

Job Announcement: E-commerce SEO Specialist (Remote – US Market)

ORGANIC GROWTH & TECHNICAL SEARCH ARCHITECTURE · NATIONWIDE US REMOTE

Operational Parameter	Official Role Specification
Company & Domain	SuperBox for TV (https://superboxfortv.com/)
Position Title	E-commerce SEO Specialist (Organic Growth & Technical Search)
Employment Classification	Full-Time / Independent Contractor (100% Remote, US-Compatible Hours)
Openings & Coverage	Single Position (Dedicated Strategist)
Target Location	United States (Remote nationwide)
Compensation Band	\$60,000 – \$80,000 annually or \$30.00 – \$40.00 per hour (+ performance bonuses)

[SEC-01] Company Overview

SuperBox for TV is a premier authorized distributor of authentic SuperBox streaming media hardware across the United States and Canada. We specialize in supplying households with genuine, high-performance home entertainment devices—including the flagship **SuperBox S6**, **SuperBox S7**, and **SuperBox S8** series—backed by verifiable serial numbers, official manufacturer warranties, and dedicated customer care.

As millions of consumers continue to cancel legacy cable packages and transition permanently to internet streaming, the search landscape for cord-cutting hardware has become increasingly competitive. Ranking at the top of organic search results for high-intent transactional queries is critical to our ongoing brand authority. We are seeking an analytical, results-driven E-commerce SEO Specialist to own our organic search channel, diagnose architectural crawl issues, build authoritative topic clusters, and aggressively expand our market share in Google US and Canada search results.

[SEC-02] Schedule & Working Arrangement

This is an autonomous remote position requiring close alignment with core US business hours:

SCHEDULE & CROSS-FUNCTIONAL ALIGNMENT

- **Schedule:** Monday through Friday.
- **Working Window:** 9:00 AM – 5:30 PM EST (Flexible core overlap with US East Coast business hours).
- **Collaboration Framework:** You will collaborate cross-functionally with our content writers, web developers, and executive leadership, attending weekly KPI reviews while having full autonomy to plan and execute sprint-based organic growth campaigns.

[SEC-03] Core Responsibilities & Search Engine Architecture

Rather than focusing on vanity metrics or superficial keyword counts, you will approach search as a measurable revenue engine across five key functional domains:

- 01 Commercial Keyword Architecture & Search Intent Mapping:** Conduct exhaustive keyword research identifying the exact language North American consumers use when exploring, comparing, and purchasing streaming hardware. Structure high-converting category and product pages around primary commercial queries (authorized dealer terms, warranty validation, model comparisons), while systematically capturing long-tail informational searches related to cord-cutting, setup tutorials, and firmware optimization. Ensure every URL aligns with precise search intent without cannibalizing sibling pages.
- 02 Technical SEO & Storefront Performance Optimization:** Audit and preserve our storefront's technical health in direct collaboration with web development. Monitor and resolve crawlability bottlenecks, indexation bloat, canonical anomalies, and faceted navigation pagination issues. Champion Core Web Vitals across mobile and desktop experiences, ensuring that visual assets, schema markup (Product, Offer, Review, FAQ, Organization), and JavaScript execution speeds adhere strictly to Google algorithms.
- 03 Content Strategy & Topic Cluster Development:** Design content blueprints for our copywriting team and review their output for organic effectiveness. Architect authoritative topic clusters that establish SuperBox for TV as the definitive resource for streaming box setup, troubleshooting, model feature comparisons, and cable-alternative guides. Refine on-page factors including heading hierarchy, internal linking architecture, metadata CTR optimization, and semantic NLP integration.
- 04 Authority Building & Digital Outreach:** Devise white-hat link acquisition and digital PR initiatives that build enduring domain authority. Identify technology publications, home theater blogs, cord-cutting communities, and consumer electronics reviewers for legitimate backlink placement and brand mentions. Continuously monitor our backlink profile, disavowing toxic low-quality links and keeping our domain insulated against core updates.
- 05 Analytics, SERP Tracking & Conversion Reporting:** Track day-to-day keyword movements, click-through rates, and organic conversion funnels using industry-standard platforms. Translate raw analytics from Google Search Console, Google Analytics 4, and enterprise SEO tools into actionable executive briefings. When algorithmic updates occur, proactively evaluate traffic shifts, isolate impacted landing pages, and implement swift recovery protocols.

