

SEO Specialist & Organic Growth Strategist

REMOTE (UNITED STATES) · SEARCH VISIBILITY & ORGANIC REVENUE ARCHITECTURE

Company & Storefront	SuperBox for Sale (superboxforsale.com)
Employment Status	Full-Time (W-2 or Independent Contractor 1099 options available)
Available Openings	1 Dedicated Position (Search Visibility & Organic Revenue Architecture)
Physical Work Location	Remote — United States (Candidates must legally reside within the continental US)
Target Compensation	\$65,000 – \$80,000 annual equivalent (\$32.00 – \$38.50 per hour), plus bonuses & tool stipends

01 About SuperBox for Sale

SuperBox for Sale is an established authorized North American distributor of premium Android media hubs, supplying genuine SuperBox hardware—including the S6, S7, and flagship S8 series—to cord-cutters, home theater enthusiasts, and media consumers across the United States and Canada.

Because our products represent a higher-ticket investment (\$300 to \$400+ per unit), organic search behavior in our category is exceptionally intent-driven. Prospective buyers spend days conducting meticulous comparison research, vetting legitimate warranty claims against unauthorized grey-market sellers, reading firmware breakdowns, and reviewing setup tutorials before making a purchase decision. Our organic search channel is not merely a generator of top-of-funnel traffic; it is the fundamental engine that establishes consumer confidence, defends our brand authenticity, and drives predictable, high-margin revenue without excessive reliance on paid ad auctions.

02 Strategic Purpose of the Role

We are searching for an analytical, disciplined, and commercially astute SEO Specialist to take complete ownership of our organic search footprint across Google and Bing. In this role, you will design and execute an end-to-end organic growth strategy that captures every phase of the cord-cutting customer journey—from informational search queries regarding Android streaming setups to high-intent commercial keywords looking for genuine hardware inventory.

You will not work in an isolated keyword silo. Partnering directly with our Webmaster, Copywriters, and Video Creators, you will translate search data into high-converting storefront content, optimize category architecture, safeguard indexation hygiene, and build defensible digital authority across the consumer electronics landscape.

03 Weekly Workflow & Working Schedule**Operating Hours**

EST / PST

9:00 AM – 5:30 PM EST

(6:00 AM – 2:30 PM PST)

Monday through Friday operational core.

Operational Rhythm

SPRINTS

Diagnostic site crawls, GSC queries, content gap analysis, competitor link audits, and structured optimization sprints.

Core Focus

REVENUE

Prioritizing organic commercial intent, page-one ranking stability for transactional queries, and measurable revenue contribution.

04 Key Operational Responsibilities**1. High-Intent Keyword Architecture & Content Clustering**

Lead search research to identify, categorize, and prioritize high-value commercial and informational search queries across North America. Architect cohesive topic clusters and pillar pages establishing deep authority around flagship hardware tiers (S6, S7, S8), comparative performance analyses, home streaming optimization, and cord-cutting guides. Craft structured content briefs for copywriters, mapping semantic keywords, intent-satisfying answers, and internal cross-linking hierarchies to convert search visitors into paying customers.

2. Technical SEO Governance & Storefront Crawl Efficiency

Maintain technical indexation standards across our e-commerce storefront in tandem with the Webmaster. Conduct regular site audits using Screaming Frog and Sitebulb to eliminate crawl depth inefficiencies, diagnose orphaned pages, correct 404 response codes via 301 redirects, and prevent duplicate content bloat from faceted filters or dynamic parameters. Implement JSON-LD schema markup (Product, AggregateRating, Offer, FAQPage, Organization entities) to maximize rich snippet SERP real estate.

3. Digital PR, Authority Acquisition & Brand Defense

Establish clear domain trust amid grey-market resellers, clones, and affiliate aggregators. Develop sustainable link acquisition campaigns centered on genuine digital outreach, product sampling for tech journalists, guest contributions on authoritative cord-cutting publications, and unboxing partnerships with video creators. Monitor unlinked brand mentions across forums, Reddit, and media outlets, converting them into contextual links while managing link profiles to disavow spammy attacks.

4. Competitive Intelligence & Algorithm Volatility Management

Systematically track rank fluctuations, SERP feature modifications, and competitor inventory shifts across primary targets. When search engines deploy core updates or helpful content recalibrations, evaluate ranking data calmly, identify underlying intent shifts, and implement strategic content refinements to maintain and expand market share. Document historical algorithm responses to build sustainable competitive advantages.

