



Project Plan: Olfactory Research Website (Accessible Smell Science)

Project Overview & Goals

This project will create a public-facing website that explains the latest **olfactory research and smell-related conditions** in plain language. The goal is to bridge the gap between complex scientific findings and the general public – especially individuals affected by smell disorders like **anosmia** (loss of smell), **parosmia** (distorted smells), and other olfactory conditions. By translating research into easy-to-understand articles, the site empowers patients, families, and curious readers with knowledge about causes, treatments, and scientific advances in the field of smell.

Who It Serves: The primary audience includes people experiencing smell disorders (often post-viral or due to other causes), their caregivers, and anyone interested in the science of smell. This audience is scientifically literate or motivated to learn, but may not have a medical or research background. They seek trustworthy, **plain-language explanations** of research that are accessible yet accurate. For example, similar to how *HDBuzz* provides “Huntington’s disease research news. In plain language. Written by scientists. For the global HD community”, this project will serve the global community of those impacted by smell loss with clear, scientist-backed information.

Why It Matters: Smell disorders are more common and impactful than many realize. Millions worldwide live with some form of smell loss – for instance, about 1–2% of *North Americans* report problems with their sense of smell ¹, and rates increase with age. Conditions like parosmia (in which familiar smells become distorted) affect up to **5% of the population**, especially rising after COVID-19. Any loss of smell can harm quality of life and even safety (e.g. inability to smell smoke or gas). Recent studies show COVID-19 has caused widespread, sometimes hidden, long-term olfactory deficits. There is a clear need for ongoing research and public education: as one review noted, improving awareness and understanding of smell disorders is crucial to help the *millions* affected lead better lives. This website aims to meet that need by providing **up-to-date, easy-to-read information** on olfactory science and breakthroughs.

Project Goal: Launch a comprehensive website (from scratch, with no existing infrastructure) within ~12 weeks, using an AI agent (“mgx”) as the primary executor under human supervision. The AI agent will handle everything — content strategy, writing articles, technical development, branding, SEO, and outreach — with the founder (a scientifically literate supervisor) reviewing and guiding as needed. The end result will be an informative, credible, and engaging platform akin to HDBuzz (which is a model for success in another field) but focused on smell and taste disorders. By project’s end, the site should be live, populated with initial content, optimized for search, branded professionally, and integrated with social and newsletter channels for community engagement.

Scope & Key Features of the Website

To achieve the above goals, we define the scope and features of the website. This scope covers the content sections, functionalities, and user experience elements that will make the site effective and user-friendly:

- **Content Sections:** The site will be organized into clear sections to help users navigate:
 - **Research News/Blog:** A regularly updated blog or news section featuring plain-language summaries of recent research papers, clinical trials, treatment advancements, and expert interviews related to smell and taste disorders. Each article will translate technical findings into everyday language, similar in style to HDBuzz's news updates.
 - **Conditions Overview:** Static pages explaining key smell-related conditions (e.g., **Anosmia**, **Hyposmia**, **Parosmia**, **Phantosmia**) – what they are, causes, and general approaches to treatment. These pages serve as evergreen educational resources for newcomers.
 - **Olfactory Science 101:** A section that explains the basics of smell science (how the olfactory system works, why smell is important, how smell and taste are linked). This provides context and helps readers understand research articles. It might include a **Glossary** of technical terms in simple language, so readers can quickly look up words (much like HDBuzz provides a glossary for HD terms).
 - **FAQ or Common Questions:** A Q&A-style page addressing frequent questions (e.g., "How do I know if I have anosmia?", "What treatments exist for smell loss?", "How does smell training work?"). This will be informed by common community queries and can link to relevant articles for deeper dives.
 - **About Us:** Information about the project – its mission, the role of the AI agent and human supervisor, and disclaimers (e.g. not providing medical advice). It should emphasize the scientific basis and editorial oversight to build credibility.
 - **Contact / Suggest a Topic:** A page or form for users to suggest article ideas or ask questions. (HDBuzz, for example, invites suggestions via email.) This encourages community interaction and helps ensure the content addresses real user interests.
 - **Resources/Links:** (Optional) A curated list of external resources, such as smell disorder support organizations (e.g., AbScent, Fifth Sense), research institutions (Monell Chemical Senses Center), or published papers. This positions the site as a hub or starting point for those seeking more information.
- **Key Functions and Features:**
- **Search Functionality:** A search bar so users can find articles or terms quickly. This improves usability for those looking for specific information (e.g., "COVID" or "smell training").
 - **Responsive Design:** The site will be mobile-friendly and tested on various screen sizes, ensuring content is easy to read on phones, tablets, and desktops alike. Many users (patients) may access via mobile, so a responsive layout is critical.
 - **Accessibility:** Adherence to accessibility best practices (e.g., proper alt text on images, high-contrast text, logical heading structure for screen readers). We want the information accessible to people with disabilities. Since some users may have combined smell and vision issues (if older), clear text and layout are important.
 - **Search Engine Optimization (SEO):** The site structure and code will be optimized for search engines. This includes human-readable URLs, proper use of heading tags, meta descriptions, and a fast page load speed. (More detailed SEO steps are outlined later in this plan.)

- **Analytics Tracking:** Integration with an analytics tool (e.g., Google Analytics 4 or a privacy-friendly alternative) to monitor traffic, popular content, and user behavior. This will guide iterative improvements.
- **Newsletter Sign-up:** A prominent way for readers to subscribe to updates (likely via email). A small sign-up form or call-to-action on the site can invite users to get a monthly summary of new articles. This helps retain engagement and build a loyal reader base.
- **Social Media Integration:** Include social sharing buttons on articles (to encourage readers to share content on Twitter/X, Facebook, etc.) and clearly link to the official social media profiles of the project. This increases reach and allows readers to follow the project on those channels for updates.
- **Comments or Discussion:** (Optional for later) Initially, the site may **not** open articles to comments to avoid the overhead of moderation. Instead, it can encourage discussion on social platforms or via the contact form. As the community grows, we might consider adding a moderated comment section or a forum, but this is outside the initial 12-week scope.
- **Multilingual Support:** (Future feature) Given the global interest in smell disorders, we may plan for translations of key articles into other languages (as HDBuzz does with volunteer translators). While not a launch requirement, the site structure can be kept flexible to add other language versions down the line.
- **Scalability:** The infrastructure should allow adding new content easily and potentially new features (like a “Personal Stories” section where users share experiences, or interactive elements like quizzes or smell tests). We plan the foundation such that new sections can be incorporated without a complete redesign.

By clearly defining the above scope, we ensure the AI agent knows what to build and include. The site will be content-rich (with a focus on articles and information) rather than feature-heavy web application, which keeps development manageable. In summary, **the website's core offering is high-quality, understandable content about smell science**, supported by a solid technical and design framework that makes it easy to find, read, and trust that content.

Branding Strategy (Name, Tone, and Style)

A strong brand identity will make the website memorable and credible. This includes choosing a compelling name, establishing the right tone of voice, and designing a consistent visual style. The AI agent will develop the branding with creative input, and the founder will review to ensure it resonates with the target audience.

Name Suggestions: We aim for a name that is short, meaningful, and evokes the topic of smell or science. Some brainstormed options include:

- **ScentBuzz** – Conveys a “buzz” of news about scent/ smell (inspired by HDBuzz’s naming pattern). It’s catchy and clearly about smell.
- **Nose Knows** – A playful name implying expertise in smell (“the nose knows”). This is friendly and easy to remember, though a bit informal.
- **AromaInsight** – Combines the idea of aroma (smell) with insight (knowledge), suggesting the site provides understanding of smells.
- **OlfactoHub** – Emphasizes olfaction (scientific term for smell) and being a hub of information. This appeals to a slightly more technical audience.
- **SmellSense** – Straightforward, indicating the site is about the sense of smell. It’s simple and broad.

- **Scentinel** – A coined name (mix of “scent” and “sentinel”). Implies guarding or watching over the world of scent (i.e., monitoring smell research). This is clever and unique, but may need an explanation to catch on.

The team will evaluate these options (and check domain availability) in **Phase 1**. The chosen name should be unique in this space, easy to spell, and ideally available as a **.com or .org domain**. (Since this is a public information site, a **.org** domain might convey a non-profit, trustworthy vibe, but a **.com** could work if it’s more memorable or if **.org** is taken.) We’ll also verify no trademarks conflict with the chosen name.

Brand Tone and Voice: The tone of content and communication will be **approachable, informative, and empathetic**. We want to come across as a knowledgeable friend or guide in the world of smell science: - Use **plain language** and avoid unnecessary jargon. When technical terms are used (e.g., “olfactory bulb,” “stromal cells”), provide brief explanations or tooltips so readers aren’t lost. - Maintain scientific **accuracy** and rigor. Articles will be written or reviewed by the AI using source material from scientific studies, but then phrased in a way a layperson can grasp. The voice should be factual **yet reassuring** – acknowledging uncertainties but focusing on evidence-based information. - **Empathy and inclusivity:** Recognize that many readers have lost their sense of smell and may be frustrated or distressed. The tone should be hopeful and supportive. For example, when discussing research, highlight how it *might lead to improved treatments or understanding*, to inspire optimism. - **Consistency:** All pieces of content should feel like they come from the same “voice.” To ensure this, the AI agent will follow a style guide (which it will develop in early phases). This includes using the same terminology (e.g., consistently saying “loss of smell” vs “smell loss”), and a uniform perspective (probably third-person explanatory, but occasionally second-person (“you”) to engage readers directly in FAQs or guides). - **Tagline:** We will craft a concise tagline reflecting the mission. E.g., *“Smell science in plain language – research news and insights for everyone.”* This can appear below the logo on the website, instantly telling new visitors what to expect.

