Content Auditor

## We’re seeking an experienced content quality assurance specialist to ensure meticulous content quality on Indiamart platforms.

## **Job Description:**

As a Content auditor, you would need to audit the various catalogues and analyze all of the content on IndiaMART along with its performance on searchability and discoverability. Content is published in an ongoing manner on Indiamart to maintain our leadership in SEO, Customer ROI and internal search relevancy and hence regular audit needs to be conducted for high relevance.

You should be self-motivated, highly analytical with an eye for detail and thrive in a high paced work environment.

## **Roles and Responsibilities:**

### A. Content Audit:

* Category and Taxonomy audit at one of the India’s largest online marketplace
* Checking how product categories are structured and identify gaps in current taxonomy structure
* Reviewing category information (name / alternate name / image / FAQs) with respect to Search Engine Optimization,traffic and conversion.
* Identifying scope of new category creation and removal of any duplicate listing.
* Checking product listings within categories and suggesting improvements wrt product content (image / description / title / pricing / specifications )
* Analysing the category holistically including the seasonal trends
* Validating industry specific questions impacting buyer decision making
* Sanity check including duplicate, irrelevant, restricted content

### **B.Catalog Audit:**

* Service validation and profile checking (fraud users / restricted business line / niche domain)
* Reviewing customers catalog and its quality, providing insights for improvement
* Analysing the ROI and relevancy of business enquiries received by the clients
* Analysing clients listing on Google and IndiaMART and sharing scope of improvement
* Reviewing the customer lifecycle and quality of service being delivered to the customer

## **Required Skills:**

* Any graduate with 0-2 years of experience in content testing. Excellent written and communication skills. softwares, API and web pages.Analytical and Reporting abilities necessary to gather key business and user insights
* Developing content strategy
* Content Auditing
* Be familiar with Microsoft applications and working knowledge of MS excel
* Have a good attitude - should be committed to the work