



2023

UpWork Profile Optimisation

RR

Worksheet and Practical Tips

Building the Foundation

Most freelancers don't know who their potential clients are. Those that do, often group them up as a 'high level' summary.

In order to connect and convert more clients you need to build your 'Client Avatar', which is a full understanding of a single client, their pain points and what they do each day.



Understanding your Avatar

Going a level deeper



Incorrect

Males

22-35

Business Owner

Has a Blog



Correct

Phil

28

Travel Company

Struggles with the blog

Posts once a week

Can't connect to audience

No time to write

Head of Family of 4

■ Wants to earn more

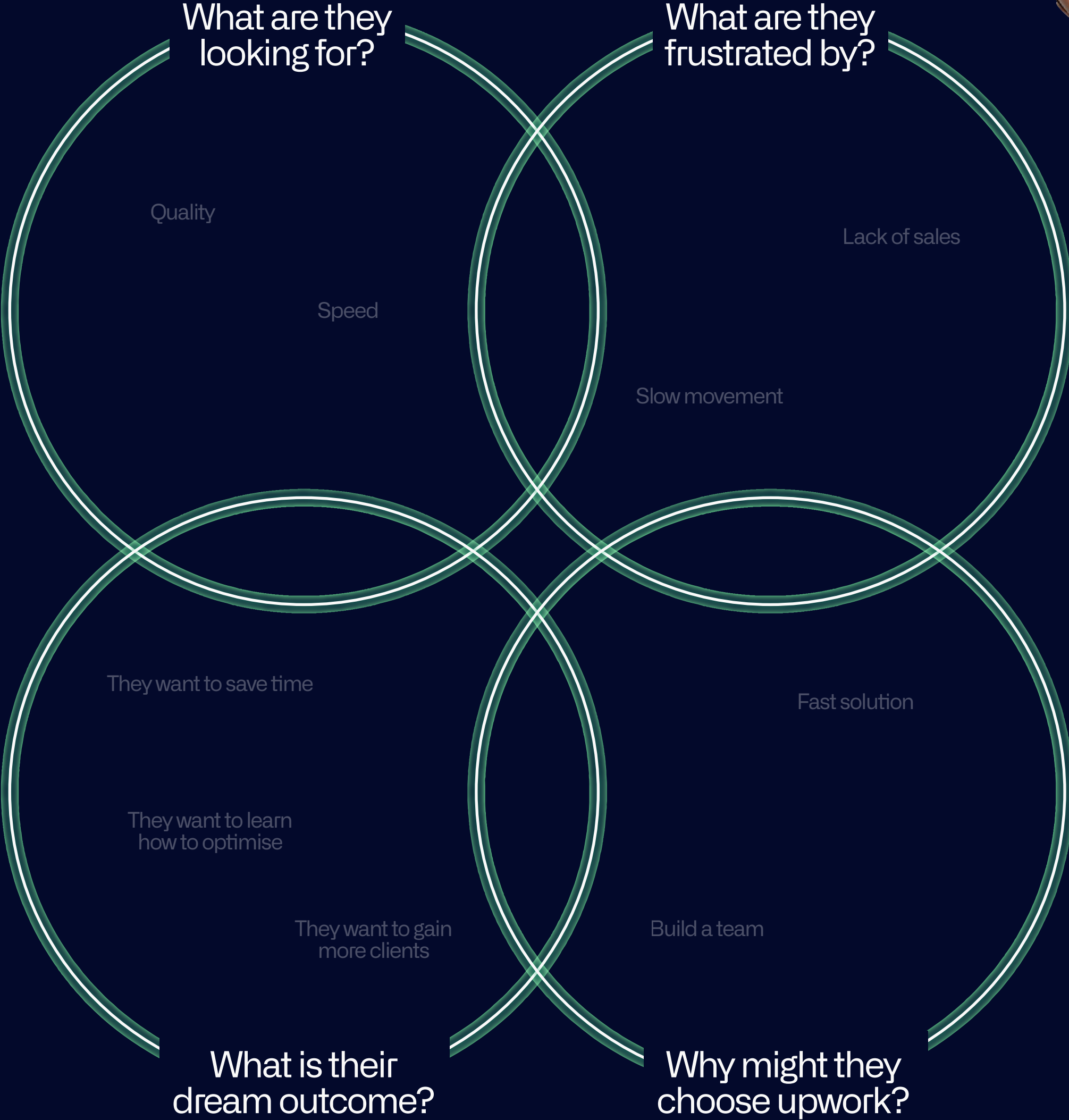
Take the kids traveling

■ Want to get back his time

Desires you need to fix

Your ideal client

In order to get hired, you first need to fully understand the problems and needs of your ideal client



Key Search Terms

In order for your profile to be found more often, it's important to understand what your potential client would be searching for.

