

OVERALL AUDIT SCORE

Scored across 7 profile dimensions, weighted equally, cross-referenced against 574 proposals of real performance data.



Solid fundamentals, one significant self-inflicted gap C

Your track record numbers are genuinely strong — 97% Job Success, Top Rated, 4.8 from 147 reviews, 291 completed jobs. The audit score is held down almost entirely by one issue: your About section is long and repetitive in a way that a recent client explicitly called out, on the exact service line (Profile Optimization) where you're selling concision as the deliverable. Fix that one section and this score moves from a C into B+ territory without touching anything else.

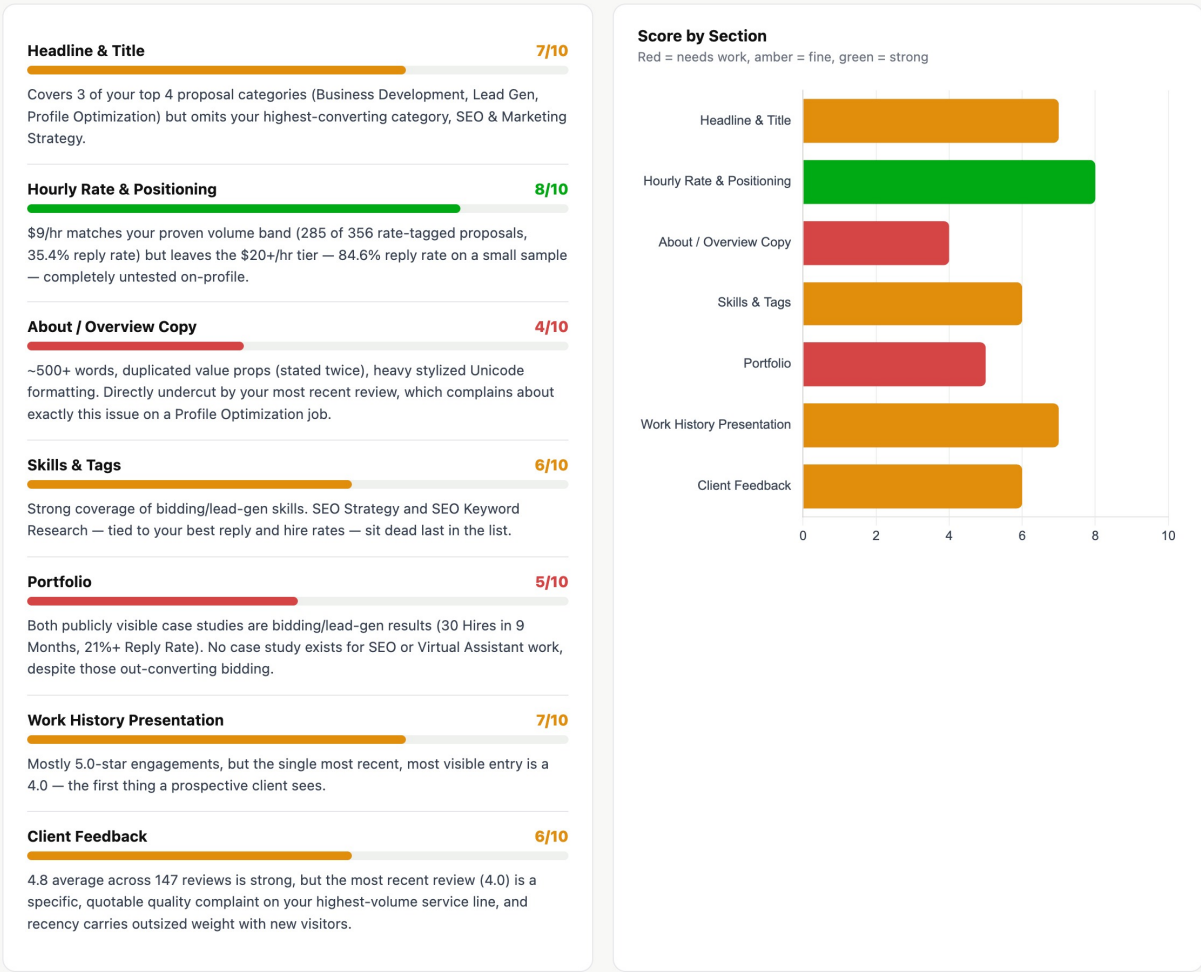
PROFILE SNAPSHOT

Public metrics as of this audit.

