



**LANEWAY**



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www.laneway.in

CIN: U62099KL2025PTC093622

# **SEO SPECIALIST & DIGITAL MARKETER**

## **Standard Operating Procedure (SOP)**

### **I. PURPOSE**

To outline the weekly activities and responsibilities of the SEO Specialist & Digital Marketer to ensure website growth, content optimization, campaign performance, and organic traffic improvement.

### **II. SCOPE**

This SOP covers:

- Keyword research & SEO strategy
- Landing page & website optimization
- Technical, on-page, and off-page SEO
- Content creation (blogs, posts, creatives)
- Digital ad campaigns
- Website auditing & performance checks



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### **III. SOP TASKS:**

#### **1. Monitor Keyword Rankings & Organic Traffic**

(Frequency: Weekly – Monday Procedure: Keyword Strategy)

Objective:

To track SEO performance and identify opportunities to improve search visibility.

**SOP Steps:**

- Check keyword rankings using tools like SEMrush, Ubersuggest, and Google Search Console.
- Monitor organic traffic trends via Google Analytics.
- Identify declining keywords and pages that need optimization.
- Track competitor keyword movements and compare performance.
- Prepare weekly keyword/traffic snapshots for reporting.
- Update the keyword strategy document.

#### **2. Optimize Web Pages (Landing Page SEO)**

Frequency: Weekly – Wednesday

Procedure: Landing Page Optimization

Objective:

To ensure high-converting, SEO-friendly landing pages.

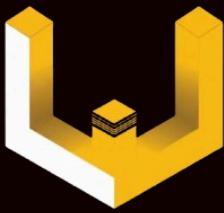
**SOP Steps:**

- Optimize page titles, meta descriptions, H1/H2 tags, and alt tags.
- Improve keyword placement, readability, and internal linking.
- Update CTAs and improve engagement metrics.
- Coordinate with the content team for rewriting or enhancing content.
- Perform A/B testing on important sections when required.
- Re-check page performance using heatmaps & analytics.



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### **3. Conduct On-Page, Off-Page & Technical SEO**

Frequency: Weekly – Friday

Procedure: SEO Review

#### Objective:

To maintain website health and build domain authority.

#### **On-Page SEO Steps:**

- Optimize keywords, formatting, and content relevancy.
- Fix broken links and update redirects.
- Improve page experience and reduce bounce rate.

#### **Off-Page SEO Steps:**

- Build high-quality backlinks.
- Conduct competitor backlink analysis.
- Submit content to SEO-friendly external platforms.

#### **Technical SEO Steps:**

- Scan website using SEMrush Site Audit.
- Fix crawl errors, indexation issues, and sitemap problems.
- Monitor Core Web Vitals and loading speed.
- Ensure proper mobile optimization.
- Track and implement technical fixes weekly.



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## 4. Create Content: Blogs, Posts & Creatives

### Objective:

To support SEO growth and marketing campaigns with consistent content.

### **SOP Steps:**

- Write SEO-friendly blogs based on keyword research.
- Create social media posts, creatives, and captions.
- Draft content for Reddit marketing, community posts, and niche platforms.
- Ensure tone, branding, and formatting match company standards.
- Collaborate with the content and design teams as needed.

## 5. Manage Ad Campaigns & Performance Optimization

### Objective:

To run high-performing ad campaigns across platforms.

### **SOP Steps:**

- Set up and manage paid ad campaigns (Google Ads, Meta Ads, Reddit Ads).
- Conduct keyword research for ad groups.
- Optimize targeting, bids, and creatives weekly.
- Track CPC, CTR, conversions, and cost efficiency.
- Identify areas for improvement and refine messaging.
- Report weekly ad performance to Digital Marketing Lead.





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## 6. Perform Website Audits & Performance Checks

### Objective:

To ensure website health and maintain high SEO performance.

### **SOP Steps:**

- Conduct detailed audits using SEMrush or related tools.
- Analyze website performance, traffic behavior, and technical errors.
- Check page speed, mobile responsiveness, and UX factors.
- Prepare weekly audit reports and highlight priority fixes.
- Implement required corrections or coordinate with developers/designers.

## 7. Keyword Research (Ubersuggest / SEMrush)

### Objective:

To maintain an up-to-date keyword pipeline for content and SEO optimization.

### **SOP Steps:**

- Identify new keywords with high search volume and low competition.
- Group keywords into clusters for blog and landing page topics.
- Analyze competitor keyword gaps.
- Update the keyword master list weekly.



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## Acknowledgment and Agreement

I hereby acknowledge that I have received, read, and understood the Standard Operating Procedure (SOP) document issued. I agree to follow all guidelines, processes, and responsibilities outlined in this SOP.

I understand that it is my duty to comply with the procedures mentioned, and any updates or revisions communicated in the future. If I have any doubts or require clarification, I will reach out to the concerned department or supervisor.

By signing below, I confirm my acceptance and commitment to adhere to this SOP.

**Best Regards,**



Gokul M Prabhu  
CEO/MD  
Laneway

### **FORM OF ACCEPTANCE :**

I accept this appointment on the terms and conditions stated above and agree to the following:

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

Signature: \_\_\_\_\_



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