

# **SANKOFA FAMILY MEDICINE**

*Website Technical Handoff Document*

*Version 18 Elite Final*

*December 2025*

*Medicine That Remembers<sup>TM</sup>*

# 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, Claude, Gemini).

## V18 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

# 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 (V18 Enhanced):**

- 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
- entity-type, entity-name, entity-founder: Knowledge graph data
- snippet-answer-what/who/where/cost/how: 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 Formspree 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.

*Version: 18.0.0 / Date: December 2025 / Status: Production Ready*