



Every Virtual Assistant Needs a Strong Online Presence. This Is Why

Building a VA business? Great! Congratulations! Being self-employed is a fulfilling and rewarding lifestyle. Before you get too far into that business plan, are you planning on having a website? If you're going to be a virtual assistant, you need one. Here's why:

Your Clients are Online

You're a virtual assistant. Emphasis on **virtual**. That means your business operates online, via the internet, email and perhaps instant messaging and conferencing. If you're without an online presence, you're missing out on clients. The majority of your clients will be online business owners. That means they're very Internet focused. They'll turn to the internet first to search for a provider.

Now that's not to say that you won't have local clients. You might. However, they'll still likely search for you online. It's how our society buys products and services.

Your Website Establishes Your Credibility

Many VA tasks are focused on the Internet. You might be managing a blog or forum. You might be proofreading and uploading articles into

article directories. You might be managing affiliates for a business. All those tasks require a good degree of comfort using online technology. Your website helps demonstrate your ability to use the internet. It demonstrates that you're comfortable online and skilled with using technology. Click [here](#) for some of the resources I use online to keep in touch with my team and clients.

If you don't have a website, many of your clients may wonder why not. They may simply disregard you because you're not online.

Your Website Markets Your Services

Your website accomplishes a number of marketing tactics. It communicates your services and fees. It answers any questions a prospect might have about your services, practices, and policies. It also showcases your personality. You'll likely have an "About Me" page. This is useful for telling your story. However, the word choice, design and feel of your site also helps communicate your personality and brand your business.

Your website can also broadcast your successes. You can list your testimonials. You can cite awards you've earned. You can communicate organisations you're a part of. You can also list the companies you've worked with. All of this helps establish you as a credible service provider. Your website can be used to build trust with your prospects.

Finally, you can use your website to facilitate many of your business functions. Communications, payments and even inquiries can be managed through your website. You can also use your website to generate more income by affiliating with products or services and by selling advertisement space.

In short, if you're going to be a Virtual Assistant, do it the right way. Create a website that helps you build and grow your dream business. If

you're a new VA and can't afford to pay someone to build you a website, [here](#) are some free resources to help you build your own and, in the process,, you'll learn a new skill.

I have teamed up with a professional web designer who offers a website at an affordable price. Click [here](#) and have a chat to Joe.

Carol