

PRESS RELEASE

Freelancer.com unveils 50 fastest growing online jobs for Q2 2017

As Google continues to tweak its algorithms for organic and paid search, content remains king in Freelancer.com's latest Fast 50 Report

Sydney, AUSTRALIA; July 5, 2017 - Content is very much still king in response to Google algorithm updates- new, high quality content delivered regularly; the new breed of agile entrepreneurs are outsourcing everything- except Tom Friedman's 'that spark of an idea', and open source platforms Prestashop, OpenCart, Drupal and Joomla fall out of favour as modern competitors come into the market.

The Freelancer.com Fast 50 charts the top 50 fastest growing job types or most influential movements in the online labour market on a quarter-by-quarter basis, providing a continuous measure of job activity and trends in the online economy.

An analysis of more than 279,000 jobs posted in Q2 2017 (up 5% from Q1), reveals that there's a back to basics approach from SME's using the Freelancer.com website. Increasingly, SMEs are turning to external support for core business functions and finding the answer in freelancers around the world.

"The Freelancer Fast 50 data is the leading forward indicator of trends in online jobs related to industries, technologies, products, and companies", said Chief Executive Matt Barrie. "Tom Friedman said 'If I just have the spark of an idea now, I can get a designer in Taiwan to design it. I can get a factory in China to produce a prototype. I can get a factory in Vietnam to mass manufacture it. I can use Amazon.com to handle fulfillment. I can use freelancer.com to find someone to do my logo and manage my backroom. And I can do all this at incredibly low prices. The one thing that is not a commodity and never will be is that spark of an idea'. This quarter's results demonstrate that the new wave of lean entrepreneurs are increasingly leveraging freelancers throughout all aspects of the business to turn that idea into reality from business plan writing, through to product design & modeling, website design, supplier & component sourcing through to marketing and sales."

Google has had a tough time with criticism of fact checking within its algorithm in the wake of the US elections and recently responded with its updated Google News service[^]. Also getting a



refresh has been the algorithm for how sites are ranked, which hit the web on June 25th 2017^{^^}. With 93% of online experiences beginning with search {source. Vimeo} and 91% of users never clicking past page one of search results, entrepreneurs are doubling down on Google's update to SERPs.

For today's entrepreneurs, the need for regular original content has never been greater, so it's not surprising to find skills in 'Word' (up 32.3% from 3,151) and 'Copy Typing' (up 30.3% from 4,118) so popular this quarter. Content has always been a critical feature to define your brand. To craft individuality and stand out from the crowd. However, as online audiences have become more sophisticated, and the proliferation of content sources has made information less trustworthy, readers are getting better at discerning between substantial and meaningful content from "fake news" or "clickbait".

Once you've attracted that audience, giving them new content regularly remains key. With stories of engineers being turned into bloggers achieving more than 50,000 views^{^^^}, it's not too surprising to find **Blog Install** (up 18.8% from 2,888 jobs) as a top 10 fast growing job area. This area includes users wanting to set up their own blog, customised to their personal style and audience. India has seen many turn this hobby into a profession with 60% of bloggers saying they're full time*. It's commercially good news too, with 97% of those surveyed welcoming an approach from brands. A blog gives both individuals and companies a chance to provide usefulness to the audience visiting their site. Not to mention helping to build a following, impart learnings and gain authority in the eyes of their readers.

Freelancers are not only powering content updates, they are powering business models. Savvy entrepreneurs are turning to freelancers not just to power their content strategy, they are using them to develop their **Business Plan** (up 17.9% from 2,206 jobs). Recent examples on Freelancer.com include a business plan for a Virtual Reality arcade where the entrepreneur had a sketched out idea but needed help making it investor-ready, the business plan for a 200 bed hospital in Nigeria with centres of excellence in eye surgery, cardiothoracic surgeries and haemodialysis, a plan for a new assisted-living facility in Jacksonville, USA and a study into the feasibility of setting up a new large passenger aircraft manufacturer in the United Kingdom.

Startup veteran and Stanford lecturer Steve Blank, speaks on the power of the lean startup. Now we're seeing a mainstream wave of the new generation of lean entrepreneurs. The inaugural Entrepreneur Survey found that almost 80% of businesses in the US have less than 10 employees^{**}. This lean and nimble approach keeps full time staff low and outsources many key elements of the business. Whether it's **Supplier Sourcing** (up 20.7% from 1,312) to find components that go into making of finished products, **Script Installation** (up 35.4% to 1,435 jobs) as part of maintaining backend servers, **Data Processing** (up 23.2% from 9,919), such as using freelancers to generate competitive intelligence on competitor pricing, or **Customer**



Support (up 14.4% from 1,712), freelancers are providing their expertise across all backend functions, no matter whether the business is a startup, SME or large enterprise.

