

Tango Alternatives [Content Brief]

Overview:

This is middle-of-the-funnel content for prospective searchers looking for alternatives to Tango.

The searcher most likely knows and uses Tango for documenting How-to guides and SOPs but looking for alternatives they could try out.

Our goal with this content is to create a page that highlights the top alternatives to Tango.

We'll also explain the relevant features of SweetProcess that the reader could find useful and valuable.

Plus, mention relevant case studies from existing SweetProcess customers.

Content Type	MoFu ▾			
Primary Keyword	tango alternatives	70		
Secondary Keywords	☐ tango alternatives ☐ tango vs scribe ☐ tango.us alternatives	70 110 0	Article Format	Listicle

SERPs Analysis

Featured snippet?	No ▾	Avg. Words Top 10	Note: ~3,000- 4,000 words should be enough. You can exceed this word count if necessary.
Competing URLs	https://www.producthunt.com/products/tango-4/alternatives https://userguiding.com/blog/tango-alternatives-competitors/ https://www.reddit.com/r/selfhosted/comments/11ttbnw/what_are_some_recommended_open_source_or/ https://www.g2.com/products/24-7-systems-tango/competitors/alternatives https://www.softwareadvice.com/market-research/tango-card-profile/alternatives/ https://gemoo.com/blog/tango-alternative.htm https://dubble.so/posts/tango-alternative https://www.g2.com/products/tango-tango/competitors/alternatives https://www.cbinsights.com/company/tango-4/alternatives-competitors https://www.trustradius.com/products/tango.us/competitors		
Notes about the SERPs	- Most of the pages ranking for this keyword are listicles from review sites. - Our goal is to create a comprehensive article that dives deep into the alternatives to Tango.		

Internal Links & Features Mentions

Internal link suggestions	https://www.sweetprocess.com/sweetprocess-pricing/ https://www.sweetprocess.com/sweetprocess-reviews/ https://www.sweetprocess.com/scribe-vs-sweetprocess/ https://www.sweetprocess.com/scribe-alternatives/ https://www.sweetprocess.com/process-street-alternatives/ https://www.sweetprocess.com/process-street-vs-sweetprocess/ 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-software/ https://www.sweetprocess.com/process-documentation/ https://www.sweetprocess.com/process-documentation-software/
Relevant Features	- How to document a process using SweetProcess - How to manage a process using SweetProcess - How to manage existing processes on SweetProcess. - How to create a procedure on SweetProcess - How to manage a procedure using SweetProcess - How to turn procedures into processes on SweetProcess

	• How to generate procedures automatically using SweetAI • How to access your processes on the go using the mobile app.
Case Studies Archive	https://www.sweetprocess.com/category/customer-stories/

Goals & Tone of Voice

Goals of the article	• List the top alternatives to Tango. • Explain the core features of SweetProcess that make it the best alternative to Tango.
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: 9 Best Tango Alternatives For Process Documentation

H1 [On-site Title]: 9 Best Tango Alternatives For Process Documentation

Introduction:

- Please write an introduction that's concise and pulls the reader in.
- **Suggested Angle:** The major drawbacks of Tango that users complain about.
- 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 - Why You Might Be Looking For an Alternative to Tango

- Lacks advanced process documentation features
- Doesn't support screenshot customization
- Cumbersome editing process

Note: The goal of this section is to align expectations with the reader on some of the reasons they might be looking for a Tango alternative. Please note that these points are not cast in stone. If you find other relevant ones during the research process, feel free to include them by notifying the editor.

H2 - 9 Tango Alternatives For Documenting Business Processes

- H3 - 1. SweetProcess <<https://www.sweetprocess.com/>>
- H4 - What makes SweetProcess the best Tango alternative
- H4 - Core features of SweetProcess
 - How to document a process using SweetProcess
 - How to manage a process using SweetProcess
 - How to manage existing processes on SweetProcess.
 - How to create a procedure on SweetProcess
 - How to manage a procedure using SweetProcess
 - How to turn procedures into processes on SweetProcess
 - How to generate procedures automatically using SweetAI
 - How to access your processes on the go using the mobile app.
- H4 - Pricing

Kindly include a CTA here, prompting the reader to sign up for a free trial of SweetProcess to document their processes.

- H3 - 2. Scribe <<https://scribehow.com/>>
- Screenshot of the tool
- H4 - Overview of Scribe
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 3. Minereva <<https://www.minervaknows.com/>>
- Screenshot of the tool
- H4 - Overview of Minereva
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 4. Trainual <<https://trainual.com/>>
- Screenshot of the tool
- H4 - Overview of Trainual
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 5. Uphint <<https://www.uphint.com/>>
- Screenshot of the tool
- H4 - Overview of Uphint
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 6. Process Street <<https://www.process.st/>>
- Screenshot of the tool
- H4 - Overview of Process Street
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 7. MagicHow <<https://www.magicchow.co/>>
- Screenshot of the tool
- H4 - Overview of MagicHow
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 8. Folge <<https://folge.me/>>
- Screenshot of the tool
- H4 - Overview of Folge
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

- H3 - 9. Iorad <<https://www.iorad.com/>>
- Screenshot of the tool
- H4 - Overview of Iorad
- H4 - Core features
- H4 - Pros
- H4 - Cons
- H4 - Pricing

Note: In this section, highlight the core features, pros, and cons of the listed software. For SweetProcess, we'll go in-depth with the core features of our tool and why it's a better alternative to Tango.

While discussing SweetProcess as a Tango alternative, you can highlight relevant case studies (about 2-3) from our customers who have used any of the mentioned features.

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.

H2 - Which Tango Alternative Should You Choose For Process Documentation?

Note: This is the conclusion of the article. It's a good place to recap the core differentiator of each alternative listed here. You can also include how SweetProcess seamlessly integrates with the Chrome Extension and Mobile Apps, making it easier to capture and manage procedures in one place. Kindly include a CTA here, prompting the reader to sign up for a free trial of SweetProcess to document their processes.

Key Takeaways

- We must get to the point more quickly and directly in every section.
 - We must show the reader why SweetProcess is the best alternative to Tango
 - Please, keep your introduction concise, and ensure that it matches the expertise level of the reader.
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