



THE VIRTUAL ASSISTANT SERIES
EXECUTIVE LEVEL

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Using Virtual Assistants
**FOR YOUR
SEO REQUIREMENTS**

Using Virtual Assistants for Your SEO Requirements

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Introduction

Many small business owners felt that search engine optimization was difficult to understand in the past. Following the many and detailed changes imposed by Google in 2012, this area may be more confusing than ever before. This is a chance for the SEO Virtual Assistant to shine, however, let's have a look at the new playing field and how the small-business owner should approach it now.

1. Why SEO Is So Important in The New Online Climate

In 2012 a series of updates imposed by Google changed the face of search engine optimization as we know it. In fact, many people wondered whether SEO was dead in the water or not, as the update seemed to imply that the "optimization" part of SEO was a bad idea. While there were many repercussions in the small business world following these updates and quite a few knee-jerk reactions as a consequence we are able to see things a lot more clearly, now that the dust has settled.

The truth is that there is still plenty of room for search engine optimization and it is an essential requisite for the small-business owner. The goalposts, however, have moved and it is now more important than ever to ensure that you understand the concept and do everything properly.

Google has decided that the entire online experience needs to be far more personalized. Social signals are very important and fresh, pertinent content is vital if your site is to be ranked successfully. If your site missed the mark in this respect, it is likely that it plummeted down the pecking order following the release of the Google updates. A lot of work was needed at that point to repurpose your site for you to join the new world order.

The new look SEO became an even more crucial part of your Internet marketing tableaux, but with a completely new set of criteria upon which to base. For example, in the old days, a significant facet of SEO was engaged to target keywords based on their search volume. Today, you need to look at a much broader range of keywords that are much more likely to convert based on other data such as pay per click conversions.