



<https://jobsfor7.com/job/amazon-content-keyword-specialist/>

## Amazon Content & Keyword Specialist

### Job Location

United States  
Remote work from: USA

### Base Salary

USD 40 - USD 50

### Employment Type

Full-time, Part-time

### Description

Role : Amazon content & keyword specialist  
Experience : 2 to 6 Years  
Job Location : Chennai  
About OJ Commerce: OJ Commerce (OJC), a rapidly expanding and profitable online retailer, is headquartered in Florida, USA, with a fully-functional office in Chennai, India. We deliver exceptional value to our customers by harnessing cutting-edge technology, fostering innovation, and establishing strategic brand partnerships to enable a seamless, enjoyable shopping experience featuring high-quality products at unbeatable prices. Our advanced, data-driven system streamlines operations with minimal human intervention. Our extensive product portfolio encompasses over a million SKUs and more than 2,500 brands across eight primary categories. With a robust presence on major platforms such as Amazon, Walmart, Wayfair, Home Depot, and eBay, we directly serve consumers in the United States. As we continue to forge new partner relationships, our flagship website, [www.ojcommerce.com](http://www.ojcommerce.com), has rapidly emerged as a top-performing e-commerce channel, catering to millions of customers annually.

Responsibilities: Keyword identification knowledge for any given set of products and optimizing that would be a key requirement. Monitor how the keyword changes would impact our ranking. Innovate on keywords via product opportunity explorer, brand analytics, Amazon ads, Amazon search terms and Helium 10. Ideate on why competition ranks for certain keywords and try out ideas for Naomi Home products. Have a sharp eye for both SEO oriented content and content that consumers can relate to, in order to improve conversions on Amazon listings. Amazon listing optimization across title, description, A+ content, pictures and videos. Co-ordinate with internal and external teams to improve the content. Constantly monitor the Amazon unit session %ages to see how content changes impact conversion. Monitor direct and other competitors of each product and come up with ideas for content improvement. Managing hundreds of listings on Amazon to improve their text, pictures and videos in the last one year would be a significant plus. Analyse data to determine ways to optimize performance on listings. Provide regular performance reports to supervisors. Make recommendations to continually improve performance by analysing internal results, competitive data, and keeping on top of industry trends.

Skills: Keyword knowledge on Amazon and how different aspects on Amazon like bullet points, title, A+ content, Q&A etc work towards the ranking of products. Detailed eye for content including competitive benchmarking for product overlay pictures. Knowledge of SEO optimization would be a plus in context of winning within Amazon. Experience in Amazon USA / Amazon Europe marketplace listing optimization would be a plus. Hands-on listing optimization experience. Knowledge of Walmart listing optimization would be a

### Hiring organization

Amazon Content

### Date posted

October 15, 2024

### Valid through

31.05.2025

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plus Knowledge of how paid PPC campaigns interact with listings to improve conversions would be a plus including experience in spending money on Amazon PPC, Google PPC etc from a keyword knowledge standpoint Prior experience in Google Adwords of managing thousands of keywords would be a plus Advanced Excel knowledge and skills. Excellent written and verbal communication skills. Strong analytical and data interpretation skills. Strong ability to multitask. Eye for good content both pictures and text content is a MUST What we Offer Fast paced start-up with unlimited opportunity to make an impact Environment & Culture to realize your Potential Competitive salary Medical Benefits/Accident Cover Flexi Office Working Hours