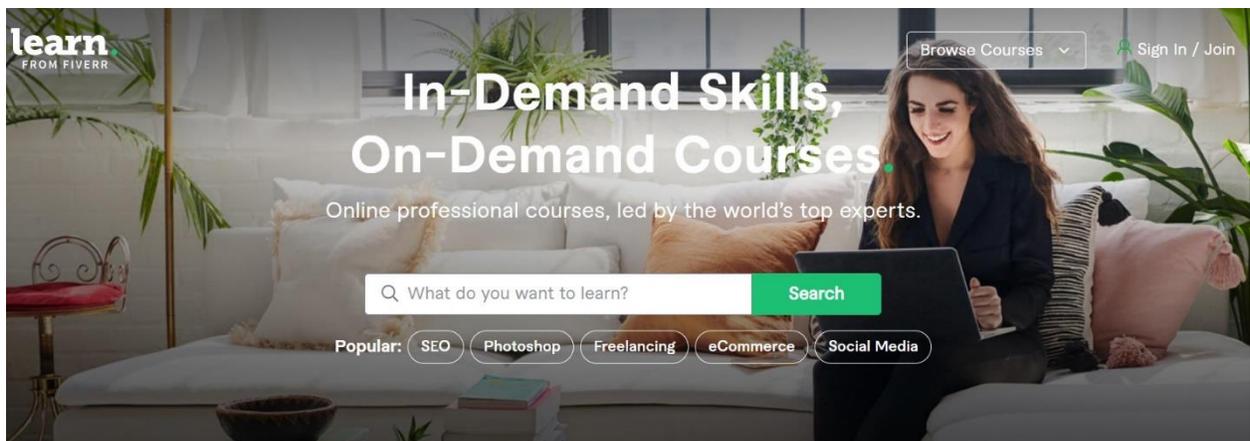


HOW TO GET ON THE HOMEPAGE OF FIVERR AND EARNED MORE MONEY



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MY JOURNEY ON FIVERR AS A SELLER

Consider this one of my more side hustle experiences.

I started my “career” as Fiverr seller last 3 years after hearing the amazing story of Anarcho Fighter, the Top Rated Fiverr salesman who made enough money on the platform in a year to buy cars and a house.

And even with that motivation and a first look at the possibilities, it took me a few months to get over the inertia and finally get into action!

My Fiverr Gigs

Initially, I made sure to put everything up for sale which required my immediate time commitment. After all, exercising for \$4 after Fiverr’s 20% cut isn’t exactly a great way to progress in life.

So I started with a few books and I actually did well at the beginning, with the title still selling surprisingly better than Amazon in the same period.

As I felt more comfortable with the platform, I decided to try a new research and summary article, a blog post about medicine, insurance, lifestyle, sports, fashion, history and health / fitness.

The concept was simple. People link me to their sites and I would give my opinion on ways to improve it. It took a day to prepare, upload and deliver the orders.

If I review them one by one, I could create an effective hourly rate of about \$34 per hour. No wonder, but hey, it was an experience.

In the last few months, I have posted dozens of these articles on the site. Orders arrived little by little and I delivered them.

Customer feedback was good, it didn’t take long and it was actually a lot of fun.

I was earning between \$200 and \$400 a month from this little side hustle experience.

Featured On The Home Page

I wake up one morning last month and was surprised to find a dozen new orders in my inbox!

The Gig had to be recommended by someone with a large audience or presented in a prominent place. The first place I checked was the Fiverr.com homepage and of course I was there:

Now, of course, Fiverr does not publish what it takes to appear on the home page, so please take the following as my direct observation and opinion.

According to one of the Fiverr Pro Seller, Fiverr is the 64th most popular place in the United States and the 132 most popular site in the world.

So when you land on the home page, you will get great exposure if you can get it.

With over 4 million Gigs competing for sales attention, it is not easy to be noticed. (Compared to the number of sites indexed on Google, for example, the competition is relatively low.)

Sellers don't pay for placement; I'm sure the algorithm is partially responsible for deciding who goes to the homepage and who gets the featured list, but I think there's at least a manual approval process.

These Are The Criteria I Think They Use:

1. A Unique Offering With A (Relatively) Wide Appeal.

On the home page, Fiverr needs to show the variety of services that people can find on the site. This is their first impression and they have to show a wide range of offers that attract huge segments of visitors.

2. Something That Would Surprise People If They Get \$5.

A high value offer is necessary because it is added directly to the factor.