About the service

1

Social Media



2

Marketing

3

SEO

4

5

6

About the software

1

Hootsuite

2

Tiktok

3

Excel

4

5

6

Specialised Profiles

Are you taking advantage of
this extra feature?



Planning your profiles

How to use it correctly

These make it easier for clients who are searching for someone with your skills to find you and review your relevant experience.

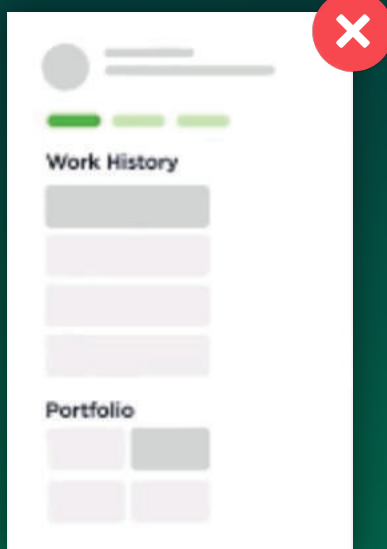
With a specialised profile, you can tailor your unique skills to your audience on Upwork and create variations of your profile that showcase your experience within specific categories.

For example, you can separate out the work you've done as a blog copywriter from your work as a translator/assistant

(Find Work › Profile)

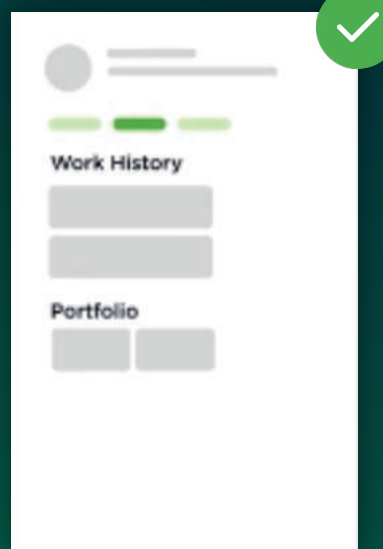
A single mixed profile

Writer, SEO, Blogs, translator



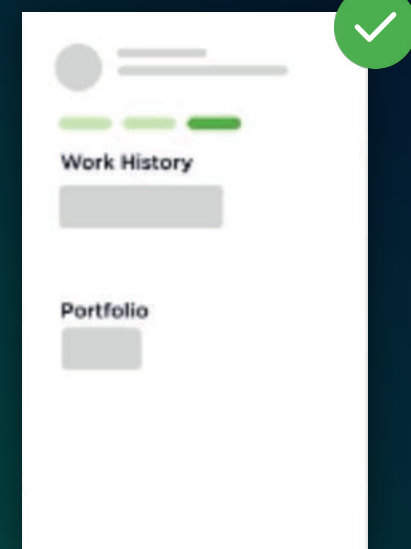
Specialised Profile #1

SEO Copywriter



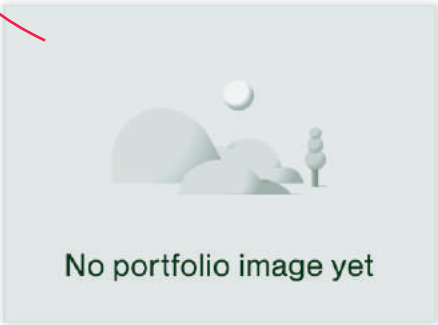
Specialised Profile #2

Social Copywriter




Here's what the Client sees

No Portfolio Image Ghost Profile Photo Mixed Messaging Poor Description Confusing skill tags



No portfolio image yet




Kostya P.
Copywriter, designer
France


\$10.00/hr \$0 earned

CreativityCommunicationAdaptabilityTime-managementAttention-to-detailOrganizationMarketingCollaborationSelf-motivationInnovation

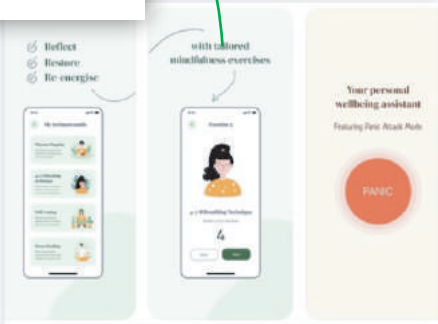
Communication Design Marketing Adapt Framework Text Ad Creative Strategy Copyright




Clear copywriting examples Approachable Photo Results driven title Hits the goals of the client Sales Targetted



Likely to be hired soon
Recently invited 37 times




1 of 10



Michelle Z.
Experienced Copywriter, Helping you Connect with Cust...
United States

\$120.00/hr \$30K+ earned 97% Job Success TOP RATED PLUS

You need to communicate with your customers – and prospective customers – in a clear and compelling way. Customers are overwhelmed with copy...



