

# Marcom Website SOP

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## 1. Webpage Content Owner and Responsibilities

- **Important Notice**
  - **Responsibilities:** TPS MKT owns US site and announces changes. TPSZ MKT owns EN site and all other global needs besides the US. However, when publishing the pages, **TPS MKT should publish PDPs on both the US and EN sites at the initial launch. After the launch, any updates or corrections need to be announced by TPS MKT, and also inform TPSZ.** TPSZ MKT then should update the EN site and spread the message globally.
  - **Page QA:** Prior to publishing **any page**, including PDPs, landing pages, banners, blogs/news, collection pages, etc., **Marcom must be notified** for QA purposes. Marcom must also be notified of major website changes or important updates. Marcom's QA of content or links are just double checking, the page owner is taking responsibility for all the content.
  - **Remove Price Information:** Due to varying prices across different sales channels and frequent price adjustments, **product pricing will no longer be displayed on the website.** Historical pages will also gradually remove pricing

information. Should you encounter any pricing information, please promptly report it to Marcom.

- **Role & Responsibility**

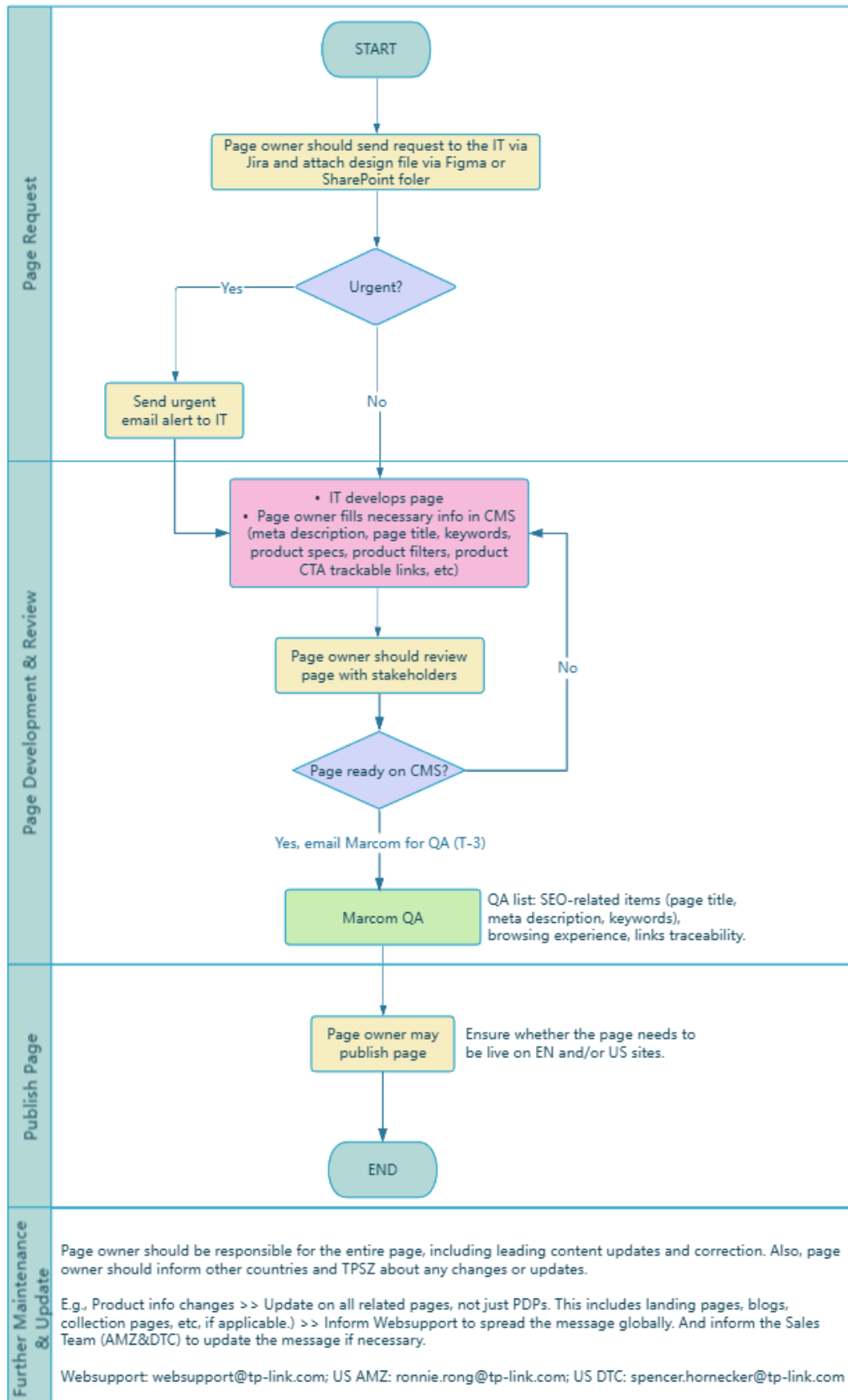
Role	Responsibilities	Details and Examples
<b>Marcom Website</b>	1. Manage the whole US website, including the TPL site and Tapo site. Plan, create, and schedule website campaigns (branding and events). 2. Monitor and analyze website traffic and user behaviors, learn and innovate new content. 3. Specific content/pages listed below are managed by the respective teams.	Example: Navigation bar, headers & footers, website structural items, non-product-related pages such as Homepage, About Us, Security, Privacy, CSR pages, etc.
		QA list: SEO-related items (page title, meta description, keywords), browsing experience, links traceability.
		SEO Optimization: Led by Marcom, with PMM team assistance for product information as needed, e.g., Deco 7 SEO projects.
<b>Product Marketing Manager (PMM)</b>	Responsible for all product pages and content (including full lifecycle maintenance and update management), accountable for all page content including copies, images, and links, etc. <b>*Product specs need to be confirmed with PM before publishing pages. PM is responsible for the correctness of the specifications, and PMM is responsible for putting them into the CMS.</b>	Scope: PDPs, technology pages, product list/collection pages, product related blogs/news, PDP CTA, images, product filters etc.
		Example: Update PDP info, add or remove section on the WiFi 8 page, replace banner on the product list/collection page, etc.
		Implementation: PMM lead and process on CMS. If unable to process on CMS or need help with the coding, contact IT for assistance and cc Marcom.
<b>Marcom Campaigns</b>	Responsible for all campaign pages and banners, overseeing all page content including copies, images, links, and specs, etc.	Example: Black Friday/Cyber Monday/Prime Day/New Year pages and banners.
<b>Technical Support</b>	All the support pages, including pages that are listed under the "Support" tab on navigation, like technical community, FAQs, download center, contact us, etc.	Example: New banners for the Community should be handled by the Support team.
<b>Websupport (TPSZ)</b>	1. Take care of website needs from all regions except the US. (US: Marcom) 2. Receive and spread important updates and news worldwide.	

