

Welcome to IBLN-FBI Apps...

SEO in 1 Hour for Better Marketing and Apps Development



Fustino Brothers, Inc.

www.FustinoBrothers.com | @FustinoBrothers

FBI: 850.366.3232 | Fax: 1.856.267.1568

1

We Build Powerful Apps for the Stars!
Theme: Learn, Knowledge-Base, Reward
All Rights Reserved

No Audio?

Use **Phone**

Call: **646-558-8665**

Enter: **9034646456#**

Messages

Check **Chat** Window

Questions?

Type in **Chat** Window

Not Talking...

Please **Mute** Mike

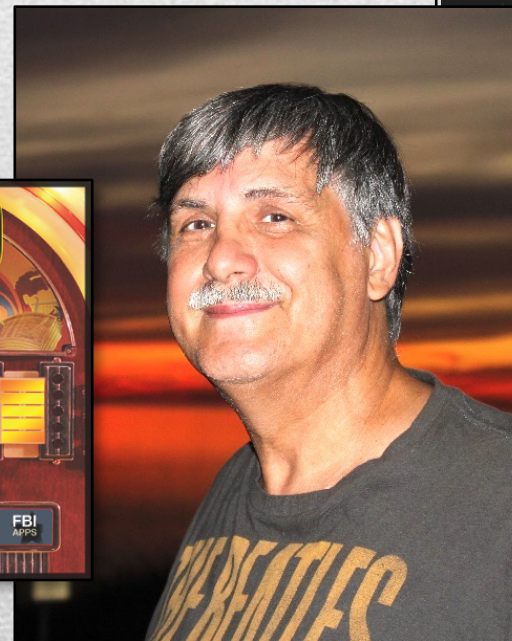
[Link to Presentation: InBusinessSEO.net](http://InBusinessSEO.net)

Building Powerful Apps for Rock Stars!

Russ – Programmer (MVP 2013-18)

Gary – Web, Biz Social, Mkg

Rich – Musician, Newsletter & QC





**MAJOR
UPDATE
JANUARY
2018**

Jethro Tull App
TX 8-265-227
08-04-16

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<p>Work made for hire: No Citizen of: United States Year Born: 1951</p>		<p>Certification</p> <p>Name: Gary C. Fustino Date: September 06, 2015</p>
<p>Work made for hire: No</p>		<p>Correspondence: Yes</p>

Welcome to Jethro Tull

Jethro Tull



Official Videos



Fan Videos



Discography



Tour Dates



Links



About



**<FUST!NO
BROTHERS INC.™**
All Rights Reserved.

ENDORSED

*In All Popular
App Stores*



Building Powerful Apps for the Stars!

Fustino Brothers, Inc.

Jethro Tull and Ian Anderson music, likeness, promotional materials, owned and copyrighted by Ian Anderson Group of Companies, LTD

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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

Topic...

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



The Reality...

*Businesses that desire better
'search traffic' – realize...*

Their time allotted is limited!

- How often and when?
- What to do? What to work on?

How Often? And When...

