

DIGITAL MARKETING SOP TEMPLATE EXAMPLE

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Digital Marketing Standard Operating Procedure for SEO

POSITIVE CHARGE

[Positivecharge.com](https://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

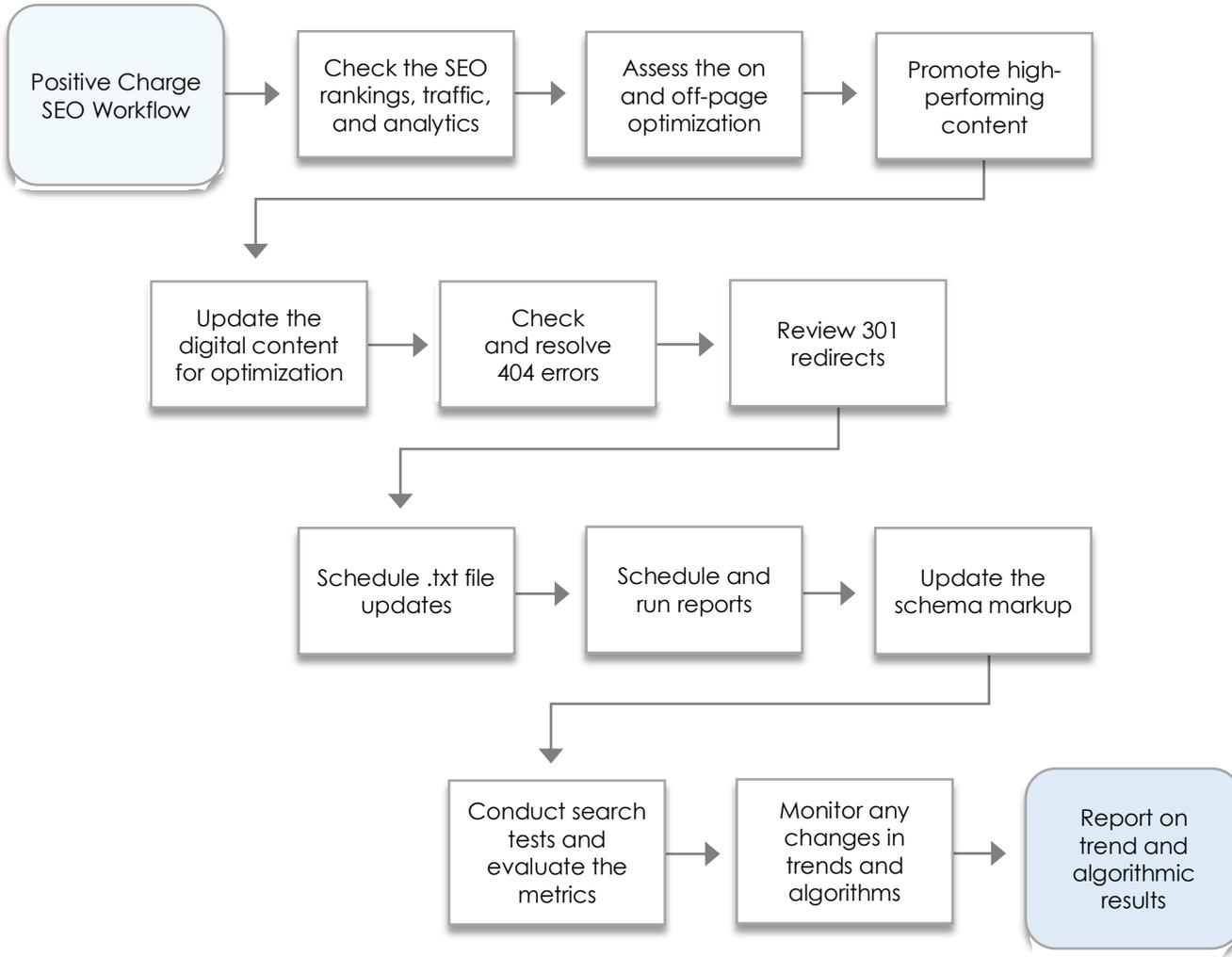
This SOP applies to the digital marketing team members who are responsible for SEO.

PROCEDURE

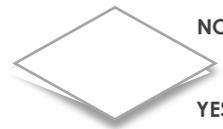
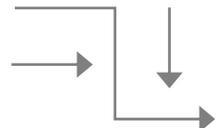
	Check the SEO rankings, traffic, and analytics.
	Assess the on and off-page optimization.
	Promote high-performing digital content.
	Update the digital content for optimization.
	Check and resolve 404 errors.
	Review 301 redirects.
	Schedule .txt file updates.
	Schedule and run reports.
	Update the schema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

PROCEDURE (WORKFLOW) FLOWCHART

KEY



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RESOURCES

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

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