## 2. CMS Guide

- **Access:** Every product marketing member needs to have access to the CMS to manage product pages, technology pages, filters, and any other related content. If you don't have access, please contact Marcom website team, and also fill in the [Product Marketing Team Members](#) form.
- **Guide:** [\[CMS Guide\] The Ultimate TP-Link CMS Guide\\_2025](#)
- **Most Frequently Used Guide for Product MKT:** [Marcom Website CMS Training](#)

### 3. Page Upload

**Workflow: Request via Jira >> Develop Page >> Fill necessary info in CMS >> Page review with stakeholders >> Marcom QA >> Publish page**



1. **Page Request:** Page owner should send request to the IT via Jira (detailed instructions time requirements please see [here](#)). If the request is urgent, page owner can also email IT for urgent reminder. Design file should be Figma file. If not, it should be uploaded to this [SharePoint](#) folder.

2. **Page Development & Review:** IT develops page >> Page owner should review and fill out necessary info in CMS >> Page review with stakeholders >> Page ready on CMS

a. Page necessary info: meta description, page title, keywords, product specs, product filters, product CTA trackable links. AMZ and DTC team know the pattern and will provide the trackable links to PMM to fill in CMS. (In the past, we used original CTA links on PDPs, but from now on, we need to use trackable links. That way, we are able to track how many Amazon or Shopify orders that are from the website.)

i. CTA trackable links AMZ pattern:

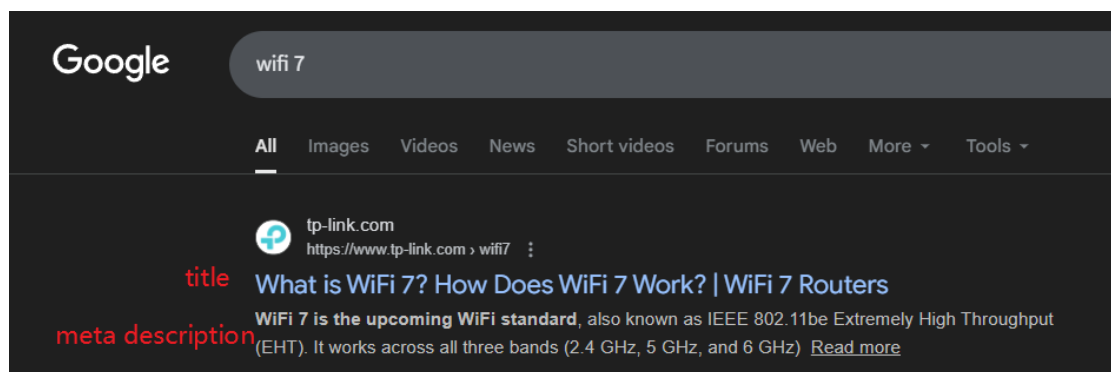
XXXXXX&tag=web\_tpl\_pdp\_**ProductModel** (see [example](#))

ii. CTA trackable links DTC pattern:

XXXXXXutm\_campaign=**ProductModel**&utm\_medium=tpl\_product\_page&utm\_source=tpl; (see [example](#))

3. **Page QA (T-3):** Page owner should email Marcom for page QA >> Marcom QA

a. Marcom QA list: SEO-related items (page title, meta description, keywords), browsing experience, links traceability.



4. **Publish Page:** Page owner should publish page and ensure it is live on **both the EN and US sites at the initial launch**. However, if products are not sold in the US, it should be live on the EN site only.

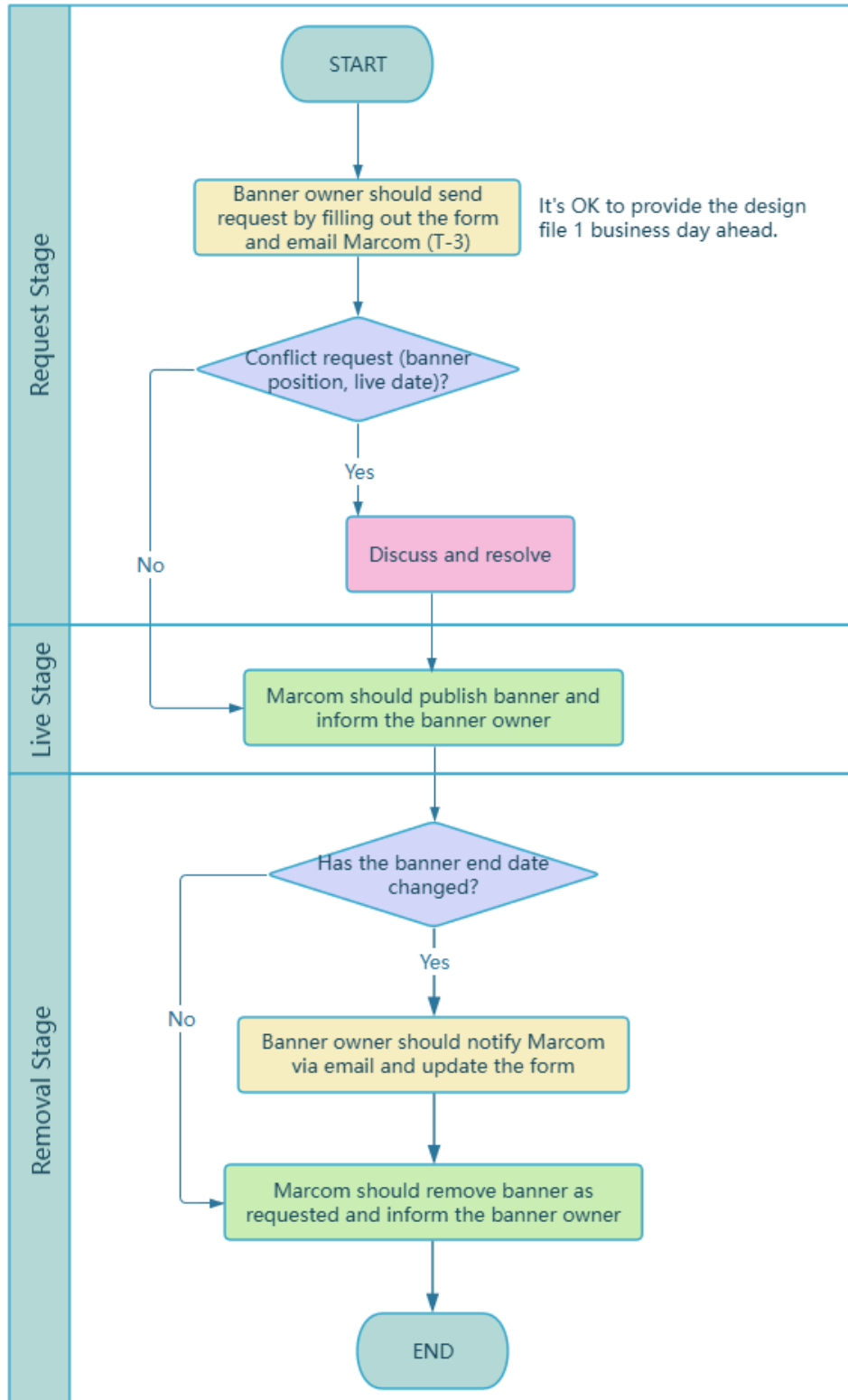
5. **Further Maintenance & Update:** Page owner should be responsible for the entire page, including leading content updates and correction. Also, page owner should **inform other countries and TPSZ about any changes or updates**.