Note: Fiverr is no longer a \$5 market. The platform has consistently introduced ways in which sellers can deliver greater value, including custom offers, gig extras, and 3-tier package prices. The recent introduction of Fiverr Pro allows for even better site positioning for experienced sellers.

3. Proven High Conversion Offer.

Fiverr tracks 30-day conversion rate for each gig, the percentage of people who see your offer and eventually buy it.

A typical Fiverr conversion rate can be between 5% and 10%. After my initial order quantity and homepage placement, my website article gig convert into 22%! (As you can see, it's been down a bit since then.)

It goes without saying that Fiverr wants to offer high-turnover deals because they don't make money until someone makes a purchase.

Their homepage is definitely a great "money page" for them, so they want to showcase gigs that have been proven to turn browsers into customers.

4. Higher Average Order Value.

As with the conversion rate, a higher average order value will bring your gig to land on the homepage faster.

Although Fiverr is known as a \$5 market, Sellers are encouraged to offer relevant gig extras to increase their profits and Fiverr's profits. (The company takes a 20% cut on gig extra.)

With all the other circumstances, I think he's more likely to present a gig with an average order of \$10 than a gig that never sells extras.

Update: With Fiverr's new custom offer tool on the platform, you can now sell up to \$10,000. I met Anarcho Fighter who was the first seller to make a sale to a buyer from \$5 to \$500 000.

5. Excellent Feedback.

The last criteria that make up my 5 most important factors for entering the Fiverr homepage is a story with good reviews. You should probably approach 100% positive review as you can and also have a high percentage of customers leaving positive reviews and there are some that don't leave any at all.

When Fiverr only earns a buck per order, their business is based on loyal and repeat buyers. They won't compromise his reputation by presenting gigs with questionable reviews on his homepage.

Below I will share a few tips on how to guarantee positive feedback and stop negative feedback.

Other Expected Factors:

Your Seller "Level"

Fiverr Sellers are categorized as beginners (no level), level 1, level 2, and Top Rated Seller. Sellers below level 2 rarely appear on the home page.

A Short Reference Guide For Fiverr Levels:

Level 1: Your account has been active for at least 30 days and you have made 10 sales.

Level 2: You have placed 50 orders within 60 days.

Top-Rated Seller: are choosing by Fiverr staff based on seniority, sales, feedback and community leadership.

The Hustle Factor

When my orders flooded my inbox, I began to insist I had enough time to deliver them all.

To take a break, I logged in, adjusted the promised delivery time from 2 to 4 days.

Delivery of all orders and maintenance of high quality certainly took time. It took me a few hectic days to get away from late work.

It probably wasn't the best schedule rate in the world, but it was fun. Especially when people were ordering extras for gigs, I had to put on my creative thinking hat and think about how I would market each order.

Besides, you never know who you'll meet on Fiverr. I have certainly built new and interesting relationships, including entrepreneurs from all over the world.

(Earlier this year, I was on an iwriter radio show after my co-host bought one of my gigs.)

And I got an interesting blog post about the deal case.

Fiverr's global reach is quite impressive. Their platform displays a map on your dashboard where you can see all the countries you've sold to, they call it "world domination". I am currently at 30%!

How To Prepare For The Success Of Fiverr

Are you Ready to work as a Fiverr seller? Do you have a gig in mind? Here are my tips for setting up accounts and success from day one.

1. Short Title Of The Gig

Clear and concise gig titles work best. It's hard to fully convey the value of your work in a few words, so you should try a few different variations to see which one generates the most interest or search volume.

Pro Tip: Use Google's keyword planning tool or other keyword research tools to see which keywords are most likely to be searched.

2. Detailed Description

Buyers need to know exactly what they are buying before buying. This is your chance to sell your services and let buyers know why they should do business with you.

If you get a lot of questions asking for clarification or details, your description probably doesn't work.

You can also use the description to promote and further explain your concert extras.

Descriptions are limited to 1200 characters, which is really not much, so it should be concise. Fiverr gives you some freedom of formatting with bold or italic fonts, larger font sizes, enumerated or numbered lists, and text highlighting.

Take advantage of some of these features to improve your description.

3. Video And Images

Fiverr published statistics that gigs with video descriptions sell for 220% more than gigs without. Video is therefore a practical condition.

My video is not the best material in the world; just talking on my webcam. I would like to make a new video with better production quality to see if it affects sales.

