



FREELANCING & DIGITAL MARKETING COURSE

Class # 2: Introduction to Fiverr



Do it because they said you couldn't.





Today's topic!

- Complete overview of Fiverr Profile
- Complete overview of Fiverr Gig

fiverr®

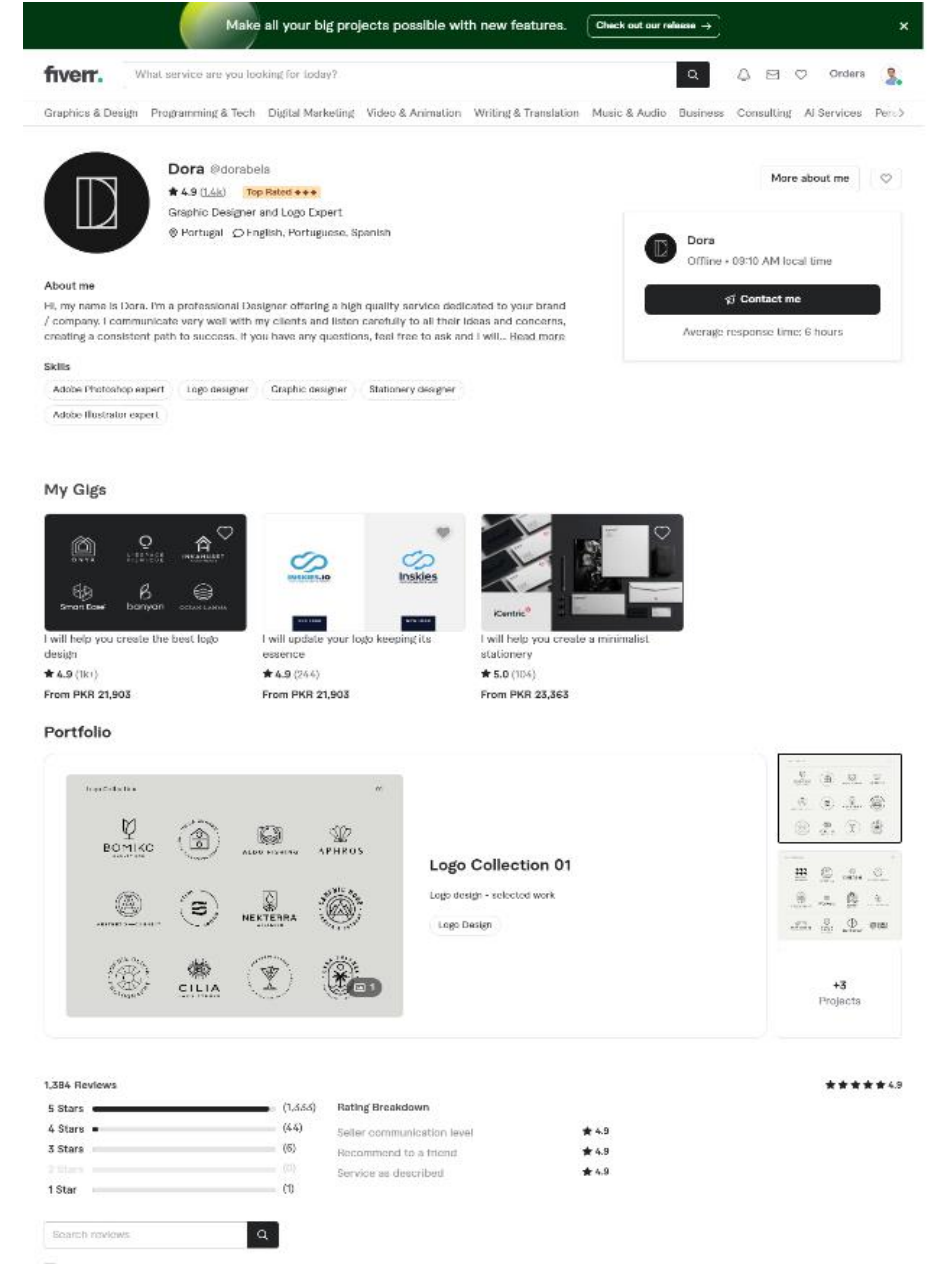




Overview of Fiverr Profile.

