



**International  
association of  
bookkeepers**

Established 1973

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## Coffee morning notes from August 12th 2020

### John Hillman talk

Local SEO

On your website you need to add to the Snippets section

3 things – What you do, where you do it and who you are

For example – Bookkeeping, Lewisham, John Smith

If using Wordpress - load a Wordpress plug-in called SEO by Yoast which will enable you to add a Snippet. The plug-in is free

Editing the Snippet for the homepage

Google My Business

Business.google.com

You will need a Gmail account which is free

Add photos

9 in total. 3 inside, 3 outside and some of the team

Get your business on Google Maps

### Video

Link to watch the video of John's section of the talk can be found here

<https://youtu.be/tUVZHEwq4bM>

### Gerrard Fisher from Astrid talk

[www.Tinyurl.com/GDPRCourse](http://www.Tinyurl.com/GDPRCourse)

Discount code is IAB2020

Email is hello@weareastrid.co.uk

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