Standard Operating Procedure for Writing Blog Content

This SOP guides content creators through the process of producing high-quality, SEO-optimized, and human-focused blog content. It covers ideation, writing, editing, and publishing, making sure the content is in alignment with brand voice, entity SEO best practices, and user engagement goals.

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Blog Content Creation Process

Ideation and Research

- Clearly define the target audience and their needs.
- Conduct keyword and entity research to identify relevant topics and semantic terms.
- Analyze competitor content for gaps and opportunities.
- Gather supporting data, statistics, and expert insights.
- Map topics to existing content silos or centerpiece (cornerstone) content to maintain topical focus and avoid cannibalization.
- Topic should be helpful for your target audience and follow E-E-A-T best practices.
  - Experience, Expertise, Authoritativeness, and Trustworthiness

Content Brief

- Outline the topic, goals, target audience, and key SEO entities.

- Specify the desired tone, voice, and brand guidelines.
- List primary and secondary keywords, including entity terms for SEO.

Writing Guidelines

- Title Length
    - Keep blog titles at 60 characters or less to ensure full visibility in search results and maximize click-through rates.
- Headers
    - Never use numbers in headers (e.g., avoid "1. Header 2").
    - Use clear, descriptive headers with relevant keywords and entity terms.
- Lists
    - Use bullet points for lists unless describing steps or rankings, in which case use numbered lists.
- Content Structure
    - Stay focused on the main topic for centerpiece annotation and topical authority.
    - Use short paragraphs, subheaders, and bullets for readability.
- Human-Focused Writing
    - Write in a conversational, engaging tone tailored to the target audience.
    - Address audience pain points and provide actionable insights.
    - Avoid industry-specific jargon unless appropriate for the audience.
- AI Content Use
    - If AI tools are used, review and revise content so that it is in a human tone that aligns with the brand voice.
    - Check for natural, conversational language and remove robotic phrasing.

Editing and Optimization

- Fact-check all statements and verify sources.

- When providing stats or data points, cite sources with a link to the source.
- Sources should be reliable and trustworthy (ex. Statista, HubSpot, etc.).
- Citations should be to the original source, not a website citing the source of a source.
- Optimize content for SEO
  - Use entity terms naturally throughout the post.
    - Person, place, things, etc.
  - Include
    - meta descriptions (155 characters or less)
    - alt text for images (120 characters)
    - internal/external links
      - Relative links for internal (/link.com)
      - Absolute links for external (https://example.com/links.com)
- Check that the content adheres to brand voice and SOP guidelines.
- Proofread for grammar, spelling, and clarity.
- Ask at least one other person to review the content.

Publication and Promotion

- Schedule or publish the blog post according to the content calendar.
- Promote content via appropriate channels (social media, email, etc.).
- Monitor engagement and SEO performance; refine future content based on analytics.

Blog Writing Quick Reference Guide

Element	Guideline
Blog Title	60 characters or less
Headers	No numbers (e.g., avoid "1. Header 2")
Bullet Points	Use for unordered lists; concise, no end punctuation
Numbered Lists	Use only for steps or rankings
Entity SEO Terms	Integrate naturally throughout content
SEO Terms	Long-tail for GEO & quick wins; High-volume terms for competitive edge—do not keyword stuff
Tone & Voice	Conversational, human, brand-aligned
Topic Focus	Stay on the main topic for centerpiece annotation
AI Content Review	Edit for human tone and brand voice if AI-generated