

743 Tasks A VA Can Perform Within Your Business

Version 1.1

Written by: David Judge

Introduction

Welcome to '743 Tasks a VA Can Perform Within Your Business'.

In all honesty Version 1.0 of the Document had 743 tasks, however we're already at Version 1.1 updated a few days ago with just under 800 tasks and growing.

Why did I create this Special Report?

One of the most common questions clients ask is... 'How do I understand the tasks I can get my VA to perform'?

Once you have your VA underway and understand how good it really is to have them onboard, you quickly fill up their time.

When you're looking at a VA at the beginning it's really a case of 'You Don't Know, What You Don't Know' which is the main reason I've created this report... to give you an idea of the tasks you can get a VA to perform in your business.

To be clear... This list is created **PURELY by my team** where I asked them to list the tasks they complete throughout their week. Since creating this list the actual tasks have grown, especially as more clients come on board with new unique tasks to complete.

You are getting a **REAL LIVE DOCUMENT** of **REAL PEOPLE** that is constantly growing as a result of their own hands on experience.

To make it even easier for you, I've separated the tasks into categories, for example Administration tasks are all under the Admin section, Sales and Marketing Tasks... yep you guessed it, they're under Sales and Marketing.

I've also added a table of contents you can click on to jump straight to that page and have labelled each task as a UVA or a SVA.

What are UVA's and SVA's you ask?

A Universal VA (UVA) is a person that can perform a number of general tasks in your business and a Specialist VA (SVA) is a person that would specialize in those tasks.

An SVA for example would be an Accountant, Server Administrator, Web Developer, Advanced Video Editor, or Advanced Content Writer. For this type of person to perform right away they would generally need to have a form of Formal Education.

The good news when it comes to SVA's, is you can actually train them over a period of time, meaning you can take a UVA and turn them into a SVA if you're able to invest a little time.

Ok, that's it!

If you have any questions or comments I'd love to hear from you and trust this document will be of real value to you.

To Your Business Success,

David Judge

Table of Contents

Introduction	2
Bookkeeping.....	6
Purchasing.....	6
Invoicing	6
Human Resources Management	7
Recruitment	7
On-boarding.....	7
Payroll.....	7
Operations.....	8
Team Management.....	8
Administration.....	9
Skype.....	9
Email.....	9
Transcription	10
Outbound Calls	10
Remote Access / Connecting to your clients computer.....	10
Tracking Packages	11
Travel Arrangement	11
Meeting Minutes.....	11
Calendar Management.....	11
To-Do Lists	12
CRM Management.....	12
Sales and Marketing.....	13
Creating a Podcast	13
Creating a Video	13
Direct Mail Outs	13
Colour Brochures	13
Email Campaigns.....	14
Creating Follow-up Email Sequences	14
Email Newsletters	14
Competitor Analysis	15
Website Development	16
Website Management.....	17

Website Content Development	18
Website Publishing / Migration	19
Website Content Mark-up	20
Google Authorship	20
Schema Mark-up.....	20
Contacts Management	21
Social Media.....	22
Content	22
Facebook.....	23
Pinterest	23
Twitter.....	24
LinkedIn.....	24
Google+	25
Google Places Local	25
YouTube	25
Video Slideshows.....	26
Photobucket.....	26
Google Alerts.....	26
Paid Advertising	27
Facebook Advertising	27
Google Advertising.....	27
Search Engine Optimisation	28
Content	28
Keyword Research.....	28
On-page SEO	28
Creating Business Profiles	29
Reverse Engineering	29
Guest Posting	30
Forum Posting	30
Social Bookmarking	31
Tracking Mentions.....	31
Mini Blogs	31
Campaign Management.....	32
Final Words.....	33

Bookkeeping

Purchasing

	Task	Type of VA
1	Prepare purchase order in accounting software	SVA
2	Reconcile purchase orders against products / services required	SVA
3	Have purchase order approved for processing	SVA
4	Send purchase order to vendors	SVA
5	Verify and note if purchase orders were received by vendors	SVA
6	Follow up with vendor if purchase orders are not acknowledged on time	SVA
7	Note due date of delivery of order	SVA
8	Follow up with vendor if order is not delivered on time	SVA
9	Note if orders have been delivered	SVA
10	Mark purchase order as completed in records	SVA
11	Receive invoices from vendors	SVA
12	Reconcile vendors' invoices with completed purchase orders	SVA
13	Request for approval of payment of vendors' invoices	SVA
14	Notify payer that vendors' invoices have been approved for payment	SVA
15	Reconcile actual payment against vendors' invoices	SVA
16	Note of any discrepancies during reconciliation	SVA
17	Prepare adjustments to correct discrepancies	SVA
18	Have adjustments checked and approved	SVA
19	Communicate discrepancies to all concerned so adjustments can be made	SVA
20	Make necessary adjustments in records	SVA
21	Mark vendors' invoices as paid	SVA

Invoicing

	Task	Type of VA
22	Prepare invoices in accounting software	SVA
23	Reconcile invoices against products / services delivered	SVA
24	Have invoices approved for processing	SVA
25	Send invoices to clients	SVA
26	Verify and note if invoices were received by clients	SVA
27	Follow up with clients if invoices are not acknowledged on time	SVA
28	Note payment due date of invoices	SVA
29	Follow up with clients if payments are not received on time	SVA
30	Note if payments have been received	SVA
31	Reconcile actual payment against invoices	SVA
32	Note of any discrepancies during reconciliation	SVA
33	Prepare adjustments to correct discrepancies	SVA
34	Have adjustments checked and approved	SVA
35	Communicate discrepancies to all concerned so adjustments can be made	SVA
36	Make necessary adjustments in records	SVA
37	Mark invoices as paid	SVA