A Fiverr profile serves as the digital portfolio and identity of a freelancer on the Fiverr platform. It is crucial for creating a strong first impression and attracting potential clients.

Let's see in the Sample Profile Snapshot.





Division of Fiverr Profile.

1. Profile Photo
2. Username and Tagline
3. Profile Description
4. Gigs Section
5. Review and Rating
6. Statistics
7. Seller Details
8. Badges and Levels
9. Availability



1. Profile Photo

This should be a high-quality, professional headshot. A clear and friendly image helps build trust with potential clients. It's important to avoid casual or unclear photos.

Great Examples:



For more help:

<https://help.fiverr.com/hc/en-us/articles/4416325224977-Perfect-your-profile-picture#:~:text=Add%20an%20image%20of%20yourself,information%2C%20see%20Fiverr's%20Community%20Standards.>



2. Username & Tagline

Username: A unique name chosen by the freelancer, appearing in the profile URL and search results. It should be professional and, if possible, related to the freelancer's services.

Tagline: A short, catchy phrase summarizing the freelancer's skills or unique selling proposition. It should immediately convey what the freelancer offers.



Kevin M @kevinrogerr

★ 4.9 (5.1k) | Level 2 ♦♦♦

Plugging Ideas to your Brand!

📍 Pakistan 🗣 English

Username

Tag Line



3. Profile Description

This is a comprehensive description where the freelancer can elaborate on their expertise, experience, and the value they bring to clients. It should be detailed, yet concise, and should highlight key skills and achievements. The tone should be professional yet personable, helping to build a connection with potential clients.

Profile Description



Kevin M @kevinrogerr

★ 4.9 (5.1k) | Level 2 ♦♦♦

Plugging Ideas to your Brand!

📍 Pakistan 🗣 English

About me

You should be thankful to this day as you are lucky enough to find the BEST DESIGNER here on FIVERR. I am an experienced PRO DESIGNER with more than 1000+ satisfied clients worldwide.



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit




4. Gigs Section

This section lists all the services (gigs) that the freelancer offers. Each gig has its own detailed page (explained in the gig overview section).

Profile Gigs





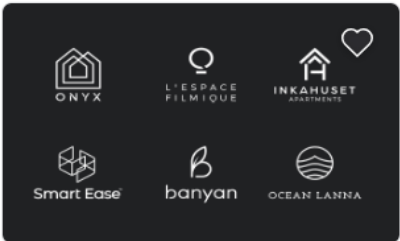
Dora

★ 4.9 (1.4k) | Top Rated ♦♦♦

Offline • 11:20 AM local time

About Me **Services** Portfolio Reviews

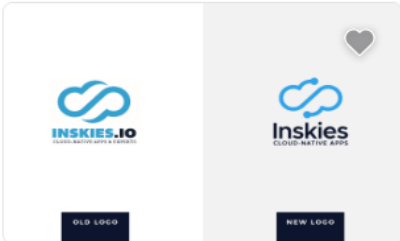
My Gigs



I will help you create the best logo design

★ 4.9 (1k+)

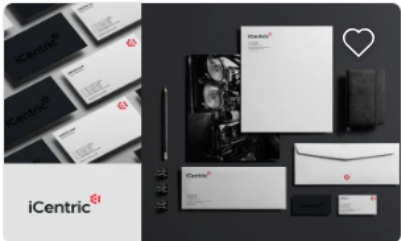
From PKR 21,903



I will update your logo keeping its essence

★ 4.9 (244)

From PKR 21,903



I will help you create a minimalist stationery

★ 5.0 (104)