97% JOB SUCCESS	Top Rated BADGE	4.8 (147) CLIENT RATING	291 TOTAL JOBS	15K TOTAL HOURS	\$9.00/hr HOURLY RATE
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SECTION-BY-SECTION SCORECARD

Each dimension scored 1–10 against what actually converts in your proposal data.



CRITICAL FINDING

Your most recent, most visible review is a direct quality complaint on your highest-volume service line.

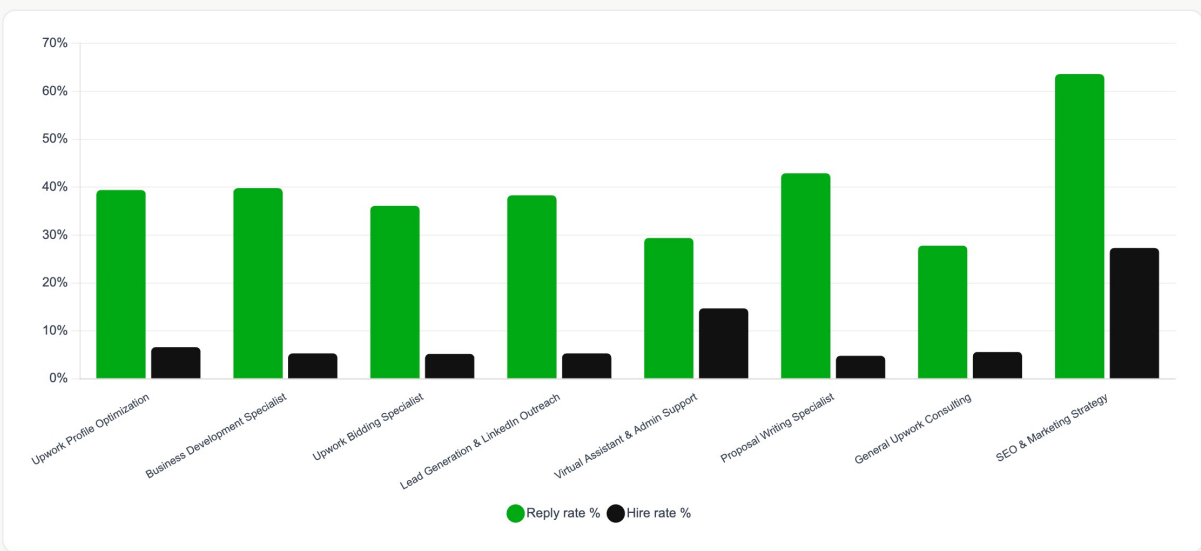
Upwork Profile Optimization Expert Required for SEO & Content Writing · July 11, 2026 · **4.0 / 5.0** · Abdul S.

"I am not happy with what I was delivered, too long profile description, after feedbacks and changes it felt like I could have done it better if I had done it myself."

POSITIONING VS. PERFORMANCE

How your headline and skills tags line up against what your own proposal data shows actually converts, by category.

CATEGORY	PROPOSALS	REPLY RATE	HIRE RATE	IN HEADLINE?	IN TOP SKILLS?
Upwork Profile Optimization	137	39.4%	6.6%	Yes	Yes
Business Development Specialist	133	39.8%	5.3%	Yes	Yes
Upwork Bidding Specialist	97	36.1%	5.2%	No	No
Lead Generation & LinkedIn Outreach	94	38.3%	5.3%	Yes	Yes
Virtual Assistant & Admin Support	34	29.4%	14.7%	No	Yes
Proposal Writing Specialist	21	42.9%	4.8%	Yes	Yes
General Upwork Consulting	18	27.8%	5.6%	No	No
SEO & Marketing Strategy	11	63.6%	27.3%	No	No



SKILLS TAG ORDER

Tags as currently ordered on your profile. Flagged tags are your best-converting category, positioned last.