a. E.g., Product info changes >> Update on all related pages, not just PDPs. This includes landing pages, blogs, collection pages, etc, if applicable.) >> Inform Websupport to spread the message globally. And inform the Sales Team (AMZ&DTC) to update the message if necessary.

b. Websupport: [websupport@tp-link.com](mailto:websupport@tp-link.com); US AMZ: [ronnie.rong@tp-link.com](mailto:ronnie.rong@tp-link.com);  
US DTC: [spencer.hornecker@tp-link.com](mailto:spencer.hornecker@tp-link.com)

#### 4. Banner: Homepage / Top Strip / Small banner

**Workflow: Request via form and email Marcom (T-3) >> Marcom QA & launch banner >> Marcom remove banner**



1. **Request Stage (T-3):** Banner owner should send request by filling out the [APP & Website Banner](#) form and email Marcom. And if there is a conflict request such as the top banner or the NO.1 position, we'll have time for discussion. It's OK to provide the design file 1 business day ahead.
2. **Live Stage:** Marcom should publish banner and inform the banner owner.
3. **Removal Stage**
  - a. Banner Owner: If the end date hasn't changed, then no need to email. If the end date has been changed, should send email and update the [APP & Website Banner](#) form.
  - b. Marcom: Remove banner as requested and inform the banner owner.

## 5. Blog/News

**Workflow: Owner may create blog/News on CMS >> Email Marcom for QA >> Owner may publish blog/News**

Need to prepare these information or assets to add on CMS: article, brief/digest, tag, cover image (540px\*300px, jpg/png, less than 500K), blog date (CMS system won't publish the blog/news automatically, it's just the date shown on the page)

All

01-09-2026 **Blog Date**

**Behind Closed Doors at CES: TP-Link Shows a Live, Working Wi-Fi 8 Connection** **Title**


Behind closed doors at CES 2026, TP-Link gave select networking media something rare: a live, working Wi-Fi 8 connection. **Brief**

**Tags**  
CES WiFi 8 New Technology

01-07-2026

**The Anatomy of Omada: A Living Network Built for Business** **Omada SMB Business Networking**

A visual and conceptual breakdown of the Omada brand, using an anatomy metaphor to explain how networking and surveillance solutions support modern business environments.




