

Welcome to IBLN / FBI Apps...

T!PS for Business and Apps Development Series



Top 10 SEO T!PS for 2019

Fustino Brothers, Inc.

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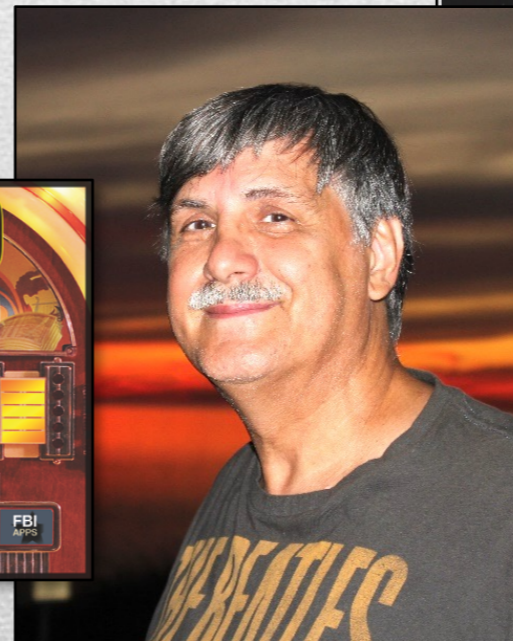
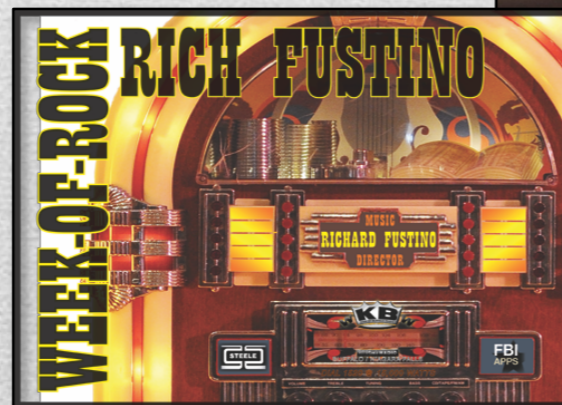
FBI: 850.366.3232 | Fax: 1.856.267.1568

Building Powerful Apps for Rock Stars!

Russ – Programmer (MVP 2013-18)

Gary – Web, Biz Social, Mkg

Rich – Musician, Newsletter & QC





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

**MAJOR
UPDATE**

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<p>Links</p> <p>Links</p>		<p>Certification</p> <p>Name: Gary C. Fustino Date: September 06, 2015</p> <p>Correspondence: Yes</p>

Welcome to Jethro Tull

Jethro Tull



Official Videos



Fan Videos



Discography



Tour Dates



Links



About



**<FUST!NO
BROTHERS INC.™**
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ENDORSED

*In All Popular
App Stores*



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

TIPS for Business and Apps Development Series



‘TEN’DENCIES

Benefits of Search Engine Optimization

- With 250 million websites
 - Makes your business stand out
- Higher brand credibility
 - People trust organic search results
- Takes your advertising to the next level
- Increases traffic to your home page
- Results are low, low cost – FREE
- Your competitors are doing it

SEO helps the engines determine what each page is about, and how it may be useful to your visitors

