

Process Street Vs Trainual [Content Brief]

Overview:

This is bottom-of-the-funnel content for prospective users who are comparing Process Street and Trainual.

The user most likely knows about the two products but is unsure about the one to choose for their business.

Our goal is to create a piece of content that comprehensively and objectively compares the two tools, to help the searcher make an informed decision.

We'll also introduce SweetProcess as an alternative to Process Street and Trainual for documenting and managing procedures and processes.

We'll also share relevant features of SweetProcess that anyone looking to use Process Street and Trainual will find useful.

Plus, case studies from existing customers who've used SweetProcess for this purpose.

Content Type	BoFu ▾			
Primary Keyword	Process street vs trainual	10		
Secondary Keywords	☐ trainual alternatives	110	Article Format	Navigational (Versus Content)
		70		
	☐ process street alternatives	50		
	☐ process street reviews	170		
	☐ trainual reviews			

SERPs Analysis

Featured snippet?	Yes ▾	Avg. Words Top 10	1500 (avg. word count) Note: ~3,000- 4,000 words should be enough. You can exceed this word count if necessary.
Competing URLs	https://trainual.com/compare/process-street https://www.softwareadvice.com/bpm/process-street-profile/vs/trainual/ https://www.getapp.com/operations-management-software/a/process-street/compare/trainual/ https://www.g2.com/compare/process-street-vs-trainual https://www.capterra.com/onboarding-software/compare/135004-175749/Process-Street-vs-Trainual https://www.trustradius.com/compare-products/process-street-vs-trainual https://goodbusinesskit.com/comparison/process-street/vs/trainual https://www.bloggersideas.com/process-street-vs-trainual/ https://sourceforge.net/software/compare/HubSpot-Operations-Hub-vs-Process-Street-vs-Trainual/ https://sourceforge.net/software/compare/Process-Street-vs-SweetProcess-vs-Trainual/		
Notes about the SERPs	- Most of the articles on the SERPs are review websites. - Only about 2 pages on the SERPs are blog posts that comprehensively compare Process Street and Trainual - One key lesson from the SERPs is that our article must be thorough to stand out and rank high for this keyword.		

Internal Links & Features Mentions

Internal link suggestions	https://www.sweetprocess.com/process-street-vs-sweetprocess/ https://www.sweetprocess.com/process-street-alternatives/ https://www.sweetprocess.com/trainual-vs-sweetprocess/ https://www.sweetprocess.com/trainual-alternatives/ https://www.sweetprocess.com/sop/ https://www.sweetprocess.com/standard-operating-procedure/ https://www.sweetprocess.com/standard-operating-procedure-template/ https://www.sweetprocess.com/standard-operating-procedure-software/
---------------------------	--

Case Studies Archive	https://www.sweetprocess.com/category/customer-stories/

Goals & Tone of Voice

Goals of the article	• Show the reader the key differences and similarities between Process Street and Trainual. • Explain why SweetProcess is a great alternative to these platforms.
Tone of voice	• Our target audience is mostly small business owners, founders, and managers. The tone of voice is typically informal.

Suggested Outline

Please note that this is a suggested outline. If there are sections you want to add or remove, feel free to do so with the approval of your editor. The goal is to create a piece of content that'll rank high on Google, add value to the reader, and drive conversions for the business.

Meta [SERPs] Title: Process Street Vs Trainual: Which Is The Best SOP Software?

H1 [On-site Title]: Process Street Vs Trainual: Which Is Best for Documenting SOPs?

Introduction:

- The introduction shouldn't be more than 3-4 short paragraphs.
- Ensure that the introduction matches the expertise level of the reader based on your research.
- After the introduction, add a Unique Call To Action (CTA), not just "sign up for our software trial." that includes a link to the sign-up page.
- Include the Table of Contents at the end with the H2s only.

H2: What is Process Street?

Note: The goal of this section is to provide an overview of Process Street.

H2: Who is Process Street For?

Note: The goal of this section is to briefly explain the kind of users who'll find Process Street most helpful and valuable.

