

SEO Standard Operating Procedure (SOP)

SEO STANDARD OPERATING PROCEDURE

1

Understand the Page Content

Review the page's content and primary topic.

Example: *Home organization tips and products*



2

Conduct Keyword Research

Use Google Keyword Planner or Ahrefs to find relevant keywords.

Example: *"home organization ideas", "decluttering tips"*



3

Write the Meta Title

- Incorporate primary keyword
- Keep it within 50–60 characters
- Make compelling, and relevant

Example: *10 Best Home Organization ideas | Declutter Your Space*



TIT
DESCRIPTION

4

Write the Meta Description

- Summarize the page content
- Keep it in 150–160 characters
- Encourage user to click

Example: *Discover effective home organization ideas and decluttering tips to create a tidy and organized living space*



5

Review and Edit

- Check for accuracy and grammar
- Ensure it include target keyword(s) naturally
- Align title/description page content



6

Implement the Meta Tags

- Add meta title and description tags to the HTML of the page
- Record them in SEO tracking document



1. Objective

Help new SEO team members:

- Craft optimized Meta Titles and Meta Descriptions
- Perform thorough Keyword Research
- Apply a consistent, scalable SEO process



2. Tools You'll Need

Tool	Usage Example
Google Search	To analyze SERPs and competitor metadata
SEMrush / Ahrefs / Ubersuggest	To discover keyword volumes, trends, and competition
Google Docs	To draft meta content collaboratively
Excel Sheets	To maintain SEO tracking sheets
Yoast SEO / RankMath	To implement meta titles/descriptions in CMS
Google Analytics / Search Console	To monitor CTR and keyword performance
charcounter.com	To check title/description character limits

3. Keyword Research Process

Follow these steps to find and select keywords:

- Understand the page intent
- Brainstorm 5–10 seed keywords
- Use tools to find keyword volume & competition
- Analyze competitor content
- Finalize 1 Primary and 2–3 Supporting Keywords

Example:

Primary: anti-dandruff hair oil

Secondary: herbal oil, ayurvedic hair care



4. Writing Meta Titles

- Keep between 50–60 characters
 - Start with primary keyword
 - Add USP or CTA like 'Buy Now', 'Free Delivery'
- Example: Buy Herbal Hair Oil – 100% Natural & Free Delivery

5. Writing Meta Descriptions

- Length: 120–155 characters
- Include keyword naturally
- Summarize the content with a CTA

Example: Discover remedies with our Herbal Hair Oil. 100% organic. Buy now!

6. On-Page SEO Add-Ons

- Hyperlink related pages
- Clean slug URLs
- Use H1, H2, H3 tags properly
- Add image ALT texts
- Add Schema Markup where applicable

7. Final Checklist

- Metatitle within 60 characters
- Description between 120–155 characters
- Plugin integration done (Yoast/RankMath)
- Internal links and ALT text added
- Keyword stuffing avoided
- Previewed in SERP using plugin or Google



8. Tips for Juniors

- Write for humans first, Google second
- Save good title/description templates
- Track results with Search Console
- Use Excel & Docs for version control



9. Bonus Topics to Explore

- Add Canonical Tags to prevent duplication
- Check how metadata looks on mobile
- Run A/B tests on meta descriptions
- Use duplication checkers like Copyscape