From PKR 23,363



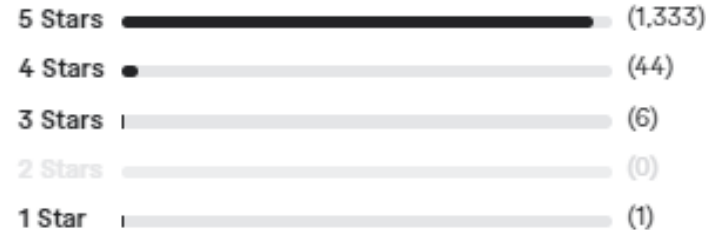


5. Review & Rating

Customer Reviews: Feedback from clients who have purchased gigs. Reviews include a star rating (1 to 5 stars) and written comments, providing insights into the freelancer's performance and client satisfaction.

Overall Rating: The average rating based on all reviews received. A high overall rating is crucial for building trust and attracting more clients.

1,384 Reviews



Rating Breakdown

Seller communication level	★ 4.9
Recommend to a friend	★ 4.9
Service as described	★ 4.9

Search reviews



☐ Delivery images (483)

1-5 out of 1384 Reviews



vibetallty

United Kingdom

★★★★☆ 4 | 1 month ago

Dora did an excellent job with my logo. She is diligent and professional and gets what you need from the brief. However, I'd have liked to see some initial design routes so that we could work through it together rather than just receiving 3 alternatives that looked quite similar. I'd absolutely recommend her for logo design but maybe be clear on your expectations on working methods.

Helpful?



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



6. Statistics

Response Time: The average time it takes for the freelancer to respond to client messages. A quick response time indicates good communication skills.

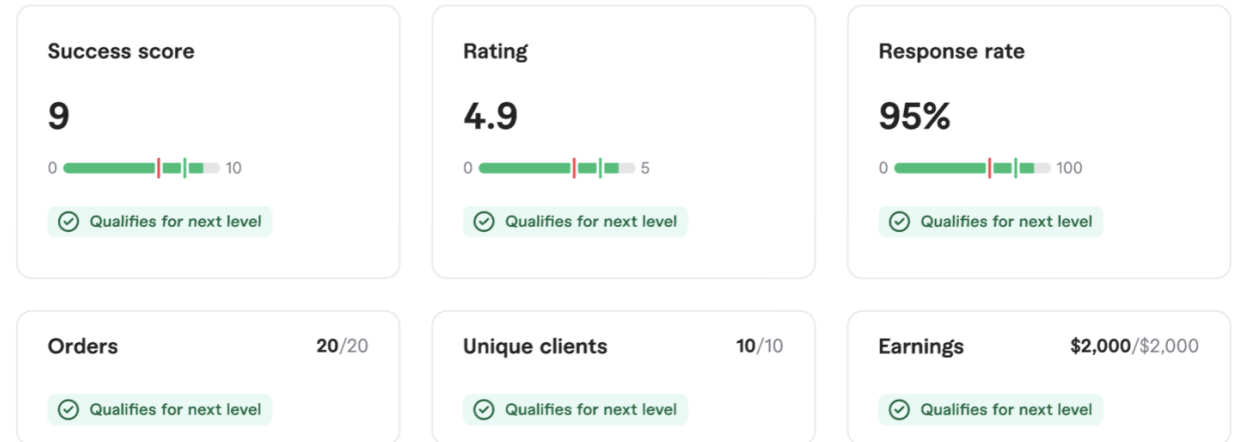
Order Completion Rate: The percentage of orders that were completed successfully. A high completion rate suggests reliability.

On-Time Delivery: The percentage of orders delivered within the promised timeframe. Punctuality is important for client satisfaction.

Response Rate: The percentage of new inquiries responded to within 24 hours. High responsiveness can improve client relations and conversion rates.

My performance metrics

Keep an eye on these stats to monitor your progress in the level system.