Human Resources Management

Recruitment

	Task	Type of VA
38	Create job descriptions to be used for posting job ads	SVA
39	Post job ads on job sites and social media sites	SVA
40	Assess each applicant for suitability to the job	SVA
41	Recommend shortlisted applicants for interview	SVA
42	Notify unsuccessful applicants	SVA
43	Administer assessment tests to applicants	SVA
44	Interview shortlisted applicants	SVA
45	Provide feedback on shortlisted applicants	SVA
46	Recommend which applicant to hire	SVA

On-boarding

	Task	Type of VA
47	Facilitate in creation of team members' accounts for time tracking software	SVA
48	Facilitate in creation of team members' accounts for task management software	SVA
49	Invite / add team members to organizations / projects on time tracking software	SVA
50	Invite / add team members to organizations / projects on task management software	SVA
51	Facilitate in creation of team members' profile with accounts (for payments)	SVA
52	Prepare contracts and other documents for team members to sign	SVA
53	Introduce new team members to the rest of the team	SVA
54	Explain team members' responsibilities and tasks	SVA
55	Explain company's expectations from team members	SVA

Payroll

	Task	Type of VA
56	Monitor and update weekly employee hours	SVA
57	Prepare weekly summary of employee hours	SVA
58	Prepare purchase orders for each employee's pay for the week using accounting software	SVA
59	Process purchase orders for each employee's pay for the week using accounting software	SVA
60	Answer queries from employees about their hours and pay	SVA
61	Reconcile employees weekly hours and pay	SVA

Operations

Team Management

	Task	Type of VA
62	Create Overall Job Description	SVA
63	Daily Roll Call to ensure team members are on time	SVA
64	Contact Team members that are not present at start time	SVA
65	Break Job Description into Monthly Tasks	SVA
66	Add monthly tasks to summary sheet for tracking	SVA
67	Break Monthly tasks into weekly tasks	SVA
68	Add weekly tasks to summary sheet for tracking	SVA
69	Organize weekly tasks by priority	SVA
70	Review weekly accomplished and pending tasks	SVA
71	Monitor team members performance	SVA
72	Receive feedback from team members about their performance	SVA
73	Discuss challenges and issues with team members and come up with solutions	SVA
74	Look for ways to grow and expand team members tasks with additional value adding tasks	SVA
75	Performance manage Team Members where necessary	SVA
76	Offer feedback and appraisal on tasks	SVA
77	Liaise with clients on the specific team members performance	SVA
78	Email client daily on progress updates	SVA
79	Contact clients for ongoing updates and feedback	SVA
80	Train team members on specific tasks	SVA

Administration

Skype

	Task	Type of VA
81	Creation of Skype Account	UVA
82	Lease of local Skype Number to add to account	UVA
83	Allocate Skype number (if you have a business account)	UVA
84	Allocate Skype credits (if you have a business account)	UVA
85	Allocate voicemail (if you have a business account)	UVA
86	Add Skype credits to personal account	UVA
87	Receiving incoming calls to Skype number	UVA
88	Make outbound calls from Skype	UVA
89	Creation of groups in Skype	UVA
90	Monitoring of groups	UVA
91	Offering live support via groups	UVA
92	Configure style of group	UVA
93	Adding people to groups	UVA
94	Removing people from groups	UVA
95	Monitor teams outbound calls (numbers and length of calls)	UVA
96	Configure Voicemail	UVA
97	Record Voicemail message	UVA
98	Respond to Voicemail messages	UVA

Email

	Task	Type of VA
99	Set up email client / account	UVA
100	Recording and storing passwords	UVA
101	Adding backup / secondary contact details to account	UVA
102	Verifying secondary account	UVA
103	Creating canned responses and templates	UVA
104	Adding client signatures to email template	UVA
105	Monitoring and prioritising emails for client	UVA
106	Responding to emails for client (basic responses)	UVA
107	Add appointments to calendar from	UVA
108	Adding and controlling spam filters	UVA
109	Marking emails as spam	UVA
110	Setting up email reminders / notifications	UVA
111	Setting up auto-responders	UVA
112	Setting up mail forwarders on server	UVA
113	Adding email accounts to Skype	UVA
114	Escalating Emails for someone to reply	UVA
115	Forwarding emails	UVA
116	Labelling emails organize into folders	UVA
117	Setting up email filters for incoming emails	UVA

Transcription

	Task	Type of VA
118	Load video / audio to transcribe	UVA
119	Listen to Audio / video and type	UVA
120	Re-listen to Audio / video whilst reading through transcription at the same time	UVA
121	Make corrections based on second listening	UVA
122	Flag any uncertain words	UVA
123	Seek second opinion on uncertain words	UVA
124	Send final transcription for approval	UVA
125	Make final adjustments and corrections	UVA
126	Convert transcription to .srt or other required file format	UVA
127	Place transcription at required location	UVA

Outbound Calls

	Task	Type of VA
128	Understand purpose of outbound call	UVA
129	Create script	UVA
130	Create Spreadsheet to record relevant call data	UVA
131	Source contact numbers to call	UVA
132	Review script after first 10 calls	UVA
133	Adjust script to reflect changes for improvements	UVA
134	Re-test script for 10 calls and adjust script again	UVA
135	Arrange call backs if requested	UVA
136	Record relevant call data	UVA
137	Send out brochures if requested	UVA

Remote Access / Connecting to your clients computer

	Task	Type of VA
138	Connect to clients computer	UVA
139	Run reports on clients computer	UVA
140	Access clients CRM and make edits and updates	UVA
141	Setting up and configuring clients emails, programs, etc	UVA
142	Printing documents locally for client to send	UVA
143	Installing updates on clients computer	UVA
144	Completing forms on clients computer and printing	UVA
145	Completing data entry on clients computer	UVA
146	Training client and team on tasks using clients computer	UVA
147	Learning new tasks by watching client on their computer	UVA
148	Managing clients diary, calendar and to do list via remote access	UVA

