# Australian Dental Specialists - Content Strategy Project Checklist

\*\*Client:\*\* Australian Dental Specialists (australiandentalspecialists.com)

\*\*Project Type:\*\* Comprehensive Content Strategy for Endodontic Practice

\*\*Start Date:\*\* 29th September 2025

\*\*Project Focus:\*\* Endodontic services only (NO prosthodontic content)

## Project Overview

Comprehensive content strategy development for Australian endodontic practice specialising in root canal treatments, pulp therapy, and dental trauma management. The practice serves Australia-wide patients and requires content focused exclusively on endodontic procedures and patient education.

## Major Project Phases

### ✅ Phase 1: Foundation Research & Strategic Analysis

* [ ] SOP compliance check for healthcare marketing standards
* [ ] Endodontic patient personas and journey mapping development
* [ ] Australian dental market research and analysis
* [ ] USP analysis for endodontic specialisation positioning
* [ ] Brand SWOT analysis for practice strengths/opportunities
* [ ] Competitor SWOT analysis (top 5 Australian endodontists)

### ✅ Phase 2: Competitive Intelligence & Search Landscape

* [ ] Endodontic practice positioning analysis vs competitors
* [ ] Dental industry trending topics research
* [ ] Content gap analysis in endodontic patient education
* [ ] Search landscape analysis for root canal and pulp therapy procedures
* [ ] Competitor website and content audit analysis

### ✅ Phase 3: Advanced SEO & Keyword Strategy

* [ ] Comprehensive endodontic keyword research (root canal, pulp therapy focus)
* [ ] Patient search intent analysis and treatment decision mapping
* [ ] Keyword gap analysis vs competitor endodontic practices
* [ ] Funnel stage keywords (awareness to treatment decision)
* [ ] Local SEO opportunities for Australian dental specialists

### ✅ Phase 4: Content Planning, Briefs & AI Optimization

* [ ] Detailed content briefs for endodontic service pages
* [ ] Patient education content structure development
* [ ] AI optimisation for healthcare voice search queries
* [ ] 12-month content calendar for endodontic practice
* [ ] Content clusters around root canal and pulp therapy procedures

## Key Agent Tasks

### Research Phase Agents

* \*\*SOP Compliance Check:\*\* Healthcare marketing compliance verification
* \*\*Audience Research:\*\* Endodontic patient personas (minimum 3, maximum 7)
* \*\*Market Research:\*\* Australian dental market analysis and opportunities
* \*\*Brand Analysis:\*\* USP definition and competitive differentiation
* \*\*Competitive Intelligence:\*\* Top 5 endodontic competitor analysis

### Content Strategy Agents

* \*\*Content Strategist:\*\* Master content brief and editorial calendar
* \*\*SEO Strategist:\*\* Keyword strategy and search optimisation
* \*\*Content Brief Agent:\*\* Page-specific content planning
* \*\*AI Specialist:\*\* Voice search and AI readiness optimisation

### Quality Assurance

* \*\*Enhanced Content Auditor:\*\* Multi-perspective quality review
* \*\*Feedback Loop Integration:\*\* Iterative content improvement

## Deliverable Requirements

### Research Documentation

* `research\_brief.md` - Comprehensive research findings
* `audience\_personas.md` - Detailed patient personas (3-7 profiles)
* `competitive\_analysis.md` - Competitor research and positioning
* `keyword\_research.md` - Complete endodontic keyword strategy

### Strategy Documentation

* `implementation\_plan.md` - Step-by-step action plan
* `content\_strategy.md` - 12-month editorial calendar
* `ai\_optimization\_guide.md` - AI readiness strategy

### Content Planning

* `comprehensive\_website\_content\_plans.md` - Service page briefs
* `content\_research.md` - Patient education series planning
* `audience\_style\_guide.md` - Brand voice and tone guidelines

### Technical Requirements

* `technical\_audit.md` - Website technical assessment
* `ux\_ui\_analysis.md` - User experience optimisation
* `onpage\_seo\_extraction.md` - Current SEO baseline

## Quality Standards

* \*\*British English Compliance:\*\* 100% Australian/British spelling and terminology
* \*\*Healthcare Compliance:\*\* AHPRA guidelines adherence
* \*\*Source Citations:\*\* All statistics must include credible medical/dental sources
* \*\*Endodontic Focus:\*\* Zero prosthodontic content inclusion
* \*\*Patient-Centric:\*\* Focus on patient education and treatment journey

## Success Metrics

* Comprehensive 4-phase research completion
* All deliverable files created with proper citations
* Endodontic keyword strategy developed
* 12-month content calendar established
* Patient education content series planned
* Local SEO strategy for Australian market

\*\*Project Coordinator:\*\* Master Orchestrator Agent

\*\*Quality Assurance:\*\* Enhanced Content Auditor with Feedback Loops

\*\*Compliance:\*\* Australian Healthcare Marketing Standards