1 Proposal Writing	2 Business Development	3 Virtual Assistance	4 Lead Generation	5 Job Search Strategy	6 Cover Letter Writing
7 Cover Letter	8 Job Description	9 Targeted Cover Letter	10 Business Proposal Writing	11 Business Management	
12 Lead Generation Strategy	13 B2B Lead Generation	14 LinkedIn Lead Generation	15 Social Media Lead Generation	16 Business Proposal	
17 Proposal	18 SEO Strategy BEST-CONVERTING, BURIED	19 SEO Keyword Research BEST-CONVERTING, BURIED			

ABOUT SECTION: BEFORE / AFTER

A condensed rewrite that keeps your proof points, cuts the repetition, and removes the stylized formatting the recent review pushed back on.

CURRENT (EXCERPT, ~500+ WORDS TOTAL)

"Winning new projects should feel simple, and it can be. Instead of sending proposal after proposal and hoping something sticks, you get a clear system built to get you noticed and get you replies. I've analyzed 1,000+ proposals and 2,000+ jobs to uncover the top 5 strategies that actually get results..."

...followed by a 10-item bullet list, then a second near-duplicate list under "Exclusive Value-Added Services" with checkmarks, then an industries paragraph, then a closing pitch. Heavy use of stylized Unicode bold text throughout.

SUGGESTED REWRITE (~150 WORDS)

"I help agencies and consultants win more work on Upwork — through profile optimization, high-converting proposals, and hands-on bidding.

In the last 12 months I've managed 574+ proposals across client accounts: a 38% reply rate overall, and 3x higher hire rate on client invitations versus cold applications. My strongest results come from SEO and marketing-strategy accounts, where reply rates run above 60%.

What I do: audit and rewrite your profile for clarity and keyword visibility · apply to matched jobs within minutes of posting · track view, reply, and hire rate weekly · test cover letter variants against real response data.

291 jobs completed, 15K+ hours, 97% Job Success, Top Rated.

Message me and I'll send a short profile audit before you decide anything."

PRIORITIZED ACTION PLAN

Ordered by impact. Every item ties back to a specific number in your profile or proposal data.

- Cut the About section by roughly two-thirds. Remove the duplicated value-prop list (it currently appears twice — once as plain bullets, once as a checklist) and drop the heavy Unicode bold styling. This directly answers the July 11 review's complaint and models the concise-profile service you sell. **HIGH IMPACT** **LOW EFFORT**
- Move "SEO Strategy" and "SEO Keyword Research" from the bottom of your skills list to the top 5. This is your highest reply-rate (63.6%) and second-highest hire-rate (27.3%) category, and it is currently the least visible thing on your profile. **HIGH IMPACT** **LOW EFFORT**
- Add a portfolio case study for either your SEO work or your Virtual Assistant / Admin Support work (14.7% hire rate, your best of any category). Both are currently absent — every visible case study is about bidding volume. **MEDIUM IMPACT** **LOW EFFORT**
- Test a headline variant that includes "SEO" or "Growth" alongside your current four terms, since your top-converting category isn't represented in the title at all. **MEDIUM IMPACT** **LOW EFFORT**
- Review your delivery process for Profile Optimization engagements specifically — it is your highest-volume category (137 proposals) and the one tied to your most recent below-5.0 review. **MEDIUM IMPACT** **MEDIUM EFFORT**
- Consider a small premium-rate test (e.g. a \$20+/hr tier positioned for larger accounts) on select proposals — that band showed an 84.6% reply rate in your proposal history, though on a small sample (13 proposals) so treat it as a hypothesis to test, not a proven strategy. **LOW IMPACT** **MEDIUM EFFORT**