

How to Use Virtual Assistants to Save Money

Outsourcing Secrets That Really Work!



by **Mavick Buenaflor**
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Dear Friend,

About This Report...

“Outsourcing” is something of a mystery to most people.

Definition:

“Outsourcing often refers to the process of subcontracting to a third-party - The transfer of a business function to an external service provider”.

Source: Wikipedia.org.

Many companies outsource and hire consultants in order to maintain a flexible workforce. Outsourcing is an arrangement in which one company provides services, sometimes from overseas, for another company that could also be or usually have been provided in-house. ...

For over four years I’ve run a successful Philippines-based online marketing and website consultancy employing several teams of experienced Virtual Assistants (VA’s), including web designers, SEO, graphics and video specialists, social media experts, programmers and copywriters.

Honestly speaking, I witness daily many potential web entrepreneurs like you, risk losing their shirts, hopes and dreams attempting online marketing.

That’s sad... for them - and for me.

How to Use Virtual Assistants to Save Money – Outsourcing Secrets That Really Work!

It's sad for them as they have been sold "the story" of a quick solution using the latest (usually expensive) 'Silver Bullet' which will propel them to easy riches - only to experience frustration, anger and often failure, on the realization that no such bullet exists.

Often they become disillusioned, and worst of all, give up.

Many fail to accept they have been duped; they will often turn to blame someone else rather than accept responsibility for their actions.

That's sad for me.

With clients from most English-speaking countries (including USA, Canada, Australia the UK and parts of Asia), I get to see and apply most of the aspiring "wanna-be" guru Silver Bullets (you've heard of most of them and probably bought at least one) to hundreds of websites.

Most fail.

And the reason?

They provide the necessary framework, but leave out one essential ingredient!

That one single element that makes the difference between **your** success and failure... is **their** past experience, ingenuity, persistence and passion!

*They designed their platform and strategies to fit **their** needs, not **yours** (after all, that's how they make THEIR money...).*

You know the scene: Social Media 'friend' sites such as FaceBook and Twitter quickly spread the word about the new "must have" product you need to ensure your online success. The rush is on to be the first kid on the block to get the latest toy and social pressure frenzy does the rest.

Welcome to our online world!

I've decided to "walk the talk" by compiling a system of real value; methods you can implement yourself immediately – or have us do it for you.

Methods that actually work...

This Report – and why you need it

After years of applying different methods in order to deliver results for our clients, I've decided to compile a series of **proven, no-hype methods that actually work.**

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Many “Guru” marketing systems really DO show you the results of their endeavors, but just like a true master chef, they don’t disclose ALL their techniques and “Magic Ingredients”. They may show you the step by step menu they used to produce these results, but in truth, there are just some things that are intuitive born by years of hard-earned experience – things that cannot always be explained well.

Through this report, you’ll get details of the *actual methods* that actually work based on my experience - and how to set up a system to work and *make money* for **you** and **your site**.

- You’ll get to understand how we get your site ranked on Google and others using SEO (Search Engine Optimization).
- You’ll get to know not only how we not only create sites, but how to save countless man-hours in developing your own site (or sites).
- You’ll learn how to leverage all man-hours to your advantage and gain the right kind of visibility (a beautiful, functioning website is of no use if no-one finds it!)
- In a competitive market, you’ll learn how to be “different” from you competitors – you’ll learn to zig when they zag. It’s not just a matter of applying the methods that you know others are using, you must also be different to stand out and be noticed by both customers and search engines alike – not blend with the crowd.

Through this report, you’d be able to maximize endless opportunities by using these FREE methods to maximize your advantage - and produce remarkable results for your efforts.

This report contains my ultimate Bible for the SEO practices and methods I now apply to all the sites I build... a “Website Manifesto” of the very same methods that bring my new sites to the right place online, and much sooner than anyone hoped for.

But be warned - it does require your input. However my team and I are here to help you every step of the way...

Here’s to your future online success!

Mavick Buenaflor
OutsourceAssist.com

P.S

This report is not in any way intended to discredit the formulas that online Marketing Gurus offer to people like you. Their system works for **them** (well, in most cases!).

Besides, they probably thought you’d figure it out for yourself - eventually.

Now you can... with a little help from us!

About the Author:

With an extensive business management background, Mavic Buenaflor fled the corporate world to begin her own journey.

“About four years ago, none of our team ever thought an opportunity as huge as the one we’re on right now could ever come our way. For some of us, it’s a blessing and a second chance”.

This trust and support that we get from each virtual bridge that we make with our clients is our source of strength, inspiration and determination.

Cybersages Online Solutions is an embodiment of hope for people who believe that there’s really nothing impossible - as long as we believe. No one can ever tell us we’re never going to get there. Our biggest reward is knowing that there’s a hidden smile at the other side of the world.

Your business is our business. We may be small in number, but we believe that it’s our heart that makes all the difference.

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3 Common Outsourcing Mistakes You MUST Avoid...

Most systems teach you how to find a special niche then urge you to build websites fast. The reason is simple and makes sense – make money quick! However often the urge to make a fast buck is driven by greed and the danger is that your desire for fast revenue overtakes common sense, and can cause the project's rapid demise. Rome was not built in a day – and neither will your profitable website – despite what the Gurus say!

These gurus have only provided you with a method – but that's just a Blueprint. They don't actually tell you how to handle an unexpected roadblock or the unexpected building (website) being planned by your competitors next door.

And don't expect someone to suddenly run your business whilst you sit on the beach (how many times have you seen that image projected!). No-one can run your business except YOU! You are the business – you just need to train someone to help you run the daily grind without you...

So let's start here

You want a programmer, graphic designer, webmaster, who is fluent in English, likes to write sales copy, handle Auto Responders emails, and write and reply to 20 daily forum posts, provide tips to the community, a 30 page eBook, and daily reports to you.