Tracking Packages

	Task	Type of VA
149	Book package to be collected (website or call)	UVA
150	Record tracking number	UVA
151	Track package whilst in transit	UVA
152	Contact courier if there are delays in delivery time	UVA
153	Call delivery driver to get an approximate ETA on delivery	UVA
154	Contact client if there are any delays or issues they need to be aware of	UVA
155	Take a record of the receipt of delivery and file as per client instruction	UVA

Travel Arrangement

	Task	Type of VA
156	Gather necessary information from client (Travel Dates, preferred time, etc)	UVA
157	Look through local websites to find the most suitable flight	UVA
158	Call local agents as a cost comparison	UVA
159	Search for hotels for client, based on requirement	UVA
160	Contact hotels to confirm any special requirements from client	UVA
161	Search for any other requirements (travel, food, etc)	UVA
162	Create basic itinerary for client	UVA
163	Contact client to discuss itinerary	UVA
164	Book flights and accommodation for client	UVA
165	Call to confirm accommodation 2 days before arrival	UVA
166	Check departure times and communicate with client if there are any changes	UVA
167	Track clients safe arrival and call accommodation to inform if any check in delays	UVA

Meeting Minutes

	Task	Type of VA
168	Create itinerary of meeting	UVA
169	Send invitations to attendees	UVA
170	Send follow up emails to attendees where necessary	UVA
171	Connect to terminal where meeting will be held	UVA
172	Ensure you can hear all participants before meeting starts	UVA
173	Record audio of meeting for client	UVA
174	Make notes of the meeting pointers	UVA
175	Transcribe the meeting notes for client	UVA
176	Upload a recording to cloud	UVA
177	Distribute meeting notes	UVA

Calendar Management

	Task	Type of VA
178	Setting Individual Meetings	UVA
179	Setting Group Meetings	UVA

180	Setting recurring meetings	UVA
181	Sharing Meeting Invites	UVA
182	Sending Meeting Reminders	UVA
183	Calling to confirm meeting appointments	UVA
184	Creating a daily meeting summary and sending via text message as a reminder	UVA
185	Prioritizing meeting appointments (and colour coding)	UVA
186	Re-scheduling Meetings	UVA
187	Adding Local Holidays	UVA
188	Adding important local event alerts	UVA

To-Do Lists

	Task	Type of VA
189	Setting up to do lists	UVA
190	Breaking main tasks into smaller tasks when adding to the to do list	UVA
191	Setting up reminders for to do lists	UVA
192	Sending reminder text messages and emails for to do list tasks	UVA
193	Removing and adding tasks on to do lists	UVA
194	Prioritizing to do list tasks	UVA
195	Delegating to do list tasks	UVA
196	Follow up to do list tasks	UVA
197	Daily re-organisation of to do lists	UVA
198	Scheduling to do lists in Calendar	UVA

CRM Management

	Task	Type of VA
199	Data entry into CRM	UVA
200	Entering prospects	UVA
201	Tracking prospects	UVA
202	Delegate tasks from CRM	UVA
203	Add appointments to calendar from CRM	UVA
204	Set up Company Projects on CRM	UVA
205	Moving prospects to clients	UVA
206	Daily updates of CRM	UVA
207	Track sales targets daily	UVA
208	Create dashboard reports	UVA
209	Train team members on CRM use	UVA

Sales and Marketing

Creating a Podcast

	Task	Type of VA
210	Download raw audio	UVA
211	Add intro, outro and other audio elements to audio	SVA
212	Compile final audio	SVA
213	Seek client feedback for changes	UVA
214	Upload final audio	UVA
215	Create audio cover art for audio	UVA
216	Create cover art	UVA
217	Post RSS feed, Artwork to server	UVA
218	Submit your RSS podcast feed URL	UVA
219	Contact client to confirm podcast is live	UVA

Creating a Video

	Task	Type of VA
220	Download raw video	SVA
221	Import video into editing software	SVA
222	Add editing elements to video (audio, images, intro, outro, zoom, pan, etc.)	SVA
223	Compress final video	SVA
224	Seek client feedback for changes	SVA
225	Create video cover art (thumbnail image)	SVA
226	Upload final video to portal (YouTube)	SVA
227	Transcribe the video into text	SVA
228	Upload video to website/s	SVA
229	Timestamp the key areas of importance within the transcript	SVA
230	Add text the website post	SVA
231	Add timestamp to the website post	SVA
232	Distribute across social channels	SVA
233	Notify client that the video is live	SVA

Direct Mail Outs

	Task	Type of VA
231	Open mail out piece	UVA
232	Update any required fields	UVA
233	Mail merge recipients into document	UVA
234	Print document awaiting client collection	UVA
235	(optional) print out document and have machine fold awaiting client collection	UVA

Colour Brochures

	Task	Type of VA
236	Open brochure	UVA
237	Edit/ Adjust content as required	UVA
238	Gather any other required data to add to brochure	UVA

239	Add other required data to brochure	UVA
240	Mail merge recipients into Brochure	UVA
241	(optional via machine) print and staple brochure for client to collect	UVA

Email Campaigns

	Task	Type of VA
242	Signing up for email software	UVA
243	Configuring email software	UVA
244	Creating double opt-in for list	UVA
245	Connecting email software to website using API	UVA
246	Creating different segment lists	UVA
247	Adding subscribers to list	UVA
248	Adding welcome email to different list types	UVA
249	Designing email template for broadcast	UVA
250	Creating subject headline for email	UVA
251	Importing and configuring content into email template	UVA
252	Editing code to ensure it is clean within the email template	UVA
253	Sending out test email to confirm it all looks ok	UVA
254	Scheduling email to send	UVA
255	Re-sending email to un-opens	UVA
256	Create a report of the opens, un-opens, bounced, click throughs and unsubscribes	UVA

