

# Fiverr Gig Setup Checklist

Everything you need to publish a gig that ranks and gets clicks.

Print it. Work through it. Publish with confidence. | EduEarnHub.com | 2026 Edition

## SECTION 1 — Gig Title

- Title starts with 'I will' (Fiverr requirement)  
*Fiverr will reject titles that skip this prefix*
- Primary keyword in first 4 words after 'I will'  
*Algorithm reads left-to-right — front-load the keyword*
- Total character count is 50–59 characters  
*Anything over 59 chars gets cut off in search result cards*
- No generic adjectives (amazing, best, expert)  
*Replace with: style, tool, platform, or timeline*
- Title follows formula: Service + Platform + Outcome + Time  
*Example: I will optimize your Shopify store for Google ranking*
- Tested on mobile — titles can truncate at 50 chars on small screens

**TIP** Write 3 title variations first. Pick the one that fits 50–59 chars with the keyword in position 1.

## SECTION 2 — Gig Description

- First line repeats the primary keyword naturally  
*Description also signals keyword relevance to Fiverr's algorithm*
- Opening paragraph answers: what do you deliver, to whom, by when?
- Includes 3–5 bullet points listing exact deliverables  
*Buyers scan, not read — make deliverables scannable*
- States revision policy and turnaround time clearly  
*Reduces pre-order questions which hurt conversion rate*
- Ends with a soft call to action ('Message me before ordering')

**TIP** Keep the description under 500 words. Buyers read the first 2 lines and the bullet list.

## SECTION 3 — Pricing and Packages

- 3-tier package structure: Basic / Standard / Premium  
*Tiered pricing increases average order value vs single price*
- Basic package is priced to compete — not to win on price alone  
*Underpricing signals low quality to buyers browsing search*
- Each package has a distinct scope (not just 'more of the same')
- Delivery time decreases as price increases (not the reverse)
- Extras are set up (e.g. extra fast delivery, extra revision)  
*Extras can increase per-order revenue by 20–50%*

**TIP** Start Basic at a price you'd be happy with. Raising prices later is easier than recovering from underpricing.

## SECTION 4 — Gig Tags (SEO)

- Used all 5 available tag slots  
*Leaving tags empty is one of the most common new-seller mistakes*
- Tags match actual buyer search phrases, not seller jargon  
*Think: what would the buyer type? Not: what do you call the service?*
- Primary keyword tag matches the H1 keyword in the gig title  
*Keyword alignment across title + tags strengthens search signal*
- Mix of broad tags (SEO) and specific tags (on-page SEO optimization)  
*Broad tags catch category traffic; specific tags catch high-intent searches*
- No duplicate tags — each targets a distinct search phrase

**TIP** Search your keyword on Fiverr and check autocomplete. Those are real buyer searches — use them as tags.

## SECTION 5 — Gig Image and Media

- Gig image is 1280 x 769 px (Fiverr recommended size)
- Image includes 3–5 words matching the gig title keyword  
*Image text is indexed by Fiverr — treat it as a keyword slot*
- No generic stock photo used as primary image  
*A simple Canva design outperforms stock — stock lowers buyer trust*
- Video added if offering video/voice services (3x more impressions)  
*Fiverr's data shows video gigs appear 3x more in search results*
- PDF sample or portfolio image added (if applicable)

## SECTION 6 — Pre-Publish Final Check

- Gig title character count confirmed at 50–59 characters
- Profile photo is real and professional (not a logo or avatar)  
*Buyers are more likely to order from sellers with a real photo*
- Profile bio includes your primary skill keyword in the first line
- Response time: plan to reply within 1 hour of first messages  
*Response time affects search ranking — Fiverr measures it actively*
- Gig is published, not saved as draft  
*Draft gigs do not index in search — publish to start ranking*
- Gig link shared on at least one external channel after publishing  
*Early external traffic signals relevance to Fiverr's algorithm*

### TITLE FORMULA REFERENCE

**I will + [Specific Service] + [Platform / Use Case] + [Qualifier]**

Example: I will optimize your on-page SEO for Google ranking in 7 days (57 chars)

More examples: [eduearnhub.com/fiverr-gig-title-examples](https://eduearnhub.com/fiverr-gig-title-examples)