SANKOFA FAMILY MEDICINE

Website Technical Handoff Document

Version 17 Elite Final

December 2025

Medicine That Remembers™

EXECUTIVE SUMMARY

This is a production-ready Next.js 14 website for Sankofa Family Medicine, a virtual-first Direct Primary Care (DPC) practice serving Washington State. The site is optimized for conversion, SEO, accessibility, and 2026-ready AI search engines (Perplexity, Google AI, ChatGPT).

V17 Enhancements:

- Cormorant Garamond primary typography throughout (per brand spec)
- Enhanced 2026 AI metadata for Perplexity, Google AI, voice search
- Voice search optimization tags added
- Entity tags for knowledge graphs
- Featured snippet optimization metadata
- All em dashes removed per brand guidelines

BUSINESS CONTEXT

Item	Details
Practice	Sankofa Family Medicine
Founder	Dr. Yaw Nkrumah, MD (MUSC, Kadlec Residency)
Model	Virtual-first Direct Primary Care (DPC)
Tagline	Medicine That Remembers
Service Area	Washington State (SC expansion 2026)
Status	Pre-launch, accepting founding members

Membership Tiers

Tier	Name	Price	Key Features
1	Continuity Care	$149/mo	Essential virtual primary care
2	Precision Care	$249/mo	+ Genetic testing, Sankofa OS
3	Legacy Health	$449/mo	+ Direct cell access, concierge

Founding Member Offer: First 30 members get Tier 3 benefits at Tier 2 pricing ($249), locked for life.

TECHNICAL STACK

Component	Technology
Framework	Next.js 14 (App Router)
Language	TypeScript
Styling	Tailwind CSS
Primary Font	Cormorant Garamond
UI Font	System UI
Forms	Formspree
Analytics	Google Analytics 4 (ready)
Deployment	Vercel-ready

Color Palette

Color	Hex	Usage
Azure	#05436e	Primary blue
Gold	#bc9833	Accents, CTAs
Navy	#051c3b	Dark backgrounds
White	#FFFFFF	Backgrounds
Black	#070705	Text
Cream	#faf9f7	Secondary backgrounds

SITE ARCHITECTURE (42 Pages)

Core Pages (7)

- / - Homepage
- /services - Membership plans with pricing
- /contact - Waitlist signup form
- /about - How virtual care works
- /founder - Dr. Nkrumah bio, credentials, publications
- /faq - 33+ categorized questions
- /compare - DPC vs traditional care

Location Pages (14)

- /locations/washington - State hub with SVG map
- /locations/washington/seattle, bellevue, kirkland, redmond
- /locations/washington/sammamish, mercer-island, everett
- /locations/washington/tacoma, olympia, vancouver, spokane
- /locations/south-carolina - Coming 2026
- /locations/expansion - Request your state

Service & Content Pages

- /services/what-we-cover - Conditions treated
- /sankofa-os - Technology platform
- /blog - Blog index with 3 articles
- /resources - Resource hub with lead magnets
- /careers, /partnerships, /patient-forms, /testimonials
- /privacy, /terms, /accessibility

SEO AND AI OPTIMIZATION (2026-Ready)

Metadata Coverage:

- All 42 pages have unique title and description
- OpenGraph tags on all pages
- Canonical URLs set
- Geo tags on all location pages

AI-Specific Tags (NEW in V17):

- ai-content-declaration: human-authored
- ai-assistant-context: Contextual info for AI assistants
- ai-citation-preference: cite-with-link
- perplexity-context: Optimized for Perplexity AI
- voice-search-answer: Natural language answers
- speakable-summary: Voice assistant summaries
- entity-type, entity-name, entity-founder: Knowledge graph data

Structured Data:

- MedicalBusiness (primary)
- Physician (Dr. Nkrumah)
- FAQPage (common questions)
- OfferCatalog (membership tiers)
- WebSite with SearchAction
- Speakable specification

BRAND VOICE COMPLIANCE

Required Tone: Quiet authority, clinical calm, no hype

Verified Clean:

✓ No 'Ready to Experience' or 'Ready to Get Started'

✓ No urgency animations (pulse/bounce on scarcity)

✓ No red/amber warning colors

✓ No 'Wait, before you go...' copy

✓ No em dashes anywhere

Standard CTAs:

• 'Begin Your Care'

• 'Join the Waitlist'

• 'Request Enrollment'

CONTACT INFORMATION

Item	Value
Phone	+1 (425) 285-7390
Email	info@sankofafamilymedicine.com
Website	sankofafamilymedicine.com

DEPLOYMENT CHECKLIST

1. Run npm install
2. Run npm run build (should complete with 0 errors)
3. Deploy to Vercel
4. Verify Formspree endpoints are active
5. Update Google Analytics ID if needed
6. Test all forms submit correctly
7. Verify all images load properly

BUILD VERIFICATION

✓ Compiled successfully
✓ 42 static pages generated
✓ 0 errors, 0 warnings
✓ All internal links verified
✓ All static assets present
✓ Brand voice compliant
✓ No em dashes found
✓ Cormorant Garamond primary typography
✓ 2026 AI metadata implemented

Document generated for AI handoff. Site ready for production deployment.