# Capital Smiles Multi-Demographic Content Strategy - Task Dependencies

## Project Execution Framework

### Mandatory Research Workflow Protocol

**All content creation MUST complete comprehensive 4-phase research workflow before any content generation begins.**

## Phase 1: Foundation Research & Strategic Analysis

**Execute in Parallel - Duration: 2-3 days**

```yaml

sop\_compliance\_check:

type: ComplianceVerification

description: Verify Capital Smiles brand standards and orthodontic industry compliance

dependencies: []

agent: brand\_compliance\_auditor

deliverables: [brand\_standards\_audit.md]

success\_criteria:

* Brand consistency verification complete
* Industry compliance standards documented
* Professional orthodontic guidelines validated

audience\_research\_pediatric:

type: DemographicResearch

description: Develop detailed pediatric audience personas (ages 7-12) and parent decision-maker profiles

dependencies: []

agent: audience\_intent\_researcher

deliverables: [pediatric\_audience\_personas.md, parent\_decision\_maker\_profiles.md]

success\_criteria:

* Minimum 3 pediatric personas created
* Parent anxiety and concerns mapped
* Communication preferences identified

audience\_research\_teen:

type: DemographicResearch

description: Create teen audience personas (ages 13-18) with self-advocacy and parent-teen dynamics

dependencies: []

agent: audience\_intent\_researcher

deliverables: [teen\_audience\_personas.md, teen\_parent\_dynamics\_analysis.md]

success\_criteria:

* Teen personas with self-advocacy patterns
* Parent-teen decision dynamics mapped
* Social influence factors identified

audience\_research\_adult:

type: DemographicResearch

description: Develop adult professional personas focusing on Canberra high-value demographics

dependencies: []

agent: audience\_intent\_researcher

deliverables: [adult\_professional\_personas.md, canberra\_demographic\_analysis.md]

success\_criteria:

* Professional demographic personas created
* Canberra market characteristics documented
* High-value patient profiles identified

market\_research\_orthodontic:

type: MarketAnalysis

description: Current orthodontic market conditions, opportunities, and challenges across demographics

dependencies: []

agent: brand\_sentiment\_researcher

deliverables: [orthodontic\_market\_analysis.md, demographic\_market\_opportunities.md]

success\_criteria:

* Market size and growth trends documented
* Demographic-specific opportunities identified
* Industry challenges and barriers analysed

usp\_analysis\_lingual:

type: CompetitivePositioning

description: Define unique selling propositions for lingual orthodontics across age groups

dependencies: []

agent: brand\_analyst

deliverables: [lingual\_orthodontics\_usp\_analysis.md, age\_group\_positioning.md]

success\_criteria:

* Lingual orthodontics advantages defined
* Age-specific positioning strategies created
* Competitive differentiation documented

brand\_swot\_capital\_smiles:

type: StrategicAnalysis

description: Comprehensive SWOT analysis for Capital Smiles across all demographics

dependencies: []

agent: brand\_analyst

deliverables: [capital\_smiles\_swot\_analysis.md]

success\_criteria:

* Multi-demographic SWOT completed
* Strategic recommendations provided
* Growth opportunities identified

competitor\_swot\_analysis:

type: CompetitiveIntelligence

description: Strategic SWOT analysis of top 5 Canberra orthodontic competitors

dependencies: []

agent: competitive\_intelligence\_searcher

deliverables: [competitor\_swot\_analysis.md, canberra\_competitive\_landscape.md]

success\_criteria:

* Top 5 competitors identified and analysed
* Competitive positioning gaps found
* Market opportunity assessment completed