7. Seller Details

Languages: Languages spoken by the freelancer and their proficiency levels. This helps clients understand if they can communicate effectively with the freelancer.

Skills: A list of specific skills relevant to the services offered. These should be updated regularly to reflect the freelancer's capabilities accurately.

Education: Educational background, including degrees and institutions. This adds credibility and can differentiate the freelancer from competitors.

Certifications: Professional certifications or courses completed. Certifications can validate expertise in specific areas.



Dora @dorabela

★ 4.9 (1.4k)

Top Rated ♦♦♦

Graphic Designer and Logo Expert

📍 Portugal 🗣️ English, Portuguese, Spanish

Languages



About me

Hi, my name is Dora. I'm a professional Designer offering a high quality service dedicated to your brand / company. I communicate very well with my clients and listen carefully to all their ideas and concerns, creating a consistent path to success. If you have any questions, feel free to ask and I will... [Read more](#)

Skills

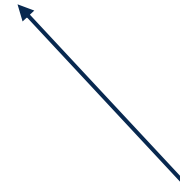
Adobe Photoshop expert

Logo designer

Graphic designer

Stationery designer

Adobe Illustrator expert



Skills



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



8. Badges & Levels

Seller Level: Indicates the freelancer's status on Fiverr (e.g., New Seller, Level One, Level Two, Top Rated Seller) based on performance metrics and tenure. Higher levels generally signify more experience and better performance.

Badges: Special recognitions like Pro Verified or Rising Talent, which highlight exceptional freelancers and their achievements.

For detail info about fiverr level:

<https://help.fiverr.com/hc/en-us/articles/360010560118-Fiverr-s-new-level-system>



Sarah @designlord43

★ 5.0 (3.0k)

Transforming brands with creativity

📍 Pakistan 🗣 English, Urdu



Kevin M @kevinrogerr

★ 4.9 (5.1k) | Level 2 ♦♦♦

Plugging Ideas to your Brand!

📍 Pakistan 🗣 English



Dora @dorabela

★ 4.9 (1.4k) | Top Rated ♦♦♦♦

Graphic Designer and Logo Expert

📍 Portugal 🗣 English, Portuguese, Spanish



Shehryar Shk

Where Design Comes to Life

★ 4.8 (900) | Level 1 ♦♦♦



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



9. Availability

Availability Status: Indicates if the freelancer is currently available for new work or on vacation. Keeping this updated helps manage client expectations.

Business Hours: Preferred working hours for communication. This helps clients know when they can expect responses.

For more guidelines:

<https://help.fiverr.com/hc/en-us/articles/360015529197-Setting-Your-Availability>

Schedule unavailable dates



While unavailable, your Gigs are hidden and you will not receive new orders. During this time you can still message buyers with active orders.

Choose dates

First day

Last day

mm/dd/yyyy



mm/dd/yyyy



All buyers can contact me



Only enable if you can reply, since your response time to new messages will affect your response rate.

Add a message (Optional)

Buyers will see this message on your profile and Gig pages.

I'm unavailable, be back soon.

Cancel

Confirm dates



Kristin H. is unavailable until July 8, 2023

"I'm unavailable, but will be back soon."

I will unleash your brand's potential with expert social media magic



Kristin H. @kristinsocial

★ 5.0 (1k+)



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



Fiverr Gigs...

Fiverr gigs are the individual services offered by freelancers on the platform. Each gig represents a specific task or project that the freelancer can deliver. A well-crafted gig is crucial for attracting clients and converting views into orders.

Logo options ▾

Seller details ▾


Budget ▾

Delivery time ▾

☐ Pro services

130,000+ results

Sort by: **Best selling** ▾




Sithari

Fiverr's Choice

I will create unique modern minimalist business logo design

★ 4.8 (523)

From PKR 5,841




Nonali

I will do modern minimalist luxury logo design with brand identity

★ 4.9 (110)

From PKR 1,461




Sarjon

I will do simple, pet, abstract, minimalist, t shirt, line art logo design

★ 4.9 (627)

From PKR 2,921



Creative Chesta

I will design a modern minimalist unique logo design

★ 5.0 (44)

From PKR 2,921



Division of Fiverr Gig.

