1. Before bidding, write the bid contents in office words and doing spell check.
2. Read project’s description enough and find the key point and difference between other jobs, what the client wants for that job which you prefer and write them in your bid and explain the possibility and steps of implementation. For example, have a look “Client’s recent history”. There, you can see what the client has done so far. Like if the client completed logo development maybe he wants to build the website according to design. So, you can write the bid “Please have a look your design or could you show me your design and let’s discuss more in detail via interview with your design or mockup.” In cover letter.
3. If your account is new, don’t bid for 30k+ client and general and simple project (such as “looking for react developer, looking for developer who can build React website with high experience”) and bid on project which has long description so the other developers don’t like the read whole description. In that bid, you have to read all the description and bid like 1 and 2
4. Make your bid sentence with paragraph for several steps like implementation, timeline, possibility of this project, introduction of you. And when you submitted your proposal, clients see the bid with 3 or 4 sentences of cover letter. So, don’t write the introduction of you like “Hi I am a senior web developer” in first sentence in cover letter. Clients are never interested who you are so please bid the way of implementation of this project from start in cover letter so that make clients have got interested about your bid so that make him to read whole of your bid. Write the introduction of you end of cover letter.
5. If the budget or hourly of posted project is too low, please read the whole of description and if you are confident, bid with “your budget” or your hourly or timeline and explain why your budget and hourly or timeline is, with implementation. Maybe it can make you senior.
6. There are many fake projects in Upwork so you can notice real projects with additional questions which clients created.
7. If client’s preferred location is same as your account, don’t bid at that project.
8. Reference url:

<https://www.youtube.com/watch?v=PTzJlrahqgc> <https://www.youtube.com/watch?v=kPKMJY2Ije8>

He is 500k+ upwork freelancer and his videos explain us what we have to do for bid in upwork. There are many videos of him in youtube and referring his experiences help us very much for winning in upwork.