**DIGITAL MARKETING SOP**

**TEMPLATE EXAMPLE**

Digital Marketing
Standard Operating Procedure

for SEO

positive charge

Positivecharge.com

Version 1.2

|  |  |
| --- | --- |
| DEPARTMENTS | EFFECTIVE DATE |
| Digital Marketing | 02/15/20XX |

Version HISTORY

| VERSION | APPROVED BY | APPROVAL DATE | DESCRIPTION OF CHANGE | AUTHOR |
| --- | --- | --- | --- | --- |
| 1.0 | S. Li | 03/21/20XX | New digital marketing SOP | H. Jones |
| 1.1 | S. Li | 12/09/20XX | Updated resources | T. Forge |
| 1.2 | V. Endo | 02/15/20XX | Updated procedure workflow | L. Kim |
|  |  |  |  |  |
|  |  |  |  |  |

PURPOSE

|  |
| --- |
| This SOP boosts Positive Charge’s search engine rankings and visibility, thereby increasing the company’s target audience. |

KEYWORDS AND DEFINITIONS

|  |  |
| --- | --- |
| KEYWORD | DEFINITION |
|  |  |
|  |  |
|  |  |

SCOPE

|  |
| --- |
| This SOP applies to the digital marketing team members who are responsible for SEO. |

PROCEDURE

|  |  |
| --- | --- |
|  | Check the SEO rankings, traffic, and analytics. |
|  | Assess the on and off-page optimization. |
|  | Promote high-performing digital content. |
|  | Update the digital content for optimization. |
|  | Check and resolve 404 errors. |
|  | Review 301 redirects. |
|  | Schedule .txt file updates. |
|  | Schedule and run reports. |
|  | Update the schema markup. |
|  | Conduct search tests and evaluate the metrics. |
|  | Monitor any changes in trends and algorithms. |
|  | Report on trend and algorithmic results. |

Procedure (workflow) flowchart

STEP

START/END

INPUT/ OUTPUT

DOCUMENT

DECISION

**YES**

**NO**

CONNECTORS

KEY

Positive Charge SEO Workflow

Report on trend and algorithmic results

Monitor any changes in trends and algorithms

Conduct search tests and evaluate the metrics

Review 301 redirects

Update the digital content for optimization

Check

and resolve

404 errors

Schedule and run reports

Schedule .txt file updates

Update the schema markup

Report on trend and algorithmic results

Monitor changes in trends and algorithms

Promote high-performing content

Assess the on and off-page optimization

Check the SEO rankings, traffic, and analytics

COPY AND PASTE

BLANK ICONS

BELOW

**YES**

**NO**

RESOURCES

|  |
| --- |
| * Link and web development
* Rich media and graphics
* Technology and analytics
* UI/UX
 |

|  |
| --- |
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