```

## Phase 2: Competitive Intelligence & Search Landscape

**Execute in Parallel - Duration: 2-3 days**

```yaml

brand\_competitor\_positioning:

type: CompetitivePositioning

description: Brand and competitor analysis with messaging differentiation across demographics

dependencies: [Phase 1 completion]

agent: brand\_strategy\_researcher

deliverables: [competitive\_positioning\_analysis.md, messaging\_differentiation\_strategy.md]

success\_criteria:

* Competitive positioning mapped
* Messaging gaps identified
* Differentiation strategy created

trending\_topics\_orthodontics:

type: TrendAnalysis

description: Current orthodontic industry trends and hot topics across age demographics

dependencies: [Phase 1 completion]

agent: technical\_research\_specialist

deliverables: [orthodontic\_trends\_analysis.md, demographic\_trend\_mapping.md]

success\_criteria:

* Industry trends documented
* Demographic-specific trends identified
* Content opportunity trends mapped

content\_gap\_analysis:

type: ContentOpportunityMapping

description: Identify missing content opportunities across pediatric, teen, and adult markets

dependencies: [Phase 1 completion]

agent: competitor\_analyzer

deliverables: [content\_gap\_analysis.md, demographic\_content\_opportunities.md]

success\_criteria:

* Content gaps identified per demographic
* Opportunity prioritisation completed
* Content differentiation strategy created

search\_landscape\_analysis:

type: SearchMarketAnalysis

description: Market size, competition levels, seasonal trends, and local Canberra SEO gaps

dependencies: [Phase 1 completion]

agent: seo\_strategist

deliverables: [search\_landscape\_analysis.md, canberra\_local\_seo\_opportunities.md]

success\_criteria:

* Market size assessment completed
* Competition levels mapped
* Local SEO gaps identified

competitor\_content\_audit:

type: CompetitiveContentAnalysis

description: Website analysis, content gaps, mobile experience, and user journey mapping

dependencies: [Phase 1 completion]

agent: competitive\_intelligence\_searcher

deliverables: [competitor\_content\_audit.md, user\_journey\_competitive\_analysis.md]

success\_criteria:

* Competitor websites analysed
* Mobile experience gaps documented
* User journey improvements identified

```

## Phase 3: Advanced SEO & Keyword Strategy

**Execute in Parallel - Duration: 2-3 days**

```yaml

demographic\_keyword\_research:

type: KeywordStrategy

description: Comprehensive keyword research across pediatric, teen, and adult demographics

dependencies: [Phase 2 completion]

agent: keyword\_researcher

deliverables: [demographic\_keyword\_research.md, lingual\_orthodontics\_keywords.md]

success\_criteria:

* Demographic-specific keyword clusters created
* Lingual orthodontics keywords mapped
* Search volume and competition assessed

search\_intent\_mapping:

type: UserIntentAnalysis

description: Age-specific search intent mapping and content journey optimisation

dependencies: [Phase 2 completion]

agent: keyword\_researcher

deliverables: [search\_intent\_mapping.md, age\_specific\_user\_journeys.md]

success\_criteria:

* Search intent patterns mapped per age group
* User journey stages identified
* Content alignment strategy created

keyword\_gap\_analysis:

type: SEOOpportunityMapping

description: SEO opportunity identification and competitive keyword gaps

dependencies: [Phase 2 completion]

agent: seo\_strategist

deliverables: [keyword\_gap\_analysis.md, seo\_opportunity\_prioritisation.md]

success\_criteria:

* Keyword gaps identified
* SEO opportunities prioritised
* Competition level assessment completed

funnel\_keywords\_mapping:

type: FunnelOptimisation

description: Awareness, consideration, and decision stage keywords per demographic

dependencies: [Phase 2 completion]

agent: keyword\_researcher

deliverables: [funnel\_keywords\_mapping.md, demographic\_funnel\_strategy.md]

success\_criteria:

* Funnel stage keywords mapped
* Demographic-specific funnels created
* Conversion path keywords identified

untapped\_keywords:

type: OpportunityDiscovery

description: Zero or low-competition keyword opportunities across demographics

dependencies: [Phase 2 completion]

agent: seo\_strategist

deliverables: [untapped\_keyword\_opportunities.md, low\_competition\_strategy.md]

success\_criteria:

* Untapped opportunities identified
* Competition analysis completed
* Quick-win keyword strategy created

emerging\_trends\_keywords:

type: FutureTrendMapping

description: Future-proofing content with emerging orthodontic and demographic trends

dependencies: [Phase 2 completion]

agent: technical\_research\_specialist

deliverables: [emerging\_trends\_keywords.md, future\_content\_strategy.md]

success\_criteria:

* Emerging trends identified
* Future keyword opportunities mapped
* Long-term content strategy created

