

1K SEO CONSULTING

Video 2 - UpWork Profile Optimization

After watching today's video you should have a good understanding of what it will take to optimize your UpWork profile for success. The goal will be to aim for 100% completion and use as many fields as possible to show people are serious.

1. **Before you start optimizing your profile** make sure you watched [video 1](#) and followed the action step of getting [signed up on Upwork](#) as a freelancer
2. **Come up with a catchy tagline** that makes you unique about the services you offer. In my case I chose to mention Local SEO and ranking in the map pack.
3. **Create a short webcam video introduction** about yourself for profile visitors. [Here is mine](#).
4. **Write a unique overview** about who you are and what you are offering. You can reference [my profile here](#) but DO NOT copy my profile word for word. This would not be effective.
5. **Add testimonials, rank results** or anything that a potential prospect might want to see for results you've achieved for other clients.

***Note:** If you have zero results I highly recommend offering to 'pay it forward' for some local businesses. Building a nice Wordpress site is not rocket

science. Offering to do some free work initially will help you earn some credibility and potentially land some nice referrals down the line!

6. Add Certifications - You can add anything here that will make you credible and help you stand out.

7. Add Education and Employment History - This is an awesome way to show people what your background is, even if it's not entirely focused on SEO. You can utilize this space to show college degrees and work history with past employers.

8. Attempt to take your first UpWork SEO Test - [This is the one I recommend doing](#). If you fail you will always have the ability to try this again so don't sweat it.

If you don't end up getting to take any tests just put it on your to-do list and make sure to come back to this at the end of the course.

In video 3 we will be covering how to create killer proposals that really stand out from the crowd and allow you to generate a much higher response rate from potential prospects.

Keep an eye out for video #3 coming out tomorrow.

-John Shea