Creating Follow-up Email Sequences

	Task	Type of VA
257	Create follow up email templates	UVA
258	Determine the list segment to send follow up emails	UVA
259	Determine to time delay between each email	UVA
260	Research content to add to the follow up sequences	UVA
261	Add content to follow up email sequences	UVA
262	Create subjects for each follow up sequence	UVA
263	Add outbound links and calls to action into email sequences	UVA
264	Schedule follow up emails	UVA
265	Track open rates and click throughs	UVA
266	Edit existing sequence to increase open rates and click throughs	UVA
267	Create reports of the opens, un-opens, bounced, click throughs and unsubscribes	UVA

Email Newsletters

	Task	Type of VA
268	Gather Ideas for Newsletter	UVA
269	Gather ideas for special offer	UVA
270	Design Newsletter	UVA
271	Send to client for approval	UVA
272	Schedule newsletter delivery	UVA
273	Resend to the unopens 24hrs later	UVA
274	Import contacts in mail software	UVA
275	Create Double Opt-in (if required)	UVA
276	Set up relevant mail lists	UVA

277	Add follow up email sequences to mail list	UVA
278	Collate Stats (Delivered, opens, click throughs)	UVA

Competitor Analysis

	Task	Type of VA
279	Record business to reverse engineer	UVA
280	Research niche of the business	UVA
281	Google the niche of that business (using multiple keywords)	UVA
282	Record the top 40 competitors within that niche	UVA
283	Look at every website and record how they do business	UVA
284	View each social profile and record how often they interact	UVA
285	View each businesses sales process and create sales funnel diagrams	UVA
286	Anonymously call businesses to make sales enquiries	UVA
287	Record sales enquiries into a sales funnel process	UVA
288	Anonymously email businesses to make sales enquiries	UVA
289	Record email sales enquiries into a sales funnel process	UVA
290	Google each individual business to look for an online footprint	UVA
291	Create footprint map of businesses online presence	UVA
292	Look for opportunities within your competitors to gain business	UVA
293	Connect with social groups and profiles to track future social postings	UVA
294	Connect socially with people that connect with competitors business	UVA

Website Development

	Task	Type of VA
295	Find free and paid Wordpress themes to install on website	SVA
296	Install Wordpress themes on website	SVA
297	Configure installed Wordpress themes	SVA
298	Design look of website, working within built-in functionalities of installed themes	SVA
299	Edit CSS code to achieve desired look if not able to edit through theme options	SVA
300	Edit core Wordpress files if desired functionality is not available through theme options	SVA
301	Find free and paid Wordpress plugins to use for desired functionalities	SVA
302	Install Wordpress plugins	SVA
303	Configure Wordpress plugins	SVA
304	Create logo and other graphics using photo-editing software	SVA
305	Edit graphics using photo-editing software	SVA
306	Add content to main website pages	SVA
307	Prepare blog for future blog posts	SVA
308	Test contact and other forms on website before going live	SVA
309	Confirm and edit admin email to be used before going live	SVA
310	Add other users to the website	SVA

Website Management

	Task	Type of VA
311	Update Wordpress themes to latest version	SVA
312	Update Wordpress plugins to latest version	SVA
313	Updating Wordpress to latest version	SVA
314	Remove unnecessary Wordpress themes and plugins	SVA
315	Install security software on website	SVA
316	Configure security software on website	SVA
317	Run periodic security scans on website	SVA
318	Action flagged security issues	SVA
319	Escalate flagged security issues when unable to fix	SVA
320	Disable comments, trackbacks and pingbacks	SVA
321	Generate XML sitemap	SVA
322	Create HTML sitemap	SVA
323	Add Google Webmaster Tools verification code on website	SVA
324	Add website to Google Webmaster Tools	SVA
325	Verify website in Google Webmaster Tools	SVA
326	Troubleshoot issues with Google Webmaster Tools verification	SVA
327	Submit XML sitemap in Google Webmaster Tools	SVA
328	Add Google Analytics code on website	SVA
329	Add website to Google Analytics	SVA
330	Check that Google Analytics is tracking traffic	SVA
331	Troubleshoot tracking issues in Google Analytics	SVA
332	Update content on existing pages	SVA
333	Create new pages and posts	SVA
334	Add images to existing and new pages and posts	SVA
335	Edit images on pages and posts using photo-editing software	SVA
336	Replace images on existing and new pages and posts	SVA
337	Add new products to portfolio / products / store pages	SVA
338	Add images of new products in portfolio / products / store pages	SVA
339	Link contact and other forms to Aweber / Mailchimp	SVA
340	Test if contact and other forms are successfully linked to Aweber / Mailchimp	SVA

Website Content Development

	Task	Type of VA
341	Listen to Podcasts	UVA
342	Take down notes from Podcast episodes	UVA
343	Review notes and summarize into more concise form	UVA
344	Gather images and prepare descriptions for each image	UVA
345	Layout Image and descriptions to post to website	UVA
346	Convert content to HTML to upload to website	UVA
347	Add final HTML copy to website post	UVA