1 Hour
(per Day)

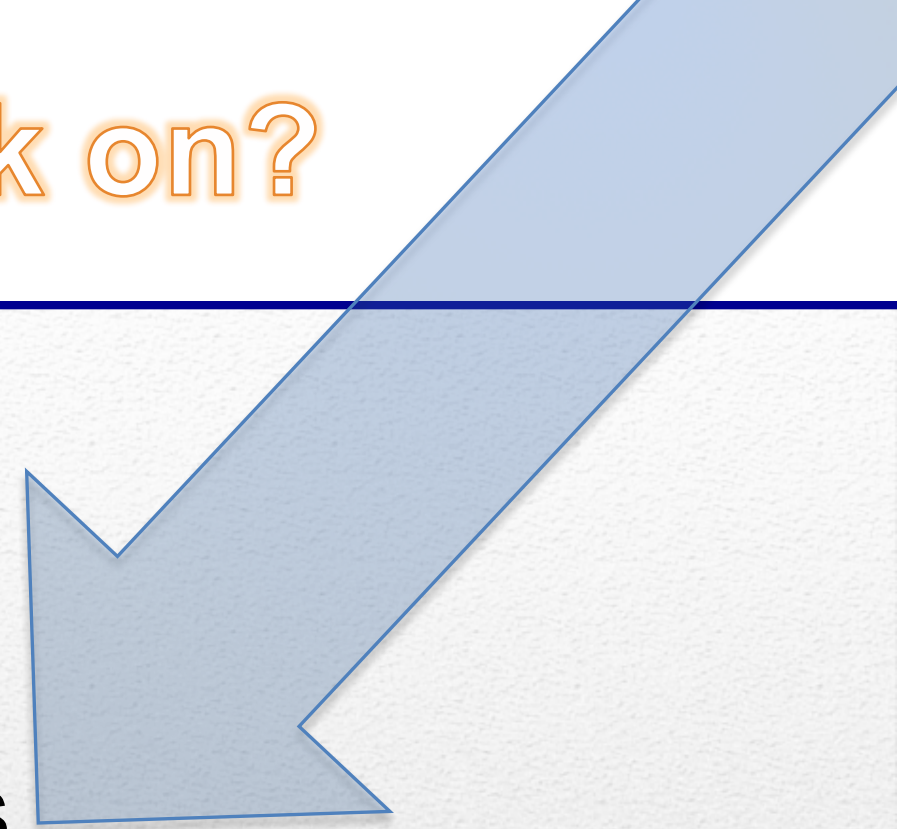


For Businesses Open Mon – Fri
Sunday – Thursday Night

For Businesses Open Only on the Weekend
Wednesday – Saturday Morning

What to Do? What to Work on?

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

1. Defining Goals...

...is “S.M.A.R.T.”