Visual Identity: Branding isn’t just name and words – it’s also the look and feel. Key considerations: - **Logo Design:** Create a simple, recognizable logo that includes the site name and possibly a visual element reflecting smell. For instance, a stylized icon of a nose, a swirl indicating an odor, or a molecule (since smells are chemicals) could be incorporated. The AI can generate a few logo concepts (via design tool or simple drawing code) and refine with feedback. - **Color Scheme:** Choose colors that align with the theme of science and health. Possibilities: calming **greens or blues** (often associated with health, knowledge, trust) or perhaps a pop of **orange or purple** (which are sometimes used in science communication to stand out). Avoid overly harsh or overly clinical looks – the palette should be professional but warm. Also ensure good contrast for readability. - **Typography:** Use clean, web-safe fonts. For headers, a clear sans-serif (like Open Sans, Lato, or similar) for modern, friendly appearance; for body text, a highly legible font (serif or sans-serif) sized for comfortable reading. We’ll ensure font choices convey professionalism but also friendliness (nothing too whimsical or too stiff). - **Imagery and Graphics:** Whenever possible, use relevant images in articles (e.g., an image of olfactory neurons, or a photo of a person doing a smell test). We’ll stick to images that we have rights to (public domain, Creative Commons, or custom graphics). The AI can generate simple infographics or diagrams to explain concepts (for example, a diagram of the olfactory system) if suitable. All images will have descriptive alt text for accessibility. - **Site Layout and Style:** The design will be clean with intuitive navigation. Likely a top menu with the main sections (News, About, etc.), and a sidebar or footer for recent posts, social links, and the newsletter signup. We want to avoid clutter; plenty of white space and a readable content width. The style should signal credibility (like a science publication) but also approachability (not like a dry academic journal). We can draw inspiration from HDBuzz’s layout – which is simple and content-focused – as well as health information sites (ensuring we present information clearly).

Throughout the project, the AI agent will produce branding assets and copy, and the founder will provide feedback to ensure the brand resonates. By the time of launch, we expect to have a finalized name and logo, a polished site design, and a consistent voice in all content.

Technical Implementation Plan

In this section, we outline the recommended **technical stack** and tools for building the site, and explain why these choices suit our project. Since we are starting from scratch with no existing infrastructure, we can choose the stack freely ("no constraints on tools"). The guiding principles are **reliability, ease of content management, cost-effectiveness, SEO-friendliness**, and the ability for an AI agent to manage the system end-to-end.

1. Domain Name and Hosting: - We will register an appropriate domain as soon as the name is decided (target timeline: week 2). Using a reputable **domain registrar** like Namecheap, GoDaddy, or Google Domains (depending on pricing and convenience) is recommended. The domain should be short and reflect the site name/brand; for example, if the name "ScentBuzz" is chosen, we might register `scentbuzz.org` (if available). We'll also enable WHOIS privacy to protect registrant information. - **Hosting:** Choose a fast, secure hosting solution with good uptime and SSL support. Page speed and uptime will impact both user experience and SEO, so we need a robust host. Some options: - If we use a traditional CMS (like WordPress), a managed WordPress host (e.g., WP Engine, Bluehost, SiteGround) could be convenient. These often include one-click SSL and handle updates. - If we choose a static site approach or a modern JS framework, services like **Netlify** or **Vercel** are excellent. They provide continuous deployment (from a Git repository), global CDNs for fast content delivery, and automatic SSL certificates. - Since the AI agent can handle technical deployment, even a cloud VM (AWS, DigitalOcean) could be used, but leveraging a platform-as-a-service will reduce management overhead (no need to configure servers from scratch). - **Recommendation:** Use Netlify (for static site) or a managed host (for CMS) to simplify maintenance. Netlify, for instance, allows us to connect a GitHub repository and auto-deploy when content updates are pushed, which an AI agent could integrate into its workflow. It also offers form handling (useful for a contact form or newsletter sign-up) and is free/low-cost for our scale initially. - We will ensure the site has an SSL certificate (**HTTPS**). With most hosts (including Netlify, or Let's Encrypt on others), this is straightforward. HTTPS is essential for security and is a ranking factor for SEO.

2. CMS vs Static Site Generator: We must decide how the content will be managed and delivered – via a Content Management System (CMS) or as a statically generated site. Key considerations: - **Content Management & Workflow:** If multiple people (or non-technical users) were adding content, a CMS (like **WordPress**, **Ghost**, or **Drupal**) provides a user-friendly editor interface. In our case, content will be primarily created by the AI agent with the founder reviewing. The AI can work directly with markdown or HTML files, so a fancy editor interface is not strictly necessary. However, a CMS can still provide structure (for example, easy scheduling of posts, built-in SEO fields). - **Customization & Features:** WordPress is highly flexible with thousands of plugins (for SEO, social, forms, etc.). Ghost is a modern CMS focused on blogging and has built-in newsletter and membership features (which is relevant since we want a newsletter). Static site generators (like **Jekyll**, **Hugo**, **Eleventy**, or **Next.js** in static export mode) produce fast, secure sites but may require more developer effort to add features like search or forms (though many solutions exist, like adding a client-side search script or using third-party services). - **Performance and Security:** Static sites are extremely fast and inherently secure (no database or server-side code that can be hacked). A CMS introduces potential vulnerabilities and needs regular updates (which the AI can automate, but it's another task). Performance of a CMS site depends on caching and optimizations – it can be made fast, but static has the edge for raw speed. - **AI Integration:** The AI agent can interface with either. For a CMS like WordPress, it might use the WordPress REST API or automated scripts to post content. For a static site, the AI can directly generate markdown files and

trigger a rebuild. Given no constraints, the AI could handle either scenario, but a simpler pipeline is beneficial.

Proposed Approach: Use a **static site generator** with a simple content format (Markdown). Reasons: - The content is largely articles that don't require server-side processing. A static site will serve these pages very quickly to users worldwide (especially via CDN). - The AI agent can easily create and edit markdown files for new articles, commit them to a repository, and the site will auto-deploy. This is a clean and testable workflow. - Fewer moving parts means less maintenance. Security is high - no login or database to protect. - Modern static generators support templates for consistent design, and we can integrate basic dynamic behavior via JavaScript if needed (for example, a search bar could use a pre-built index of articles). - If down the road the founder or other editors want a user-friendly interface, we could add a headless CMS (like Netlify CMS or Contentful) on top - but initially, the AI can handle content as code.

Between static site tools, **Hugo** (written in Go) is known for being very fast at building even large sites, and **Jekyll** is classic (supported by GitHub Pages). **Eleventy (11ty)** (JS-based) is also lightweight and flexible. We will choose one that the AI is comfortable generating. Let's tentatively pick **Jekyll** for familiarity and GitHub Pages support, or Hugo for speed. Jekyll has the advantage of a large user base and many existing themes we can adapt (possibly saving design time). The AI can set up a Jekyll site, customize a theme for our branding, and add any needed plugins (like an SEO plugin that generates sitemaps, etc.). If Jekyll proves slow with our scale, we can switch to Hugo early on.

If a CMS is preferred for any reason (perhaps Ghost, for the newsletter feature), it's a viable alternative. Ghost could be hosted on their cloud (Ghost Pro) for simplicity, and the AI could publish content through Ghost's API. It has nice SEO defaults and a newsletter/email subscription system built in. The main downside is cost and the need to manage a Node environment if self-hosted. On balance, we will proceed with the **static site** plan, but remain open to pivot if the founder strongly prefers a CMS interface or if new requirements emerge.

3. Integrations & Features (Technical): - **SEO Tooling:** We will implement technical SEO best practices: - Generate an XML **sitemap** and **robots.txt** file so search engines can easily crawl the site (most static site generators or plugins can do this automatically). - Use clean, descriptive URLs (for example, `/news/covid-anosmia-study` instead of a numeric ID). We'll configure the site structure for logical URLs, which helps with SEO. - Ensure each page has a unique **meta title** and **meta description**. The AI will populate these when creating content (possibly using an SEO plugin or by templating it in front matter). We will also add **schema.org structured data** for articles (like the "NewsArticle" or "BlogPosting" schema) to enhance how our content appears in search results (rich snippets). - The site's code will be lightweight and images optimized (compressed, with correct size), to achieve fast page loads (we will test with Google PageSpeed or similar tools during development). - **Analytics:** We plan to set up **Google Analytics 4** to track pageviews, user demographics, and popular content. The AI agent will add the GA tracking code to the site template. Additionally, we'll use **Google Search Console** from day one - submitting our sitemap there ensures Google indexes our pages promptly. The Search Console also alerts to any crawl errors or mobile usability issues which we can then fix. We must not skip analytics, as monitoring these metrics is crucial for measuring success. - If privacy is a concern or to align with a global audience (GDPR considerations), we can consider a more privacy-friendly analytics like **Plausible** or **Matomo**. But GA4 is standard and powerful, so we'll likely start with it (ensuring we have a clear privacy policy). - **Newsletter Service:** For managing email subscriptions, we'll use a third-party email marketing service. Two good options are **Mailchimp** or **ConvertKit**, which offer free tiers for the initial number of subscribers. The AI agent can set up an account and create an email list. On the website, we'll embed a **sign-up form** (either a simple form that hooks into the service via API, or a generated form snippet from the service). We'll use double opt-in to comply with anti-spam laws (users

