

SOP Software For Small Business [Content Brief]

Overview:

This is middle-of-the-funnel content for small business owners who want to know the tools they can use to create and manage their standard operating procedures (SOPs).

This reader most likely knows what an SOP is and why they're important. So, they are currently exploring different software and tools they can use to create and manage SOPs for a small business.

The goal of this content is to share the relevant tools that a small business can use to create and manage SOPs, the top features they should consider before choosing one, and how to choose the right tool.

We'll also show the reader relevant features of SweetProcess for creating and managing SOPs. Plus, share case studies from existing customers (especially small businesses) who've used our tool to do so.

Content Type	MoFu ▾			
Primary Keyword	SOP Software for Small Business	20		
Secondary Keywords	☐ sop software ☐ best sop software ☐ sop tools ☐ free sop software ☐ best sop software for small business	1300 110 320 70 0	Article Format	Listicle (Plus Actionable Buying Guide)

SERPs Analysis

Featured snippet?	No ▾	Avg. Words Top 10	1272 - 1673 Note: ~ 3,000 - 3,500 words should be enough. You can add or reduce the word count if there's a need.
Competing URLs	1. https://trainual.com/solution/sop-software 2. https://www.g2.com/categories/standard-operating-procedures/small-business 3. https://gsmcneal.com/standard-operating-procedure-software/ 4. https://clickup.com/blog/sop-software/ 5. https://whatfix.com/blog/sop-software/ 6. https://connecteam.com/best-sop-software/ 7. https://www.systemhub.com/features/ 8. https://tettra.com/article/sop-software/ 9. https://document360.com/blog/sop-software/ 10. https://helpjuice.com/blog/sop-software		
Notes about the SERPs	• There are many relevant SOP tools ranking on the first page. • Only a handful of articles ranking on the page are specifically related to small businesses. • Most of the articles on the SERPs are okay. • If our article can provide more insights about choosing the best SOP software for a small business and helps the reader make an informed decision, we stand a better chance of ranking high on the SERPs.		

Internal Links & Features Mentions

Internal link suggestions	• https://www.sweetprocess.com/sop/ • https://www.sweetprocess.com/standard-operating-procedure/ • https://www.sweetprocess.com/standard-operating-procedure-template/ • https://www.sweetprocess.com/work-instruction-vs-sop/ • https://www.sweetprocess.com/trainual-vs-sweetprocess/ • https://www.sweetprocess.com/whale-alternatives/ • https://www.sweetprocess.com/process-street-vs-sweetprocess/ • https://www.sweetprocess.com/systemhub-vs-sweetprocess/ • https://www.sweetprocess.com/way-we-do-alternatives/ • https://www.sweetprocess.com/scribe-alternatives/ • https://www.sweetprocess.com/procedureflow-vs-sweetprocess/
---------------------------	---

Relevant Features	• How to create an SOP on SweetProcess • How to create on SweetProcess using AI • How to manage an SOP on SweetProcess • Team Collaboration • Task management • Integrations
Case Studies Archive	https://www.sweetprocess.com/category/customer-stories/

Goals & Tone of Voice

Goals of the article	• List the top SOP software for small business. • Highlight the core features, pros, cons, and pricing of each software • Show the reader why SweetProcess is the best SOP software for small businesses. • Show the reader the top features of SweetProcess they can use to create and manage SOPs.
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 editor's approval. 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: 9 Best SOP Software for Small Businesses and Startups in 2023

H1 [On-site] Title: 9 Best SOP Software For Small Businesses and Startups

Intro

- Please write an introduction that's concise and pulls the reader in on why small businesses without a way to handle SOPs lose money over time
 - The introduction shouldn't be more than two paragraphs.
 - Ensure that it 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 - 9 Best SOP Software For Small Businesses and Startups

- H3 - 1. SweetProcess
- H4 - Key features
- Here are some features to include. Plus, show the reader how they work:
- **How to create an SOP on SweetProcess**
- **How to create on SweetProcess using AI**
- **How to manage an SOP on SweetProcess**
- **Team Collaboration**
- **Task management**
- **Integrations**
- H4 - Pricing
- H3 - 2. Trainual <<https://trainual.com/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 3. Scribe <<https://scribehow.com/>>
- H4 - Core features

- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 4. ProcedureFlow <<https://procedureflow.com/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 5. Way We Do <<https://www.waywedo.com/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 6. Whale <<https://usewhale.io/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 7. Checkflow <<https://checkflow.io/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 8. Process Street <<https://process.st/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing
- H3 - 9. Systemhub <<https://www.systemhub.com/>>
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

Note: In this section, we highlight the key features, pros, and cons of the SOP software we listed. For SweetProcess, we'll go in-depth with the core features of our tool for creating and managing SOPs

This is a good place to highlight relevant case studies (about 2-3) from our customers who have used any of the features we mentioned above.

Please note that I added these links here to help you find the tools easily. For internal linking, kindly link to the competitor and/or alternative articles we've published previously on our blog for these competitors contextually and not directly to their website homepages. If there aren't any existing competitors and/or alternative articles for any website, leave it as is.

Kindly include a CTA at the end of this section prompting the reader to sign up for a free trial of SweetProcess to document and manage their SOPs.

H2 - 8 Top Features To Look Out For In an SOP Software

- H3 - Unique sharing and permissions settings.
- H3 - Centralized location to document and manage procedures and processes.
- H3 - Document and procedure version control.
- H3 - Task assignment and tracking.
- H3 - Approval workflows.
- H3 - Analytics and Reporting.
- H3 - Mobile accessibility
- H3 - Real-time collaboration and feedback

Note: In this section, we want to highlight and explain to the reader the most important features that an SOP software should have. If there are other relevant features missing, kindly include them. Kindly note that this list is not cast in stone. If you find other features to consider during your research process, feel free to inform the editor and add them.

H2 - What is SOP Software

Note: In this section, kindly educate the reader about SOP software. While the target reader is expected to already know this, it's important to include it in case they don't know and for SEO advantage.

H2 - Benefits of SOP Software for a Small Business

Note: In this section, mention and briefly explain 5-7 benefits of SOP software based on your research. While the target reader is expected to already know this, it's important to include it in case they don't know and for SEO advantage.

H2 - How to Choose the Best SOP Software for Your Small Business

- H3 - Simplicity and Ease of Use
- H3 - Learning Curve
- H3 - Integrations.
- H3 - Upgradeability
- H3 - Pricing
- H3 - Free Templates

The goal of this section is to help the reader make an informed decision on the SOP software to choose from. Kindly note that this list is not cast in stone. If you find other factors that are relevant to small businesses, feel free to inform the editor and add them. Kindly include a CTA at the end of this section prompting the reader to sign up for a free trial of SweetProcess to document and manage their SOPs.

H2 - Document and Manage Your Small Business's SOPs in One Place Using SweetProcess

Note: This is the conclusion of the article. The goal is to drive the points on why SweetProcess is the best SOP software a small business needs.

This is a good place to recap some of the relevant features of SweetProcess for creating and managing SOPs. Plus, mention relevant case studies (about 2-3) from our customers who have used our tool for this purpose.

H2- FAQs About SOP Software for Small Businesses

- H3 - How do I create a small business SOP
- H3 - What Is the Best SOP Software for a Small Business?
- H3 - Does Microsoft Word have an SOP template?
- H3 - What is an example of SOP?
- H3 - What is the app that creates SOP documents?

Note: The goal of this section is to provide concise and comprehensive answers to these FAQs. Kindly note that these questions are not cast in stone. If you find more relevant questions during the research process that you'd like to include, feel free to notify the editor and add them.

Key Takeaways

- Someone searching for this keyword most likely knows what SOP is. So, our focus is to show them the best SOP software for small businesses out there and how to choose the right tool.
 - We shouldn't just tell but also show the reader how to use SweetProcess to create and manage SOPs. Plus, other features that are relevant to it.
 - We must show the reader specifically how other small businesses have used SweetProcess for SOP creation and management.
 - We must get to the point more quickly and directly in every section.
 - Please, keep your introduction concise, and ensure that it matches the expertise level of the reader.
-