

# Fiverr Ranking Tactics

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Fiverr Rankings Tactics v1.0

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## INTRODUCTION

Thank you for grabbing a copy of this PDF “Fiverr Ranking Tactics”.

I decided to release this as a thank you to those that purchased my previous WSO “[My Ultimate Fiverr Survival Guide: Affiliate SEO Gigs](#)”. The WSO was related to Fiverr SEO gigs, that I had tried and tested, to help rank affiliate sites.

This, on the other hand, is aimed directly at Fiverr sellers who want advice on how to rank their Fiverr gigs in order to increase their CTR and, ultimately, sales. Some of these techniques will have been seen before, however, some will not.

Why should you bother to listen to me?

This.

## Revenues

UPCOMING EARNINGS: \$64

<b>\$4,458</b> EARNED	<b>\$3,341</b> WITHDRAWALS	<b>\$925</b> USED TO ORDER GIGS	<b>\$180</b> PENDING CLEARANCE	<b>\$12</b> AVAILABLE FUNDS
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WITHDRAW



PAYPAL ACCOUNT



FIVERR REVENUE CARD™

SHOW

EVERYTHING

2015

ALL MONTHS

[Export to CSV](#)

DATE	FOR	AMOUNT
Jul 08, 15	<b>CLEARING</b> Funds Pending Clearance	<b>\$4</b>
Jul 08, 15	<b>CLEARING</b> Funds Pending Clearance	<b>\$4</b>

Now, I realise I haven't include any personal info so this screenshot could be taken from anywhere. However, these are my earnings from the past 4 months, or so, and that was me testing Fiverr with an arbitrage type gig so literally involved me copying and pasting. I don't do effort for \$5. These earnings were bumped with some good extras.

That said, I have been doing other ventures lately so earnings have dropped off.

## WHAT IF YOU'RE NOT CURRENTLY SELLING ON FIVERR?

If you're not currently selling on Fiverr but are looking for some advice and training on niches to get started with then you should definitely check out this excellent (and very comprehensive) Fiverr course by Tom Yevsikov called **5rr Sales Formula** – you can [check it out here](#). It's very good.

With that all said, let's get started. 😊



### 1. NEW TO FIVERR?

If you are yet to create a Fiverr account, or just fancy creating a new one, make sure you give it a professional sounding name and one that is somewhat related to your niche that you will be creating gigs for.

Using “services” in your name can be good as well as it can be quite broad while sounding more professional than “seoking294775938343”.

Also, use a professional looking profile photo. Some people say to use a woman as they convert better. Possibly. I just used a nice looking logo I had designed and it converted very well.

### 2. YOU CAN HAVE UP TO A MAXIMUM OF 20 GIGS PER FIVERR ACCOUNT --- MAKE USE OF THEM!

This is a great way to increase your gig exposure.

You can create multiple versions of the same gig and post them into different Fiverr categories. You MUST ensure that each title, picture, description and extra’s descriptions are unique however. Just changing up a few words here and there is fine.

### 3. SEO OPTIMIZE YOUR TITLE (THEN CHANGED AFTER YOU PUBLISH IT)

When you first create a gig, the title you give it will be used as the URL for your Fiverr gig forever. By that I mean, once you publish the gig you can quickly edit the gig title afterwards and change it so it makes more sense (see #4 below).

*So what’s my point? Keyword research your niche, grab two good keyword phrases to use and work them both into the initial gig title – even if it makes little sense.*

#### 4. USE YOUR MAIN KEYWORD IN THE TITLE & BE UNIQUE TO CATCH ATTENTION

Try and use your main keyword at the start of the title but make sure it makes sense. Once upon a time you could keyword stuff the title, have it make no sense and get sales. Doesn't work anymore.

*Eg. "I will do Video Marketing SEO to Rank on Google Page One Buy HERE"*

If you can't think of a good title, search for competitors that have high sales and work out a good unique title.

*Try and add a CTA (Call to Action) to the end of the title if you can fit it in. Eg. "...Buy HERE"*

#### 5. USE A UNIQUE IMAGE FOR EACH GIG

This may sound pretty obvious, however, many sellers use awful pictures for their gigs and they simply do not convert well. You can jump on Google/Bing images to keyword search or you can use the creative commons site [here](#) to be safe with copyright images.

You could also get someone to create you an eye catching image with a good CTA on it.

#### 6. ADD A VIDEO

This one has been said many, many times and I'm still not convinced it has much impact on Fiverr internal rankings. That said, videos are generally thought to help convert much better than images for sales pages.

#### 7. MAKE YOUR DESCRIPTION UNIQUE AND HIGH QUALITY

Since Fiverr updated their algo, keyword stuffing the description has completely died. My advice is to write good sales copy and work your keywords into the description naturally. Use bullet points to describe features and benefits as users find this easier to read.

That said, make sure you use important keywords as many times as Fiverr lets you. If you're doing a gig on photography, for example, work it in as many times as possible. If you use it too much you will get an error when you click to create the gig – I think it's about 5. That's fine, just reword it to use it less.