confirm their email). - If we had chosen Ghost CMS, this would be integrated, but with a static site, an external service is simplest. Mailchimp, for example, provides an embeddable form. Once a user signs up, the AI (or an automated workflow) can send newsletters through that service. - We plan for a **monthly newsletter** initially (e.g., "monthly highlights of smell science"). The AI can generate a summary email each month linking the latest articles, and the founder will approve it before it's sent. - **Contact/Feedback Form:** We want a way for visitors to contact the team or suggest topics. On a static site, forms can be handled by services (Netlify Forms if on Netlify, or using Formspre or simply a mailto link). We'll likely create a basic form (name, email, message) and use Netlify's form handling feature or Zapier to route submissions to an email that the founder monitors. Alternatively, just listing an email address (like contact@oursite.org) is simplest, though less user-friendly. The AI agent will set up an email account for the domain (or forwarder) so that these communications are received. - **Social Media Integration:** - We will create official profiles on relevant platforms (Twitter/X, Facebook, Instagram, LinkedIn). The AI can reserve the handle (e.g., @scentbuzz) to match the site name. On the site, we'll add icons linking to these profiles, and possibly embed latest tweets if desired. - For sharing, rather than heavy plugins, we can include simple share links or lightweight scripts that allow users to share an article to their feed. - We'll ensure the site has proper **Open Graph** and **Twitter Card** metadata so that when an article is shared, it generates a nice preview (with image, title, description). - **Scalability & Future-Proofing:** The tech stack chosen should handle increasing content easily. Static site generators can handle thousands of pages, and Netlify can handle considerable traffic. If we foresee extremely high traffic or more interactive features in future, we might move to a more dynamic framework, but for the first year or two this stack is sufficient. We will version control everything (using Git), so any future developer or AI agent can pick up the project, and we have a history of changes.

Summary of Recommended Stack: - **Frontend:** Static site (HTML/CSS/JS generated by Jekyll or Hugo). Responsive design, possibly using a lightweight CSS framework like Tailwind or Bootstrap for grid and components, or a custom CSS if we prefer fine-tuned design. - **Backend:** None needed (static). If dynamic needed in future (like user accounts or comments), consider adding a minimal backend or using serverless functions. - **Database:** None (content in markdown files). - **Hosting:** Netlify (with continuous deployment from Git, SSL, CDN). - **Domain:** A relevant .org or .com via Namecheap (with DNS managed either at Namecheap or via Cloudflare for additional performance/security). - **Integrations:** Google Analytics, Search Console, Mailchimp for newsletter, social media accounts for outreach, possibly Netlify forms for contact. - **DevOps & Automation:** The AI agent will set up a pipeline such that when content is added or updated (by the AI itself, effectively), the site rebuilds. This could be done by writing content locally and pushing to GitHub (triggering Netlify), or using Netlify CMS for direct editing (less likely needed). Automated tests: We can include some checks, like HTML proofer to catch broken links as part of the build process, ensuring quality.

By making these technical choices, we aim for a **robust yet simple infrastructure** that the AI can manage autonomously. The founder does not need to worry about the tech details; they will have access to analytics and can suggest changes, but day-to-day the AI should handle running the site.

Content Strategy & Production Pipeline

Content is the heart of this project. We need a strategy to continuously produce high-quality, accurate, and engaging content about smell research and disorders. This involves figuring out *what* topics to cover, *how* to source and create content, and *how* to maintain quality (especially critical in science communication). Below we outline the content plan, including an editorial calendar framework, content sourcing, writing process, and quality control measures.

1. Content Types and Topics: - **Research News Articles:** These will be ~800-1200 word articles summarizing new research findings. For example, a new study on a potential treatment for post-COVID smell loss, or a breakthrough in understanding how olfaction works. We'll focus on translating the study findings into lay terms and explaining why it matters. Each article will cite the original research (with a link) and possibly quotes from researchers (sourced from press releases). - **Explainer Articles:** In-depth explainers on key concepts (e.g., "How smell training works," "The biology of smell," "Living with anosmia – tips and coping strategies"). These are less tied to news, more evergreen. They establish the site as a comprehensive knowledge base. - **Personal/Community Stories:** (Optional if time allows) Profiles or interviews with individuals affected by smell disorders or clinicians/researchers in the field. This adds a human angle and can be very engaging. It might be something to introduce after launch as content mix, but we'll note it for the content plan if resources permit. - **FAQs and Lists:** Short-form content like "Top 5 myths about smell loss" or "FAQ: Smell and Taste – what's the connection?". These can be more casual and shareable, good for social media engagement. - **Glossary Entries:** If we implement a glossary, each important term gets a brief entry. The AI can generate these definitions, ensuring consistency in how we explain terms across articles.

2. Sourcing and Research: The AI agent will need to stay updated on olfactory research. Key sources include: - **Scientific Journals:** e.g., *Chemical Senses*, *Nature* or *Science* for high-profile research, *International Forum of Allergy & Rhinology*, *Journal of the American Medical Association (JAMA)* (which recently had COVID smell studies), etc. The AI can monitor tables of contents or use APIs for new publications. - **Preprint servers** (like medRxiv) for the latest not-yet-peer-reviewed findings (with caution to label them as preliminary). - **Press Releases from universities or hospitals:** Many big studies (such as the NIH-funded ones on COVID and smell) have press releases. These are written in accessible language and can be a good starting point for an article (the AI can then fact-check against the actual study). - **News sites:** Science news outlets (ScienceDaily, Medical Xpress, New York Times health section, etc.) often cover smell research especially post-COVID. We saw an example from ScienceDaily about hidden smell loss. These can tip us off to important developments. - **Community input:** Through our contact form or social media listening, we might learn what questions people have. For instance, if many ask "Does zinc help recovery?", we can produce a piece on that – including current research data.

The AI will compile potential topics each week. We'll maintain an **editorial backlog** (a simple spreadsheet or Trello board) where ideas are logged, along with notes on sources and priority. The founder can also add ideas or mark which ones seem most valuable.

3. Editorial Calendar: We plan a steady flow of content to build and retain an audience. In the first 6-12 weeks (launch phase), we will: - Publish at least **3-5 articles at launch** (to not launch an empty site). These will include a mix of content types: e.g., a welcome post ("Welcome to [SiteName], what we aim to do"), a couple of recent research news stories, and one or two explainer pieces (like "What is Anosmia? Causes and Treatments" or "How the Sense of Smell Works"). Having a base of content makes the site immediately useful. - After launch, aim for a **weekly update** schedule. Consistency is key. Even if short, an update every week or two keeps the site active. An ideal cadence might be **one new article per week** (4 per month) which falls in the recommended range to keep sites fresh. We will adjust frequency based on capacity, but commit to at least biweekly at minimum. - The AI agent will maintain an **editorial calendar** mapping out topics for the next 2-3 months. For example: - Week 1 (Launch week): Publish initial batch (e.g., Intro to site, Article 1: "New hope for post-COVID smell loss – summary of recent study", Article 2: "Understanding Parosmia", Article 3: "How smell training works"). - Week 2: No new article (focus on promotion this week), but start preparing next pieces. - Week 3: Article on a new research result (if available that week) or maybe an interview with a researcher. - Week 4: Publish a general knowledge piece (e.g., "Why smell is important for health" possibly citing quality of life issues

and safety). - Week 5: Research news update (e.g., a new clinical trial result). - Week 6: Tips/FAQ article (e.g., "Coping with smell loss: what can you do?"). - ... and so on, alternating types to maintain variety.

This calendar will be updated as new developments happen (if a big news break, we'll shuffle to include that ASAP). The calendar will also note **seasonal or awareness events**: For instance, **Feb 27 is Anosmia Awareness Day** – we should plan a special post or campaign around that date (even if it's after the initial launch period). Similarly, any conferences or publications (e.g., if in June a major conference on smell happens, plan content around its announcements).

4. Writing and Review Process: The content production pipeline will work as follows: - **Outline:** For each chosen topic, the AI agent creates a brief outline, including the key points, sources to cite, and the intended takeaway message for readers. (Example: For a research paper summary, note the study's purpose, methods, results, and what it means for someone with a smell disorder.) - **Draft Writing:** The AI drafts the article in plain language. It will employ storytelling techniques where appropriate (e.g., starting an article with a relatable scenario or question), and use analogies to explain scientific concepts (without over-simplifying). All factual statements will be traced to sources; the AI will include reference links or at least keep track so that we can cite them in final publish (using perhaps footnotes or in-text citations as appropriate for the site format). - **Internal Review (AI self-check):** Before passing to the human, the AI should do a quality check: ensure the text is logically structured, check that any medical terms are explained or defined (or linked to glossary), verify the tone is friendly and not overly technical, and confirm that critical facts match the sources (perhaps by comparing the draft to the source material again). - **Founder/Expert Review:** The drafted content is then sent to the founder (or a designated human reviewer). The founder will review for clarity, accuracy, and suitability: - Are the explanations correct and not misleading? - Is the language clear for a non-expert? - Does the article avoid giving medical *advice*? (We want to inform, not prescribe treatments. We will include disclaimers that this is not medical advice, similar to what HDBuzz and AbScent do.) - Is the tone empathetic and the message constructive? - The founder gives feedback (e.g., "This paragraph is confusing, simplify it" or "Explain this term"). The AI then revises the article accordingly. - **Editing and Proofreading:** After revisions, the AI (and/or founder) proofreads the article for grammar, spelling, and flow. We will ensure a consistent style (the AI's style guide helps here). If possible, using a tool like Grammarly or Hemingway Editor can catch any awkward phrasing or overly complex sentences. - **Final Approval:** The founder gives a final sign-off that the piece is ready. - **Publishing:** The AI then adds the article to the site (if static: add markdown file with appropriate front-matter for title, date, etc.; if CMS: input into the CMS via interface or API). The article is assigned to the correct category/section on the site (e.g., "News" or "Explainers"). - **Media and Graphics:** If the article would benefit from an image (most will), the AI will find or create a suitable illustration before publishing. This might mean searching for a relevant Creative Commons image (like a generic photo of a person smelling a flower, or an image of the brain's olfactory region) or generating a simple chart if data is involved. All images get alt text and are credited appropriately if needed. - **Meta and SEO:** For each article, the AI writes a concise meta description (around 155 characters) summarizing the piece, and a meta title if different from the on-page title. Also assign relevant tags or keywords (for internal categorization and maybe displayed tags). - **Publish Scheduling:** If using a CMS, we can schedule posts to go live at certain times (e.g., every Tuesday morning). If static, we'll likely publish immediately once ready, but we can still time our content to hit when audience engagement might be higher (morning or early afternoon times). - **Social & Newsletter Promotion:** Right after an article is published, the AI will also draft social media posts announcing it (e.g., a tweet with the headline and link, a short blurb for Facebook). It will also add the article to the list of content to include in the next newsletter issue.