**WiFi 8**  
For Life in a Connected State

Cover Images

**Behind Closed Doors at CES: TP-Link Shows a Live, Working Wi-Fi 8...**

01-09-2026

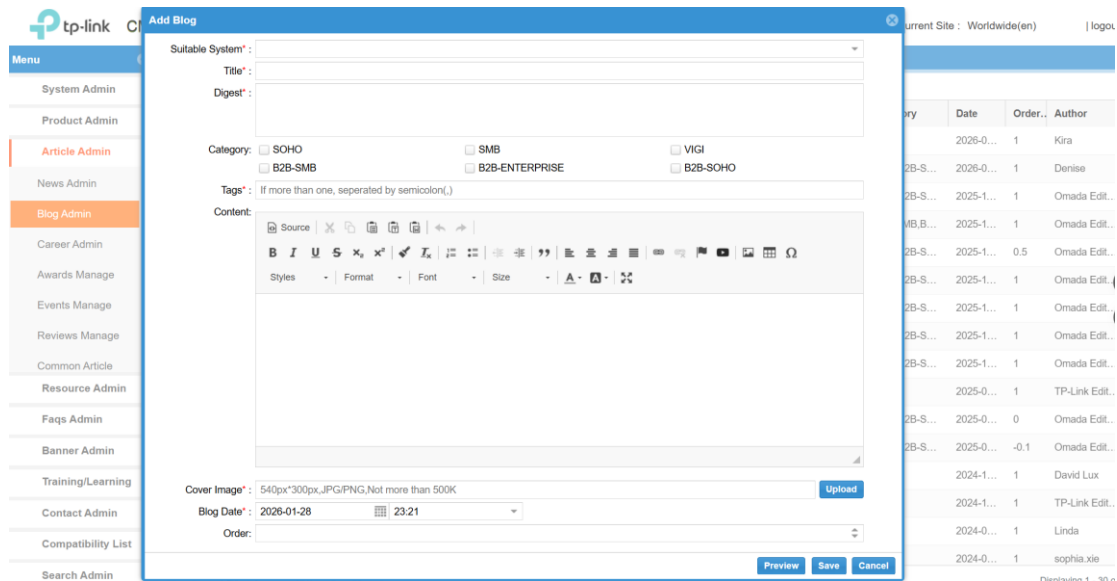


**The Anatomy of Omada** **Omada SMB Business Networking**

A living, connected ecosystem of networking and security

**The Anatomy of Omada: A Living Network Built for Business**

01-07-2026



## 6. End of Life (EOL) Products

**Workflow:** Marcom should submit EOL update request monthly via [\[MKT\]EOL Products Update](#) and inform PMM >> PMM should update EOL status on CMS and fill in the [\[MKT\]EOL Products Update](#) form within a week >> PMM should email Marcom when updates are done

- **US Products:** Marcom should refer to Project Weekly Status Report (weekly update), copy products marked as "EOL'd" (already in EOL status) into column C of [\[MKT\]EOL Products Update](#) form.
- **Global Products:** Marcom should refer to EOS list (quarterly update) provided by PME. Products for which the EOS notification date has passed should be copied into Column C of [\[MKT\]EOL Products Update](#) form.
- All products marked as 'EOL' or 'EOS' and copied to Column C are defined as 'EOL Product'. Accordingly, PMM should update the EOL status.

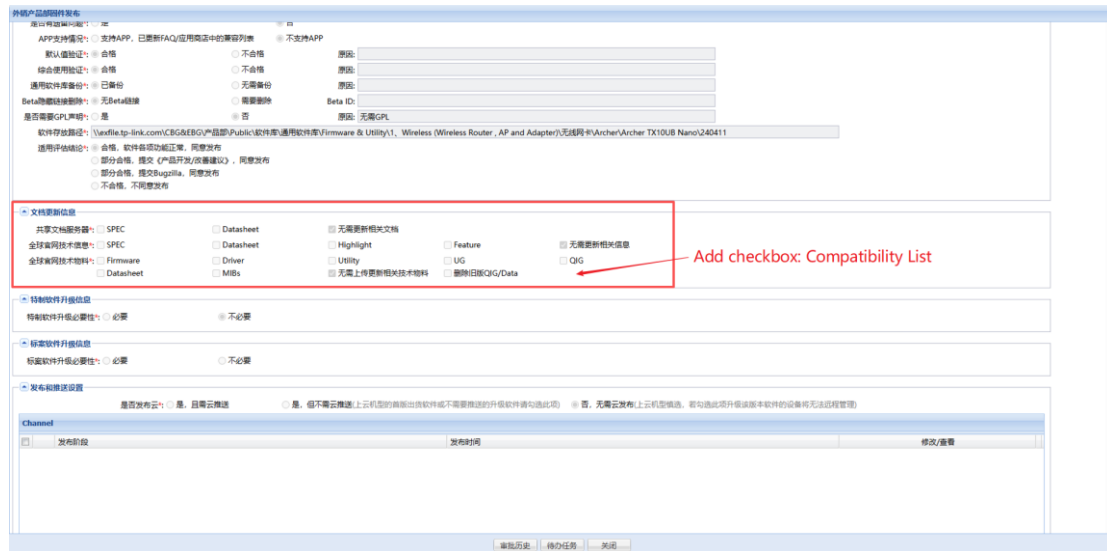
## 7. Compatibility Pages

**CMS Guide:** [How to create the compatibility page and set product filters?](#)

**Workflow:** PM should submit request via DMS when product upgrades or launches >> MKT adds/updates product filters to the compatibility page >> PM should review

