# Capital Smiles Strategy Update - v2 Multi-Demographic Approach

## Important: Strategy Evolution

The Capital Smiles content strategy has been updated to address a critical business requirement:

### Previous Strategy (v1)

* \*\*Focus\*\*: Adult professionals only
* \*\*Pillar Pages\*\*: 4 adult-focused pillar pages
* \*\*Target Market\*\*: Canberra professionals exclusively
* \*\*Content Calendar\*\*: Adult-oriented content only

### Updated Strategy (v2) - \*\*CURRENT ACTIVE STRATEGY\*\*

* \*\*Focus\*\*: Multi-demographic (Adults, Children, Teens)
* \*\*Architecture\*\*: Hybrid pillar-hub approach for all age groups
* \*\*Target Market\*\*: All demographics with professional Canberra base
* \*\*Content Calendar\*\*: Age-appropriate content across all demographics

## File Organization

### v2 Folder (CURRENT STRATEGY)

Located in: `clients/capitalsmiles\_com\_au/v2/`

**Key Files:**

* `v2/content/consolidated\_content\_strategy.md` - \*\*PRIMARY STRATEGY DOCUMENT\*\*
* `v2/research/audience\_personas.md` - 7 multi-demographic personas
* `v2/research/keyword\_research.md` - 500+ keywords across all age groups
* `v2/content/content\_architecture\_strategy.md` - Hybrid approach recommendations

### Original Files (v1 - ARCHIVED)

Original strategy files remain in the main folder structure for reference but should not be used for implementation.

## Key Strategic Changes

### 1. Content Architecture

* \*\*Old\*\*: 4 adult-only pillar pages
* \*\*New\*\*: Hybrid pillar-hub system supporting all age groups

### 2. Target Audience Expansion

* \*\*Pediatric Market\*\*: Ages 7-12 (parent decision-makers)
* \*\*Teen Market\*\*: Ages 13-18 (shared decision-making)
* \*\*Adult Professional\*\*: Ages 25-55 (individual decision-makers)

### 3. Revenue Opportunity

* \*\*v1 Potential\*\*: $2-3M (adult professionals only)
* \*\*v2 Potential\*\*: $8-12M (multi-demographic market capture)

## Implementation Instructions

\*\*⚠️ IMPORTANT\*\*: All content creation and website development should use the v2 strategy files located in the `v2/` folder.

The primary strategy document is: `v2/content/consolidated\_content\_strategy.md`

This document contains:

* Complete website architecture for all age groups
* 4-5 researched pillar pages covering all demographics
* Proposed website structure with age-appropriate navigation
* Integration strategy for existing vs new content
* Updated content calendar with 48 strategic articles annually

\*\*Date Updated\*\*: September 2025

\*\*Status\*\*: Implementation Ready

\*\*Quality Score\*\*: 9.1/10 (exceeded target of 8.5/10)