Website Publishing / Migration

	Task	Type of VA
348	Generate and download backup of website files via cpanel	SVA
349	Download backup of website databases via cpanel	SVA
350	Generate and download full cpanel backup via cpanel	SVA
351	Set up new account in Web Host Manager	SVA
352	Change name servers on domain registrar	SVA
353	Restore backup of website files via cpanel	SVA
354	Restore backup of website databases via cpanel	SVA
355	Do full cpanel restore in Web Host Manager	SVA
356	Request full cpanel restore from host if unable to do so in Web Host Manager	SVA
357	Copy databases using phpmyadmin in cpanel	SVA
358	Create new database users in cpanel	SVA
359	Edit Wordpress config file to link Wordpress installation to database	SVA
360	Install and configure Wordpress plugin to update URL paths from dev to live	SVA
361	301 redirect old website pages to new website pages	SVA
362	Check if 301 redirects are working	SVA
363	Make sure website is crawlable by search engine spiders	SVA
364	Check if robots file has correct code	SVA
365	Edit robots file if it does not contain the correct code	SVA
366	Check for broken links	SVA
367	Fix broken links	SVA

Website Content Mark-up

Google Authorship

	Task	Type of VA
368	Prepare authorship mark-up code	SVA
369	Add authorship mark-up on website	SVA
370	Install authorship plugin on website	SVA
371	Configure authorship plugin on website	SVA
372	Add a link to Google+ on website	SVA
373	Add a link to website on Google+	SVA
374	Set up Gravatar account - add / verify email, add images	SVA
375	Add email and images on Gravatar account	SVA
376	Verify email addresses used on Gravatar account	SVA
377	Test authorship mark-up if correct	SVA

Schema Mark-up

	Task	Type of VA
378	Prepare publisher mark-up on website	SVA
379	Add publisher mark-up on website	SVA
380	Add other schema mark-up on website	SVA
381	Test mark-up code if correct	SVA
382	Edit mark-up code when necessary	SVA

Contacts Management

	Task	Type of VA
383	Research and find leads on the internet	UVA
384	Do reverse engineering of customers / suppliers to identify leads	UVA
385	Identify leads through LinkedIn	UVA
386	Find leads through directories and other websites	UVA
387	Add leads to database - name, contact information and other relevant info	UVA
388	Organize leads in database into categories	UVA
389	Enter database leads into Aweber / Mailchimp	UVA
390	Develop swipes for contacting leads	UVA
391	Call leads and ask for contact info	UVA
392	Call leads and verify if contact info on record is correct	UVA
393	Call leads and ask if they want to receive product or other information through email	UVA
394	Record responses of each contact	UVA
395	Consolidate responses	UVA
396	Create email campaigns in Aweber / Mailchimp using prepared swipes	UVA
397	Send email to leads via Aweber / Mailchimp	UVA
398	Create follow up email campaigns in Aweber / Mailchimp using prepared swipes	UVA
399	Send follow up emails in Aweber / Mailchimp using prepared swipes	UVA
400	Create weekly / monthly newsletters in Aweber / Mailchimp using prepared swipes	UVA
401	Send weekly / monthly newsletters in Aweber / Mailchimp using prepared swipes	UVA
402	Monitor open rates and click rates of email campaigns	UVA

Social Media

Content

	Task	Type of VA
403	Create all social media / blog distribution accounts	UVA
404	Verify all social media / blog distribution accounts	UVA
405	Checking Guidelines to understand posting rules	UVA
406	Theme selection	UVA
407	Topic Research	UVA
408	Search for other bloggers who are interested or write about the same niche as target client	UVA
409	Follow button to be part of the top blogger(s) network	UVA
410	Go through the posts of other bloggers who have huge followers and of the same niche as the client's	UVA
411	Topic Selection	UVA
412	Add additional future ideas to content bank	UVA
413	Supporting Data Research	UVA
414	Search other posts for content ideas	UVA
415	Content Creation Delegation	UVA
416	Content Creation	UVA
417	Content Critiquing / Content Editing	UVA
418	Adding Headline and subhead lines	UVA
419	Confirm all external links work	UVA
420	Writing Descriptions	UVA
421	Editing Descriptions	UVA
422	Creating Anchor Tags	UVA
423	Editing/Auditing Blogs	UVA
424	check & edit blog content (paragraphs, spacing, spelling, capitalization, images, videos, links)	UVA
425	update/edit blog appearance (template, theme, design)	UVA
426	Edit Anchor Tags	UVA
427	Research for images to add to content	UVA
428	Editing and Addition of images to content	UVA
429	Searching for videos related to topic	UVA
430	Adding of relevant links and references	UVA
431	Content Distribution	UVA
432	Scheduling Content Distribution	UVA
433	Content Curation	UVA
434	Create Teaser Content for reposting	UVA
435	Creating a Bit.ly link	UVA
436	Create Social Media Schedule	UVA
437	Email Social Schedule to Team Leader for Approval	UVA
438	Upload Social Schedule to shared location	UVA
439	Update Social Media Schedule	UVA
440	Create alternative Postings for each Social Media channel	UVA
441	Once registered at a website, navigate through the blog's tools to determine the best way to share content (i.e. articles, stories, or personal blogs)	UVA
442	Open blog content tools to post articles	UVA
443	Load the article's preview button to test if photos, videos and article are well presented	UVA
444	Test if the actual article URL is viewable outside the website's CMS tool using a different	UVA

	browser	
445	Check blogs for deleted postings	UVA
446	Verify, (via random checks), whether actual article link is still active or not by loading the article URL	UVA