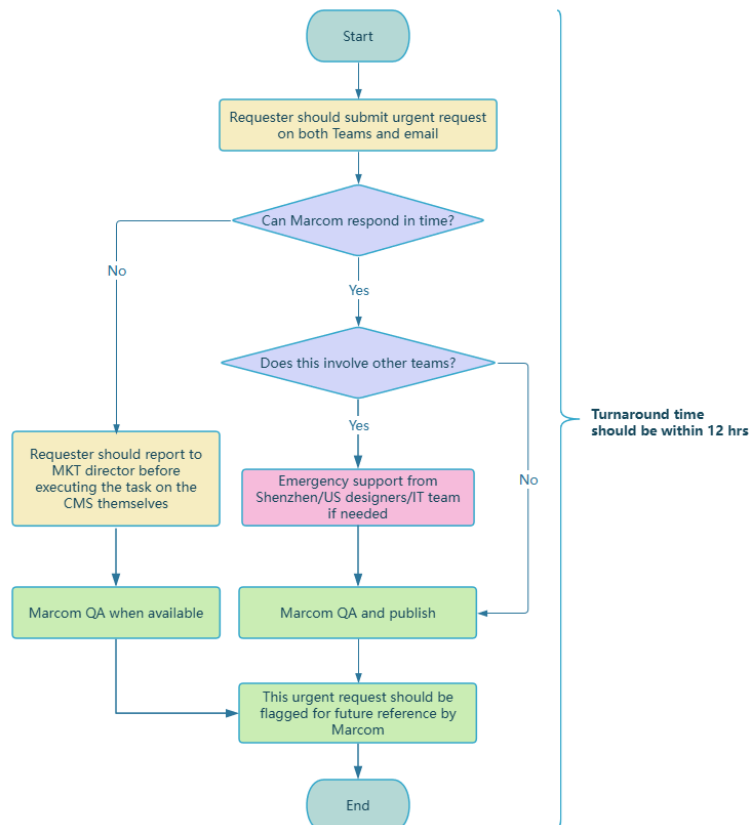
- **Notice:** The DMS process will be initiated when a new product is launched or an existing product is upgraded (e.g. from v1 to v2).
- **Add New Product Compatibility Page and Supported List:** PM submit request via DMS, also email Marcom for details >> Marcom create new compatibility page >> PMM add supported models to the page >> PM review
- **Update Supported Products on Compatibility Page:** PM submit request via DMS, add note about what compatibility should be added >> Marcom should receive request and ask PMM to add supported models to the page >> PM review

- **Other Situations:** a. For shipped models without software upgrades (meaning no DMS), PM should send request to Marcom via email; b. Feedback from customer complaints or call centers should be reported to PM >> PM should send request to Marcom via email



## 8. Urgent Requests

For urgent requests or those that cannot be addressed promptly by Marcom due to time zone differences, the requester has the right to carry out the task on the CMS themselves after receiving approval from the MKT director. The turnaround time should be within 12 hours.



## 9. SEO Guideline

To ensure our website content is both user-friendly and search-engine optimized, please read the ultimate SEO guideline [here](#). And if you like to check the cases, you can read the PDF [here](#).

This guide serves as a practical toolkit to **help you create high-quality content that improves search rankings and drives more organic traffic**. It covers **5 page types (Product Page / Landing Page / Campaign / Press / Blog)** and includes:

- SEO Message Recommendations: Templates for Titles, Descriptions to ensure search engines recognize our pages correctly.
- Page Framework Suggestions: Optimized layouts tailored to different needs.
- Visual Content Requirements: Standards for Hero Banners and Product Images.

By aligning our content with these standards, we can improve our search rankings and attract higher-quality visitors to our site. High-quality content is the foundation of a successful SEO strategy.