Here's my dirty little secret. ***That person doesn't exist!***

But when you find your virtual Project Manager, tell them what you want, give them a specific task, train them to do everything – THEN you can sit on the beach! And don't expect IMMEDIATE results. Just remember, when you first started this online quest of yours, how long it took to finally figure things out, be totally self-directed and to work without supervision. Be firm by all means, but be patient with your new employee.

Yes, I agree you do need to build websites fast. But you first have to strategically map your project out before actually diving in and pulling out the cash.

With your new system, you are provided with a sales landing page and the perception is you simply let your Virtual Assistant (VA) handle the rest for you. The sales page example given shows a clear, well written header – “10 Reasons to Buy the Product” and well-crafted copy. So far, so good. After all, isn't that why you bought 'The System' in the first place?

Common Mistake #1

“Beware of False Promises, Instant Solutions and Marketing Hype”

**The System You Just Bought Was
Designed For THEIR Marketing Process, NOT YOURS!**

You haven't yet seen the benefit of what you bought since you haven't yet tested what they're saying applies to your project. But imagine they sold 100 'Systems' (probably many more if the product is half as good as they say it is). Let say 10% of THEIR customers do exactly as instructed.

Woops – Google have just “slapped” or removed your site from their search engines because of excess “duplicate content”. Bad move. And now you find out the ‘System’ doesn't work for you, but the refund clause is long expired by the time you find out it doesn't fit your needs.

Common Mistake #2

“Choose The Right Niche Or Die...”

**The Reason Many Niches Have Low Competition is...
Because No-one is Searching For Them!**

Let's not dwell on the fact that you have a system that may or may not work. Let's stay positive and think about how you can at least still use the 'System' to your advantage.

The first trick is work on something that interests you. Don't just choose niches just because they match the methods that you've just learned. Surprise, surprise. Few people are interested in “Pink Bandicoots in West Africa”.

And even when you find ‘the perfect niche’, you have to train the person you hire. They don't know how to run your super-niche internet marketing business. Don't expect to hire someone and just let them go do everything themselves. Expect to spend some time working with them.

Common Mistake #3

“Build Multiple Websites And They Will Come...”

**Building Multiple Sites Online Has Its Virtues...
But There Are Many Pitfalls And Lessons To Be Learned!**

The Mini-site formula offers you the chance to build small sites that can be used for product displays - thus opening up the opportunity of earning from Amazon and Ebay together with other affiliate sites like [Clickbank](#), etc.

Pitfall #1

With emphasis on the speed of building sites, the pitfall is usually with developing original **content**. Most clients I've worked with used automatic content feeder plug-ins, but I can tell you up-front that it is not the way to go. In the end, you would most likely have your site blocked by [Google](#) for publishing duplicate content.

Pitfall #2

The second problem that most Minisite builders encountered later (particularly with more recent 'System' generations). You've bought the system and it hasn't been approved for an EPN (**Ebay Partner Network**) account. The sad part is, most don't get approved and never will.

Pitfall #3

Niche Profit Classroom for example, works on providing quality content to the websites and pushes for Ebook sales. The glitch on this one is that most of the members are given free niches to work on each month. Almost 90% of the people who sign in use the suggestions to start their own projects. Imagine having 100 people producing and working on the same niche at the same time? I think you get the picture.

The Solution?

What if both platforms could be mixed?

In truth, I've always believed that both methods when mixed would work well for you.

Having said that, you still need to sit down and try and map out the actual direction that you want to follow. Be realistic. Remember your VA's (virtual assistants) are usually not from the same area or part of the world you live in, so it would be wise to have your hand on things when it comes to content. A personal touch and your local knowledge always makes an impact, and gives you 'the edge' on your potential competitors in other parts of the country – and yes, people from other states and even other countries will 'pretend' to be locals. Google loves local content – 'outsiders' know that, and you probably also know that by now (of course, you can do the same thing and become a global player).

“Must Have” Plug-ins

Most people would think that the site should go up first before we think about the plug-ins that would be used on our websites.

Having worked on a lot of these systems over the past years, I’m revealing to you the plug-ins that, to the best of my knowledge, are **vital** for your website:

Sitemap Generator (www.xml-sitemaps.com) – The Sitemap Generator allows you to have a map of the web pages of the entire site that you can submit to the top three search engines: Google, Yahoo and Bing.

- **Video Sitemap** (www.videositemappro.com) – This is a very important plug-in to have on any site as it helps you allow the search engines know of the videos that you post on your site as well as get credit for posting other people’s video on your site.
- **Share and Follow** (www.share-and-follow.com/) - There are a lot of share and follow plug ins that you’d find cute on your web site. Whatever your choice of plug in would be, make sure that it can provide you with a good way to get to your online profiles so that by the time you’re ready to promote your site, you can easily use this plug in to do it.

Ezine article plug in (<http://ezinearticles.com>) – As you start the online promotion of your website, you’d be needing to submit articles to sites like Ezine Articles. Ezine Articles is the number one go to of online marketers wanting to promote their sites online.

As for the other plug-ins that you might want to have installed, it’s all up to you. Just make sure you don’t leave these four that I’ve mentioned above out of the list. I’d explain to you how the plug-ins work to your advantage in the later part of this report.

Setting Up WordPress Efficiently

STEP ONE

You’ve chosen and prepared your plug-ins. Now, you’re ready to start off with your sites (I still take my hats off to Wordpress for giving us a platform to work on that’s easy to manipulate and user friendly).

You’ve now got your list ready and the plug-ins are set (once you buy your domain, you can get at least 24 hours head start on the set up by doing a bypass on the host file of

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your PC - do take note that this can only be done with PCs working on an XP operating system).

STEP TWO


After changing the nameservers at GoDaddy or wherever you got your domains from, open *My Computer* at your end, and go to this address:

C:\WINDOWS\system32\drivers\etc

In this folder, you'd see a *hosts* file. You can open it via Notepad.