Organic search architecture directly enforces storefront brand integrity, consumer trust validation, and verified transactional conversions across our authorized domestic fulfillment operations.

[SEC-04] Candidate Profile & Qualifications

- **Professional Experience & Track Record:** Minimum of 3 years of dedicated hands-on SEO experience managing e-commerce storefronts targeting US or Canadian consumers. Documented history of driving double-digit organic revenue growth, elevating transactional category pages to Page 1 rankings, and successfully navigating major Google Core Updates. Prior experience in consumer tech, electronics, or hardware gadgets is an exceptional advantage.
- **Technical Competency & Tooling Mastery:** Exceptionally proficient in standard audit and tracking suites: Ahrefs, SEMrush, Screaming Frog SEO Spider, Sitebulb, Google Search Console, and GA4. Practical knowledge of e-commerce platforms (Shopify or WooCommerce/WordPress), with the ability to read and critique HTML, CSS, JavaScript rendering impacts, and JSON-LD structured data. Familiarity with modern content optimization platforms (SurferSEO, Clearscope) is highly valued.
- **Analytical Thinking & Communication:** Strong critical thinking skills distinguishing correlation from causation in organic traffic trends. Clear, concise written and spoken English, capable of presenting complex technical recommendations to non-technical stakeholders and managing sprint deliverables autonomously.

[SEC-05] Home Office & Technical Requirements**HARDWARE & WORKSTATION**

Dependable desktop or laptop running Windows 10/11 or macOS with at least 16 GB RAM and modern multi-core CPU for large-scale data crawling and multi-tab analysis.

INTERNET CONNECTIVITY

Secure, high-speed connection with at least 50 Mbps download and 15 Mbps upload to support cloud database manipulation and video sync calls.

COLLABORATION TOOLS

Familiarity with Slack, Google Workspace, and project tracking boards (Trello, Asana, or ClickUp) to coordinate sprint deliverables seamlessly.

[SEC-06] Compensation, Autonomy & Growth**REMUNERATION & AUTONOMY**

Attractive salary or hourly contract rate (\$60,000 – \$80,000 annually or \$30.00 – \$40.00/hr), disbursed bi-weekly. Direct strategic influence over site architecture, content calendars, and tooling budget.

BONUSES, LAB HARDWARE & TOOLING

Quarterly performance bonuses tied to organic revenue growth and Page 1 rankings. Complimentary flagship SuperBox unit (S7/S8) provided. Full access to enterprise-grade SEO suites and AI content auditing software.

[SEC-07] Application Protocol & Technical SEO Screening

Send your resume and portfolio summary in PDF format to careers@superboxfortv.com with the exact subject line:

Application: E-commerce SEO Specialist - [Your Full Name]

In the body of your email or cover letter, please provide concise responses to these three mandatory scenarios:

- 1. Ranking Turnaround Case:** Share one example of an e-commerce category or transactional product page you helped rank on Google Page 1. What was the core bottleneck preventing it from ranking initially, and what specific action drove the turnaround?
- 2. Internal Linking Strategy:** When optimizing an online store selling high-ticket electronics like SuperBox, how do you handle internal linking between top-of-funnel informational blog guides and bottom-of-funnel checkout pages without making the user experience feel forced?
- 3. Availability & Compensation:** What is your confirmed availability start date, and what are your preferred full-time compensation expectations?

SuperBox for TV is an Equal Opportunity Employer. We evaluate all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

[SEC-08] Authorized Reseller Entity & Helpdesk Directory**SUPERBOX OFFICIAL STORE LLC · AUTHORIZED RESELLER****ID: SP20250414002**

SuperBox for TV is an authorized SuperBox dealer, ensuring 100% authentic SuperBox S6, SuperBox S7 & SuperBox S8 devices with full warranty support in US & Canada.

Corporate Details & Central HQ:

- Website: <https://superboxfortv.com/>
- Brand / Legal Entity: SuperBox Official Store LLC
- United States Central HQ: 15427 E Valley Blvd, City of Industry, CA 91746, USA

Recruitment & Operations:

- Career Submissions: careers@superboxfortv.com
- Customer Support Email: support@superboxfortv.com
- Direct Support Phone / WhatsApp: **+1 (857) 995-2773**
- Helpdesk: 24/7 Priority Live Support (Office: Mon – Fri, 9AM – 6PM EST)

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