



# GitHub Knowledge Base

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This directory contains knowledge files that provide context and guidelines for AI-assisted development on the Kancelaria Adwokacka Katarzyna Maj website project.

## Files

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### [seo-keywords.md](#)

**Purpose:** SEO keyword research and strategy

**Size:** ~6KB

**Contains:**

- Brand keywords (adwokat trzebnica, kancelaria adwokacka trzebnica)
- Local keywords (Trzebnica, Wrocław, Dolny Śląsk)
- Service-specific keywords (rozwodowy, spadkowy, cywilny, karny)
- Long-tail keywords and questions users ask
- LSI (semantically related) keywords
- Keyword mapping to pages with examples
- Recommended keyword density and placement

**Use when:** Creating or optimizing content, writing meta tags, planning SEO strategy

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### [legal-terminology.md](#)

**Purpose:** Polish legal terminology dictionary

**Size:** ~15KB

**Contains:**

- **Prawo Rodzinne:** Rozwód, separacja, alimenty, władza rodzicielska, podział majątku
- **Prawo Spadkowe:** Testament, zachowek, dział spadku, dziedziczenie
- **Prawo Cywilne:** Windykacja, pozew, egzekucja, odszkodowanie
- **Prawo Karne:** Przestępstwo, obrona, kary, postępowanie
- **Terminy Procesowe:** Deadlines, prekluzja, terminy
- **Instytucje:** Sąd, prokuratura, komornik

**Use when:** Generating content, writing blog posts, creating service descriptions, ensuring proper legal terminology

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## [brand-voice.md](#)

**Purpose:** Brand communication guidelines

**Size:** ~13KB

**Contains:**

- Brand essence, mission, vision, and USP
- Personality: Professional, Empathetic, Effective, Accessible, Ethical
- Tone guidelines for different contexts:
  - Website content (professional but warm)
  - Email communication (helpful, concrete)
  - Social media (friendly, educational)
  - Blog articles (accessible, educational)
- Preferred vocabulary and words to avoid
- Communication examples (good vs bad)
- Do's and Don'ts checklist

**Use when:** Writing any content, responding to clients, creating social media posts, maintaining consistent brand voice

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## How to Use

### For AI Assistants (GitHub Copilot, Claude, etc.)

These files provide context about:

1. **Keywords:** What terms to use and optimize for
2. **Terminology:** How to properly use legal terms in Polish
3. **Brand Voice:** How to communicate consistently with the brand

### For Developers

Reference these files when:

- Writing content or meta tags
- Creating blog posts or service descriptions
- Implementing SEO optimizations

- Ensuring brand consistency

## For Content Creators

Use these files to:

- Understand target keywords for each page
- Use proper legal terminology
- Maintain consistent brand voice
- Write compelling, empathetic content

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## Maintenance

**Update Frequency:**

- **seo-keywords.md:** Monthly review, quarterly major update
- **legal-terminology.md:** As needed when new terms are added
- **brand-voice.md:** Quarterly review, annual major update

**Update Process:**

1. Review usage and effectiveness
2. Update based on analytics and feedback
3. Commit changes with clear description
4. Notify team of updates

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**Owner:** Kancelaria Adwokacka Katarzyna Maj