H2: Process Street Core Features

- H3 - Conditional Logic
- H3 - Run processes as collaborative workflows
- H3 - Checklist Templates for Task & Business Processes
- H3 - User Permissions and Control
- H3 - Use Forms to Capture Structured Data
- H3 - Automation
- H3 - Reporting and Tracking
- H3 - Approvals

Note: The goal of this section is to highlight and explain the core features of Process Street to the reader. Kindly note that these points are not cast in stone. If you find more relevant features or believe a specific feature is not relevant during the research process, feel free to notify the editor and add/remove them.

H2: Cons of Process Street

- H3 - Limited Features in Free Version
- H3 - Steep Learning Curve

Note: The goal of this section is to highlight and explain the cons of Process Street to the reader. Kindly note that these points are not cast in stone. If you find more relevant cons or believe a specific one is not relevant during the research process, feel free to notify the editor and add/remove them. This is a good place to highlight 1-2 features of SweetProcess that make it a viable alternative to Process Street.

You can check this out for inspiration:

<https://www.sweetprocess.com/process-street-vs-sweetprocess/>

H2: What is Trainual?

Note: The goal of this section is to provide an overview of Trainual.

H2: Who is Trainual For?

Note: The goal of this section is to briefly explain the kind of users who'll find Trainual most helpful and valuable.

H2: Trainual Core Features

- H3 - Built-in AI capabilities
- H3 - Customizable templates
- H3 - Org chart & role chart
- H3 - Built-in screen recording
- H3 - Roles & Responsibilities Builder
- H3 - Custom branding
- H3 - Team directory
- H3 - Testing, tracking, & reporting

Note: The goal of this section is to highlight and explain the core features of Trainual to the reader. Kindly note that these points are not cast in stone. If you find more relevant features or believe a specific feature is not relevant during the research process, feel free to notify the editor and add/remove them.

H2: Cons of Trainual

- H3 - Steep learning curve
- H3 - Essential features not available to all users

- H3 - Limited native integrations

Note: The goal of this section is to highlight and explain the cons of Trainual to the reader. Kindly note that these points are not cast in stone. If you find more relevant cons or believe a specific one is not relevant during the research process, feel free to notify the editor and add/remove them. This is a good place to highlight 1-2 features of SweetProcess that make it a viable alternative to Trainual.

You can check this out for inspiration:

<https://www.sweetprocess.com/trainual-vs-sweetprocess/>

H2 - Process Street Vs Trainual: Key Differences

- H3 - Org chart & directory
- H3 - Chrome extension
- H3 - Advanced content settings
- H3 - Team knowledge documentation
- H3 - iOS & Android apps
- H3 - Pre-built policy & SOP templates

Note: The goal of this section is to highlight and explain how Process Street and Trainual differ based on the following features and use cases. Kindly note that these points are not cast in stone. If you find more relevant features or believe a specific feature is not relevant during the research process, feel free to notify the editor and add/remove them. You can also use a comparison table to highlight the differences in their features.

H2 - Process Street Vs Trainual: Key Similarities

- H3 - Unlimited documentation
- H3 - 1000+ app integrations
- H3 - Completion tracking
- H3 - Due dates
- H3 - Single sign-on (SSO)
- H3 - Public content sharing
- H3 - 700+ content embeds

Note: The goal of this section is to highlight and explain how Process Street and Trainual are similar based on the following features and use cases. Kindly note that these points are not cast in stone. If you find more relevant features or believe a specific feature is not relevant during the research process, feel free to notify the editor and add/remove them.

H2 - SweetProcess: The SOP Software You've Been Looking For

Note: The goal of this section is to explain and show the reader how SweetProcess is a better alternative to Process Street and Trainual for SOP documentation and management. Here is a good place to highlight the core features of SweetProcess for documenting and managing SOPs and show exactly how it works. You can also highlight 2-3 case studies from our customers.

H2 - Process Street Vs Trainual: Which Should You Choose To Document and Manage Your Standard Operating Procedures

Note: This is the conclusion of the article. It's a good place to recap the core differences between Process Street and Trainual. Kindly include a CTA here, prompting the reader to sign up for a free trial of SweetProcess, if they're looking for an alternative to these tools.

Key Takeaways

- We must get to the point more quickly and directly in every section.
 - Someone searching for this keyword is looking to learn the differences between these two tools. We must make our content concise, comprehensive, and objective.
 - Please, keep your introduction concise, and ensure that it matches the expertise level of the reader.
-