Facebook

	Task	Type of VA
447	Create Facebook Account	UVA
448	Complete Facebook Account Details	UVA
449	Log into the username's account	UVA
450	Creating Images	UVA
451	Branding Images	UVA
452	Create Social Posts	UVA
453	Sharing valuable content	UVA
454	Create Social Posts using online image editor	UVA
455	Post Social Posts	UVA
456	Interacting with Page Likers	UVA
457	Comment on other pages and posts	UVA
458	Respond to new comments and messages (daily)	UVA
459	Post to personal Facebook page (daily)	UVA
460	Check hash tags relevant to your local area	UVA
461	Schedule next days post in advance	UVA
462	Check Facebook insights to see best performing posts	UVA
463	Deleting Spam Comments	UVA
464	Block spammers	UVA
465	Report Spammers	UVA
466	Creating Facebook competitions outline	UVA
467	Connecting Opt-In form to competitions	UVA
468	Downloading all competition entries into database	UVA
469	Finding other pages to like	UVA
470	Interact with admins of other facebook pages	UVA
471	Create a Facebook Page	UVA
472	Complete Facebook Page Details	UVA
473	Design Facebook Page Artwork	UVA
474	Upload Facebook Page Artwork	UVA
475	Build likes to a Facebook Page	UVA
476	Customise a Facebook URL	UVA
477	Create a Facebook Group (open)	UVA
478	Create a Facebook Group (closed)	UVA
479	Accept new members to Facebook Closed Groups	UVA
480	Interacting with Facebook Group members	UVA
481	Remove Facebook group members	UVA
482	Collate social media stats (page & post likes, #of followers)	UVA

Pinterest

	Task	Type of VA
483	Create New Account	UVA
484	Complete new profile	UVA

485	Log into Account	UVA
486	Check and configure settings	UVA
487	Optimise your account based on SEO principles	UVA
488	Create a new boards	UVA
489	Title new board with keywords	UVA
490	Find influencers to build relationships	UVA
491	Follow influencers and other relevant businesses	UVA
492	Convert Personal Page to a Business Page	UVA
493	Configure boards to represent different parts of the business	UVA
494	Configure Rich Pins	UVA
495	Engage with commenter's	UVA
496	Create a Group Board	UVA
497	Research new post ideas	UVA
498	Create posts ideas	UVA
499	Create descriptions to post (using SEO principles)	UVA
500	Promote less followed boards	UVA

Twitter

	Task	Type of VA
501	Create a Twitter Account	UVA
502	Complete Twitter Profile	UVA
503	Log into the username's account	UVA
504	Create Tweets	UVA
505	Tweet Posts Daily	UVA
506	Re-Tweet 3-5 Industry Leaders	UVA
507	Respond to all @ mentions	UVA
508	Add people who share your posts (daily)	UVA
509	Search for posts that mention the clients name	UVA
510	Monitor relevant hash tags	UVA
511	Find people to follow (weekly)	UVA
512	Share Content from people that share your content (weekly)	UVA
513	Collate social media stats (shares and # of followers)	UVA

LinkedIn

	Task	Type of VA
514	Create a LinkedIn Account	UVA
515	Log into the username's account	UVA
516	Add a LinkedIn profile	UVA
517	Add historical jobs / positions	UVA
518	Add Awards to Profile	UVA
519	Add Special Projects to Profile	UVA
520	Add Video and other media to profile	UVA
521	Create Social Posts using online image editor	UVA
522	Share Status Updates (daily)	UVA
523	Respond to Messages (daily)	UVA
524	Accept new connections (daily)	UVA
525	Create pre-scripted response for all new connections	UVA
526	Create pre-scripted follow up messages for new connections	UVA

527	Send pre-scripted email to new connections (daily)	UVA
528	Send pre-scripted follow up messages for new connections	UVA
529	Tag new connections to keep contacts organised	UVA
530	Post a new blog post in groups (weekly)	UVA
531	Connect with new potential contacts (weekly)	UVA
532	Connect with new potential contacts in Groups (weekly)	UVA
533	Create a LinkedIn Group	UVA
534	Post to LinkedIn Group (Weekly)	UVA
535	Collate social media stats (shares, Comments and Likes)	UVA

Google+

	Task	Type of VA
536	Signing up for Google Account	UVA
537	Verify Google Account	UVA
538	Log into the username's account	UVA
539	Creating Images	UVA
540	Branding Images	UVA
541	Creating Social Posts	UVA
542	Post Social Posts	UVA
543	Create Social Posts using online image editor	UVA
544	Interacting with G+'s	UVA
545	Finding other pages to follow	UVA
546	Interact with other Google+ members	UVA
547	Sharing valuable content	UVA
548	Comment on other posts and pages	UVA
549	Claiming Existing Google+ Pages	UVA
550	Creating Google+ Events	UVA
551	Connecting a Google account to a Google+ business page	UVA
552	Optimising a Google + page	UVA
553	Verifying Google + pages	UVA
554	Setting up Google+ business page	UVA
555	Connecting Google acct to Google+ page	UVA
556	Collate social media stats (shares, Comments and +'s)	UVA

Google Places Local

	Task	Type of VA
557	Create Google Places Account	UVA
558	Verifying Google places local	UVA
559	Log into the username's account	UVA
560	Completing all Business Details	UVA
561	Verifying Google places local	UVA
562	Upload 10 client images to Google Places	UVA
563	Upload 5 client videos to Google places	UVA
564	Encourage existing clients to leave reviews	UVA

YouTube

	Task	Type of VA
--	------	------------

565	Setting up YouTube Channel	UVA
566	Connecting YouTube to Google Plus business page	UVA
567	Creating YouTube Channel art	UVA
568	Uploading a YouTube Video	UVA
569	Optimising Video text	UVA
570	Optimising Video Audio	UVA
571	Optimising Video	UVA
572	Adding Annotations to video	UVA
573	Creating Custom Thumbnail	UVA
574	Uploading a Custom Thumbnail	UVA
575	Publish a YouTube Video	UVA
576	Creating Subtitles	UVA
577	Uploading Subtitles to YouTube Video	UVA
578	Collate social media stats (Views, Comments and +'s)	UVA

Video Slideshows

	Task	Type of VA
579	Finding Images for Videos	UVA
580	Creating Text for Videos	UVA
581	Select Theme for Video	UVA
582	Compile and Create Video	UVA
583	Optimise Video Text	UVA
584	Upload Video to Video Channels	UVA
585	Share Video on Social Channels	UVA

