

# **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 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.*