

Standard Operating Procedure (SOP)

Content & SEO Optimization Workflow

1. Purpose

This procedure establishes a standardized workflow for optimizing website content to improve search engine visibility, user engagement, and overall digital performance. It ensures that all content is consistent, data-informed, and aligned with business goals.

2. Scope

This SOP applies to all website content, including:

- Landing pages
- Blog articles
- Product or service pages
- Marketing and informational content

3. Tools & Platforms

Tool	Purpose
Google Analytics (GA4)	Track user behavior
SEMrush	Keyword research
WordPress	Content management

Example Tracking Event

```
gtag('event', 'click', {
  'event_category': 'button',
  'event_label': 'signup'
});
```

4. Roles & Responsibilities

- **Content Writer:** Creates and updates content based on SEO strategy
- **SEO Specialist / Analyst:** Conducts keyword research and performance analysis
- **Editor / Manager:** Reviews, approves, and ensures quality standards
- **Web Administrator:** Publishes and maintains content in the CMS

5. Process Overview

Audit → Research → Optimize → Publish → Monitor → Improve

6. Procedure

6.1 Content Audit

- Review existing content for performance and relevance
- Identify outdated, underperforming, or duplicate content
- Analyze metrics such as:
 - Organic traffic
 - Bounce rate
 - Time on page

6.2 Keyword Research

~~Old keyword strategy~~ Updated keyword targeting

- Identify primary and secondary keywords
- Analyze search intent (informational, transactional, navigational)
- Evaluate keyword difficulty and search volume
- Select target keywords aligned with business goals

6.3 Content Optimization

- Update headings using proper hierarchy (H1, H2, H3)
- Integrate keywords naturally into:
 - Titles
 - Headings
 - Body content
- Improve readability and clarity
- Add internal and external links

- Ensure mobile-friendly formatting

6.4 SEO Enhancements

- Optimize meta title and meta description
- Add alt text to all images
- Implement schema markup where applicable
- Ensure URL structure is clean and descriptive

6.5 Content Publishing

- Upload content into the CMS
- Apply formatting (headings, lists, images)
- Verify links and media display correctly
- Submit page for final approval
- Publish content

6.6 Performance Monitoring

- Track performance using:
 - Google Analytics (traffic, engagement)
 - Search Console (clicks, impressions, rankings)
- Monitor keyword rankings over time

6.7 Continuous Improvement

- Update content based on performance data
- Refresh outdated information regularly
- Conduct periodic SEO audits (monthly or quarterly)
- Implement A/B testing where applicable

7. Quality Standards

- Content must be clear, concise, and user-focused
- All pages must follow SEO best practices
- Accessibility requirements must be met:
 - Alt text for images
 - Readable font structure
 - Logical content flow

8. Key Metrics (KPIs)

- Organic traffic growth
- Bounce rate
- Average session duration
- Keyword rankings
- Conversion rate

9. Documentation & Version Control

- Maintain version history of major content updates
- Document keyword strategies and changes
- Store drafts and revisions in shared workspace

10. Review & Maintenance Schedule

- Monthly performance review
- Quarterly content audit
- Ongoing updates as needed based on analytics

⚠ Important: Always validate tracking before publishing.