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

Short

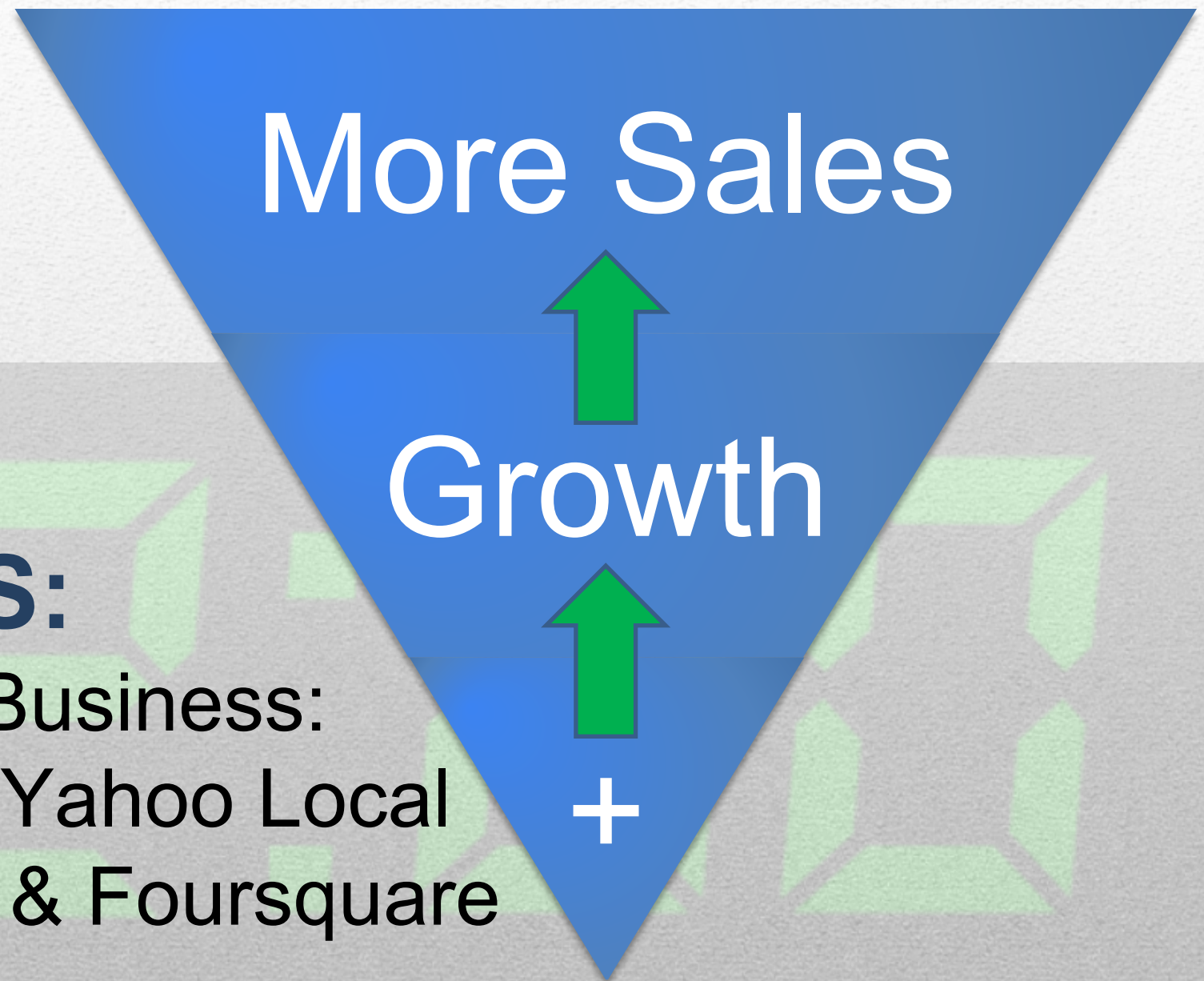
Medium

Long