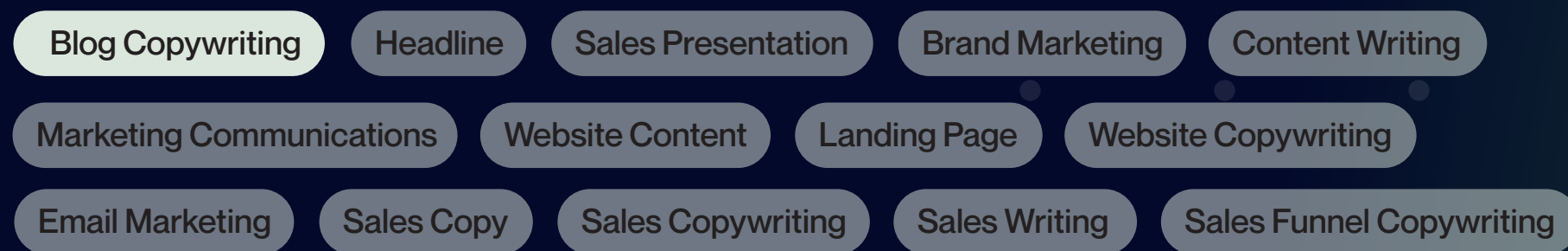
Suggested because they worked on 5 jobs found that match your search.

Offers Consultations Sales Writing Marketing Collateral Development Sales Copywriting Sales Presen >

Picking your skill tags

The current limit for skill tags (15)

Skills



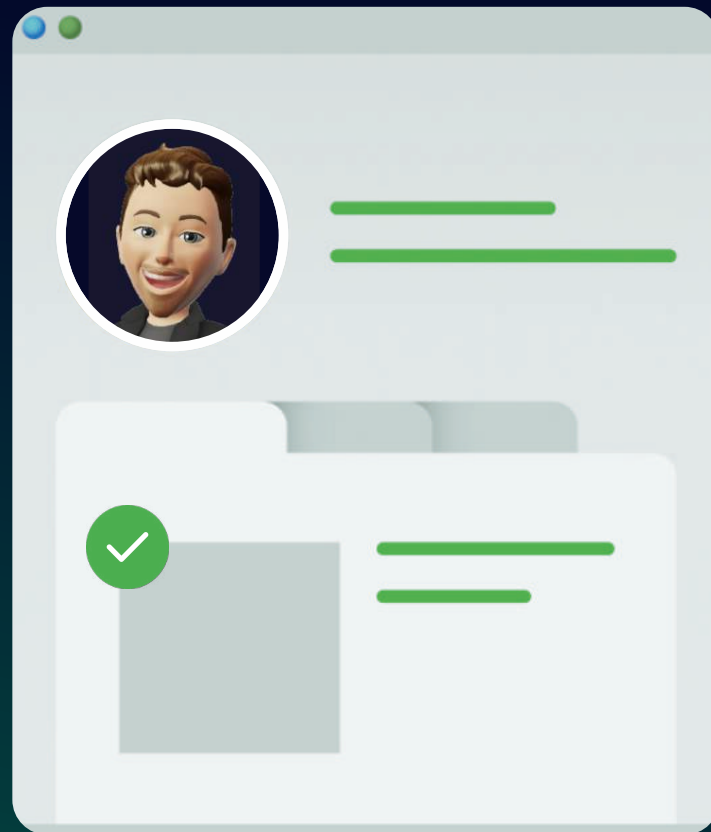
To make sure you're found above other freelancer, it's important your skill tags are tailored to your ideal client.

This is where we can reference our previous worksheet (ideal client) and find the things they are likely to search for. You want to fill this section with those key words.



The Perfect Portfolio

How to highlight your best work to give you the best chance at getting your profile viewed, and then hired.



Getting it right

Here's what the Client sees

Stock Photography


Vague Title Desc.

Text Too small

Confusing Cover photo

Not specific

Portfolio



Website Copy

Why are female humanoids changing the world?

When the industrial revolution started in the 18th century, people believed it to be the peak of human intelligence. It seemed as if nothing could peak these machines and boom of economic power.