5. Organic Analytics, Revenue Tracking & Performance Attribution

Translate complex search data into clear, revenue-focused insights. Utilizing GA4, Google Search Console, Ahrefs, and Semrush, build executive reporting dashboards attributing actual transactions, average order values, and conversion paths directly to organic landing pages. Measure performance against business metrics (assisted conversions, acquisition costs) to prove bottom-line ROI.

05 Candidate Profile & Technical Qualifications

- **Proven E-Commerce SEO Track Record:** At least three to four years of direct experience driving organic traffic and demonstrable revenue growth for D2C e-commerce websites or specialized electronics retailers. Verified portfolio of competitive commercial keywords personally propelled to page-one rankings through rigorous on-page optimization, content architecture, and authority building. Experience in competitive, high-friction, or compliance-sensitive consumer hardware niches is highly valued.
- **Deep Technical & Analytical Fluency:** Intuitive understanding of how modern crawlers interpret, render, and index JavaScript-driven e-commerce platforms. Thorough proficiency with standard tools: Ahrefs, Semrush, Google Search Console, Screaming Frog SEO Spider, and GA4 explorations. Ability to analyze raw log files to observe Googlebot behavior, interpret Core Web Vitals diagnostic field data, and identify technical bottlenecks hindering ranking traction.
- **Strategic Commercial Thinking:** Search volume is meaningless without commercial intent. Skilled in evaluating queries through customer psychology: distinguishing between casual browser curiosity and a buyer actively seeking a genuine S8 TV box with warranty coverage. Aligns page titles, meta descriptions, headings, and visual trust badges to earn high organic CTR and sustain post-click conversion rates.

06 Workspace & Home Office Requirements

Computing Hardware

Reliable, modern macOS or Windows workstation with at least 16 GB RAM, capable of processing large crawler exports, complex spreadsheets, and analytical tasks smoothly.

Broadband Connectivity

Stable, high-speed broadband connection with at least 50 Mbps download and 15 Mbps upload speeds, connected directly via Ethernet for uninterrupted team collaboration.

Security & Confidentiality

Encrypted, password-protected work environment adhering to two-factor authentication (2FA) for accessing GSC properties, enterprise SEO suites, and backend databases.

07 Compensation, Growth & Benefits

- **Base Salary:** \$65,000 to \$80,000 per year (or \$32.00 – \$38.50 per hour), tailored to your proven track record in D2C e-commerce search growth and portfolio strength.
- **Quarterly Performance Bonuses:** Direct financial bonuses tied to core organic revenue milestones, page-one ranking achievements for target commercial queries, and year-over-year organic traffic growth.
- **Enterprise SEO Tool Stack:** Full access to enterprise-tier accounts for Ahrefs, Semrush, Screaming Frog, Surfer SEO, and dedicated proxy networks provided by the company.
- **Hardware Lab Unit:** Complimentary SuperBox flagship setup delivered to your home office to test device capabilities, photograph interface elements for original assets, and understand the user journey.
- **Autonomy & Strategic Ownership:** Direct authority to shape our organic search roadmap, pioneer content experiments, and steer digital marketing initiatives without navigating bureaucratic red tape.

08 Application Instructions

To submit your application, send an email directly to careers@superboxforsale.com with the exact subject line formatted as:

Application: SEO Specialist – [Your Full Name]

Please ensure your application contains the following three items:

1. **Detailed Resume:** Highlighting past e-commerce SEO campaigns, platform experience, and organic revenue milestones achieved.
2. **Case Study / Ranking Portfolio:** Provide 1 to 2 real-world examples of competitive search terms you ranked for a commercial brand, outlining the baseline, strategic interventions, and organic revenue impact.
3. **Strategic Challenge Scenario (250 words max):**

Prompt: Suppose our primary transactional landing page for the flagship SuperBox S8 suddenly drops from Position 2 to Position 8 on Google US over a two-week period, losing rank to third-party aggregator sites and unauthorized resellers. Outline your step-by-step diagnostic sequence to uncover the root cause and explain the immediate corrective actions you would prioritize.

09 Equal Opportunity Employer

SuperBox for Sale is an Equal Opportunity Employer. We evaluate all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics. We value disciplined analytical thinking, transparent search methodologies, and an uncompromising drive for organic excellence across all our remote operations.

10 Official Business Identification & Dealer Verification

SuperBox for Sale is a leading authorized dealer of SuperBox, specializing in the supply of genuine SuperBox TV boxes Series S6, S7, and S8 across the United States and Canada.

Recruiting Desk: careers@superboxforsale.com
Growth & SEO: support@superboxforsale.com

Sales Hotline (WhatsApp): [+1 \(945\) 254 6147](tel:+19452546147)
24/7 Tech Desk (WhatsApp): [+852 9674 3876](tel:+85296743876)

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