

SANKOFA FAMILY MEDICINE

Website Technical Handoff Document

Version 19 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/Gemini, ChatGPT, Claude).

V19 Enhancements:

- Enhanced 2026 AI Metadata for Perplexity, Google AI/Gemini, ChatGPT, Claude
- Voice search optimization tags and natural language answers
- Featured snippet optimization with structured answers
- Entity tags for knowledge graph recognition
- Cormorant Garamond primary typography throughout
- All em dashes removed per brand guidelines
- WCAG 2.2 AAA accessibility compliance
- Elite visual design system with innovative patterns

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, extended visits
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
- City pages: Seattle, Bellevue, Kirkland, Redmond, Sammamish, Mercer Island, Everett
- City pages: Tacoma, Olympia, Vancouver, Spokane
- /locations/south-carolina : Coming 2026
- /locations/expansion : Request your state

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 (V19 Enhanced):

Tag	Purpose
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
google-ai-context	Optimized for Google AI/Gemini
chatgpt-context	Optimized for ChatGPT
voice-search-answer	Natural language answers
speakable-summary	Voice assistant summaries
snippet-answer-*	Featured snippet answers

Structured Data (JSON-LD):

- 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 Formspre endpoints are active
5. Update Google Analytics ID if needed
6. Test all forms submit correctly
7. Verify all images load properly
8. Test mobile responsiveness
9. Verify accessibility (keyboard nav, screen readers)
10. Test dark mode functionality

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 (enhanced)
- ✓ Voice search optimization added
- ✓ Featured snippet answers configured

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