5. Quality Control and Accuracy: Quality is paramount because incorrect or unclear information can erode trust or even cause harm. Steps to ensure quality include: - **Fact-Checking:** The AI agent will cross-verify any scientific claims with multiple sources whenever possible. For example, if an article says

"X% of patients recover smell in 6 months," ensure that matches what the study or a reputable source states. It's helpful that the AI can directly quote or cite sources in the content (which also adds transparency for readers who want to learn more). - **Scientific Oversight:** If available, we might engage a volunteer scientific advisor (perhaps the founder if they have relevant expertise, or a contact in the olfactory research community) to occasionally review content for scientific accuracy. During the initial 12 weeks, the founder themselves (being scientifically literate) can catch major issues. The AI will note any areas of uncertainty in drafts for closer review. - **Tone/Language Review:** We will test the content with a small sample of target readers (maybe a couple of people from an anosmia support group) to see if they find it understandable and useful. Early feedback will be incorporated into the style. For instance, if feedback says "too much scientific detail in section X," we'll adjust our approach. - **No Medical Advice:** All content will carry a disclaimer (e.g., in footer or at end of articles) that information is educational and not a substitute for professional medical advice. We'll be careful with suggestions in text: for example, instead of saying "You should try smell training," we'll phrase as "Research suggests smell training can help some people, so consult with your doctor about this option." We will echo disclaimers like those on NIDCD or AbScent about consulting healthcare professionals. - **Editorial Guidelines:** The AI will formalize a brief editorial guideline document, which includes rules like: - Aim for a middle-school to high-school reading level (so use readability checks). - Use second person "you" sparingly (it can be engaging in advice contexts, but we mostly use neutral tone). - Avoid sensationalism; be optimistic but also realistic about research (e.g., avoid phrases like "miracle cure"). - Cite sources (with either hyperlinks or a references section) for any research findings or statistics. - Keep paragraphs short and use subheadings/bullets to break up text (for readability, as per the formatting guidelines the founder provided).

Following this pipeline, the AI agent can reliably generate quality content. Importantly, this is an **ongoing cycle** – after launch, we'll continue to ideate, draft, review, and publish new content. The editorial calendar ensures we plan ahead, but we stay flexible to cover breaking news. Over time, patterns from analytics (e.g., which articles get the most views or shares) will inform our content strategy (maybe readers love personal stories – then we do more of those, etc.).

By having a robust content production system, we ensure the site remains lively and authoritative, establishing trust with our audience. **Consistent, quality content is also key to SEO** – search engines favor sites that regularly update with relevant content and users will return if they expect new informative articles.

SEO, Analytics, and Newsletter Setup

To maximize the website's reach and impact, we must implement basic **Search Engine Optimization (SEO)** best practices, set up analytics for data-driven decisions, and establish a newsletter for direct audience engagement. Below are the steps and considerations for each:

1. SEO Strategy (On-page and Technical SEO):

From the outset, we'll build the site with SEO in mind so that people searching for information (e.g., "COVID smell loss recovery" or "what is parosmia") can find our site.

- **Keyword Research:** Early in the project (Phase 1-2), the AI will perform keyword research around our topics. Using tools (like Google Keyword Planner or even just analyzing Google auto-suggestions), we identify common terms people use. For example, "loss of smell COVID," "smell loss treatment," "parosmia coffee smell," etc. We'll target a mix of high-level keywords (e.g., "anosmia") and long-tail phrases (e.g., "why do things smell bad after COVID"). These keywords

will guide content creation. *However*, we will not overload keywords unnaturally – no “keyword stuffing,” which would hurt readability and rankings. Instead, we incorporate them where they fit naturally (in titles, headings, body text) and use variations to cover synonyms.

- **On-Page SEO:** Each page and article will be optimized:
- **Title Tags:** The HTML title will be concise and include relevant keywords (and our site name for branding). For example, an article about parosmia might have title “Understanding Parosmia: Why Familiar Smells Become Distorted | [SiteName]”.
- **Meta Descriptions:** As mentioned, we craft a compelling one-liner for each page that encourages click-through from search results.
- **Headings:** Use proper hierarchy (H1 for page title, H2/H3 for sub-sections). This not only aids SEO but also accessibility. Headings will often include keyword phrases in a natural way.
- **Content Quality:** We focus on **comprehensive, original content** that truly answers the question or covers the topic. Thin or duplicate content will be avoided. If we summarize research, we add context or explanation (not just copy press releases) to ensure uniqueness and value.
- **Internal Linking:** We will interlink relevant articles (e.g., the “What is Anosmia” page will link to news articles about anosmia research, and vice versa). Internal links help search engines crawl and also keep readers on site. We’ll do this judiciously whenever connections make sense.
- **Image SEO:** All images will have descriptive `alt` attributes (e.g.,
`alt="Woman performing a smell test with scratch-and-sniff card"`). Filenames will be meaningful (no `image123.png`, instead `smell-test-card.png`). If appropriate, we add captions that include relevant terms. This helps us appear in image searches and improves accessibility.
- **URL Structure:** As noted, URLs will be short and semantic. For blog posts, we might use a format like `/articles/anosmia-research-update` or include a category like `/news/anosmia-research-update`. We will avoid deep nesting of directories. The structure should reflect site hierarchy for clarity (e.g., all news under `/news/`).
- **Schema Markup:** Implement JSON-LD schema for articles. For example, we can mark news articles with the `Article` schema type, providing structured info (headline, author = “AI Agent” or something, publish date, description, etc.). This can enhance how our results appear (maybe showing publication date or other rich info).
- **Technical SEO:** Ensuring the site is technically sound:
- **Mobile-Friendly:** We design mobile-first. Before launch, we thoroughly test pages on mobile devices or using Chrome’s device simulator. Text should be readable without zoom, images and tables should fit. Google uses mobile-first indexing, so this is critical.
- **Page Speed Optimization:** The AI will optimize images (use compressed formats, maybe WebP where supported, and lazy-load if many images). Minify CSS/JS if we have custom code. Use caching (Netlify automatically serves static content via CDN which helps). Aim for a good Core Web Vitals score (largest contentful paint under 2.5s, etc.). We’ll test with Google PageSpeed Insights and address any flagged issues (like unoptimized images or render-blocking resources).
- **Secure and Crawlable:** We already plan SSL which is good for SEO. We will ensure no parts of the site are blocked unintentionally (our `robots.txt` will allow all and list sitemap). Also, add canonical tags to avoid any duplicate content issues (though unlikely in our case).
- **Sitemap & Indexing:** The `sitemap.xml` will list all pages. Right at launch, we will submit this to Google Search Console and Bing Webmaster Tools. This actively tells search engines “here are our pages”. We’ll also verify that our pages get indexed by searching `site:oursite.com` after a few days of launch and checking Search Console’s coverage report.

- **Analytics Monitoring:** After launch, we'll keep an eye on analytics to see which pages get organic traffic and for what queries. Search Console's "Performance" report will show the search terms that led to clicks. This will help refine SEO (maybe we discover people find us for "smell training guide" – indicating interest, so we create more content or optimize that page further).
- **Ongoing SEO Work:** Post-launch, SEO isn't one-and-done. We will continuously:
 - Update older content if new information emerges (ensuring our content stays fresh and thus ranked well).
 - Look for opportunities to increase content depth where needed (Google favors sites that thoroughly cover a subject area, which we intend to do).
 - Possibly do some **backlink outreach** (see below in Community/Outreach, but in SEO terms: getting other sites to link to us). Backlinks from reputable sites will boost our search ranking. For example, getting a link from a medical center's resources page or a mention in a news article about anosmia would be valuable.