1. Gig Title
2. Category & Subcategory
3. Search Tags
4. Gigs Description
5. Gig Gallery
6. Pricing
7. Delivery Time
8. Revisions
9. Extras
10. Frequently Asked Questions (FAQs)
11. Gig Requirement
12. Gig Reviews
13. Analytics



1. Gig Title

A concise and descriptive title that clearly states the service being offered. It should be straightforward, keyword-rich, and immediately convey the gig's purpose.

Gig Title

🏠 / Graphics & Design / Logo Design

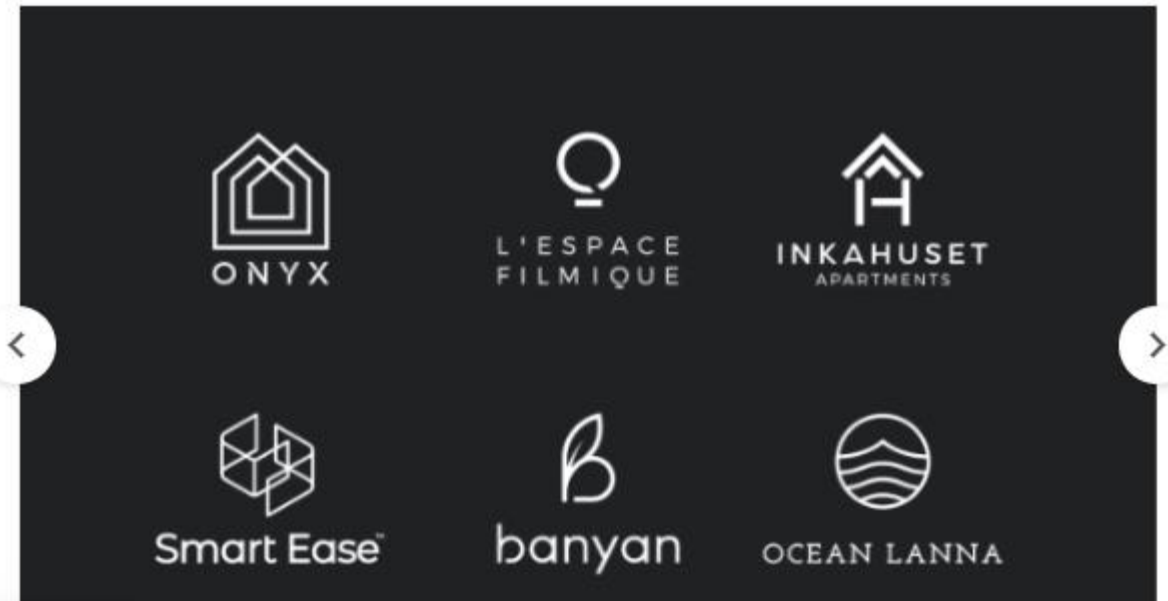
I will help you create the best logo design



Dora

Top Rated ♦♦♦

★ 4.9 (1,033) | 10 orders in queue



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



2. Category & Subcategory

Classification of the gig within Fiverr's marketplace. Choosing the correct category and subcategory ensures that the gig appears in relevant search results and reaches the right audience.

Category

Subcategory

🏠 / Graphics & Design / Logo Design

I will help you create the best logo design



Dora

Top Rated ♦♦♦

★ 4.9 (1,033)

10 orders in queue



ONYX



L'ESPACE
FILMIQUE



INKAHUSET
APARTMENTS



Smart Ease™



banyan



OCEAN LANNA





3. Search Tags

Keywords associated with the gig to improve its visibility in search results. Properly chosen tags help potential clients find the gig more easily.

