**Backlinking SOP**

**Procedure:**

Assignment Review:

* Upon receipt of the monthly content calendar from Result First on Upwork, review the assigned content requirements thoroughly.

Weekly Breakdown:

* Break down the monthly content calendar into weekly tasks for efficient management.

A screenshot of a computer

Description automatically generated

Document Preparation:

* Create a Word document for each weekly assigned content.
* Include the following details:
  + Type of Content
  + Keyword Targeting
  + Word Count Requirement

Content Creation:

* Develop the content according to the provided keyword targeting and word count.
* Ensure the content meets the quality standards set by Result First on Upwork.

Formalization with ChatGPT:

* Utilize ChatGPT for formalizing the content, ensuring coherence, and enhancing readability.
* Make sure Keyword is written throughout content

Submission to Result First on Upwork:

* Submit each completed Word document with content to Result First on Upwork on a weekly basis.

Backlinking:

* Allow Result First on Upwork to handle the backlinking process for the submitted content.

Weekly Reporting:

* Review the weekly reports provided by Result First on Upwork.
* Verify the accuracy of information and linking.
* Cross off the completed week on the Monthly Content Calendar in red.

Tracking:

* -Add the completed and submitted content documents to the designated folder for tracking purposes. [Backlinking Blogs](https://provaltech.sharepoint.com/:f:/s/SalesMarketing/Ejjip_7kiHNFvGiUIjPoWzQBPGZdHlHTW0F95qa8gvOzNA?email=Kaitlin.Jones%40provaltech.com&e=IEMVb1)