

The Top 9

ROI

Activities for

Your VAs



INTRODUCTION

Virtual Assistants can become your secret weapon, if you know exactly how to get the best out of their time. Knowing their skills, honing them, and utilizing their potential will not only improve your talent pool, but it will also allow you to leverage their talents to build income... YOUR income.

To guarantee that your venture starts and proceeds positively, you should be able to understand and blueprint what type of work you require from your virtual staff. Setting a clear picture of the work you need performed gives them a clearer picture of the long term outcome you expect.

Here are the top 7 activities that will ensure return of investment for every dollar you spend on your Virtual Assistant.

OUTREACH

Building an online presence often requires reaching out to other website owners, influencers, or marketers. This can include seeking guest blogging opportunities, acquiring backlinks, scheduling interviews, and working on joint ventures.

Often, finding suitable partners and contacting them is a tedious and time consuming task. With the proper training, a VA can excel with helping you build these relationships, especially if you're the type of person who constantly thinks to do this, but never gets around to it.

Training for how to properly conduct an outreach campaign is available inside ReplaceMyself.com for you to just give to your VA and have them implement for you.

BLOGGING

Building one, or many, WordPress websites is one of the most time consuming methods of building an online presence. The reason why it is continuously done is because of its effectiveness.

Regular and constant updating of these blogs is essential for it to create its mark in search engines, and to build an audience and/or mailing list. This is where content and strategic linking weighs heavily. Link should appear to search engine as purely natural, and in no way, created purely for link building purposes.

The success of being able to create great content or articles is important.

Training for how to properly implement Blogging is available inside [ReplaceMyself.com](https://www.replacemyself.com) for you to just give to your VA and have them implement for you.

SOCIAL MEDIA

Social media, aside from being one of the most important, long term online strategies, is a very powerful SEO tool, especially as social signals become more influential to rankings.

Facebook, Pinterest, Twitter, LinkedIn, etc., are all important social media platforms. Ensuring you stay updated, active and relevant on social media takes up a lot of time. This is the perfect type of task to outsource to a Virtual Assistant.

Training for how to properly implement Social Media Marketing is available inside [ReplaceMyself.com](https://www.replacemyself.com) for you to just give to your VA and have them implement for you. Not only does the training include training on setting up profile pages (including graphics), the training includes content generation and lead generation and capture strategies.

PRESS RELEASES

Press Release Submission and Distribution is a long-term, lasting, strategy for building backlinks and traffic to a website. With a high quality press release, you can often achieve syndication across many high quality, authoritative news websites, including Google News.

[ReplaceMyself.com](#) includes a full Press Release Marketing module to provide your VA with the skills to create quality releases and manage the distribution for you.

BUSINESS LISTINGS AND CITATIONS

If you are marketing a brick and mortar business, or are engaged in offline marketing for clients, citations are a critical element of a local SEO strategy.

Citations are acquired from established sites that have already aged and ranked. They are constantly visited, not only by search engine crawlers, but also by so many people for the organized collation of businesses within their niche or location.

Because these sites have already been indexed and categorized, it is considered by search engines as more relevant and authoritative, and thus, getting quality inbound links achieves higher ranking and increases your visibility.

Links from directories are more commonly attained by manually submitting business listings, although there are online services that aggregate multiple citations into one portal.

Training for how to properly implement Business Listings is available inside [ReplaceMyself.com](#) for you to just give to your VA and have them implement for you.

FORUM POSTING

A forum is also known as a discussion group or online bulletin board. Members with similar interests congregate and discuss a specific topic. When this is done correctly, the traffic online forum can generate easily converts these participating members into potential customers or partners. This is why it is important to carefully choose the topic and forum.

Your VA should be very knowledgeable about the topic to be able to spark the group's interest. If your VA is not very knowledgeable about the topic, an alternate method of commenting is to have your VA submit the questions to you, you record the answers, and your VA transcribes your answers and posts on your behalf.

To make the most out of forum posting, search for forums with your niche as its theme, and the forum should also allow links on the signature line. Forums tend to have high search engine rankings, so being able to put your link there would mean quality back-links, as well as building authority.

Training for how to properly implement Forum Posting is available inside ReplaceMyself.com for you to just give to your VA and have them implement for you.

VIDEO MARKETING

Video marketing is one of the most powerful strategies for ranking, and attracting traffic to your site. The truth is, people would rather watch than read. If a video is uniquely created and successfully marketed, not only will it be indexed in a matter of hours or minutes, but it will also generate more traffic than you would normally get with articles.

There are only a limited number of beginner video creation and distribution tools available. Therefore, it is imperative they are used as effectively as possible. There are many tutorials and tips available online though, and this must be

utilized as much as possible.

Although there is no guarantee when it comes to creating the perfect video, you should purely rely on your VA's creativity, and your ability to create a definite and clear instruction on what you wish for them to create.

[ReplaceMyself.com](https://www.replacemyself.com) has an in depth Video Marketing training module for your VA. Please note that video creation is best executed by a VA who is creative, yet possesses technical skills, however video marketing can be executed by any VA.

ARTICLE DIRECTORY SUBMISSION

The major, text based, search engines depend on directories to index their results. Because article submission sites are already categorized, their content is more relevant and achieves higher ranking.

Inbound links to your site are then easily indexed by search engines, and your site attains equally higher ranks. In addition, you can build authority for your website, by publishing valuable content, along with inbound links, from high quality article directories.

What you have to consider with this task is the quality of the submitted article. Factors like keyword relevancy, readability, information accuracy, and structure should be noted. Many article directory submission sites are very strict when it comes to grammar and content quality.

Training for how to properly implement Article Directory Submission is available inside [ReplaceMyself.com](https://www.replacemyself.com) for you to just give to your VA and have them implement for you.

BLOG COMMENTING

Blog commenting is trickier than it is perceived to be. In general, it is merely the process of leaving comments on other people's blogs, allowing you to drop your backlink on their site. It is considered to be a very solid technique for SEO. The difficulty comes with the value of the comments being left.

Most blogs require approval from the admin before the comment even gets posted. If deemed to be worthless, or does not contribute to the entry at all, the comment will never appear on the blog. Posting the comment would be nothing but a waste of time. In order for this technique to work, your VA should be able to leave comments that contribute to the topic, and not merely a phrase that is transparently just an SEO strategy.

Training for how to properly implement Blog Commenting is available inside ReplaceMyself.com for you to just give to your VA and have them implement for you.

CONCLUSION

Once your virtual assistants learn these processes once, similar tasks will not take as much time to learn. These could be considered as the backbone of their tasks. Advise them to do this repetitively, depending on the schedule, and you'll find both your site ranking, and your revenue rise alongside their knowledge and their potential of growing your business.



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