2. Analytics Setup:

- **Google Analytics 4:** As planned, the AI will configure GA4 tracking code on the site. We will set up a **Google Analytics account** specifically for this website, and share access with the founder. We'll define some key metrics to watch: page views, unique visitors, bounce rate, average time on page, and conversion metrics (like newsletter sign-ups). GA4 allows custom events, so we might track an event for "Newsletter Signup" to see how often that is happening.
- **Google Search Console:** Create an account and property for our domain. Verify ownership (likely via adding a DNS record or uploading a file – the AI can do this with the domain registrar or Netlify). As mentioned, submit sitemap and check for any immediate coverage issues. The Console will be checked weekly for any crawl errors, mobile issues, or security issues.
- **Plausible (optional):** If we decide to avoid GA4 due to privacy, we might install Plausible analytics script. It's simpler and doesn't use cookies. This is optional; we can decide after discussing with the founder how important privacy vs data depth is.
- **Reporting & Analysis:** The AI can be tasked with providing a **monthly analytics report** to the founder. This could be a simple document or email that says: "In the past month, we had X visitors, Y pageviews. Top 5 pages were ... Most visitors came from Google search (Z%), direct (Z%), social (Z%). The newsletter signup conversion rate is ..." etc. This keeps the founder in the loop and helps adjust strategy (for example, if a particular article is drawing lots of traffic, maybe create a follow-up; if some content isn't performing, figure out why).
- **Goals and Conversion Tracking:** Aside from raw traffic, we consider what our "goals" are. A key goal is getting newsletter subscribers and perhaps social media followers. We can track clicks on the "Subscribe" button as a conversion in GA4, or simply measure the growth of the mailing list over time.
- **Analytics for Content Optimization:** Over time, the analytics will tell us which topics resonate. We will use that data to feed back into the editorial planning. For example, if "parosmia treatment" articles do exceptionally well, we'll ensure to keep covering that topic as new research arises. Also, if the average time on page for certain articles is low, that might indicate the content isn't engaging or is too technical, so we might revise it.

3. Newsletter Setup and Strategy:

Having a newsletter allows us to reach our audience directly via email, which is valuable because not everyone will check the site regularly or see social posts.

- **Newsletter Platform:** As decided, we'll use an email service (Mailchimp as a likely choice for its ease and free tier up to 500 subscribers as of 2025). The AI will create an account and configure:
 - A mailing list named e.g. "Smell Science Updates".

- A template for the emails that includes our logo, a nice clean design, and perhaps an introduction section and then links to latest articles.
- Set up the **subscription form**: either embed Mailchimp's form (which can be a simple HTML snippet and their JS, or use an API to integrate a custom form). This form will be placed in a prominent spot on the site (like in the sidebar or after article content, and on a dedicated "Subscribe" page).
- Ensure double opt-in is activated (user gets a confirmation email to click). Also craft a friendly confirmation email and welcome email. The welcome email can thank them and highlight some popular resources on the site to get them started.
- **Content of Newsletters:** Initially, we plan for a **monthly newsletter** (e.g., "Smell Science Monthly"). Each issue will contain:
 - A brief friendly note from the team (the AI can write in first person plural "we") about recent happenings (e.g., "This month, researchers made progress in understanding parosmia... We published 4 new articles on [SiteName] to break down these findings for you.")
 - Links to the latest articles with a one-sentence summary for each, so readers can click what interests them.
 - Possibly a spotlight feature, like "Ask the Expert" (if we have that content) or a quick tip (e.g., "Tip: try keeping a smell journal if you're recovering from anosmia – it can help track improvements").
 - A reminder to follow on social media and to share the site with others who might benefit.
 - Clear unsubscribe instructions (usually included by the mail service automatically in footer).
- **Frequency and Adjustments:** While monthly is manageable, if we find ourselves producing a lot of content and there's demand, we might consider biweekly. However, we must balance not overwhelming subscribers. We will monitor open rates; if they are high and content volume increases, a more frequent digest could be justified. If open rates are low, we may need to adjust subject lines or content to be more engaging.
- **Growing the List:** We will promote the newsletter on the site ("Join X others in getting monthly smell research updates"). Also promote via social ("subscribe to get our updates"). Perhaps collaborate with partner organizations where they mention our newsletter. Growth might be slow initially, but even a small list is valuable if they're active readers.
- **GDPR Compliance:** Since likely we'll have international subscribers (Europe included), we'll ensure our subscription process and data handling is GDPR compliant:
 - The signup form will have a checkbox like "I consent to receive emails" (usually covered by double opt-in, but we'll be explicit if needed).
 - We'll have a Privacy Policy page detailing how emails are used.
 - Subscribers can unsubscribe anytime via a link in each email.
- **Newsletter Analytics:** Mailchimp provides open and click rates. The AI will monitor these to gauge what content in the newsletter is most clicked (which indicates high interest topics) and overall engagement. If certain types of snippets get more clicks, we can emphasize those.

By implementing these SEO, analytics, and newsletter steps, we set the project up not just to launch, but to grow and adapt. SEO will help attract new visitors organically, analytics will tell us how to improve and what the community cares about, and the newsletter will help us retain readers and build a community around the content.

Community-Building and Outreach Strategies

Beyond just publishing content, we want to cultivate a community and reach those who can benefit from our site. This involves proactive outreach, forming partnerships, and engaging with users on various platforms. Below are strategies for building awareness and an active community around the smell disorders website:

1. Social Media Presence: - **Twitter/X:** This platform has a significant science communication and patient community presence. We will use Twitter to share new article alerts, interesting facts about smell, and to engage in relevant conversations (e.g., if researchers or clinicians post about anosmia, our account can reply with a helpful comment or link). The AI can manage a content calendar for tweets, aiming for a few tweets per week. Hashtags like #anosmia, #parosmia, #LongCOVID (for related smell loss), #smelltraining etc., will be used to reach relevant audiences. Also, following and interacting with key figures (scientists in olfaction, ENT doctors, patient advocates) will increase visibility. - **Facebook:** Many support groups for anosmia/parosmia exist on Facebook. We will create a Facebook Page for the site where we post our articles and possibly short summaries or infographics. Additionally, the founder or AI can join existing Facebook Groups (like "AbScent Network" group) and, without spamming, share our resources when relevant. (E.g., if someone asks "any resources on parosmia?", we can share our explainer article link.) Over time, if a following grows, we could host FB Live Q&A or discussions on our page about smell disorders. - **Instagram:** Instagram can be used to share informational graphics or quotes from our articles in a visually appealing way. For example, a slide showing a quick fact ("Did you know? The sense of smell is linked to memory and emotion...") and then pointing to the bio link for the full story. We might not prioritize IG if resources are limited, but it can be good for reaching a broader public with quick info. Also, success stories or human-interest angles (photos of people doing smell training, etc.) do well on Instagram. - **LinkedIn:** For reaching professionals (ENT doctors, researchers), LinkedIn can be used to post more formal updates about the site's articles or milestones. Possibly the founder can share articles on their LinkedIn or relevant groups. This is lower priority but can add credibility in the professional community. - **YouTube (Long-term):** If we decide to produce video content (like explainer videos or interviews), a YouTube channel could host those. For launch, we probably won't have this yet, but it's a future consideration. We could also create short explainer videos (even using AI voice and simple graphics) down the road.

Each social channel will link back to the site and invite people to read more or subscribe to the newsletter. Consistent branding (logo, voice) will be maintained across platforms. We'll also make sure to respond to comments or messages on these platforms to foster engagement – the AI can draft responses, and tricky ones can be flagged for the founder's input (especially if they're technical or sensitive questions).

2. Partnerships and Collaborations: - **Organizations in the Smell Disorder Space:** We will reach out to established groups: - *AbScent (abscent.org.uk)* – a charity for people with smell loss. They have forums, and they produce some content. Perhaps they would be interested in our site as a resource. We can propose to them that we will share our articles which they can disseminate to their members (providing quality content for them, traffic for us). Maybe co-host a webinar or do a guest blog exchange. - *Fifth Sense (fifthsense.org.uk)* – another UK-based charity for smell and taste disorders. Similarly, see if they'd list our site as a resource or allow a guest article from us. - *Global Consortium for Chemosensory Research (GCCR)* – a network of scientists that was formed during COVID to study chemosensory issues. We can connect with them to stay in the loop on research and possibly promote our plain-language summaries of their work. - *Monell Chemical Senses Center* – a research institute in Philadelphia focused on smell and taste. They might amplify content about their research if we cover it (e.g., if we write about a Monell study, tweet @MonellScience). - **Academic labs or researchers:** Identify a few leading researchers in olfaction (maybe Dr. Thomas Hummel in Germany, Dr. Pamela Dalton at Monell, etc.) – let them know about our site. They might appreciate an avenue to get their research findings out to patients. We can invite them to share our link or possibly do an email interview that we publish. - **Medical Institutions:** ENTs or clinics (like the Cleveland Clinic has pages on parosmia, etc.). While they might have their own content, they could refer patients to our site for deeper reading. We could contact a few ENTs who are active on social media or in support groups and ask for feedback and if they find it useful, to mention it to patients. - **Cross-Promotion:** Partner with general neurology or disability websites – for example, a neurology blog might allow a guest post on smell loss after brain injury. We produce a tailored article

and link back to our site for more info. This gains us exposure and backlinks (improving SEO). - **Forums and Q&A Sites:** There are Reddit communities (e.g., r/anosmia). The AI (with founder oversight) can participate genuinely: answer questions helpfully and sometimes cite one of our articles if it provides further reading. The key is to be genuinely helpful, not just self-promoting. Over time, users will recognize our content as valuable and may start sharing it organically. - **Media Outreach:** Consider sending a press release or media pitch around the site's launch to relevant media: - Health or science reporters (some journalists now specialize in reporting long COVID issues, including smell loss). - Niche outlets like health blogs or the newsletters like *STAT News* or *Elemental* on Medium, etc. If they find it interesting that an AI-agent co-created a site for smell disorders, that angle could itself be a story. - Local news if the founder or someone involved is willing to be interviewed, especially if they have a personal connection to smell loss (this human interest plus tech angle might draw attention). - We should time this after we have a decent set of content and the site is polished. - **Events and Webinars:** Perhaps coordinate with partners to appear in webinars or online events. E.g., AbScent sometimes does webinars; we could offer to present on "latest research updates – interpreting the science" as a recurring segment. That positions our site as the go-to for staying updated. - **Community Challenges or Campaigns:** Maybe run a campaign like "#SmellStory" where people share their experience of losing or regaining smell on social media, and we feature some stories (with permission) on our site. This fosters a sense of community and spreads awareness of the site via a hashtag.

