

## How to Maximize your Internet Resources to Gain New Clients

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*Today's virtual assistant will benefit greatly from having their own website to market to potential clients. Virtual Assistants can effectively broadcast their Internet and office proficiency as well as talents and skills on their website. This article outlines several internet marketing strategies that Virtual Assistants can implement immediately to increase your efficiency in marketing to potential clients.*

**Use Social Media and Social Bookmarking Websites.** Social Media websites such as Facebook, LinkedIn, and Twitter are beneficial network and marketing websites. Social Media websites can prove to be valuable in marketing your website and the services that you offer to potential clients.

Social bookmarking sites such as Digg, StumbleUpon, and Reddit, are simple; yet profitable when wanting to drive traffic to your website. These websites will aid you in establishing your brand and encourage traffic to your website. There has been an increased trend with internet based business owners; therefore, implementing a strong marketing platform will improve your website's traffic and your client base.

**Use Blogging.** Blogging is another website in the form of social media. A blog combines commentary, images, and/or links to your website. A blog allows you the opportunity to keep an online "diary" of your thoughts, progress, events and articles that pertain to your website and business. Additionally, your blog encourages user participation and allows your readers to comment on the information posted in your blog. Furthermore, several social bookmarking sites will allow you to link your blog to your social bookmarking account; which will increase your targeted audience.

**Use article marketing.** Writing articles for publication is an effective tool for driving traffic to your website. Websites such as Ezine Articles and Aweber allow you to share your knowledge, expertise, wisdom and in return you can receive traffic back to your website. Many article publishing websites allow you to post a profile of yourself, your business and your website at the end of each article; which will promote your business and build increased traffic to your website and/or blog.

**Describe your services offered accurately.** Your website is your blueprint for the service that you are offering to potential clients. When listing your services you want to be accurate and precise without becoming too wordy. Using keywords to give a description of the services you offer will amplify your potential client contacts.

**Offer discounts for those who book your services through your website.** Promote your services and make use of your website traffic by offering online discounts and/or specials. Also, rewarding your current client base for referring friends, family and colleagues is an attractive incentive and will increase client retention.

**Provide testimonials from current or past clients.** Posting testimonials on your website is an effective tool in gaining prospective clients. Potential clients will relate their business needs with your current client base. Therefore, reading testimonials from current or previous clients provides potential clients with a history of your work ethic. It will entice prospective clients to contact you.

**About Us/History Page.** Listing your experience, expertise and/or education will provide your potential clients with an outline of your background. Your experience, expertise and/or education will lay a foundation for you and your new client to build upon.

Staying one step ahead of your competition is essential when marketing your website and business. Consider implementing the tools listed above and you are already on the course for success. Agnes Ikotun, the owner and operator of AI Virtual Solutions, is a wealth of information; look forward to the near future release of her excellent e-course, **“How to Use Your Website to Gain Potential Clients”**. This e-course will help maximize your potential for gaining new clients and referrals using your website. It's a small investment in the future of your business, and definitely worth it.