2. Goal Achievements

- **Growth**
(Doing More) =
- **More Sales**

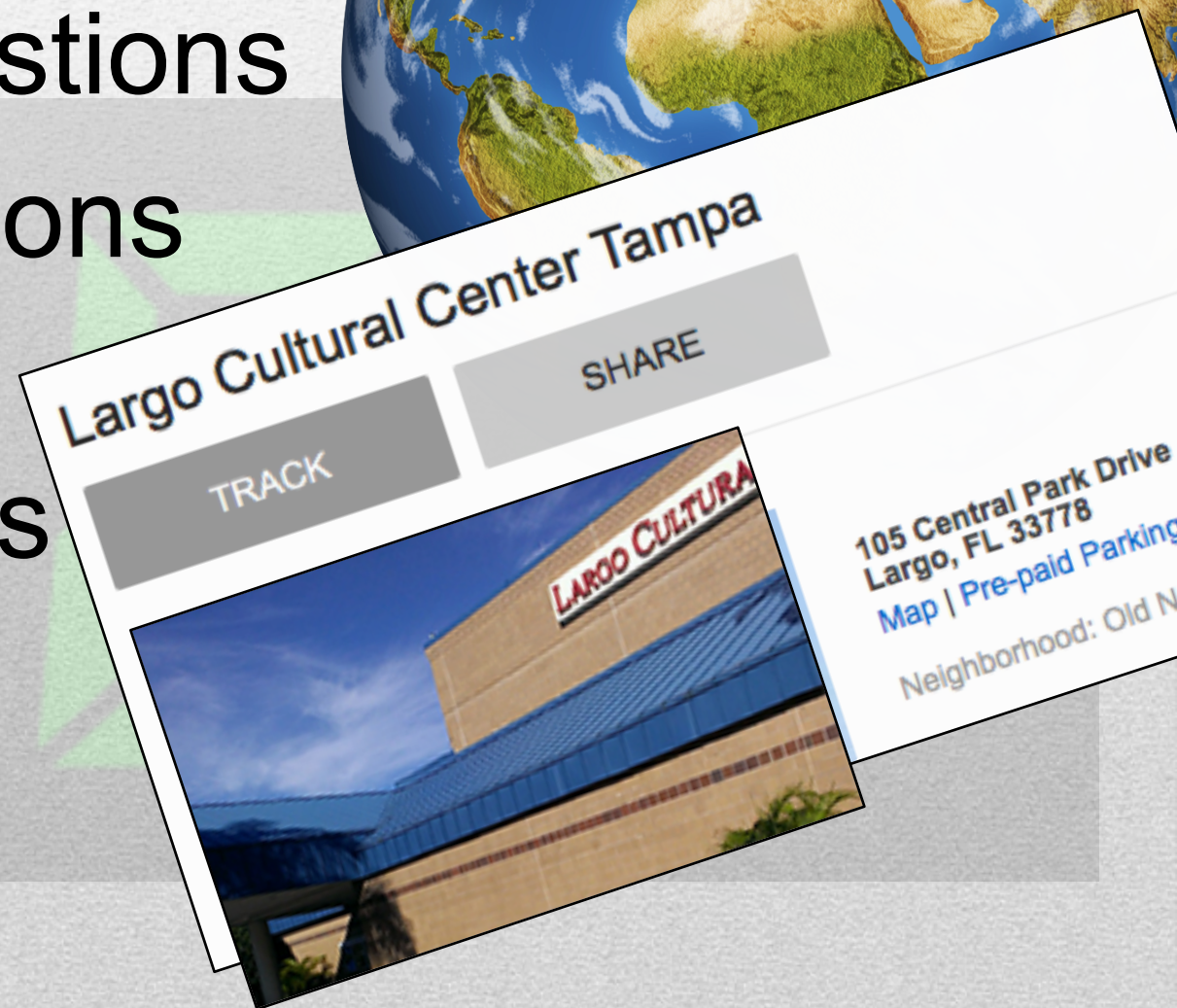


T!PS:

Claim Your Business:
Google Places, Yahoo Local
Bing Local, Yelp, & Foursquare

3. Keyword Brainstorming

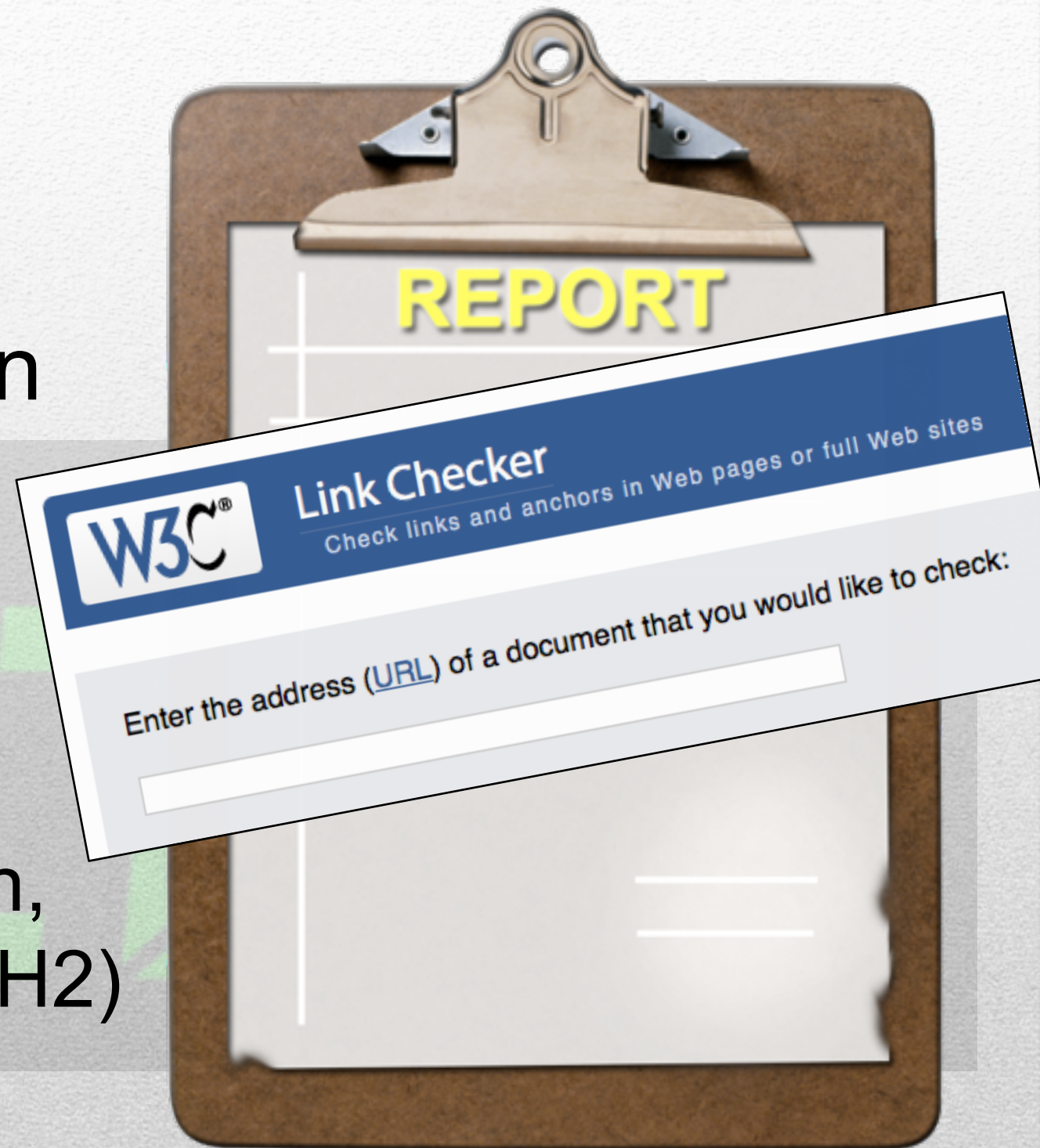
- Discuss Everything with Staff
- No Words are Off Limits
- Use “AdWords” Suggestions
- Look at Titles/Descriptions in Google/Bing
- GPS Naming of Images



4. On-Page Review – Run Reports

- Technical Issues
- Repair Broken Links
- Keyword Optimization

Professional T!PS:
Maximize HTML-
Title Tag, Meta Description,
Heading 1 (H1), Heading 2 (H2)



5. Dynamic Content is King

- Home Page Updates
- Blog / Social Media
- Products & Services
- Staff / Awards
- Location / Community



6. Promotional Prospecting



- Follow-Up on Referrals
- Run Contests / Promotions
- Survey Clients / Gain Feedback
- Look at the Competition

Repeat Regularly

Real SEO, #1 Rankings, Results | Gu
[Ad] www.nextlevelsem.com/Best_Tampa/SEO
We Play Chess, Not Checkers™. Unique, Multi-Pr
Listings. Award Winning SEO. Fast Top Organic F

SEO for B2B Companies | Drive In
[Ad] www.directiveconsulting.com/b2b/seo-
Show Up Where It Matters & Grow Your Busin
Agency. Chief Marketer Top Agency. Clutch
Linking, On-Page Optimization, Content Au
Free Consultation · Content Marketing · So

SEO Company Clearwater FL
[Ad] www.bestinclassseo.com/
A Top SEO Agency in Florida. Starting

Guaranteed SEO Results |
[Ad] www.digitalmarketing.com/C
#1 Rated SEO Firm | 3115% Avg. I