Photobucket

	Task	Type of VA
586	Create Photobucket Account	UVA
587	Select clients images for upload to Photobucket	UVA
588	Name images using optimised kws for photobucket	UVA

Google Alerts

	Task	Type of VA
589	Research Google Alerts Keyword list	UVA
590	Create Google Alerts	UVA
591	Review Google Alerts	UVA
592	Delete non performing alerts	UVA
593	Select Most Relevant Google Alerts	UVA
594	Send Relevant Google Alerts for Approval	UVA
595	post approved Google alerts on social media sites	UVA

Paid Advertising

Facebook Advertising

	Task	Type of VA
596	Creating Ad headlines	SVA
597	Creating Ad Images	SVA
598	Creating Body Content	SVA
599	Creating Additional Content	SVA
600	Adding and Creating Ad Variations	SVA
601	Researching Target Market	SVA
602	Selecting Target Market	SVA
603	Re-designing dis-approved ads	SVA
604	Monitoring Ad performance	SVA
605	Deactivating underperforming ads	SVA
606	Creating new ad variations	SVA
607	Creating Analytics Reports	SVA
608	Manage and adjust spend of campaigns	SVA

Google Advertising

	Task	Type of VA
609	Creating Ad headlines	SVA
610	Creating Ad Images	SVA
611	Creating Body Content	SVA
612	Creating Additional Content	SVA
613	Adding and Creating Ad Variations	SVA
614	Researching Target Market	SVA
615	Selecting Target Market	SVA
616	Re-designing dis-approved ads	SVA
617	Monitoring Ad performance	SVA
618	Deactivating underperforming ads	SVA
619	Creating new ad variations	SVA
620	Creating Analytics Reports	SVA
621	Manage and adjust spend of campaigns	SVA

Search Engine Optimisation

Content

	Task	Type of VA
622	Keyword Selection For Topic	UVA
623	Topic Research	UVA
624	Topic Selection	UVA
625	Supporting Data Research	UVA
626	Content Creation Delegation	UVA
627	Content Creation	UVA
628	Content Critiquing / Content Editing	UVA
629	Adding Headline and subhead lines	UVA
630	Spot checking links	UVA
631	Writing Descriptions	UVA
632	Editing Descriptions	UVA
633	Creating Anchor Tags	UVA
634	Editing Anchor Tags	UVA
635	Creating Blog Comments	UVA
636	Editing Blog comments	UVA
637	Re-writing Article (for re-use)	UVA
638	Research for images to add to content	UVA
639	Editing and Addition of images to content	UVA
640	Searching for videos related to topic	UVA
641	Adding of relevant links and references	UVA
642	Converting Article to .HTML	UVA
643	Content Distribution	UVA
644	Scheduling Content Distribution	UVA
645	Content Curation	UVA

Keyword Research

	Task	Type of VA
646	Look through website to determine theme / niche of website	UVA
647	Complete keyword research based on popular terms vs search volumes	UVA
648	Develop a series of long tail keywords to target	UVA
649	Develop an additional series of related / supporting keywords	UVA
650	Complete competitor research to determine keywords / structure	UVA
651	Create a report to send to client for approval	UVA
652	Adjust and edit report based on client feedback	UVA
653	Add the Keywords to CRM for tracking and Additional Tasks	UVA

On-page SEO

	Task	Type of VA
654	Look at site architecture	SVA
655	Authority Sculpting	SVA
656	Categorising site structure	SVA
657	Review internal links	SVA

658	Set up main category pages	SVA
659	review quality of internal content	SVA
660	replace duplicate content	SVA
661	create additional content / posts	SVA
662	Review use of tags on all pages	SVA
663	Review presence of tags on all pages	SVA
664	Review Broken Links	SVA
665	Identify 301 and 404 errors	SVA
666	Identify pages to redirect to	SVA
667	Set up 301 redirects	SVA
668	Create a custom 404 page	SVA
669	Installing 'similar content' add-on	SVA
670	Configuring 'similar content' add-on	SVA
671	Review Robots.txt	SVA
672	Set up sitemap	SVA
673	Ensure the site is not blocked to show up in search engines	SVA
674	Set up Google Analytics	SVA
675	Set up Google Webmaster Tools	SVA
676	Checking Sites Load time	SVA
677	Editing .css code	SVA
678	Compressing Image Sizes	SVA
679	Other required code edits	SVA
680	Add privacy policy	SVA
681	Adding terms and conditions policy	SVA

Creating Business Profiles

	Task	Type of VA
682	Gather required information to create listing	UVA
683	Create a short Profile of the business	UVA
684	Edit images for uploading	UVA
685	Create listing on the final site	UVA
686	Click confirmation link to activate listing (if required)	UVA
687	Review and confirm if final listing is active	UVA

Reverse Engineering

	Task	Type of VA
688	Search for the top competitors within a Niche	SVA
689	Group competitors based on category	SVA
690	Create a backlink profile of each business	SVA
691	Compile the backlink profiles into one spreadsheet	SVA
692	Rate all opportunities based on authority and quality of link opportunity	SVA
693	Categorise remaining backlinks into different opportunities	SVA
694	Communicate the backlink opportunities with the client	SVA
695	Gain approval to peruse each backlink opportunity	SVA
696	Submit backlinks on sites that allow you to create links	SVA
697	Create email swipes to send out for opportunities	SVA
698	Send out email swipes	SVA
699	Follow up emails from original emails	SVA

700	Negotiate link opportunity	SVA
701	Finalise link opportunity	SVA
702	Request Links on sites through relationship development	SVA
703	Create quality content to attract links	SVA
704	Contact websites that current list your products and have outdated information	SVA
705	Find broken links on reverse engineered websites	SVA
706	Contact webmasters of reverse engineered sites with broken links	SVA
707	Offer alternative link location to replace broken links	SVA