Once open, you can then add the IP address of your hosting account together with the domain name that you want to set up:

```
#
# For example:
#
# 102.54.94.97 rhino.acme.com # source server
# 38.25.63.10 x.acme.com # x client host
127.0.0.1 localhost
```



After adding your domain and its IP address, click to save the file and that's it! You're ready to go. This method gives you a chance to work on your domain while it's not yet public.

STEP THREE

Install Word Press to the domain and using Filezilla, upload your template and the plug-ins of your choice.

It's wise to set a local folder containing the themes and plug-ins you use regularly. It's only the first set up that usually takes a while to finish because of the modifications that you do to the template. Once you've modified the theme to your liking, the succeeding installation would just be drag and drop.

MiniSite and NPC (see above) building does not require a lot of tweaking on the template. What it does require is good quality content and enough display opportunities for your products and affiliates.

Note:

If you have this special folder that you just drag and drop files from using Filezilla, then the succeeding sites you do would just require logo modification. Neat... isn't it?

STEP FOUR

As you set up your site, make sure you set the important codes needed for the indexing

of your site. Keep in mind that the minute your site goes live, it marks the beginning of its indexing.

The way you set the back end coding of your site would be the same manner that your site would be introduced to the world. It is very important that you set the title, description and keywords to the domain you're setting up so that you'd be identified properly by the search engines.

STEP FIVE

When you're done setting the Meta details of your site, go to the plug-ins section and activate all the plug-ins you've just uploaded. Generate the sitemaps (both xml sitemap and video sitemap) after you've put the content to your new website.

With this routine, you're sure to be able to create a minimum of two websites a day. That's a guarantee as this simple routine allows you functionality and the opportunity to finish more quality sites in no time.

Having done all these, I can say you're ready to go! On the next part of this report, learn how you can systematically introduce your new website to the world the right and most efficient way possible.

Articles Directory Submissions

The three major 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.

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. It should be made sure that the article has minimal grammatical errors.

Our VA's then use special tools to submit your articles to the Search Engines and Article Sites.

Get Ready to be Found!

Nothing feels more exciting after setting up and building your site than introducing it to the world for the first time. The thrill of the idea where you get to flaunt something you personally had a hand in can't ever be repeated.

One last thing to do before you actually launch your site: Create a Google Webmaster tools account where you can submit your sites to and monitor them in one place.

You need to go back to your checklist and make sure everything is in place.

- Meta Title, Description and keywords are properly set at your header
- Your analytics are in place
- You've created a Google Webmaster Tools account where you can submit all your domains and monitor them in just one place
- Your site has content that is keyword optimized and has images embedded on them.
- Your tags include the keywords you're aiming for.
- You've got a video at your site (if you don't have one, consider one from YouTube (www.youtube.com) ... something related to your site and you can optimize later. (I'll let you in on *HOW* later.)

When all these have a green light, you're ready to be found!

The next part of this report teaches you exactly how you can get indexed in about 4 weeks or even less. Be sure to take note that these are actual methods that we have applied in our past endeavors and to which we have seen to work. I do hope you'd benefit from them the way we did.

Sitemap Creation and Submission

I've been into SEO for quite a while before I got to learn how the kind of sitemaps I submit greatly affects the how my site gets indexed by the major ping networks (Google, Bing and Yahoo).

For Wordpress users, you'd probably be among those who install numerous plug-ins to your sites, activating them but not really knowing how to operate them to your advantage (apart from activating them).

By now you must have heard or used plug-ins like the **Google Sitemap Generator** or other forms of sitemap plug-ins.

Here's an interesting find that I've discovered which can kick start the indexing of your site faster than you can expect.

But before I go to that, let me point out the important parts of the sitemap that your sitemap should have:

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As we all know, the major ping networks take a look at our site when indexing, and takes into consideration the 'meta info' we feed them (meta description and meta keywords). Now if you just made your site without really focusing on these back door elements - much needed on your site - chances are the indexing networks won't find you quickly.

It's important that you choose your niche or keywords properly. Otherwise, any means of optimization might prove to be futile.

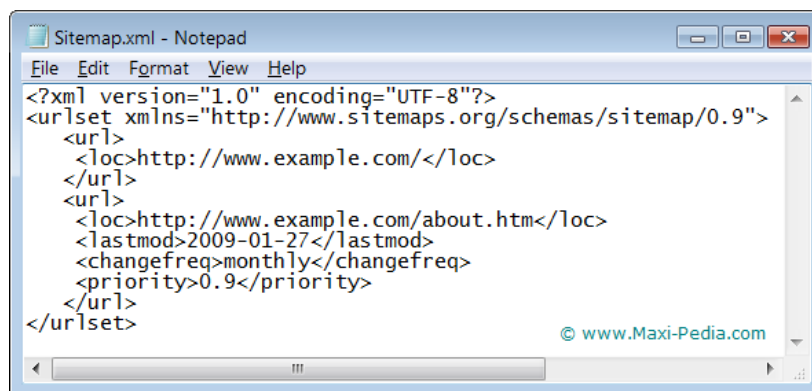
HINT:

In the past, I turned away from highly competitive keywords because I thought that without paid advertising methods, I won't be able to compete with those sites that got there before mine. As keywords and niches evolved, long tail keywords became very popular means. People knew that they won't find exact matches with broad searches anymore.

When I got to understand how sitemaps worked, things totally changed. Imagine being able to get indexed in a matter of a week or two. Wouldn't that be totally great?

Now it's not just submitting sitemaps that's important. As I learned and understood how these sitemaps interacted with the ping networks, I became aware that it's just a matter of how I allow these ping networks see my sites.

This is how a sitemap looks as generated by a sitemap generating tool:



```
Sitemap.xml - Notepad
File Edit Format View Help
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/</loc>
  </url>
  <url>
    <loc>http://www.example.com/about.htm</loc>
    <lastmod>2009-01-27</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.9</priority>
  </url>
</urlset>
© www.Maxi-Pedia.com
```

That's just for the regular sitemap that's generated for use by the Google XML Sitemaps plug-in. If you're only using this plug-in for your website, then you're missing a couple more steps to complete the indexing process.

