



Hands-on Exercise No. 2
DigiSkills 2.0 Batch-04
Freelancing

Total Marks: 10

Due Date: 06/04/2023

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after due date.
 - It is not in the required format (.doc or .docx)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Highlight your skills in your freelance profile.
- Make your profile more approachable to potential clients.
- Use proper keywords to rank your freelance profile.

Problem Statement

The terms that showcase your abilities and indicate what you can offer a client are known as keywords in a freelancer's profile. Clients utilize keywords to search on freelance marketplaces for freelancers whose skillset fits their needs. You must therefore utilize the appropriate keywords in your profile to appear in the search results.

Incorporating appropriate keywords into your profile can establish you as a specialist in your industry and set you apart from other freelance professionals.

Tasks

1. Mention your skillset.
2. Write 3-5 keywords for your freelance profile related to your skill/service.
3. Write a Tagline for your profile using the main keyword in it.
4. Write a Profile Description including the keywords you have mentioned in Task-2.

Please watch the Topic-52 " Essentials of Profile" and 62 "The importance of keywords."

Note: You do not need to create a profile on a freelance platform in order to complete this exercise.

Requirements:

You have to prepare the Microsoft Word file with the following item(s):

- Answers to the above-mentioned Tasks 1,2, 3, and 4.

Guidelines:

To create keywords according to your skillset, consider the following points:

- Put yourself in the client's shoes and think of the keywords that you would prefer to use to search for the right freelancer.
- Take your time with this process and think about it until you find the 5 keywords that fit your skills.
- Keep in mind that the marketplace will recommend other keywords when you enter a seed keyword in the search field on the freelancing marketplace. You can use those relevant keywords for your skills.
- Profile description is the most important part of the freelance profile, make sure you include your skills, expertise, experiences, and your work strategy in your profile description.
- Avoid writing one or two-liner profile descriptions.

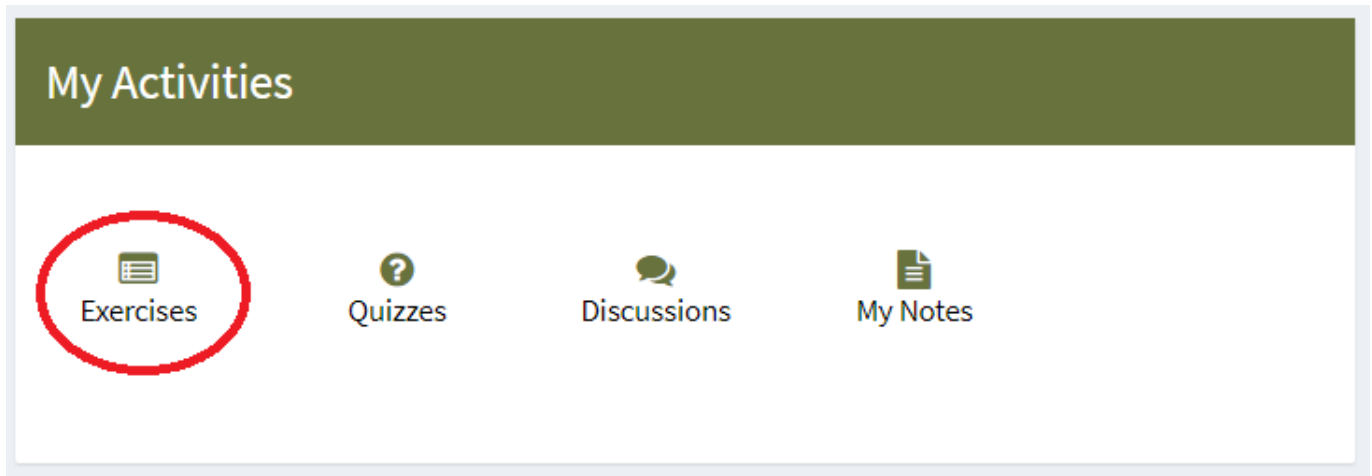
Note: If you have any queries related to the Hands-on Exercise, then you can contact us via LMS using the "Online Support" feature available on the "Home" page or you can call us at 0304-111-1570.

BEST OF LUCK ☺

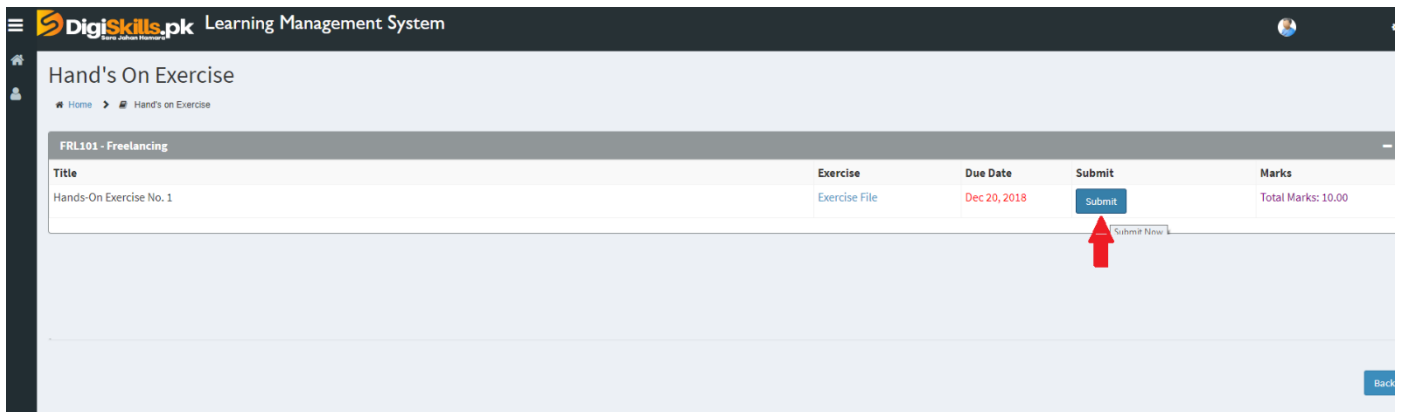
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format