Related tags

create logo

logo design

minimal logo

logo brand

logo maker

Show More Reviews

Related tags

logo

real estate logo

brand logo

design logo

business logo

logo maker





4. Gig Description

A detailed explanation of the service, outlining what the client can expect, the process, and any specific requirements. The description should be clear, comprehensive, and persuasive, addressing potential questions or concerns clients might have.

About this gig

Welcome to my modern minimalist and luxury logo design gig!!

Are you looking for a modern yet luxury and creative logo design for your brand or company?

I will craft a 100% custom made unique modern minimalist logo using clean geometric shapes, resulting in a logo minimal in design and boasts luxury and is timeless.

WHY ME?

- Reliable and Quick communication
- Printable and HQ File size
- Minimalist Logo and Flat Logo Expert
- 24/7 support, I literally spend my life here at Fiverr for your support.
- Original concepts based on your instructions.
- Unlimited Revisions until your satisfaction.

This gig assures you all the print resolution solutions and a brand face for your company.

NOTE:

My portfolio displays logo designs that fall under standard/premium pack only. Please order an appropriate package to receive such a quality of work.

The only thing holding you back from your success is the **CONTINUE BUTTON** on this Gig

Logo style
Geometric

File format
AI, JPG, PDF, PNG, PSD,
EPS, CDR, SVG



/tajinstitute



/tajinstit



/tajinstitute

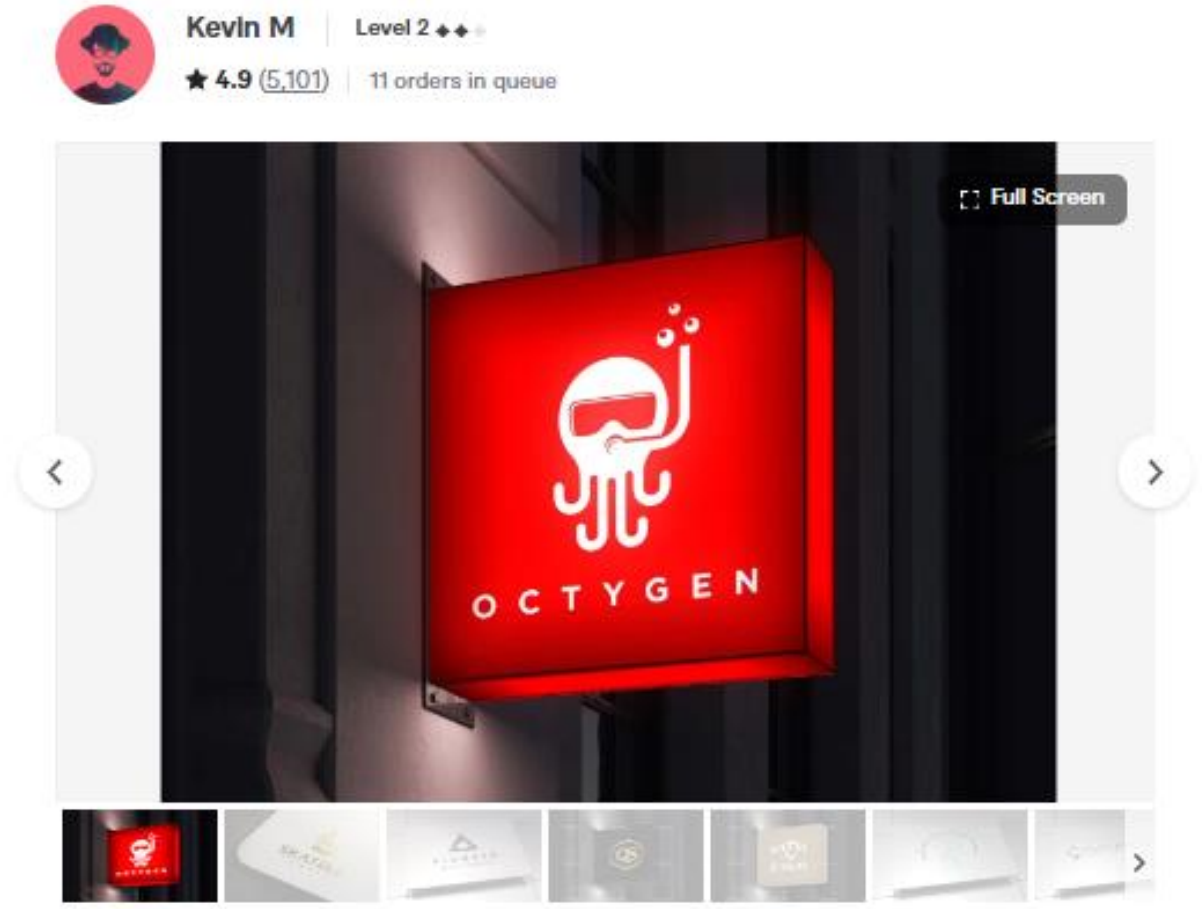


/tajinstituteit



5. Gig Gallery

Visual elements, including images, videos, or PDFs, that showcase previous work or provide additional information about the service. High-quality visuals can significantly enhance the gig's appeal and credibility.





6. Pricing

Different pricing packages (Basic, Standard, Premium) with varied levels of service and pricing. Each package can include different features and benefits to cater to a range of client needs. Clear and competitive pricing helps attract a broader audience.