Video Sitemaps

Video marketing is one of the most powerful strategies for ranking, and attracting

"Outsourcing Your Business Processes - Your Online Secret Weapon"

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. Videos have been found to create massive effects when it comes to site promotion.

While there are automated plug-ins that can create video sitemaps for you, you'd feel bad to find out that it doesn't recognize all video formats. By using automated plug-ins, you'd be leaving out part of your content as you submit your sitemaps. Unfortunately the video sitemap generator plug-ins we are currently able to install on our sites can only recognize videos from YouTube.

This means that videos from other uploaders and even those hosted in your site can't be mapped out as you create your video sitemap.

Creating your own video sitemaps

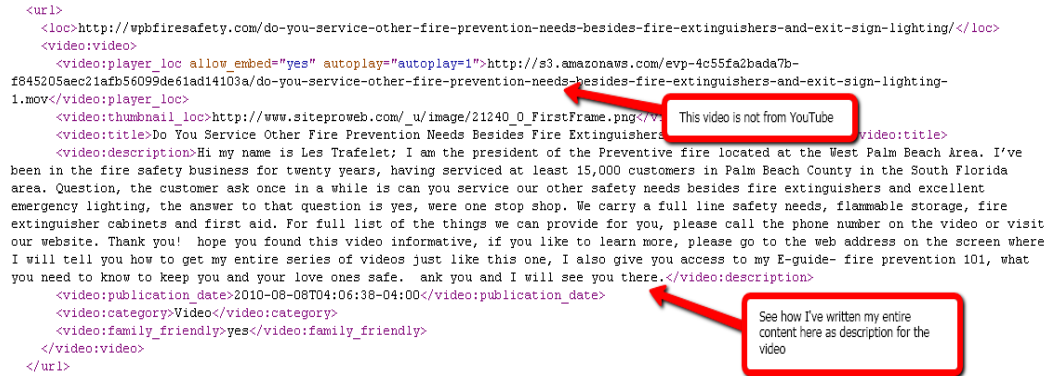
You need to understand the structuring of sitemaps in order to be able to create your own. And through this process, you can manually add in more information as you want the ping networks to see you.

Here's an excerpt of a regular video sitemap:

```
<!-- Created by (http://wordpress.org/extend/plugins/xml-sitemaps-for-videos/) -->
<!-- Generated-on="Month, Day, Year, Time" -->
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
<url>
<loc>http://yourdomain.com/</loc>
<video:video>
<video:player_loc allow_embed="yes"
autoplay="autoplay=1">http://www.youtube.com/v/GKucPaAKBQY</video:player_loc>
<video:thumbnail_loc>http://i.ytimg.com/vi/GKucPaAKBQY/2.jpg</video:thumbnail_loc
>
<video:title>How a internet marketing tool helped me go from 19 to 716 YouTube
Subscribers in less than 1.5 months!</video:title>
<video:description>Internet Marketing with Tube Toolbox</video:description>
<video:publication_date>2010-07-10T04:06:38-04:00</video:publication_date>
<video:category>Video</video:category>
</video:video>
</url>
```

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```
<url>
<loc>http://wpbfiresafety.com/do-you-service-other-fire-prevention-needs-besides-fire-extinguishers-and-exit-sign-lighting/</loc>
<video:video>
  <video:player_loc allow_embed="yes" autoplay="autoplay=1">http://s3.amazonaws.com/evp-4c55fa2bada7b-
f845205aec21afb56099de61adi4i03a/do-you-service-other-fire-prevention-needs-besides-fire-extinguishers-and-exit-sign-lighting-
i.mov</video:player_loc>
  <video:thumbnail_loc>http://www.siteproweb.com/_u/image/21240_0_FirstFrame.png</video:thumbnail_loc>
  <video:title>Do You Service Other Fire Prevention Needs Besides Fire Extinguishers</video:title>
  <video:description>Hi my name is Les Trafelet; I am the president of the Preventive fire located at the West Palm Beach Area. I've
been in the fire safety business for twenty years, having serviced at least 15,000 customers in Palm Beach County in the South Florida
area. Question, the customer ask once in a while is can you service our other safety needs besides fire extinguishers and excellent
emergency lighting, the answer to that question is yes, were one stop shop. We carry a full line safety needs, flammable storage, fire
extinguisher cabinets and first aid. For full list of the things we can provide for you, please call the phone number on the video or visit
our website. Thank you! hope you found this video informative, if you like to learn more, please go to the web address on the screen where
I will tell you how to get my entire series of videos just like this one, I also give you access to my E-guide- fire prevention 101, what
you need to know to keep you and your love ones safe. ank you and I will see you there.</video:description>
  <video:publication_date>2010-08-08T04:06:38-04:00</video:publication_date>
  <video:category>Video</video:category>
  <video:family_friendly>yes</video:family_friendly>
</video:video>
</url>
```



You can add more things as you create your video sitemap making it more detailed for the ping networks. Here's an example:

Now you might think that finding the right codes on your video embed code would be difficult. Here's a guide on how you can identify your video codes, especially those that are not hosted on YouTube:

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```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com
/pub/shockwave/cabs/flash/swflash.cab#version=6,0,40,0" width="480" height="360"><param
name="flashvars" value="file=http://www.yourdomainname.com/wp-
content/uploads/2008/01/videoname.flv&image=http://www.yourdomainname.com/wp-
content/uploads/2008/01/thumbimage.JPG" /><param
value="http://www.yourdomainname.com/mediaplayer.swf" /><embed
src="http://www.yourdomainname.com/mediaplayer.swf" width="480" height="360"
type="application/x-shockwave-flash"
pluginspage="http://www.macromedia.com/go/getflashplayer"
flashvars="file=http://www.yourdomain.com/wp-
content/uploads/2008/01/videoname.flv&image=http://www.yourdomainname.com/wp-
content/uploads/2008/01/thumbimage.JPG" /></object>
```

The above example code is the embed code structure for your own uploaded video file. In order to embed your video, you should replace the video upload path and player locations in this embed code. And add this code into your blog post. The code mentioned in

- **Green color** is your raw video file uploaded path.
- **Red color** code is the thumbnail image of the video.
- **Blue color** is video player uploaded path.