But guess what!


Humans know no boundaries.

They continued to make use of their brains and created new inventions, some remarkable ones that amazed the whole world, and they continue to do so. From airplanes to helicopters, buses and motorbikes, and now ROBOTS.

There's not even a single day when scientists haven't amazed us with their brilliance. Is it really possible for the human mind to be SO spectacular that it makes something so exceptional and mind-boggling?

A few centuries ago, if you told someone that a machine would be able to work for you, perform all chores, walk and talk like human- they would have probably smacked your head to make sure the screws are working fine.

Well...



Should i stay or should i go?

Great focus on results

Larger, bold text

Industry Specific

Clear result highlight

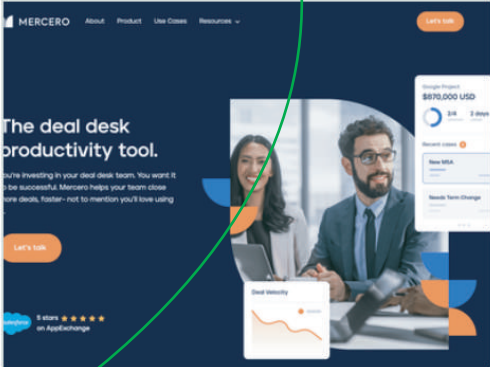
Your own images

Portfolio

Growing Builder.ai

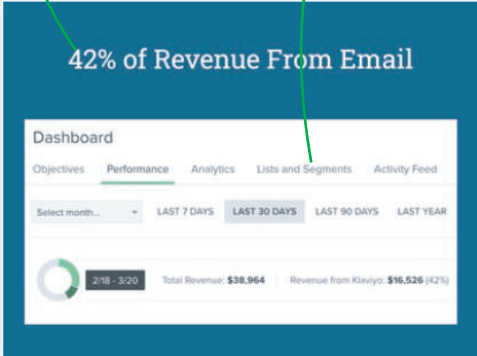
4x sales for this tech company

Growing Builder.ai



SaaS Website Copy

42% of Revenue From Email



Email Copywriting



Likely to be hired soon
Recently invited 37 times

The Introduction Video

88% of freelancers don't have one.
So why is it important?



Getting it right



Set-up

People buy people.

It's much harder to create that connection when you're only relying on a written profile. It will create a bond, build trust and boost the chance of you getting hired.

Few Tips:

- Get the best quality you can.
- Make sure you're well lit.
- Reduce background noise
- Add subtitles/captions.
- Remove all pauses.
- Make sure to smile!

Introduction

Explain who you are.
Where you're from.



5 secs

Services

Explain what you offer.
How long you've been doing it.



10 secs

Results

Give data on previous results.
Show and tell.



20 secs

Clients

Name who you work with.
What industries.



10 secs

Why you?

What makes you different?
Fun fact, connect with them.



10 secs

Lead them

Tell them to get in touch.
Or offer a free call.



5 secs

Aim to keep below
1 Minute.





The Profile Checklist

An Optimised profile is different to a 100% complete profile.

Upwork only tells you to finish each section, here we're going slightly deeper into each one to teach you how to get slightly ahead of the competition at every level.

Actionable improvement

Your Profile Photo



Like we always say, people buy people.
So make sure that you always put your best self first.



Clear headshot
close to the camera



Smiling and looking
at the camera



Good lighting with
clear backdrop

Make sure to complete
All upcoming points

Your Job Specialisations

Don't bundle everything you do into one profile
Split it up into key distinguishable specs



Broken down into
two clear services



Outlined exactly the
niche you serve



Searchable terms
for your service

Descriptions

Before you're hired, it's likely the client would dig through your profile
Your description is the perfect place to further build that trust



Make it results focused
and easy to digest



Implement key
words and searches



Create a list to outline
core offerings

Portfolio

Most people will stick in any photo that relates to the project
Instead, you should highlight the results, and make it specific



Clearly show the
results you provide



Sell the outcome
not the service



Remove all stock
photos

Overall Profile

Build this out to the best of your ability, you can always change it in the future but incomplete profiles will rarely get hired

- Make sure to complete the profile to 100%
- Add employment that backs up your service
- Use key terms to fill in your skills & expertise

Final checks



Before you venture into the UpWork world make sure you run through everything twice

- Make sure your profile is not set to private
- Search yourself to see if you come up
- Can you add emojis to break down text?

Now...

Go Optimise and grow that snowball

If you'd like more tips, follow along.

& If there's anything specific you'd like
a guide for, get in touch!



Part of the RemoteRoost.