SEO “TIPS” – Best Practices

Good Content

Content that Travels

Increase Your Links

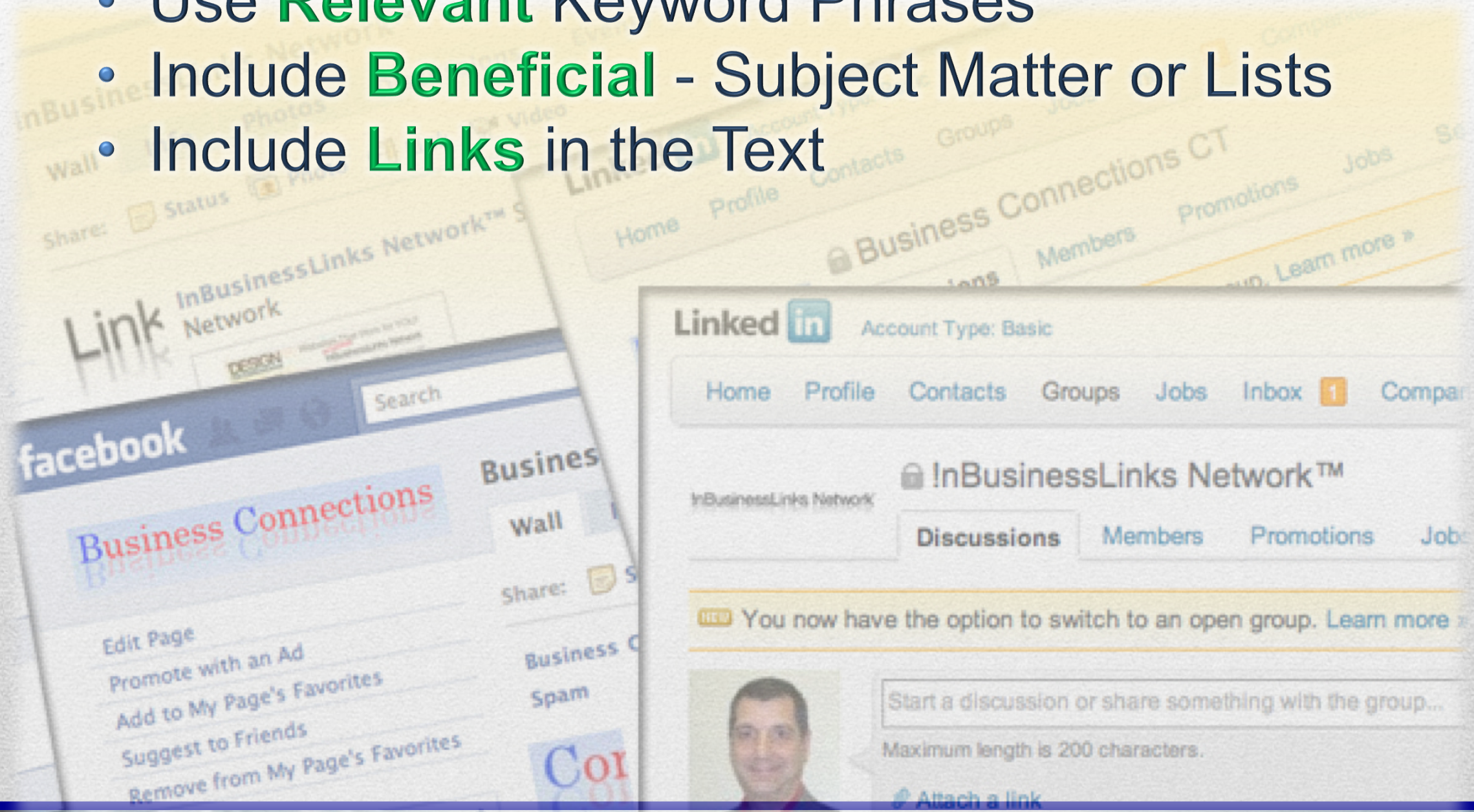
Social Media Participation

Effective Website Design

Good Content

For Titles, Sub-Titles, Body Copy and Captions:

- Use **Relevant** Keyword Phrases
- Include **Beneficial** - Subject Matter or Lists
- Include **Links** in the Text



Content That Travels

Utilize Media that is **Portable**:

- PDF Documents,
- Videos and Photos

Make it Easy to Share or Download



Increase Links

Within: Text or Content / Captions / Footer / Etc.