In order to be able to manually create your own video sitemap, you should have the following information:

1. Blogpost URL
2. Video file uploaded path
3. Video player uploaded path
4. Video thumbnail image location
5. Title of the video
6. Description of the video
7. Duration of the video
8. Tags for the video

As for the skeleton of your video sitemap, here's how Google Webmasters Video Sitemap Creation help details it:

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:video="http://www.google.com/schemas/sitemap-video/1.1">
<url>
<loc>http://www.example.com/videos/some_video_landing_page.html</loc>
<video:video>
<video:content_loc>http://www.site.com/video123.flv</video:content_loc>
<video:player_loc allow_embed="yes"
autoplay="ap=1">http://www.site.com/videoplayer.swf?video=123</video:player_loc>
<video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video:thumbnail_loc>
<video:title>Grilling steaks for summer</video:title>
<video:description>Get perfectly done steaks every time</video:description>
<video:tag>steak</video:tag>
<video:tag>meat</video:tag>
<video:tag>summer</video:tag>
<video:category>Grilling</video:category>
<video:family_friendly>yes</video:family_friendly>
<video:duration>600</video:duration>
</video:video>
</url>
</urlset>
```

The common structure **<url>** to **</url>** tag sums up the complete video sitemap instruction for a particular video post.

<loc> tag is the video embedded page url in other words post url that contains video. example: <http://yourdomain.com/how-to-upload-videos-and-images-in-media-library-of-wordpress-admin/>

<video:video> to **</video:video>** tag contains all the information about the video which you have inform to search engines via sitemap.

<video:content_loc> tag gives video uploaded path Example: <http://yourdomain.com/wp-content/uploads/2010/04/media-and-link-section.mp4>

<video:player_loc> tag is the video player uploaded path in your blog directory. For example: <http://www.yourdomain.com/mediaplayer.swf>

<video:thumbnail_loc> tag provides a thumbnail image of the video which shows in search engine search results. The thumbnail size should be 160×120 px. Example:

How to Use Virtual Assistants to Save Money – Outsourcing Secrets That Really Work!

<http://yourdomain.com/media-and-link160120.png>

<video:title> should be less than 100 characters. For example: [How to Upload Videos and Images in Media Library of Wordpress Admin](#)

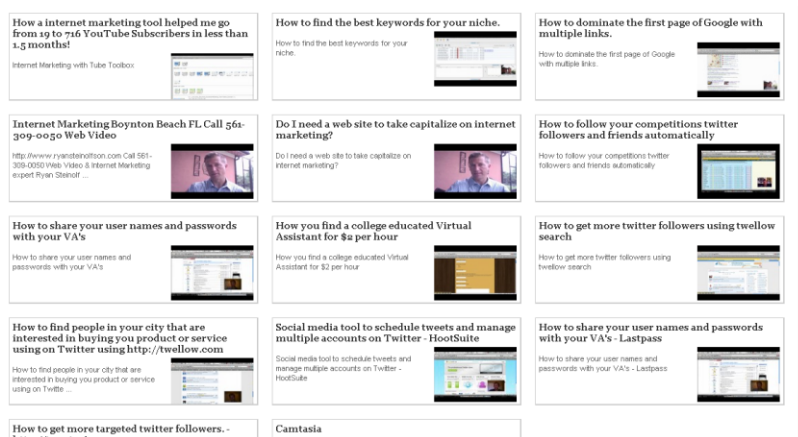
<video:description> You can use the actual text that accompanies your video as it is posted on your website or opt to simply put a brief but keyword rich description of your video.

<video:tag> are the keywords that you used to tag your video

<video:category> example: blogging

<video:duration> Length of the video in seconds example: 240

To add more videos to this video sitemap that you've started, you can simply copy from `<url>` to `</url>` and paste it again immediately after the `</url>` tag and replace all the second video information in this part note that at the end of the site map you should have the closing tag `</urlset>`.



You would know if you've created your sitemap correctly if it opens up via browser in this manner:

Should the one you've created shows otherwise, you would need to make revisions as there are errors on the video sitemap you've created.

IMAGES and RSS Sitemaps

In the same manner that you're getting your site indexed through the help of your regular sitemap and video sitemap, the same rule applies. Google takes keen attention to how we allow the images that we have on our website indexed. You can have a sitemap extension provide Google with just the right information that you want to show it.

Here's a guide on how to structure the sitemap for your images:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:image="http://www.google.com/schemas/sitemap-image/1.1">
<url>
<loc>http://example.com/sample.html</loc>
<image:image>
<image:loc>http://example.com/image.jpg</image:loc>
</image:image>
</url>
</urlset>
```

Google and the other ping networks get to index billions of images daily and get more image-related searches daily. You can take advantage of the opportunity of gaining traffic by making your images get included on the indexing process the right way. An updated sitemap file with the proper information about the images on your site would do the works.

SUBMITTING SITEMAPS

You've created your sitemaps and have activated your plug-ins correctly. Does this mean you're done?

No!

Your plugin may tell you it has submitted your site but it would surely make things a lot easier to track if you would use the help of Google Webmaster Tools to make sure that your sitemaps are really being indexed and properly indexed just the way you want it to be.

Plot Yourself on GOOGLE!

Google Maps

After submitting your sitemaps, Google Maps is your next pit-stop. Create your mark and plot yourself on Google maps and optimize your place online.



By owning your mark on Google, feed Google with enough link-juice leading to your site online.

Being plotted on Google, your website gets an authentic location on the map giving you credibility - since you need to verify your map listing via a phone call authentication - which you will get from Google.