10. USE...

- **Technology** TO
- **Introduce** YOUR
- **Products** OR
- **Services**

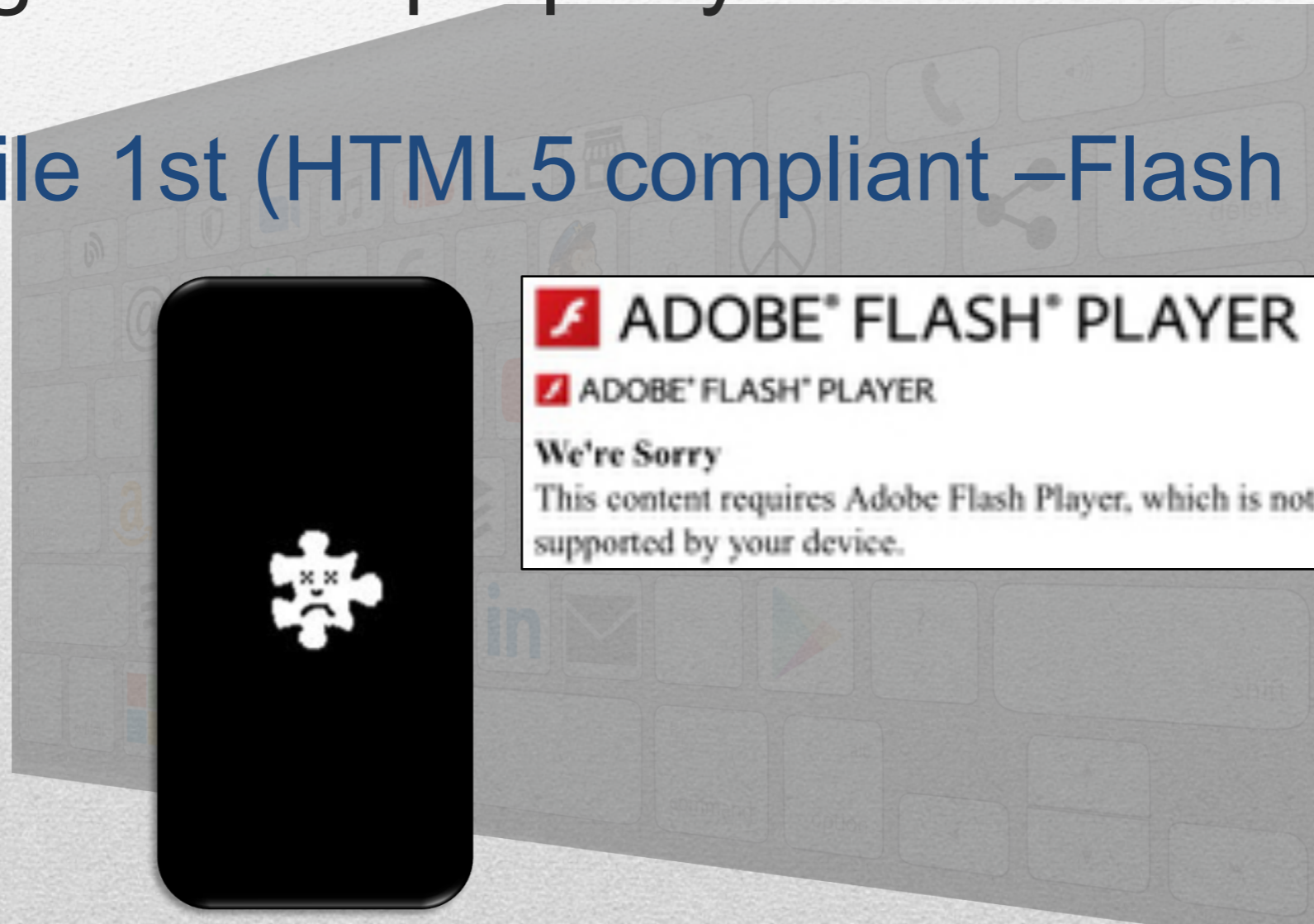
TIPS™

9. Start with having a well designed and properly structured website

- Mobile 1st (HTML5 compliant – Flash not)
- Easy navigation / Great user experience
- Vary the content delivery elements
- Employ 'https' protocol and be EU compliant
- Best URL structure with meaningful tags

Well designed and properly structured website

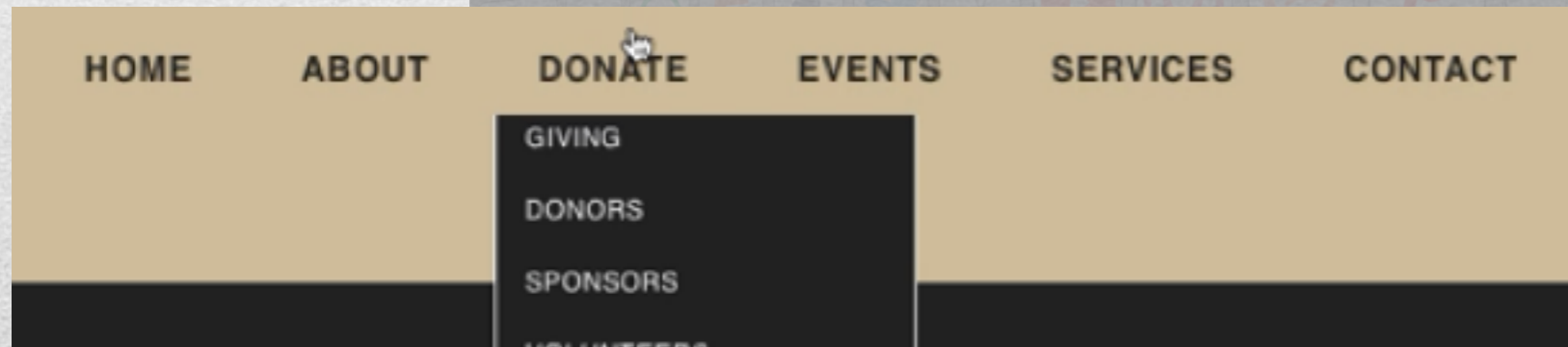
- Mobile 1st (HTML5 compliant –Flash not)



