STANDARD OPERATING PROCEDURE

Blog Post Publishing SOP

Document no.	SOP-MKT-004
Revision	1.0
Owner	Marketing Manager
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To publish blog posts consistently and efficiently, with content that's accurate, well-edited, optimized for search, and promoted after it goes live.

2. Scope

Applies to blog posts published on the company website from outline through post-publish promotion. Guest contributor agreements and legal review of sponsored content are covered by separate processes.

Definitions

Meta description	The short summary shown under a page's title in search results, written to encourage a click.
Canonical URL	The preferred web address for a piece of content, used to avoid duplicate content issues in search engines.

3. Responsibilities

Content Writer	Drafts the post from the outline and incorporates edits and SEO feedback.
Editor	Edits the draft for clarity, accuracy, and grammar before it goes to SEO and final review.
Marketing Manager	Gives final publish approval and oversees post-publish promotion.

RACI matrix

Activity	Content Writer	Editor	Marketing Manager
Approve the outline and keyword target	C	I	R/A
Draft the blog post	R/A	I	I
Edit for clarity and accuracy	C	R/A	I
Complete on-page SEO fields	R	C	A
Approve and publish the post	I	C	R/A

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- Content management system (CMS)
- Keyword research and SEO checklist
- Brand and style guide
- Image library or stock image source
- Content calendar

5. Procedure

Step	Task	Owner	Done
5.1	**Approve the outline and keyword** Review and approve the post's outline, target keyword, and search intent before drafting begins, so the writer isn't guessing at direction.	Marketing Manager	☐
5.2	**Draft the blog post** Write the full draft from the approved outline, covering the target keyword naturally and following the brand and style guide.	Content Writer	☐
5.3	**Select or create supporting images** Select images from the approved library or request a custom graphic, adding descriptive alt text for each image used in the post.	Content Writer	☐
5.4	**Edit for clarity and accuracy** Edit the draft for clarity, structure, grammar, and factual accuracy, checking any statistic or claim against its original source. **Checkpoint:** Every statistic or factual claim in the draft is checked against its source during the edit pass.	Editor	☐
5.5	**Complete on-page SEO fields** Write the meta description, page title, and URL slug following the SEO checklist, and set the canonical URL if the content overlaps with another page.	Content Writer	☐
5.6	**Check internal and external links** Add relevant internal links to other site content, and check that every external link works and points to a credible source.	Content Writer	☐
5.7	**Run the final SEO and readability check** Run the post through the SEO checklist for heading structure, keyword placement, and readability before it moves to final review.	Editor	☐
5.8	**Get final publish approval** Review the finished post, SEO fields, and images together, and approve it for publishing or send it back with specific changes. **Checkpoint:** Every post has a documented final approval before it is published on the live site.	Marketing Manager	☐
5.9	**Schedule or publish in the CMS** Publish or schedule the approved post in the CMS at the planned date from the content calendar, using the correct category and tags.	Content Writer	☐
5.10	**Verify the live post** Check the live post for correct formatting, working images and links, and accurate metadata shortly after it publishes.	Editor	☐
5.11	**Promote the published post** Share the published post through the planned promotion channels, such as social media or the email newsletter, according to the content calendar.	Marketing Manager	☐

6. Quality checks

- Every published post has a documented final approval before going live.
- Statistics and factual claims are checked against their source during editing.
- On-page SEO fields are complete for every published post.
- Live posts are checked for correct formatting and working links after publishing.

7. Records

- Approved outlines and keyword targets
- Editor feedback and revision history
- SEO checklist completion records
- Content calendar with publish and promotion status

8. KPIs

- Average time from outline approval to publish
- Organic search traffic per post against target keyword
- Percentage of posts published on the scheduled date

9. Common mistakes

- Publishing before the SEO fields, like meta description and slug, are completed.
- Skipping the source check on a statistic or claim during editing.
- Forgetting to verify the live post after publishing.
- Not promoting a published post through the planned channels.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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