

Time Tracking SOP

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a lightweight time-tracking SOP — what to log, categories, cadence and how to use the data for pricing and capacity — that the team will actually follow. Use it to make retainers and pricing accurate. For the resulting analysis use the Team Utilization & Capacity Analysis.

Purpose of this tool & output

Get useful time data without killing morale

How the output is used

Use it to get useful time data without killing morale — a time-tracking SOP that captures accurate hours simply.

Important cautions

Keep it light; overly granular tracking backfires.

Companion documents

- Agency Hiring Plan
- Freelancer Network Plan
- Team / Pod Structure Designer
- Capacity Planning Model
- Performance Review Template
- Team Training & Upskilling Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.