On your map listing, you can incorporate videos from your YouTube account and images from either Flickr or Panoramio.

The reason why you need to incorporate such things to your listing is to:

- Interconnect your accounts providing an opportunity for more backlinking for you.
- Be able to add more tags and keyword rich description to your listing which google needs for indexing.

The concept of creating all these is to create a spiderweb-like connection among online profiles to your site. We're showing Google that your site is credible and viable. The opportunity of providing as much link juice to Google is something that you should take - especially when the opportunity that's being offered to you is FREE!

Maximize Google's capacity to give you that extra edge - before you know it, you're site is getting indexed far faster than those sites who depend on just ONE system for promotion.

Directory Submission

As the name implies, this means submitting the URL of your website to directories. This is a tried-and-tested way to build links, establish your brand in your niche, and eventually generate more traffic and increase your page ranking results in the major search engines.

It may seem a simple linking method, but there are several things to bear in mind when it comes to submitting your site to directories.

There are free directories where you can simply submit your site and wait for it to be approved. Open Directory Project (DMOZ) is one good example. On the other hand, many directories such as Yahoo! Directory and Business.com demand a certain fee for site submission. Both have some pros and cons. For instance, links in some free

directories do not last long enough compared to paid listings. Of course, having a budget for paid directory submission will be better.

Submit your site under the appropriate category, and:

- Bear in mind that if your site does not appear in that category, chances are your competitors are there, getting the much-needed exposure and making an online presence as an expert in that field.
- Submit your site according to your niche. Should you decide to also submit your site to general directories, go for the most reputable ones.
- If you already have a list of directories, do not submit your site to all of them at once. Spread it out over a certain period of time. Google takes into account the average number of links your site gets in a week, for instance. If you submit your site to 100 directories (free and/or paid) at one time, and after that, stop the directory submission task, it may look unnatural to Google spiders, and may thus affect your search engine ranking.

If possible, submit your sites regularly. It is not just about submitting your site. It is also making sure that your link still exists in those directories after a certain period of time.

When it comes to the **anchor text**, it is much better to use our main **key phrases** instead of the name of the site. However, many directories do not allow you to do so. If this is the case, make sure to incorporate your main key phrases to your site description.

Backlinking

This is simply creating links that point to your site from other websites. The more high quality backlinks your site has, the better your search engine ranking will be. Think of it as a contest. If your site has no links, no one knows about it. However, if you're getting a lot of backlinks, Internet users (and search engines) will notice your site, especially if those links are coming from the same industry or field you are in.

There are several ways to create backlinks back to your website before submitting the comment for approval.

Anchor Text

With anchor text, use a key phrase that you are targeting, and when posting comments to multiple blogs, make sure to use *different* key phrases for the anchor text.

Blog Posts

You can start with posting comments on blogs. All you have to do is find a blog that is related to your site, read the blog entry then post an interesting comment.

Take note that while it's the backlink that you're really after, be decent enough to read the blog post and put something that can contribute to the discussion. We all want to improve our ranking in search engine results pages, but it does not mean you can go ahead and annoy blog owners by submitting comments not related to their content.

Forum Posts

Another backlinking method is **forum posting**. Find online communities that are related to what your site is all about. Register then put the URL of your site in your profile. After that, be an active member of the community. Post useful comments and in the signature line, you can include at least one link that points to your site.

Blogging Platforms

Create free blogs using several blogging platforms such as blogger and Wordpress. Write blog posts about a topic that's related to your site on a regular basis, and then include your URL in the blogroll. Aside from an additional backlink every time you create a blog post, you can incorporate your main key phrases as anchor text for the links within the content.

Social Bookmarking

Make your presence known in social bookmarking sites. Reddit, Digg, and StumbleUpon are some of the very popular sites that can drive visitors to your site and create brand awareness. You need to write interesting articles on a regular basis to your site so you have something to bookmark in those bookmarking websites.

Article Submission

Keyword-rich Content

Content plays a significant role in your search engine optimization efforts. It has always been said that content is king - it still holds true and will likely stay that way. However, it's not just any other content. It should be keyword-rich and at the same time, informative.

To generate traffic and stay ahead of the competition, you need to have a regular flow of new, informative, and interesting content. Whether it's an article or a blog post, it is necessary to let your target market know the products and/or services that you are offering.

Be Informative

Article submission is a very effective way to use content in building links and improving your search engine ranking. Write an informative article with the keywords that you're targeting, make different versions out of it, then submit them to article directories.

It's simple enough, but very time-consuming. You can outsource this writing task or seek the help of freelance writers to ensure the constant supply of new content or find

an article creation software or program that enables you to have versions of one article in a much shorter period of time.

Author Box

How can article submission help in link building? The key is in the links that you can add to your author box or resource section usually found at the bottom of every article. The number of links that you can add depends on the article submission site.

Key Phrases

For these links that point to your site, make sure to use your main key phrases in the anchor text. A link with anchor text of “web design tips” has more weight than “www.xxx.com”. Also, vary the anchor text that you use to make your content look natural to Google.

Article Creation

So how many articles do you need to submit? It’s so easy to create many articles and submit them, but many site owners cannot keep them coming. This should be an *ongoing process*, keeping in mind that while you need all the links that you can get, the content should be both *useful and interesting*.

Submitting Articles

Submitting articles to multiple submission sites will also help establish your brand as an expert in the field that you’re in. Be patient and stay determined. You will soon see the sweet fruits of your labor!

Forum Marketing

Forum participation is another method that you may want to consider using as you tell the world what a great site you have. You’ve done directory and sitemap submissions already but you a simple comment you post on someone else’s site may greatly impact on your own site.

Considered to be another back linking process, forums not only allow you the freedom to post your URL to another site. You’re also allowing the forum or blog site’s readers to share information that you and your site can offer.