Compare packages

Package	PKR 7,301 Basic	PKR 27,744 Standard	PKR 43,806 Premium
	BASIC SUPPORT	STANDARD SUPPORT	SUPER HIGHLY RECOMMENDED PACKAGE
	Starter Package with a single design concept	Standard Package with 2 initial design concepts	VVIP 24/7 Support with 3 initial design concepts
Logo transparency	✓	✓	✓
Vector file	✓	✓	✓
Printable file	✓	✓	✓
3D mockup	✓	✓	✓
Source file	✓	✓	✓
Social media kit	✓	✓	✓
Number of concepts included	1	2	3
Revisions	2	5	Unlimited
Delivery Time	<input checked="" type="radio"/> 5 days <input type="radio"/> 2 days (+PKR 7,301)	<input checked="" type="radio"/> 5 days <input type="radio"/> 2 days (+PKR 7,301)	<input checked="" type="radio"/> 5 days <input type="radio"/> 2 days (+PKR 11,682)
	PKR 7,301 Select	PKR 27,744 Select	PKR 43,806 Select

Basic

Standard

Premium

PKR 7,301
Save up to 20% with [Subscribe to Save](#)

BASIC SUPPORT Starter Package with a single design concept

5-day delivery 2 Revisions

- ✓ 1 concept included
- ✓ Logo transparency
- ✓ Vector file
- ✓ Printable file
- ✓ Include 3D mockup
- ✓ Include source file
- ✓ Include social media kit

Continue →

Compare packages

Contact me



/tajinstitute



/tajinstit



/tajinstitute



/tajinstituteit



7. Delivery Time

The timeframe within which the service will be completed. Providing clear and realistic delivery times helps manage client expectations and ensures timely delivery

Delivery Time

Basic	Standard	Premium
<p>PKR 7,301 ⓘ</p> <p>Save up to 20% with Subscribe to Save ⓘ</p> <p>BASIC SUPPORT Starter Package with a single design concept</p> <p>🕒 5-day delivery 🔄 2 Revisions</p> <ul style="list-style-type: none">✓ 1 concept included✓ Logo transparency✓ Vector file✓ Printable file✓ Include 3D mockup✓ Include source file✓ Include social media kit <p>Continue →</p> <p>Compare packages</p>		

[Contact me](#)





8. Revisions

The number of revisions included in the service. Offering revisions can increase client satisfaction by allowing for adjustments based on feedback.

