?
2. What to do and what to work on?

1 Hour
(per Day)



Monday – Thursday & Sunday
For Businesses Open Mon – Fri or (Sat)

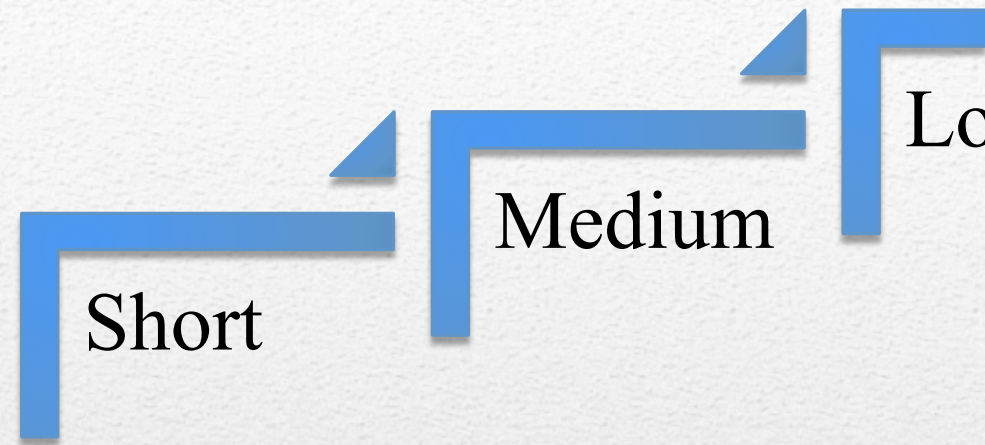
Tuesday – Saturday
For Businesses Open on the Weekend

1. Discuss Defining Goals
2. Goal Achievements
3. Keyword Brainstorming
4. The On-Page Review Process
5. Dynamic Content, and
6. Promotional Prospecting

SEO in only 1 hour a day can become an important part of the daily best practices

S.M.A.R.T.

- **Smart**
- **Measurable**
- **Achievable**
- **Results**
- **Timed**



- ▣ Growth
- ▣ More Sales

More Sales

Growth

T!PS:

Claim Your Business:

Google Places, Yahoo Local
Bing Local, Yelp, & Foursquare

+

Discuss Everything
No Words are Off Limits
Use “**AdWords**” Suggestions
Look at Titles/Descriptions
in Google/Bing
GEO Formatting of Images



Technical Issues

Repair Broken Links

Keyword Optimization

TIPS:

Maximize HTML-
Title Tag, Meta Description,
Heading 1 (H1), Heading 2 (H2)



Home Page Updates

Blog / Social Media

Products & Services

Staff / Awards

Location / Community

Try “**Buzzsumo**” – Content Suggestions



Follow-Up on Referrals

Run Contests / Promotions

Survey Clients / Gain Feedback

Look at the Competition

Try: “**Majestic**” Linking/Backlink Checke

Use: “**Sidekick**” Tracks Opened eMail

Repeat Regularly

SEO for Better Mkg & Apps Dev...

*Demo: AdWords, Buzzsumo,
Majestic, & Sidekick*



- Discuss Defining Goals – **S.M.A.R.T.**
- Goal Achievements: + **Growth + Sales**
- Keyword Brainstorming – **Everything**
- The On-Page Review Process – **Issues**
- Dynamic Content: ***Update-Update-Update***
- Promotional Prospecting – **Use Tools and**
- Look at Competition**

our SEO for Better Mkg and Apps Dev.

<http://www.bluefountainmedia.com/blog/1-hour-seo-audit-challenge-the-oscar>

<http://zaragozmarketing.com/develop-an-seo-marketing-strategy-that-doesnt>

<http://static.googleusercontent.com/media/www.google.com/en/us/webmastercs/search-engine-optimization-starter-guide.pdf>

<http://www.singlegrain.com/blog-posts/search-engine-optimization/seo-simplified-techniques-you-can-do-in-one-hour-or-less/>

<http://breakingeveninc.com/better-seo-in-less-than-one-hour/>

Enjoy! Next MeetUp April 11, 201

Jethro Tull
Endorsed
App



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www.FustinoBrothers.com/fbi-blog.html

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Twitter: @FustinoBrothers

info@fustinobrothers.com



Connect with FBI-Apps Today.

Thank You!



Join In – By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
 - Complete your Name and eMail Address
 - Then "Submit"
 - The System will Guide from There
 - Mike Symbol Click/Tap the Green Icon to Red

Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"

Join In – By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#
(be sure to enter the "#" hashtag symbol)