

# Checklist to Build a Successful gig on Fiverr

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## Getting Started

Fiverr is one of the best freelance marketplaces out there to monetize your skillset.

On Fiverr, your gig is your face, which is why it should look perfect to attract buyers. Follow the below checklist to make a perfect gig.

## Category

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Find an ideal service category that you are an expert in. Some categories are highly competitive like graphic design, content writing, or SEO. If you are offering your services in these categories then make sure you select any sub-category under these parent categories.

For example, if you are a graphic designer then you should start from any subcategories under graphic design, which have low competition. In this example, you can select a category like Pattern design, Catalog design, or NFT art.

## Create an eye-catching title

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After selecting the category, the next step is to create an eye-catching gig title. This will be your gig headline. Here, focus on the keywords that you use and portraying your unique selling feature.

For instance, if you are expecting to sell graphic design services and speed of delivery is your strong point. Mention that in your title to make your gig look unique from others.

## Tags & Keywords

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Make sure you use your targeted keyword in the title, tags, and gig description. Because when a buyer will search their keyword using the Fiverr search bar then the Fiverr algorithms will look for the gigs who have searched keywords in title, tags, and descriptions.

Off course, there are so many other things to consider as well but having the right keywords is also one of the reasons for your gig ranking

## Gig Packages

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*Packages are a pricing structure for selling services on Fiverr. Packages allow you to combine your basic Gig with built-in revisions and Extras to create an offer that gives buyers precisely what they want.*

Always use the 3-package feature for all of your gigs. This will help you offer more options to your buyer and they can choose whatever is aligned with their budget. According to Fiverr, gigs with multiple packages sell more.

## Create a competitive price point for your gig

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Look at what the competition is offering and identify a price point for an entry-level gig. This would ideally be the gigs with no reviews currently and ratings indicating that these are newly established gigs. See how they have priced. Look at what the competition is offering and identify a price point for an entry-level gig. This would ideally be the gigs with no reviews currently and ratings indicating that these are newly established gigs. See how they have priced.

Consider pricing your services low at the start to attract more buyers. Fiverr has a level system based on the number of orders you do and the reviews you get. The higher you progress, the more visible and successful your gigs will be. Once you've moved up a level, and have multiple five-star ratings and reviews, you can raise your prices.

## Gig description

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This is one of the most crucial points for any gig. In addition, this is the place which buyers will definitely look for when they buy from you. You've got a lot of space to play with, so here's what you do:

- Indicate which problem you solve
- Highlight the benefits for buyers, including how your services will help them achieve success or win business
- Say why you're the right person for them to work with. Five-star sellers with thousands of happy customers usually lead with this information, because it helps to reassure potential buyers that they are choosing the right gig
- State clearly what's included in the service you offer
- Include all of your skills and make sure these skills are relevant to your gig title

## Gig Gallery

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You can have 3 images, and you should have 3. Please avoid stock images. Your images should be personal to you and to the gig you are providing. If your images or video have text, that text should be consistent with the text in your gig description.

Fiverr recently introduced a new dimension for gig images which are **(1280 X 769)**. Make sure you use these dimensions to create the perfect thumbnail.

Make use of video if you can. Videos are convincing if you say the right things. Plus, giving your potential client the chance to hear you talk directly to them is always a welcome plus. A video duration between 30 and 60 seconds should be ideal. Because most people may not go through the entire video

## Market yourself

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Now its time to market your gig and get some potential clients. Use available social media platforms to reach out to the initial clients. You can use your email contacts to send a word out to potential clients. Or to ask your close acquaintances to refer you to individuals who are seeking the type of service you are offering. This is will be the most ideal way to garner a few initial clients and build upon positives reviews about your gig.

## Share your feedback

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Thanks for reading until the end. Please share your feedback with me on Instagram. If you have, any question feel free to ask. Thanks