

# DIGITAL MARKETING SOP TEMPLATE

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Template begins on page 2.

**NOTE:** PROCEDURE WORKFLOW / FLOWCHART functionality is not available in Acrobat PDF. Flowchart can be completed in Microsoft Word or Google Sheets formats.

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

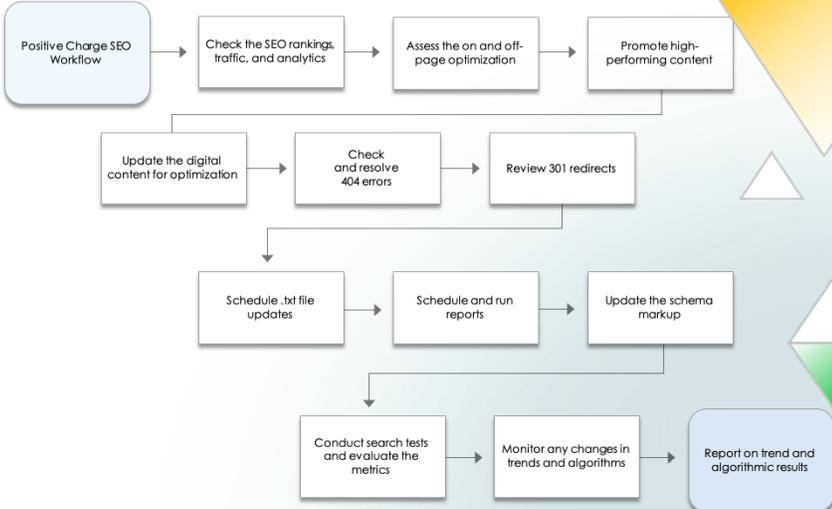
**PROCEDURE**

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.

**RESOURCES**

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

### PROCEDURE (WORKFLOW) FLOWCHART



```
graph TD; A[Positive Charge SEO Workflow] --> B[Check the SEO rankings, traffic, and analytics]; B --> C[Assess the on and off-page optimization]; C --> D[Promote high-performing content]; D --> E[Update the digital content for optimization]; E --> F[Check and resolve 404 errors]; F --> G[Review 301 redirects]; G --> H[Schedule .txt file updates]; H --> I[Schedule and run reports]; I --> J[Update the schema markup]; J --> K[Conduct search tests and evaluate the metrics]; K --> L[Monitor any changes in trends and algorithms]; L --> M[Report on trend and algorithmic results];
```



DEPARTMENTS

EFFECTIVE DATE

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VERSION HISTORY

VERSION	APPROVED BY	APPROVAL DATE	DESCRIPTION OF CHANGE	AUTHOR

## PURPOSE

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## KEYWORDS AND DEFINITIONS

KEYWORD	DEFINITION

## SCOPE

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