Breaking News / Milestones

- 04/16/18 [Azure and Xamarin Forms](#) - Book Published by Russ. Available July 31, 2018. Pre-Order now.
- 04/15/18 [Shortcuts for Firefox](#) Published
- 01/17/18 [App Memorabilia](#) Facebook Shop Opens
- 01/02/18 Jethro Tull Endorsed App Updated for Windows
- **2017**
- 10/29/17 Jethro Tull Endorsed App Updated for Apple iOS, Android, and Amazon Mobile Apps Platforms
- 09/19/17 [TIPSnBytes](#) Online Newsletter Launched - Gary
- 08/03/17 [Week-of-Rock](#) Website & Store Established
- 7/31/17 Week-of-Rock Rick's Students Get History Lesson on 'Rock n' Roll' - Concert: 8/4/2017

Ian Anderson - Meet & Greet - "Fustino's Italian Restaurant" at the Mahaffey Theater

<FUSTINO BROTHERS INC. Press Release



Social Media Participation

Get in There!

Get Involved with
Discussion Groups

Find Your Niche
– And Work It



Design for the Smartphone



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Summary – 1 Hr SEO...

1. Discuss Defining Goals – *Very ‘Smart’*
2. Goal Achievements: + *Growth = Sales*
3. Keyword Brainstorming – *Everything*
4. The On-Page Review Process – *Issues*
5. Dynamic Content: *Update-Update-Update*
6. Promotional Prospecting – *Use Tools and Look at Competition*

Summary Best Practices...

- Good Content – *Relevant*
- Content that Travels – *Digital/Print*
- Increase Your Links – *Within Text*
- Social Media Participation – *Your Niche*
- Effective Website Design – *Smartphone*

End. Thank You!

Our Resources




Endorsed App

FBI Apps Software Daily: goo.gl/BJjR4G
Azure and Xamarin Forms (Buy Book): goo.gl/4HNsra
[Facebook.com/PCHandymanRussFustino/](https://www.facebook.com/PCHandymanRussFustino/)

Jethro Tull News by FBI Apps: goo.gl/gH3MGc
WeekOfRock.com ★ [Facebook.com/WeekOfRock/](https://www.facebook.com/WeekOfRock/)

T!PSnBYTES News: goo.gl/ta9E8w
TipsNBytes.com ★ InBusinessSEO.net/tps-blog

T!PS for Biz & Apps Development Series
Eventbrite: goo.gl/auXWum

App Memorabilia:
[Facebook.com/FustinoBrothersShop/](https://www.facebook.com/FustinoBrothersShop/)
[Facebook.com/FustinoBrothers](https://www.facebook.com/FustinoBrothers)
Twitter: [@FustinoBrothers](https://twitter.com/FustinoBrothers) ★ info@fustinobrothers.com




Jethro Tull Name/Likeness/Music- Ian Anderson Group of Companies, LTD. All Rights Reserved.



Our Next Webinar – October 8, 2018 – Enjoy!

Fustino Brothers, Inc.

www.FustinoBrothers.com | [@FustinoBrothers](https://twitter.com/FustinoBrothers)

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Industry Resources

1 Hour SEO for Better Mkg and Apps Dev.

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

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

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

<http://www.singlegrain.com/blog-posts/search-engine-optimization/seo-simplified-7-techniques-you-can-do-in-one-hour-or-less/>

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

Thank You!

By Computer

Zoom Meeting Instructions:

- Zoom Meeting ID: **903-464-6456**
- Join from PC, Mac, Linux, iOS or Android:
- <https://zoom.us/j/9034646456>
- *Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"*

By Phone/Smartphone

Dial-

- USA: +1 **646 558 8665** - Enter: 9034646456#
- Or: +1 **408 638 0986** - Enter: 9034646456#

- By Landline Telephone, Dial-
- USA: +1 **646 558 8665**
- Or: +1 **408 638 0986**
- International numbers available:
<https://zoom.us/j/9034646456>

(be sure to enter the "#" hashtag symbol)