3. Community Engagement on Site: - Although we might not have a forum, we can engage users by occasionally asking for their input. For example, at the end of articles, pose a question: "Have you experienced parosmia? What was it like for you? Let us know via our contact page or on Twitter." This invites interaction. - Use the "Suggest an article" prompt (like HDBuzz does). The AI will maintain a list of suggestions that come in and integrate them into editorial planning if appropriate. Acknowledge good suggestions (maybe even thank the person in the article credits if they consent). - Possibly set up a *monthly poll* or survey on what topic readers want next. This can be done via an embedded Google Form or similar. It's another way to involve the audience.

4. Timeline for Outreach Activities: We will align outreach with the project phases: - **Pre-launch (Weeks 1-5):** Secure social media handles, set up profiles with basic info and teaser "coming soon" messages. Quietly start following key people. Also, reach out to partner orgs privately to let them know this is coming and ask if they'd be interested in collaborating or at least sharing the news at launch. - **Launch (Week 8 or whenever ready):** On launch day, announce on all our channels. Possibly do a small promoted post on Facebook to reach more people (the founder can decide on a budget for that, it can be even \\$50 targeted at interests like "anosmia" to seed awareness). Send personal emails to any contacts in the field announcing the site. Encourage partners to post about the launch. - **Immediately Post-Launch (Weeks 9-12):** Engage actively with any responses. Continue steady social posting. Perhaps host a live Q&A on Twitter Spaces or a Reddit AMA ("Ask Me Anything") with the founder and the AI (this could be novel, an AI+human AMA about smell disorders and the making of the site). - **Ongoing:** Aim to build a following: perhaps target a milestone like 500 Twitter followers and 200 newsletter subscribers in the first 3 months. To do so, keep the content flowing, and consider doing a giveaway or special event (maybe giving away a book on smell or an odor kit courtesy of a partner, to one random subscriber – where allowed).

5. Monitoring and Moderation: - The AI agent should continuously monitor our social and email channels for feedback or questions. Timely replies (within a day) show that the site is active and caring. The AI can draft responses, and flag anything sensitive for the founder's attention (e.g., if someone shares a personal story of suffering, respond with empathy and perhaps direct them to resources like support groups, not just our site content). - We will also keep an eye on web mentions (set up Google Alerts for our site name or have the AI search periodically) to see if others are referencing us, and then engage if appropriate (for instance, if a blogger wrote about us, leave a thank you comment).

In summary, the outreach and community strategy is about making the website not just a static repository of information, but the center of a **dynamic community conversation** around smell disorders. By being present where our audience is (social media groups, etc.), partnering with trusted organizations, and inviting interaction, we'll build credibility and a loyal following. This will lead to more word-of-mouth referrals, more backlinks (people linking our articles in discussions), and ultimately more people benefiting from the content. It also closes the feedback loop: the community's needs and questions will drive future content, ensuring we remain relevant and valuable.

Project Phases and Timeline (6-12 Week Plan)

To execute this project in an organized manner, we will break it into phases with an estimated timeline of **approximately 12 weeks** (about 3 months). Each phase has specific objectives and deliverables, and clearly assigned tasks for the AI agent (with oversight from the founder). Below is an overview table of the phases, followed by detailed descriptions and task checklists for each phase:

Phase	Timeline	Key Focus & Deliverables
Phase 1: Planning & Setup	Weeks 1-2	Define goals, audience, and strategy. Decide name and buy domain. Choose tech stack. Create project plan and brand concept.
Phase 2: Branding & Design	Weeks 3-4	Finalize site name & logo. Design site layout (wireframes to prototype). Set up basic site structure on chosen platform.
Phase 3: Content Creation (Initial)	Weeks 4-6	Research and write initial content (at least 3-5 articles). Set up CMS or static generator with content. Implement SEO basics (sitemap, meta tags).
Phase 4: Development & Testing	Weeks 6-7	Complete technical implementation (features, forms). Test site across devices and fix bugs. Optimize for SEO and speed. Prepare analytics and newsletter integration.
Phase 5: Launch	Week 8	Go live with public site. Announce on social media. Submit to search engines. Send out first newsletter issue (if scheduling aligns).
Phase 6: Post-Launch Growth	Weeks 9-12	Monitor site and analytics. Execute outreach and community engagement. Continuously add new content per editorial calendar. Refine SEO, fix any post-launch issues.

Now we break down each phase with specifics:

Phase 1: Planning & Setup (Weeks 1-2)

Objectives: Establish a clear foundation for the project – understand the mission, pick a name, decide on tools, and outline the work ahead. This phase is about making all major strategic decisions so execution can proceed smoothly.

Key Tasks and Responsibilities:

- [] **Goal Definition:** The AI agent and founder confirm the website's purpose, target audience, and scope of content (largely done in the "Project Overview" section). Ensure both have a shared

vision of success metrics (e.g., “launch by week 8 with X articles and basic community channels ready”).

- [] **Competitive Analysis:** AI conducts a quick scan of any existing resources (like AbScent’s articles, NIDCD info pages, general health sites) to identify how our site can differentiate (e.g., more focus on research news in plain language, more regularly updated).
- [] **Naming Decision:** Brainstorm site names (the AI provided several options). The founder gives input on favorites. The AI checks domain availability for top 2-3 names. By end of week 1, **choose the final name.**
- [] **Domain Registration:** AI registers the domain (with founder’s credentials or a provided payment method). Set up DNS to point to intended host (even if site isn’t up yet, we can create a simple “coming soon” page or at least verify domain ownership for services).
- [] **Tech Stack Decision:** Based on discussion, finalize choice of static site generator vs CMS. Assuming the static approach, decide on which generator (e.g., Jekyll). If CMS (like WordPress or Ghost) is chosen instead, plan the hosting accordingly. Document the reasons and implications so the team is on the same page.
- [] **Project Plan:** (Essentially this document) – the AI writes out the detailed plan (which we are doing now), and the founder reviews it. This ensures we have covered all aspects and the founder is satisfied with the approach.
- [] **Task Planning:** Set up a task management board (Trello, Asana, or even a simple spreadsheet) with all major tasks from this plan. Organize by phase and assign to “AI agent” or “Founder” as needed. This acts as a to-do list for the project timeline.
- [] **Initial Content Strategy:** AI compiles a list of say 10 high-priority content ideas (with a sentence on each: why it’s important, what source to use). Founder reviews and perhaps adds suggestions. From this, pick which will be the first batch to create in Phase 3.
- [] **Outreach Prep:** AI identifies key contacts or orgs to reach out to (as noted in community strategy). Possibly draft a friendly intro email to partners to use later. Also, reserve social media handles (even if we don’t populate profiles fully yet, securing @OurSiteName on Twitter, etc., is wise in this phase to avoid someone else taking it).
- [] **Success Criteria & Risk Assessment:** Define what a “successful launch” looks like (maybe an internal checklist like: site live, at least 5 articles, at least 3 backlinks from partners, etc.). Also brainstorm potential risks (e.g., technical delays, lack of content, etc.) and mitigation (like allocate buffer time in schedule, line up a guest writer in case AI content falls short, etc.).

By the end of Phase 1, we expect to have a clear roadmap (this plan), a chosen name and owned domain, and all high-level decisions made. The groundwork is laid so that the following phases are about execution rather than further debate.

Phase 2: Branding & Design (Weeks 3-4)

Objectives: Develop the visual identity and ensure the site’s look and feel and brand messaging are established. Begin implementing the skeleton of the site (even before all content is ready) using the chosen tech stack.

Key Tasks:

- [] **Logo Design:** AI drafts 2-3 logo concepts for the site name. This could involve using graphic design software or even an AI image generation for ideas. Logos should consider how they appear in header, social icons, etc. The founder selects a preferred concept and suggests tweaks. AI finalizes the logo in high resolution (and a favicon version for the site).