You may think “Why should I bother visiting and poking on other people’s websites when I have my own to handle?” While selfish as the idea may sound, you can actually turn the small favor of visiting and posting on their site to something that you would actually benefit from.

As the saying goes, give a little bit of yourself to the world and before you know it, there’d be a lot of blessings that would come your way.

These online forums are centers for conversation that dig in to a particular topic. You may learn a lot from them or perhaps be able to help others with a few tips you can pitch in while you're there (That's called PARTICIPATING or 'joining the conversation'). And that's how you get people to subscribe to you and your site, newsletter or product.

To further explain this method, let's first distinguish the words **forum**, **group** and **community** from each other.

By using **FORUM**, we mean a place online where people are free to post questions and find answers to their questions about a given topic. While the process may sound pretty simple, there are 4 significant rules that you need to abide to in order to participate and eventually get your targeted leads:

1. You've got to REGISTER!

You might not be fond of registering because of the amount of spam that you get whenever you do register, Forum sites normally require registration to help them prevent the so called "forum spam ads". By signing up with them, you are assuring them that you are not among those persona-non-grata they're trying to avoid. You'd then receive a confirmation email of your registration to verify and then you're ready to start.

2. By posting on a forum, your main goal should be to help someone.

Yeah, yeah... you're main reason for even registering is to get the much wanted traffic to your site. Keep in mind however that there are certain rules of engagement that you need to maintain in order to get to your goal. **Never do a hard sell when you post.** This would make the other members consider you 'spammy' and would thus cause your eviction from the forum. Another thing that hard selling can cause, is to repel rather than attract your targeted audience.

You register with these forum sites because you want to build relationships. Your **signature file** will would attract people to sign up. This automatically appears at the bottom of your posts which should include a link to your website.

3. Play by the Rules

Almost all forums have rules that direct the behavior of all its members. To summarize, you need to post valid questions or helpful answers. Never spam the forums by posting sales pitches. Direct advertising is also not allowed. Politeness is something that is always expected of each member.

REMEMBER:

Forums are among the best places to get to know your prospective clients. In due

course, you'll get to see or figure out their interests. Directly contact those forums you find are interested in your topic.

On Creating your Forum Signature File

As previously explained, you're not allowed to just go inside a forum and post invites for people to buy or sign up for anything on your site. Doing this would just get you banned from the forum sooner than you would have hoped for.

You might ask, what's the point of joining at all?

The main reason for joining is because you are allowed to put a **link pointing to your site** on your signature. Whenever you post, this signature would appear below your posts. Now where's the best spot to put that kind of link going back to your site?

For example, most forums let you add a line or two telling people what to expect when they get to your site.

Here are signature patterns that you can customize:

For free instant access to _____ [your niche topic] newsletter: [paste in your full URL] now.

Click here _____ [paste in your full URL] for instant membership to the free _____ [your niche topic] newsletter.

Instant access to free newsletter about _____ [your niche topic] here: _____ [paste in your full URL].

Save your problem dog! Free dog training advice from top experts:
_____ [paste in your full URL]

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These are all **Forum Signature File Samples** extracted from the Acme People Search Affiliate Program Support Forum

Wong Tooi Giap

[Unisuccess Space](#) :: My Branded Central Business Hub
[Acme People Search](#) | [Power List Marketing](#)

Gary Chapelle

[My ACME People Search Business](#)
[Maverick Money Wizard](#)
[Use Co-registration Leads to Build Your List](#)

See how lovely these links show up at the bottom of posts?

Donna Scheenloop

[Learn PPC](#) 😊
[SEO Link Building System](#) 😊
[Building On A Budget](#) 😊

Ramesh Rathinam

Please let me know how may I help you? [Are you New to APS and Got Questions?](#)
[Get Automatic Content to Your Blog!](#) [My New Dating Site!](#)

Finding Forums Related To Your Topic

Now finding a forum that relates to your site's topic is very easy. Simply Google your keywords and include the word "forum" to it.

Once you do a search, click on each of the links and see if the members are linking to commercial websites in their own signature files. If yes, then it's probably a good forum to register on.

I'm pretty sure you've found quite a lot of them on your first search. Here are three tips to guide you on your forum selection.

#1 – Make sure that the forum will let you put links on your signature file. Check on the forum rules first. These rules are normally located on the Stickies category.

#2 – Make sure you join forums with a huge member base. Make 1000 members your minimum criteria when choosing a forum site. This way, you're sure that there's an opportunity for a lot of people to find interest in you - and your signature file.

#3 – See to it that the forum you're joining is active. Check on the dates of the posts. The forum you choose should have members posting on it daily.

NEXT:

Using the above tips, create a list of their names and URL. Once done, you're ready to join and participate.

Using Forums to Help You Get Leads

When you're all set up, each post you make would include a "signage" or "billboard" - your signature file – which should be the one advertising your site or opt-in page.

Want to know the secret of getting people to click on your signature file?

You'd find out that it's very simple:

Be yourself – friendly and undeniably helpful!

As you bond with your fellow forum members, you'd find out that these people tend to be curious and yet loyal virtual companions. If you're the type of member that's approachable by other members, you'd easily be able to create a bond with them. You'd be able to get special attention when you show other members that you're willingly giving out knowledge freely.

By developing a good reputation within the forum walls, other members will sooner or later be curious enough to click on your signature file link to find out more about you and your site.

By saying this, I only mean one thing...

You need to post to forums daily for starters.

And when I say post, I mean posting several times a day!

If you enjoy the topic, you won't have a hard time doing this process. Come to think of it, it may turn out to be a fun thing to do for you. Once you've built a large subscriber list, that's the time you might want to tone down on your posts.

When your list starts making you big bucks, you'd probably decide to keep a few of those forums active simply because you love what you do.

You need to have a plan that you can follow so that you'd always remember to post.

At the end of this chapter, you'd find a "Daily Forum Checklist" that you can use for your regular postings. Use this as your to-do list so that follow-on posting will not be forgotten.

