



THE VIRTUAL ASSISTANT SERIES
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Using Virtual Assistants **TO BUILD AN ONLINE PRESENCE**

Using Virtual Assistants to Build an Online Presence

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Introduction

There's a tremendous amount of virtual real estate out there. Achieving the right amount of exposure and attracting a suitable volume of traffic can seem to be an almost insurmountable task. Remember, however, that the Internet is a giant network and that each webpage must have a relationship of some kind or another with all of the other pages. By using social media websites smartly, you can help to cultivate connections and establish specific paths to your primary moneymaking website. This entire process can be quite complicated and certainly time-consuming, but it is an ideal project for the virtual assistant.

1 | Why You Need a Hubpage

It's easy to get confused when it comes to indexing, ranking and the whole business related to search engine marketing. In truth, it is quite complicated and getting even more complex as time goes by. It's difficult for any small business owner to understand what's going on, let alone to allocate the time and energy to roll their sleeves up and make it all happen. Therefore, a virtual assistant who knows exactly how to maneuver within the system is so valuable. The VA can take a lot of the load away from the small business owner by not only creating and promoting the main website and associated blog but also taking advantage of many other quality "Web 2.0" and social media sites.

Let's look at one of those New Age platforms and consider just how advantageous it could be to engage their philosophy.

Hubpages has a very specific place in any small business promotion. While it is relatively easy to set up an individual page on this platform, the "magic sauce" comes from creating what is effectively a rather sophisticated link wheel of individual Hubpages.

Your VA should follow along with a specific philosophy if you want to get the most benefit from creating a miniature network of Hubpages. In fact, the people who run this platform are quite open and honest about it. There's very little advantage to setting up an individual Hubpage and just expecting it to provide you with the SEO benefits or traffic.

What you should do is create what is essentially a "commercial" Hubpage of high quality, outlining your business operation. This page will link to your website, but any advantage is deferred. Methodically, you should then create additional Hubpages.