With the rise of modern platforms such as **Medium** and **Shopify** (up 5.11% to 2,530 jobs), open source solutions such as **Prestashop** (down 23.7%, to 1,243 jobs) and **Open Cart** (down 23.3% to 904 jobs) for e-commerce, **Drupal** (down 21% to 1,115 jobs) and **Joomla** (down 19.8% to 2,298 jobs) for content management fell out of favour this quarter.

The [Freelancer.com](#) Fast 50 Report for Q2 is below.

Ends

[^] <http://fortune.com/2017/06/28/google-news-fact-checking/>

^{^^} <https://www.searchenginejournal.com/june-25-google-update/204012/>

^{^^^} <https://www.entrepreneur.com/article/286868>

^{*} <http://businessworld.in/article/Emergence-Of-Blogging-As-New-Career-Option/04-06-2017-119429/>

^{**} <https://www.census.gov/newsroom/press-releases/2016/cb16-148.html>

For more information, please contact:

Sebastian Siseles

Director, International & Latin America

+54 911 32 60 07 30

sebastian@freelancer.com

Mahesh Sharma

Communications Manager - North America

+1 213 713 4870

mahesh@freelancer.com

Liam Fitzpatrick

Communications Manager - Australia & New Zealand

+61 411 591 222

liam@freelancer.com

Helma Kusuma

Communications Manager - Asia

+62 812 104 9853

helma@freelancer.com



[Freelancer.com](https://www.freelancer.com)'s Fast 50 Report: The Fifty Fastest Moving Jobs in Q2 2017

Job	Q1	Q2	% change
Script Install	1060	1435	35.4
Word	3151	4170	32.3
Copy Typing	4118	5367	30.3
Data Processing	9919	12221	23.2
Supplier Sourcing	1312	1583	20.7
Excel	26736	31910	19.4
Blog Install	2888	3430	18.8
Business Plans	2206	2600	17.9
XML	1731	2015	16.4
Codeigniter	1485	1724	16.1
Report Writing	8595	9963	15.9
Internet Research	3392	3914	15.4
Customer Support	1712	1959	14.4
Finance	2030	2286	12.6
Data Entry	24532	27506	12.1
Design	2656	2975	12.0
Research Writing	14811	16584	12.0
node.js	2504	2795	11.6
C Programming	7175	7968	11.1
Embedded Software	1011	900	-11.0
HTML	68868	61198	-11.1
MVC	1126	1000	-11.2
3D Design	3583	3180	-11.2



eCommerce	7840	6956	-11.3
SEO	19808	17569	-11.3
Solidworks	1722	1524	-11.5
Fashion Design	1356	1198	-11.7
Adobe InDesign	1295	1140	-12.0
User Interface / IA	4230	3712	-12.2
Product Design	2227	1919	-13.8
Covers & Packaging	1596	1372	-14.0
Web Hosting	2442	2086	-14.6
3ds Max	2265	1897	-16.2
VB.NET	1000	828	-17.2
Software Development	10897	8996	-17.4
Shopping Carts	6032	4933	-18.2
Payroll	1316	1063	-19.2
Joomla	2865	2298	-19.8
Photography	5205	4138	-20.5
Drupal	1412	1115	-21.0
Motion Graphics	1662	1302	-21.7
Programming	4319	3377	-21.8
Industrial Design	1078	834	-22.6
Open Cart	1178	904	-23.3
Arts & Crafts	1056	810	-23.3
Prestashop	1630	1243	-23.7
Stationery Design	1288	955	-25.9
Email Developer	1714	1205	-29.7
Package Design	1101	755	-31.4
Label Design	1050	689	-34.4



About Freelancer ®

Ten-time Webby award-winning Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and jobs posted. More than 24 million registered users have posted over 12 million jobs and contests to date in over 950 areas as diverse as website development, logo design, marketing, copywriting, astrophysics, aerospace engineering and manufacturing.

Freelancer owns StartCon, Australia's largest startup conference, expo and entrepreneur community established in 2009, WarriorForum.com, the world's largest Internet marketing community & marketplace and Escrow.com, the world's largest provider of secure online escrow and online transaction management for consumers and businesses on the Internet. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN.