If you don't have video, be sure to take advantage of at least 3 photo slots with descriptive high-resolution images of what you offer. Make sure the dimensions match; currently 682 x 459.

4. Targeted Sales

Upsells or Fiverr gig extras become interesting. The higher your level, the better your chances of increasing sales costs.

The trick I found is to offer a few different options that might be relevant to your clients together.

You can change these extras and their prices at any time, so trying different offers is not a problem. Remember, the more you earn, the more Fiverr earns, which means it's in their best interest to be successful and sell.

5. Ask For Feedback

From the outset, Fiverr's feedback system seems to have used a well-known 5-star rating system. But if you dig deeper, you'll see that your feedback system is actually just an addition / failure; Customers can only rate a gig with a Like or Dislike tag.

Since most people don't leave feedback unless asked to do so, I've added a PS to each of my delivery models asking customers to give a "thumbs up" if they think the job is worth it. .

In addition, almost 80% of my customers left a positive rating. (The other 20% did not leave "thumbs down" that they simply forgot to enter a note).

6. Offer A Guarantee

I also ensure that I give a 100% money back guarantee to my gigs. I think it helps convince customers who are hesitant to place an order.

So far, I have only had to apply it once.

It's amazing what people expect for \$5!

After he gave me negative review from the beginning without warning, I said that all my gigs have a 100% money back guarantee and offered to cancel the order.

When he accepted the cancellation, he received a refund and the negative review disappeared.

However, it should be borne in mind that cancellation statistics are publicly visible and can be a red flag for buyers and Fiverr. I guess if too many buyers leave, they probably will not promote your gig.

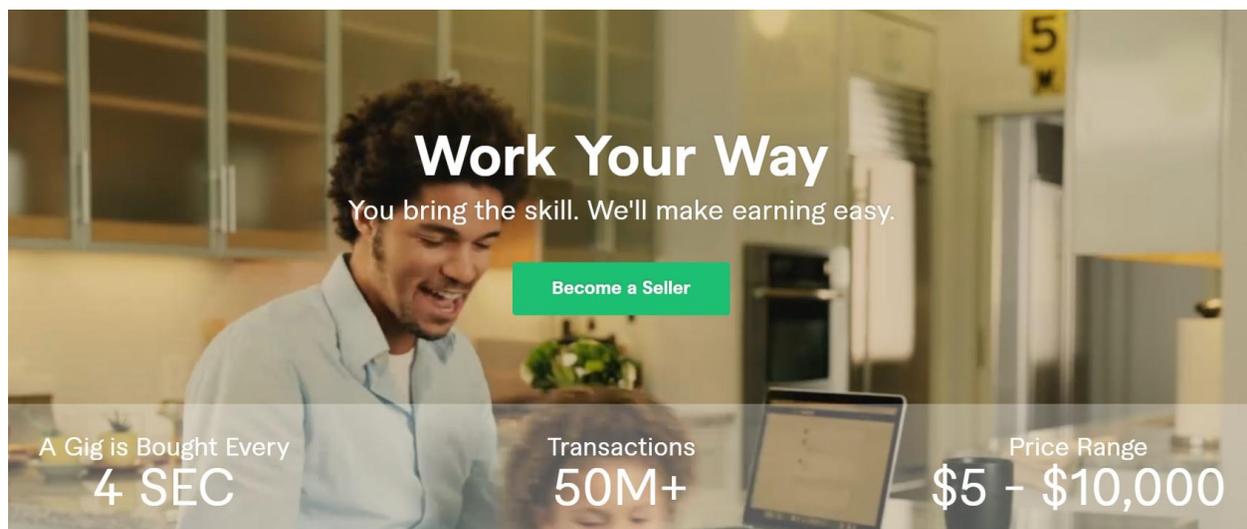
Your First Orders

It can be difficult to find your first customer on any new platform. Focus on getting these first positive feedbacks and not on the money.

Engage with your customers to encourage returning buyers. When you message customer it is not about your needs but only talk about ways you can help them (avoid hard selling).

Extra Tips: If you sign up as a [Fiverr affiliate](#), you can also earn money. If you recommend high-value services offered top rated and Fiverr pro sellers, you can earn big commissions.

At the time of posting, you can earn \$12.75 for each new buyer who places their first order. Boom!

A promotional banner for Fiverr featuring a smiling man in a light blue shirt looking at a laptop. The background is a blurred office setting. The text is overlaid on the image.

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A Gig is Bought Every
4 SEC

Transactions
50M+

Price Range
\$5 - \$10,000