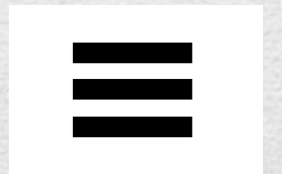
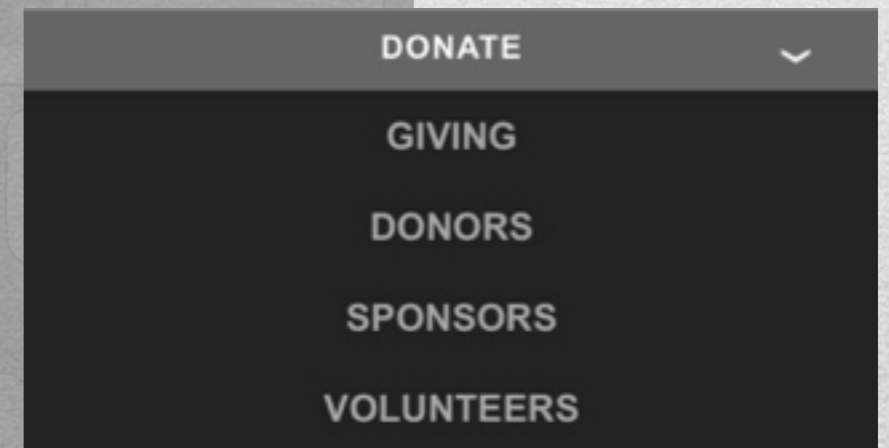
Well designed and properly structured website

- Easy navigation / Great user experience

Desktop / Tablet

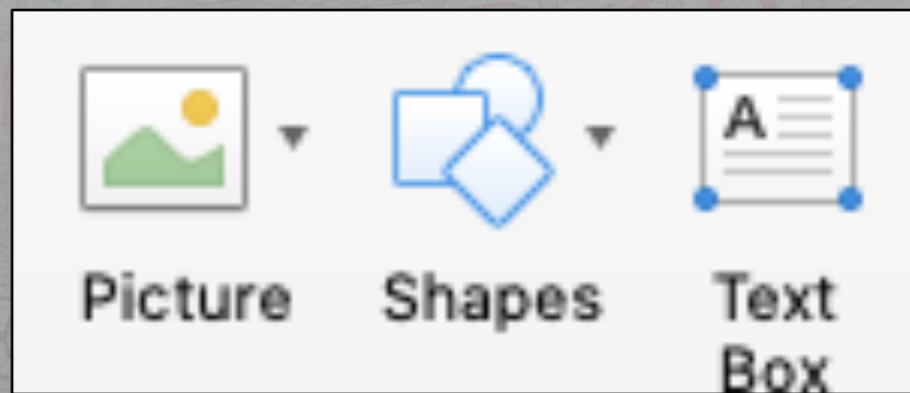


Smartphone



Well designed and properly structured website

- Vary the content delivery elements



Well designed and properly structured website

- Employ 'https' protocol and be EU compliant
- Best URL structure with meaningful tags

DFC <https://www.svc>

Secure Website

Privacy EU Standards

IV. HOW WE PROTECT INFORMATION

We implement reasonable precautions and follow industry best practices in order to protect your Personal Information and ensure that such Personal Information is not accessed, disclosed, altered or destroyed. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such precautions. By using our Service, you acknowledge that you understand and agree to assume these risks.

V. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent us from contacting you for marketing

```
<div><div class="wsite-image wsite-image-border-none" style="padding-top:10px;padding-bottom:10px;margin-left:0;margin-right:0;text-align:center">
<a href='http://www.stpete.com/goodburger' target='_blank'>

</a>
<div style="display:block;font-size:90%"></div>
</div></div>

<div class="paragraph" style="text-align:left;"><strong>Big Thank you to the Good 'Burger team. Great Event! It was an honor to be nominated.</strong>
```

DESIGN FOR COMMUNICATION

Except Brandi

GOOD 'BURGER
RECOGNIZING THE BEST IN ST. PETE
ST. PETERSBURG CHAMBER OF COMMERCE

Advanced

ADVANCED

Border	None >
Border Color	Gray >
St Pete Good 'Burger - DFC	Alt Text

8. Optimize the home page

- On-page SEO – Relevant keywords
- Introduce targeted products or services
- Include local or regional information
- Let pictures tell the story

Websites are built with the:

- Highest w3 standards;
- "Responsive design" - compatible for the desktop computer monitor and simultaneously for the small screen (mobile device);
- Search engine optimized;
- Easy to use content management systems (CMS);
- Effortless eCommerce (accounts receivable), and
- Shopping cart solutions.