- [] **Brand Guidelines:** AI creates a simple branding guide – specifying the color palette (hex codes), fonts (and backups for web), and usage notes (like logo spacing, etc.). This is mainly for consistency in design.
- [] **Website Layout Design:** Sketch the layout structure: header with navigation, footer with needed links (privacy, contact, etc.), homepage design (maybe featured latest article or a welcome message), article page template, and any special page templates (about page layout, etc.). AI can create wireframes and then a visual mockup if necessary using design tools or just directly start implementing in code.
- [] **Platform Setup:** If using Jekyll (for instance), AI sets up a new Jekyll project. Choose a base theme or framework to start with. If a theme is used, ensure it's a simple one we can customize for colors and layout. Alternatively, AI writes basic HTML/CSS templates from scratch. The site's navigation (menu) and footer are implemented. Key pages like "Home", "About", "Contact" are created with placeholder content to build the structure.
- [] **CMS Setup (if applicable):** If we had chosen a CMS route, this phase would involve installing WordPress/Ghost on the server or host, configuring the database, etc. Also installing necessary plugins (SEO plugin, contact form plugin, etc.). But assuming static, we skip this.
- [] **Styling and Theming:** Apply the chosen color scheme and typography to the site's CSS. AI ensures headings, paragraphs, lists, blockquotes, etc., all have consistent style. Possibly set up base styles for things like "tip" callouts or info boxes if we plan to use them in content.
- [] **Responsive Design Checks:** Early testing of the design responsiveness. Adjust CSS flex/grid as needed so that on mobile the menu becomes a hamburger, images scale down, etc.
- [] **Dummy Content Placement:** Use some dummy or draft text to populate pages and ensure the design works with real content lengths. For instance, put a sample article in to see how an article page looks with an image, headings, and so on. AI might use one of the actual draft articles for this or a lorem ipsum if not ready.
- [] **Review & Iterate:** Founder reviews the site prototype (maybe via a temporary URL or screenshots) for visual appeal and brand alignment. Collect feedback: e.g., "The font is too small" or "Can we have a friendlier tone on the homepage text?". AI then adjusts the design or copy accordingly.
- [] **Finalize Core Pages Text:** Write content for static pages:
 - "About Us" page: mission statement, who is behind it (perhaps mention the AI + founder, to be transparent, or just a generic team description), and a disclaimer about medical advice.
 - "Contact" page: include the contact form or email and perhaps an FAQ about how to use it (e.g., "We cannot answer medical questions personally, but welcome suggestions...").
 - If we decided on a glossary section, prepare the structure for it (maybe a page listing terms alphabetically, even if we fill it in later).
 - "Privacy Policy" and "Terms of Use": Use templates and customize for our context (especially to mention analytics and that we don't collect personal info beyond emails for newsletter, etc.). This is an often overlooked step but should be done by launch.
- [] **Technical Infrastructure:**
 - Set up the Git repository for the site code and content (if not done yet). Ensure the AI's environment is connected (maybe the AI uses git to push changes).
 - If using Netlify: connect repo to Netlify and do a test deploy of the site. The site might be accessible at a temporary Netlify URL until the domain is configured.
 - Configure domain on Netlify or host: point DNS to host and enable SSL. Test that <https://yourdomain> shows the site.
- [] **SEO Initial Setup:** Install/add any needed SEO helpers, e.g., if Jekyll, use a plugin for sitemap generation and meta tags. Create a blank `sitemap.xml` and `robots.txt` for now.

- [] **Analytics Setup (initial):** It's a bit early, but if the site is accessible even to team, we can put GA code in now (with a filter to ignore our own visits). Or wait until just before launch. But at least create the GA property now and have code ready.

At the end of Phase 2, we should have the site's **identity and structure in place**: a pleasing design with our branding, basic pages created, and the technical platform ready to ingest content. It might still have mostly placeholder content, but the "container" for everything is built. This sets the stage for heavy content input and refinement in Phase 3 and 4.

Phase 3: Initial Content Creation (Weeks 4–6)

Objectives: Develop the initial batch of content that will populate the site at launch. Simultaneously, integrate that content into the site's platform and ensure it's formatted well. Essentially, fill the site with value.

(Note: Phase 3 overlaps slightly with Phase 2 timeline-wise – design and content can progress in parallel. Weeks 4–6 are used efficiently for both.)

Key Tasks:

- [] **Research & Outline Articles:** Using the list of priority topics from Phase 1, AI gathers the latest research and information for each. For example, if one article is "Latest Research: COVID-19 and Long-term Smell Loss," compile the key points from sources like the ScienceDaily piece or the JAMA study itself. Create outlines for each article (intro, sub-points, conclusion).
- [] **Write Drafts:** AI writes the full drafts for each planned launch article. Aim for at least 3 solid articles, ideally 5 or more if time permits:
 1. Possibly a "Welcome" or mission article – short, explaining why this site exists and what readers can expect.
 2. One newsy research summary.
 3. One explainer on a condition (e.g., "What is Parosmia?").
 4. Another research or treatment-focused article (e.g., "Overview of treatments being researched for smell loss").
 5. A personal story or Q&A if we decided to include one (or an FAQ).
- [] **Review and Edit Drafts:** Founder reviews each draft as per content pipeline. AI revises accordingly. Ensure the tone and reading level are on target. This might take multiple iterations per article to get the right clarity.
- [] **Optimize Content for SEO:** For each finalized article:
 - Include relevant keywords naturally (AI to double-check if any important keyword is missing).
 - Write the meta title/description and choose a few tags.
 - Ensure the first paragraph is engaging and contains the main keyword (for SEO and reader hooking).
 - Add internal links between these articles (since we have a batch, link them contextually).
- [] **Add to Site:** AI adds the content to the site:
 - If static: create markdown files in the correct directory for each post, with YAML front-matter for title, date, etc.
 - If WordPress: create new posts in the dashboard and save as draft/pending review.
 - Format text with proper headings and lists as needed.
 - Insert images or figures: e.g., if an article talks about olfactory neurons, maybe include an illustrative image (with proper attribution). The AI finds suitable images (open-license or original simple graphics it can create). Optimize those images (resizing, compressing).

- For any references we want to include, decide on format (some blogs just hyperlink in text, some have footnote numbers; either is fine, but likely simple hyperlink citations in-text is best for the web).
- [] **Initial SEO Checks:** With content in place, do a quick audit:
 - Ensure each page has one H1 (the title) and structured subheads.
 - Check that sitemap is updated with these pages (the plugin or manually ensure it lists them).
 - Run an SEO plugin or tool if available to catch any obvious missing pieces (like missing alt tags, etc.).
- [] **Proofreading:** AI runs through the site as a user (on a local build or staging link) reading each page to catch any typos, broken links, or weird formatting. Fix those.
- [] **Newsletter Prep:** Draft the content for the **launch newsletter** (which might be sent in Phase 5, but content can be written now). It can welcome subscribers, highlight the top 2-3 articles, and invite them to follow on socials. Keep it ready.
- [] **Content Freeze for Testing:** Aim to have this initial content finalized by the end of week 6 so that in Phase 4 we focus on testing technical aspects. (If some articles are slightly delayed into week 7, that's okay, but better to have them early to test integration.)

By the end of Phase 3, the site should no longer look empty – it will have substantive pages and articles that reflect our mission. We can then proceed to fine-tune everything in Phase 4 knowing the content structure and volume we're dealing with.

Phase 4: Development, Integration & Testing (Weeks 6–7)

Objectives: Finalize all technical components, integrations (analytics, forms, newsletter, etc.), and thoroughly test the website before public launch. This phase is about quality assurance – making sure that when we flip the switch, users have a smooth experience and everything works as intended.

Key Tasks:

- [] **Feature Completion:** Implement any remaining features that weren't done in Phase 2:
 - Contact form: test it by submitting a message and verifying receipt (AI to simulate a user).
 - Search functionality: if using a search service or script, integrate it now. For example, generate a Lunr.js index if using Lunr for client-side search, and add the search bar UI.
 - Comment system (if we decided to include from launch, though likely not).
 - RSS feed generation for the blog (many static site tools auto-generate an RSS feed for posts – ensure that's configured so tech-savvy users can subscribe).
 - Multi-language setup: if planning to add translations later, ensure the site structure could handle it (maybe leave placeholders or ensure text isn't hard-coded if needed). This might be minimal now.
- [] **Cross-Browser Testing:** AI tests the site on different browsers (Chrome, Firefox, Safari) and ensures basic compatibility. Particularly check on mobile browsers. Fix any CSS issues that appear (e.g., flex not working in Safari => adjust).
- [] **Responsiveness Testing:** As mentioned, use Chrome DevTools device emulator to test popular screen sizes (iPhone, iPad, etc.). Scroll through pages, especially make sure navigation is accessible (mobile menu toggles correctly), images scale, and no element is off-screen.
- [] **Accessibility Audit:** Use an automated tool (like Lighthouse or axe) to scan for accessibility problems (missing alt text, color contrast issues, etc.). Manually check that screen reader can navigate (if possible). The AI fixes any major issues (like adding ARIA labels for the menu button, ensuring form fields have labels).

- [] **Performance Optimization:** Run a PageSpeed Insights or GTmetrix test on the staging site. If scores are low, address the causes:
 - Compress any large images more.
 - Consider deferring non-critical scripts.
 - Ensure that our CSS is not huge (if using a big framework, purge unused styles or consider a smaller subset).
 - The site likely is fine due to being static, but e.g., check that we're not loading huge dependencies unnecessarily.
- [] **SEO Checks:** Do a final SEO pass:
 - Verify all pages have unique titles and meta descriptions (no missing ones).
 - Check that social sharing meta (Open Graph tags) are present. AI can use an online tool that shows a preview of a URL for Twitter/FB.
 - Use Search Console's URL Inspection tool on a couple of pages to see if Google would have any trouble.
 - Ensure no dummy or private pages are lingering that might accidentally be indexed (like if the site had a /test page, remove or noindex it).
- [] **Analytics Verification:** Insert the Google Analytics tracking code (if not done). Use GA's real-time report while the AI visits the site to confirm it registers. Also verify Search Console can fetch the sitemap at ourdomain/sitemap.xml.
- [] **Newsletter Integration Test:** Place the newsletter signup form on site (e.g., on homepage and a sidebar). Test it with a dummy email to see that it goes into Mailchimp list and triggers confirmation email. Adjust form/wording if needed (like adding a success message).
- [] **Content QA:** Click through every page and article:
 - Check formatting (e.g., did a special character display correctly? Are paragraphs spaced nicely?).
 - Check links (the AI can use an automated link checker to find broken links).
 - Ensure images are loading with correct alt.
 - If any embedded videos or interactive elements, test them.
 - If the site has any external scripts (like share buttons or Disqus), verify they load and don't break anything.
- [] **Final Content Edits:** Based on testing, we might find small improvements. For instance, maybe an article could use an inline definition of a term that readers might not know – add it. Or maybe we realize an additional FAQ would be handy on the about page – do it now.
- [] **Pre-Launch Review Meeting:** (If this were a team, but even AI+founder can have a checkpoint) – go through a launch readiness checklist:
 - All critical content is up.
 - All features work.
 - Team (AI & founder) align on launch date and plan.
 - Press release or announcement ready?
 - Social media posts drafted?
 - Newsletter first send scheduled?
 - Partner outreach emails ready to go?
 - Backup/rollback plan if site has an issue (with static it's simple, but basically, have local backup of site).
- [] **Maintenance Plan:** AI sets up any maintenance tasks: for CMS, that might mean scheduling backups or updates. For static, perhaps not much needed except knowing we'll update content. If using uptime monitors (like UptimeRobot) to alert if site goes down, set that up.
- [] **Green Light for Launch:** Once everything looks solid by end of week 7, we are “go” for launch at the planned time (say beginning of week 8).