Add a good CTA to end: "LIMITED TIME OFFER --- BUY NOW"

## 8. DELIVERY TIMES

Try and aim for a delivery time of 2 days maximum. This will really help.

Always try to avoid increasing the delivery time as this has a VERY heavy impact on rankings. I saw a gig that was listed near the top of a search for a competitive keyword bomb when I increased it by one day. That hurt.

Deliver the gig as soon as humanly possible. Some sellers tend to sit on delivering a gig until near the delivery time. Just deliver it – you will climb rankings quickly. I've proven this one on a new gig. Not so much on an older gig though.

## 9. USE RELEVANT TAGS

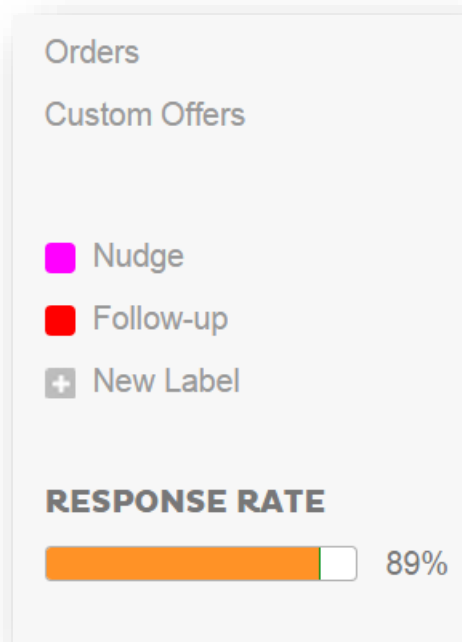
Ensure you use the maximum allowed tags and that they are directly related to your gig service. You can try putting in your main keywords here too although I'm not certain how much this works now since Fiverr updated their algo.

## 10. ADDED VALUE GIG EXTRAS

You need to squeeze more cash out of your customers, remember these guys are buyers, so add value added extras and remember to promote them again when you send a buyer a confirmation message when the gig has started.

## OTHER FIVERR RANKING FACTORS

- Since June 2015, Fiverr has introduced a “Response Rate” indicator to show how quickly you are responding to new messages. This needs to be kept above 90% (note I have had to increase my response rate because I’ve been lax lately – it was 64% a week ago).



This only applies to the first message someone sends to you and not subsequent messages.

Fiverr state that you should respond in a helpful manner even if what is being asked is completely unrelated to your service.

Just a simple “Sorry, I do not provide this service” or whatever. Try to respond ASAP – even better respond to some messages via the Fiverr mobile app as there are some indications that using the app like this impacts rankings as well. I guess Fiverr want to see people using the app they spent money on. 😊

- Fiverr support once told me to keep your gig description “fresh”. I’ve since seen others saying very similar. One person even said updating the description once per day has a significant impact. I’ve tried it on a couple of gigs and saw some improvements. Needs more testing since they also change however.
- Other people “hearting” / adding to their personal collections is a good ranking factor. Perhaps not as much as it used to be but definitely needs to be done. If you have friends (or other accounts on different IP’s) make sure to do this. Also try naming collections to fit your gig niche.
- Try not to pause a gig. It will batter your rankings
- Always respond to positive feedback with a unique reply each time. It helps more than you would think.

- Never rage at someone who leaves you negative feedback. It's very hard to stay at 100% for certain gigs as people's expectations vary. If someone leaves negative feedback message them stating you will give a full refund if they remove the review.

If they refuse the offer, calmly and thoughtfully reply to the negative feedback stating they should have contacted you first as you always resolve happy to discuss any problems and that they can contact you for a full refund.

The buyer in question will most likely never read the comment (as they aren't notified about it by Fiverr) but other potential buyers will. This will show good faith and build trust.

- When you complete a gig the buyer will be asked if they want to share you gig on Facebook, Twitter or Google+ --- highlight this in your delivery message and ask the buyer to share it. You'd be surprised how many do. 😊
- Remember to update your gig description regularly to keep things fresh and increase your rankings. I sometimes just alter the title slightly from the mobile app and change some wording here and there in the description from my desktop.



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THAT'S IT FOR NOW. I'LL UPDATE THIS GUIDE AS AND WHEN CHANGES HAPPEN ON FIVERR.

### AWESOME FIVERR SELLER TRAINING

Remember to check out the excellent Fiverr training course by Tom Yevsikov called **5rr Sales Formula** – you can [check it out here](#). It includes some done-for-you gigs. Excellent training and I've seen most of the Fiverr WSO#s which are not worth the money they charge. [This, on the other hand, is well worth the price.](#)

If you do purchase through my links above then make sure to forward me your Paypal receipt and I will send you some awesome bonuses.

All the best!

Paul C

CHECK OUT MY TRIED AND TESTED SEO GIGS ON FIVERR [HERE](#).

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