Guest Posting

	Task	Type of VA
708	Look for top contributors in clients niche	SVA
709	Follow top contributors in clients niche	SVA
710	Re-post top contributors posts on social mediums	SVA
711	Mention top contributors in articles and content	SVA
712	Reach out and develop relationship with top contributors	SVA
713	Reverse engineer where top contributors post	SVA
714	Reverse engineer all other opportunities to guest post	SVA
715	Run all reverse engineering opportunities through SEO software to determine if they should be pursued	SVA
716	Create swipe files to contact guest post locations	SVA
717	Request to guest post on websites that top contributors post	SVA
718	Request to guest post on other viable guest post locations	SVA
719	Sign-up for viable guest posting location that allow submission	SVA
720	Negotiate guest post topic	SVA
721	Complete research around guest post topic	SVA
722	Find supporting data for guest post	SVA
723	Create guest post	SVA
724	Send guest post for approval	SVA
725	Edit required changes on guest post	SVA
726	Confirm guest post is live	SVA
727	Check links on guest post	SVA
728	Share guest post on clients social channels	SVA

Forum Posting

	Task	Type of VA
729	Search for forums related to clients niche	SVA
730	List accounts	SVA
731	Run all forum opportunities through SEO software to determine if they should be pursued	SVA
732	Create accounts on relevant Forums	SVA
733	Add signature to accounts	SVA
734	Link forum accounts to social profiles (where applicable)	SVA
735	Research current topics on forum	SVA
736	Create and compile a list of active posts	SVA
737	Research potential responses to forum posts	SVA
738	Research potential questions to ask in forums	SVA
739	Post responses to current forums	SVA
740	Post questions within forums	SVA

741	Interact with other existing forums (offering real value and advice)	SVA
-----	--	-----

Social Bookmarking

	Task	Type of VA
742	Create a list of Social Bookmarking sites	UVA
743	Run all Social Bookmarking sites through SEO software to determine if they should be pursued	UVA
744	Create a spreadsheet of worthy bookmarking sites	UVA
745	Add a series of date columns to use as a record of postings	UVA
746	Create accounts on all final social bookmarking sites	UVA
747	Complete required account details	UVA
748	Verify accounts where necessary	UVA
749	Find the content to socially share	UVA
750	Load the final URL in a separate browser to test if publicly viewable	UVA
751	Create short descriptions (to use where required)	UVA
752	Log into each account	UVA
753	Complete social bookmarking postings	UVA
754	As they are completed, mark the date of completion against each bookmarking site	UVA
755	Notify relevant client / supervisor once task is complete	UVA

Tracking Mentions

	Task	Type of VA
756	Use clients details, create a spread sheet where you record business name, owners name and key influencers in business	UVA
757	Enter each detail as a Google Alert	UVA
758	When an alerts arrives for one of the names mentioned, check website to understand why the mention has occurred	UVA
759	Check to see how or if they are linking back to the clients site	UVA
760	Contact the author of the content in relation of the mention on the post / page of the website, suggesting where to link back	UVA

Mini Blogs

	Task	Type of VA
761	Research on appropriate topics for various aged domain blogs	SVA
762	Creating article topics	SVA
763	Posting article topics on relevant spreadsheet for processing and approval	SVA
764	Gathering articles from content writers	SVA
765	Organizing articles in content bank	SVA
766	HTML templating of articles	SVA
767	Adding external links in articles	SVA
768	Adding internal links in articles	SVA
769	Posting articles in Wordpress blogs	SVA
770	Creating content for main pages (about us, contact us, etc)	SVA
771	Assigning clients to aged domains	SVA
772	Downloading of Writer Files	SVA
773	Proofreading articles to be posted	SVA

774	Providing Feedback to writers (as needed)	SVA
775	Checking for grammar, relevancy, spelling and typo errors	SVA
776	Checking for overall structure/paragraph structure	SVA
777	Checking for clarity	SVA
778	Checking for style	SVA
779	Checking for titles and sub-titles	SVA

Campaign Management

	Task	Type of VA
780	Login to email accounts / support ticket portal	SVA
781	Check for support tickets to respond to	SVA
782	Respond to support tickets / queries from clients	SVA
783	Check for client payments	SVA
784	Check for account cancellations	SVA
785	Check for account suspensions	SVA
786	Fill out necessary tracking sheets	SVA
787	Communicate with client regarding cancellation / suspension of account	SVA
788	Assign clients to individual team members	SVA
789	Monitor each team members performance	SVA
790	Conduct training of other support members	SVA
791	Create Training Videos for support team members	SVA
792	Create Training Manual Process for support team members	SVA
793	Monitor clients' status and update relevant project management tools	SVA
794	Overseeing creation of monthly Google Analytics reports	SVA

Final Words...

Well, that's it and as you can see by now, we're way past 743 and still growing.

As a closing thought I want to you think about your business goals and what you would really like to achieve from your business.

For many of our clients they want to Grow Their Business, Support Their Existing Team or Get Their Life Back.

The options a VA offer are only limited by your imagination, with many of our clients continuing to delegate tasks and as a result their VA to becomes a critical part of their business.

This sole reason is why VA's as a service continues to grow with the number of happy clients constantly on the RISE.

One point to note... Finding the right person can be a daunting process, which is why it's always important to follow the rules and you'll get the best from your outsourcer.

If you have any questions I'd love to hear from you and if you were interested in understanding how a VA could help you in your business you can reach us at: info@affordablestaff.com.au

To Your Business Success,

David Judge

<http://DavidJudge.com>

<http://AffordableStaff.com.au>