No. of Revisions

Basic	Standard	Premium
<p>PKR 7,301 ⓘ Save up to 20% with Subscribe to Save ⓘ</p> <p>BASIC SUPPORT Starter Package with a single design concept</p> <p>⌚ 5-day delivery 🔄 2 Revisions</p> <ul style="list-style-type: none">✓ 1 concept included✓ Logo transparency✓ Vector file✓ Printable file✓ Include 3D mockup✓ Include source file✓ Include social media kit <p>Continue →</p> <p>Compare packages</p>		
<p>Contact me</p>		



9. Extras

Additional services or features that can be added to the gig for an extra fee. These can include expedited delivery, additional revisions, or enhanced service features, allowing for customization based on client needs.

Extra Features

Basic	Standard	Premium
Standard Package		PKR 39,425 ⓘ
1 Concept (+1) + PNG and JPG File + Responsive Logo + Vector Source Files		
🕒 5-day delivery		🔄 Unlimited Revisions
<ul style="list-style-type: none">✓ 2 concepts included✓ Logo transparency✓ Vector file✓ Printable file✓ Include source file✓ Stationery designs		
Continue →		
Compare packages		
Contact me		



10. Frequently Asked Questions (FAQs)

A section where freelancers can preemptively answer common questions about the gig. This can help clarify details for potential clients and reduce the number of initial inquiries.

FAQ

What you may need to start the order?



How does the service work?



When you say that two concepts are included, will I have two logos?



What Is a Responsive Logo?





11. Gig Requirement

Information or materials the client needs to provide for the freelancer to start the project. Clear requirements ensure smooth project initiation and delivery. Providing detailed and specific requirements helps streamline the process and prevent misunderstandings.

For more guidelines:

<https://help.fiverr.com/hc/en-us/articles/360011079098-How-to-effectively-use-buyer-requirements>



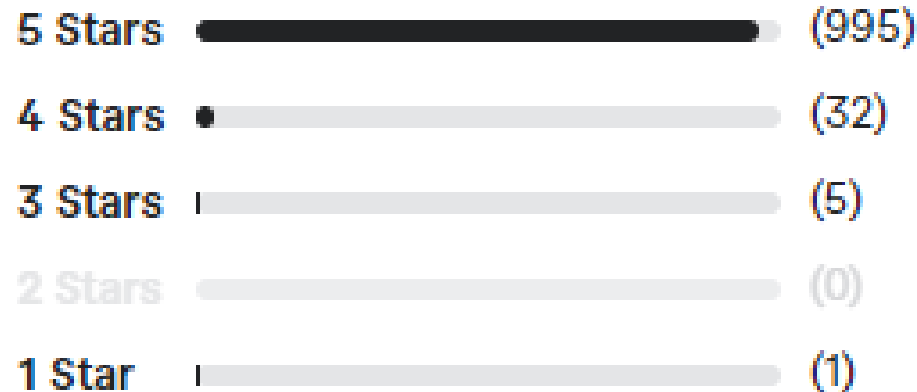


12. Gig Reviews

Feedback specific to the gig from clients who have purchased it. Positive reviews and high ratings enhance the gig's credibility and attractiveness, making it more appealing to potential clients.

Reviews

1,033 reviews for this Gig





13. Gig Analytics

Performance data for the gig, including views, clicks, and conversion rates. This helps freelancers understand how their gig is performing and identify areas for improvement. Regularly analyzing gig performance can lead to strategic adjustments that increase visibility and sales.

Gigs

Get briefs (Set a rate) Accepting Custom Orders

ACTIVE 1 PENDING APPROVAL REQUIRES MODIFICATION DRAFT 1 DENIED PAUSED 1

CREATE A NEW GIG

ACTIVE GIGS

LAST 30 DAYS

GIG	IMPRESSIONS	CLICKS	ORDERS	CANCELLATIONS
create a wordpress business website	0	0	0	0 %

What does your Gig® status mean?

For more guidelines:

<https://help.fiverr.com/hc/en-us/articles/360010750318-Viewing-Gig-statistics>