DFC's focus is to lead clients to a competitive advantage in their respective business venture or activity of passion through a good, clean, creative, graphic design.



Clean, Straight Forward Product/Services Comparisons



Slide Show / Galleries



SEO Report/Planning



Events- "Geo" Location Mapping/Directions

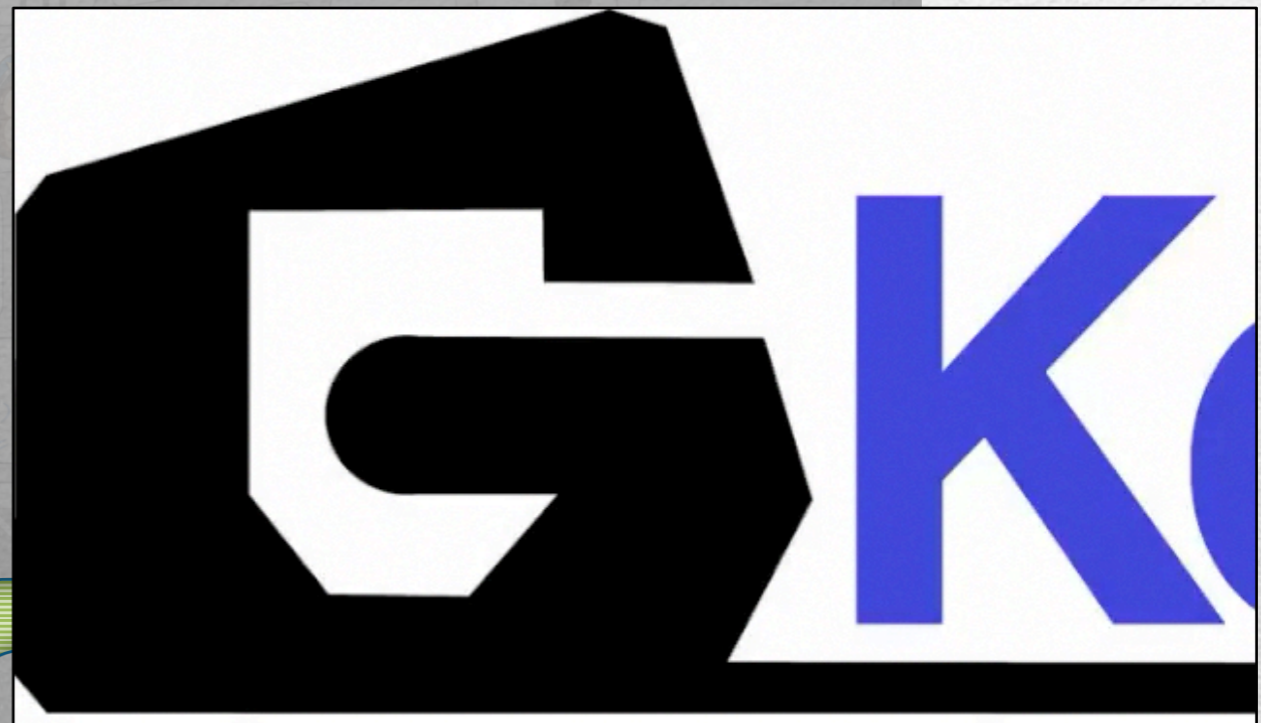
7. “Content is King”

- Write engaging content
- Inform, educate or entertain your audience
- Offer coupons, discounts, or other compelling reasons to visit your website
- Tell how your business is different
 - Unique Selling Proposition (USP)



6. Testimonials

- Quote customer praise
- Highlight recent recognition, awards or wins



Video Testimonial: Interior Remodeling

VIDEOC

5. Engage in direct outreach

- Maintain your social media presence
- Contribute to a blog or other discussions
- Arrange for in-bound links to your website
- List your business on online directories
 - Cross-reference listings

4. Utilize multiple landing pages

- For each main product or service, new items, or specials



3. Get the competitive advantage:

Visit the competition – observe – emulate strategy

2. Budget for buying social media & print ads

1. Measure, compare and analyze all marketing



Summary

10. Use technology to introduce your products or services
9. Good design and structure are key
8. Optimize the home page
7. Content is king
6. Highlight testimonials
5. Engage in direct outreach
4. Use multiple landing pages
3. Look and learn from the competition
2. Budget for buying ads
1. Measure, compare and analyze

Our Resources




Endorsed App

FBI Apps Software Daily: goo.gl/BJjR4G
Azure and Xamarin Forms (Buy Book): goo.gl/4HNsra
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T!PS for Biz & Apps Development Series
Eventbrite: goo.gl/auXWum

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



Our Next Webinar – January 14, 2019 – Enjoy!

Fustino Brothers, Inc.

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