Phase 4 is complete when the site is essentially a polished product, and we've caught and fixed as many issues as possible internally. We can then confidently unveil it to the public.

Phase 5: Launch (Week 8)

Objectives: Make the website publicly available, execute the launch announcement plan, and start driving visitors to the site. This week is about publicity and ensuring everything runs smoothly under real-world conditions.

Key Tasks:

- [] **Go Live:** If the site was password-protected or on a staging URL, now is the time to push it to the live domain. (With static/Netlify it might already be live but just not publicized; if we had a coming soon page, replace it with the real site content).
- [] **Double-Check Live Site:** Right after going live, do a quick sweep to ensure no last-minute issues (sometimes things like mixed content warnings can appear if any resources load via http, etc.). Also check site on a couple of devices outside of our development environment to be sure.
- [] **Social Media Announcements:** Post from the site's official accounts:
 - Twitter: an upbeat announcement introducing the site. E.g., "We're live! [SiteName] is a new resource for anyone with smell loss or just curious about the science of smell. Check out our first articles on [one topic] and [another]. [link] #anosmia #parosmia #smell" — include an image (maybe a snippet of the site or logo).
 - Facebook: similar message on the page; perhaps join relevant groups and share the news (if group rules allow).
 - Instagram: maybe share the logo with a short description and call to action to check link in bio.
 - LinkedIn: founder can post an article about the launch, highlighting the novel aspect (AI-driven site) and the mission.
- [] **Direct Outreach:** Send personalized emails/messages to:
 - The partner organizations we identified (AbScent, Fifth Sense, etc.), thanking them if they helped or simply informing them that the site is live and we'd love for them to have a look or share with their members if they find it useful.
 - Any individuals who showed interest or provided input during earlier phases.
 - The press list if we prepared one (journalists or bloggers). Attach a press release if we wrote one. The AI can manage sending these emails if provided access.
- [] **Search Engine Submission:** Even though we did Search Console, now is a good time to use the "Request Indexing" feature on our homepage and a couple of main pages via Search Console to prompt faster indexing. Also, use the Bing Webmaster Tools to do similar for Bing.
- [] **Monitor Launch Day Traffic:** Keep an eye on analytics. If something unexpected occurs (like a spike that causes site slow down, though static should handle it, or an error in GA config), address immediately.
- [] **Engage with Responses:** Reply to congratulatory messages, answer questions ("hey do you have an article on X?" – respond that it's coming or point to related info). Retweet positive comments, etc., to build momentum.
- [] **First Newsletter Send:** If we have collected any sign-ups pre-launch (say we allowed sign-ups on the coming soon page or from personal contacts), send out the **launch newsletter** now. If not, this could wait until the end of week 8 to gather some subscribers from launch visitors. In that case, the first newsletter doubles as a "in case you missed our launch, here's what we have."
- [] **Post-Launch Check-in:** At the end of launch week, AI and founder recap what has been achieved. Check site health (traffic numbers, any errors in logs or Search Console, etc.). Celebrate success of launching on time!

By completing Phase 5, the site is officially out in the world. We then transition from "project mode" to ongoing operations and growth.

Phase 6: Post-Launch Growth and Ongoing Management (Weeks 9–12)

Objectives: In the first few weeks after launch, focus on growing the audience, refining content and SEO based on real feedback, and establishing a sustainable routine for content production and site maintenance. Essentially, solidify the project into a continuous operation.

Key Tasks:

- [] **Content Continuation:** Follow the editorial calendar to produce new content regularly. The AI should already be working on the next articles (for week 9, 10, etc.). Possibly incorporate topics that arose from launch feedback. Ensure the pipeline (research -> draft -> review -> publish) continues smoothly with perhaps even less direct oversight as the AI learns from initial feedback.
- [] **Analyze & Adjust:** At week 10 or so, do a short analysis of analytics and user feedback:
 - Which pages are getting the most views? (Maybe one article got picked up by a forum and is very popular – then we know that topic resonates).
 - How is the bounce rate? If high on certain pages, maybe those need better internal links to keep people exploring.
 - Search Console: see for what queries our site is appearing. Maybe we see queries we didn't explicitly target but should (e.g., lots of people finding us via "smell training COVID" – we ensure we have a dedicated piece on that or enhance mention of it).
 - Feedback: Did any readers point out an error or ask a question that indicates something wasn't clear? Fix errors immediately and consider writing a clarifying post if needed.
- [] **SEO Enhancements:** Based on analysis, the AI might do further SEO tasks:
 - Add internal links where analytics show drop-off (guide users to related content).
 - If new keywords to target are identified, maybe adjust some on-page text or plan new content around them.
 - Possibly start a gentle backlink campaign: e.g., AI could reach out to a university lab whose work we featured, asking if they would link our article from their press page (since it's an accessible summary). Or contribute an answer on Quora/StackExchange referencing our site (in a helpful manner).
- [] **Community Engagement:** Ramp up any community initiatives:
 - Perhaps start a weekly thread on Twitter like "#SmellLoss tip of the week" or a Twitter poll ("What smells do you miss the most? Vote and see an upcoming article on coping with those.").
 - If many people comment on socials with personal stories, consider adding a section on the site to collect those (with permission).
 - Keep interacting in forums and groups regularly so that our site stays on people's radar.
- [] **Partnership Follow-ups:** If an organization agreed to share our content or collaborate, follow through:
 - Provide them with a short article or content snippet for their newsletter if promised.
 - Maybe do a joint live Q&A in one of the groups – schedule it.
 - Evaluate if we should formalize any partnerships (like being listed as a resource on their site – if not yet, politely request it once we have proved our site's quality).
- [] **Maintenance Tasks:** Ensure the site stays updated:
 - For a CMS, apply any security updates to plugins or core as needed.
 - For static, not much but ensure our dependency libraries (if any) are up to date by week 12 (so we don't leave an outdated package that might have vulnerability).
 - Create backups: If WordPress, backup DB; if static, ensure the repo is safely stored and maybe back up images somewhere.
- [] **Scale Planning:** As we near week 12, have a retrospective meeting (AI + founder):
 - What went well in the launch phase?

- What challenges remain? (e.g., maybe we find writing two articles a week is too aggressive or AI needed more specific guidance on medical nuance).
 - Plan the next quarter: set some goals (like “double the newsletter subscribers by 6 months” or “attend X conference or event in this space” or “introduce a new site feature like a mini database of smell clinics”).
 - If needed, adjust roles – maybe by now the founder is comfortable letting the AI handle more autonomously, or conversely, maybe they want to involve a subject expert for periodic content review.
- [] **Report to Stakeholders:** If the founder needs to present this project to any stakeholders or just for their own tracking, the AI can prepare a concise report of what has been accomplished by week 12: site traffic, content produced, user testimonials, etc., showing the impact made.

After Phase 6, the project transitions fully into an ongoing operation mode rather than a time-bound project. The site should have a stable process for content and maintenance, an initial user base that's growing, and a good reputation established via our outreach.

Conclusion and Next Steps

By following this comprehensive 12-week project plan, the AI agent (mgx) and the founder will successfully build and launch a valuable new website for the smell disorder community. The plan detailed the website's goals, scope, branding, technology, content pipeline, SEO, and community strategy, breaking down each aspect into clear tasks with timelines.

The result will be a live, public-facing site that: - Educates readers worldwide about anosmia, parosmia, and related conditions in plain language, - Keeps pace with new research and breakthroughs (e.g., emerging COVID-19 findings), - Provides hope and practical knowledge to those dealing with smell loss, echoing expert calls for more public awareness, - Establishes a professional and trustworthy brand identity (with a memorable name and tone), - Is built on a robust, modern technical foundation that the AI can manage end-to-end, - Ranks well on search engines due to SEO best practices implemented from the start, - Engages a community through social media, partnerships, and a newsletter.

The founder's role throughout is to guide the AI with strategic decisions and quality oversight, ensuring scientific accuracy and that the tone remains compassionate. With this human-AI collaboration, we leverage the efficiency of AI in execution with the discernment of human judgment in review.

Beyond 12 weeks: Once launched, the focus shifts to growth: more content, possibly expanding into multimedia (podcasts or videos), deeper collaboration with research communities, and maybe even user-generated content or forums if demand calls for it. The plan sets a strong foundation, but the project should remain agile – ready to iterate based on user feedback and the evolving landscape of olfactory research.

In conclusion, this project is not just about building a website, but about creating a living resource that can **change lives** by disseminating knowledge. By empowering an AI agent with a clear roadmap and objectives, we ensure that the considerable technical and content workload is handled systematically and effectively. The deliverable at the end of this plan will be a fully functional, content-rich website that stands to become “*the HDBuzz for smell disorders*” – a go-to hub for smell science news and understanding, accessible to all who seek it.

- ¹ Smell (Olfactory) Disorders—Anosmia, Phantosmia & Others | NIDCD
<https://www.nidcd.nih.gov/health/smell-disorders>