Daily Forum Checklist Form

Use this checklist to keep track of your daily forum postings. Remember, the more you post, the more visitors you'll get!

Start Date: ___ / ___ / 20__

Forum #1

Title: _____ www.

Post #1 Done! Post Title: _____

Post #2 Done! Post Title: _____

Post #3 Done! Post Title: _____

Post #4 Done! Post Title: _____

Post #5 Done! Post Title: _____

Forum #2

Title: _____ www.

Post #1 Done! Post Title: _____

Post #2 Done! Post Title: _____

Post #3 Done! Post Title: _____

Post #4 Done! Post Title: _____

Post #5 Done! Post Title: _____

Forum #3

Title: _____ www.

Post #1 Done! Post Title: _____

Post #2 Done! Post Title: _____

Post #3 Done! Post Title: _____

Post #4 Done! Post Title: _____

Post #5 Done! Post Title: _____

Forum #4

Title: _____ www.

Post #1 Done! Post Title: _____

Post #2 Done! Post Title: _____

Post #3 Done! Post Title: _____

Post #4 Done! Post Title: _____

Post #5 Done! Post Title: _____

Forum #5

Title: _____ www.

Post #1 Done! Post Title: _____

Post #2 Done! Post Title: _____
Post #3 Done! Post Title: _____

Timeline

Process Map



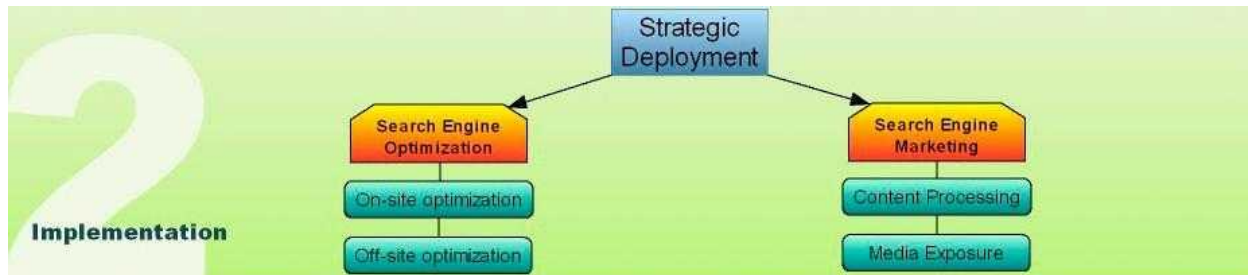
STEP ONE:

- From the day you find your niche, spend about 2 to 3 days studying your market and competition. This would give you enough idea of the kind of campaign that you want to run for your domain.
- Knowing the competition and amount of search volumes would give you enough guidance on the depth of the campaign you want to do.
- Our target is to create sites fast but in an efficient manner. A common problem that most virtual assistants get as they venture to help site builders is that their clients often don't have a concrete plan on how to build their sites. They end up spending too much time going back and forth fixing little things, tweaking and adding and removing stuff from the site.

Generally, with the plan that I've presented above, we can develop a site as fast as one day and have it set for optimization within three days.

STEP TWO:

When you're done with your personal study and have applied it to your site, you're ready to move on to step 2.



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As soon as you're done setting up the site, you can move on to launching it for the whole web to see.

During the set up period we often need some time to set up and automate the SEO process as much as possible.

Creating of the online profile accounts would most likely take two to two-and-a-half days.

While there are automated systems like SENuke and Traffic Geyser, most times we still need to go to all the online accounts listed in those systems and manually create accounts before submitting anything. Other times some portals (like Ping.fm) we can interconnect our online profiles and somewhat automate the process.

When all your profiles are set, using these methods would be a breeze.

When doing this yourself, always keep a tracking sheet so you can see all the accounts you have so you can plot the progress of your campaign.

All things being equal, you should see measurable progress within the first 3 weeks of site set up.

IN SUMMARY:

The most important thing to keep in mind is FOCUS.

Yes, I understand the thought of making many thousands of dollars using the 'System' taught by your newly acquired 'online marketing guru' is very seductive. But beware and keep a reality check. You need to create your own system from these methods, and not depend entirely on what is on someone else's "Menu". It may have worked for them but not necessarily for you - you have different strengths and weaknesses (yes, we all have them!).

Outsourcing correctly requires a change in mindset.

You see...most people in business are so used to bursting their own boiler to get stuff done, that giving their work to other people is very foreign to them - almost unnatural. They think "I'll do it myself and get it done faster and better."

That's exactly the wrong mindset. You must delegate the work; otherwise you'll always be forever working IN the business rather than on growing the business.

Initially you may well get the job done faster and better, but you're still limiting the amount of stuff that gets done, and have no time to plan.

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When you change your mindset, you start giving routine work to other people and letting them figure it out. ***That's the secret.***

And no, I'm not talking about giving business ***decisions*** to others. That's still YOUR job and you should continue to do it. When you hire a VA, don't tell them you expect them to be totally self-directed and to work without supervision and to figure everything out on their own.

I'm talking about giving away ***tasks*** that someone else can do.

Once your virtual assistants learn these processes, 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 ranks, and your revenue rise exponentially alongside their knowledge and their potential of growing your business.

Lastly, when you're outsourcing these tasks, make sure you:

- Get people who are reliable and have a feel for the challenges ahead.
- Find passionate VA's who work more for the opportunity rather than the money.
- Maintain realistic expectations. Good VA's are your ultimate 'Secret Weapon'.

I hope you enjoy your next site building adventure!

THE NEXT STEP:

If you feel working with us is appropriate, and you are serious about changing your business and improving your lifestyle, you should contact me for a no-cost, obligation-free discussion.

I look forward to hearing from you soon!

Cheers,

Alan



Village Media Marketing

ALAN PERKINS

Mob: +61(0)408 102 512

Skype: villagemedia

Web: VillageMedia.com.au

eMail: alan@villagemedia.com.au

"The Rules Have Changed... Forever"