```

## Phase 4: Content Planning, Briefs & AI Optimisation

**Execute in Parallel - Duration: 2-3 days**

```yaml

detailed\_content\_briefs:

type: ContentPlanning

description: Page layouts, wireframes, word counts, and conversion paths per demographic

dependencies: [Phase 3 completion]

agent: content\_strategist

deliverables: [detailed\_content\_briefs.md, demographic\_page\_layouts.md]

success\_criteria:

* Content briefs created per demographic
* Page layouts and wireframes designed
* Conversion paths optimised

content\_structure\_specifications:

type: ContentArchitecture

description: Headlines, sections, CTAs, and internal linking strategy

dependencies: [Phase 3 completion]

agent: page\_content\_brief\_agent

deliverables: [content\_structure\_specifications.md, internal\_linking\_strategy.md]

success\_criteria:

* Content structure templates created
* CTA strategy optimised
* Internal linking mapped

ai\_readiness\_optimisation:

type: AIOptimisation

description: Content structure optimised for AI systems, voice search, and schema markup

dependencies: [Phase 3 completion]

agent: ai\_specialist\_agent

deliverables: [ai\_readiness\_guide.md, voice\_search\_optimisation.md]

success\_criteria:

* AI compatibility ensured
* Voice search optimisation completed
* Schema markup strategy created

content\_ideas\_generation:

type: CreativeIdeation

description: Creative content ideation based on comprehensive research foundation

dependencies: [Phase 3 completion]

agent: blog\_ideation\_specialist

deliverables: [content\_ideas\_bank.md, demographic\_content\_themes.md]

success\_criteria:

* Content ideas generated per demographic
* Creative themes identified
* Content variety ensured

future\_content\_calendar:

type: EditorialPlanning

description: 12-month strategic content planning with series development

dependencies: [Phase 3 completion]

agent: content\_strategist

deliverables: [12\_month\_content\_calendar.md, content\_series\_strategy.md]

success\_criteria:

* Annual calendar created
* Content series planned
* Seasonal alignment achieved

related\_content\_mapping:

type: TopicClusterStrategy

description: Content clusters and topic authority building strategy

dependencies: [Phase 3 completion]

agent: content\_strategist

deliverables: [content\_cluster\_mapping.md, topic\_authority\_strategy.md]

success\_criteria:

* Content clusters mapped
* Topic authority strategy created
* Content interconnection planned

```

## Phase 5: Strategic Architecture & Recommendations

**Execute Sequentially - Duration: 1-2 days**

```yaml

content\_architecture\_analysis:

type: ArchitectureStrategy

description: Strategic analysis of pillar page vs content hub approach for multi-demographic content

dependencies: [Phase 4 completion]

agent: content\_strategist

deliverables: [content\_architecture\_recommendations.md, pillar\_vs\_hub\_analysis.md]

success\_criteria:

* Architecture options evaluated
* Recommendations provided
* Implementation roadmap created

website\_navigation\_strategy:

type: UXOptimisation

description: Updated website navigation structure for professional Canberra demographic focus

dependencies: [content\_architecture\_analysis]

agent: ux\_flow\_validator

deliverables: [website\_navigation\_strategy.md, professional\_user\_experience.md]

success\_criteria:

* Navigation structure optimised
* Professional UX enhanced
* User flow improvements documented

consolidated\_content\_strategy:

type: StrategyIntegration

description: Comprehensive multi-demographic content strategy with age-appropriate calendars

dependencies: [website\_navigation\_strategy]

agent: content\_strategist

deliverables: [consolidated\_content\_strategy.md, implementation\_roadmap.md]

success\_criteria:

* Integrated strategy completed
* Implementation plan created
* Success metrics defined

```

## Phase 6: Iterative Feedback Loops & Quality Assurance

**Execute Sequentially with Iterative Loops - Duration: 2-3 days**

```yaml

feedback\_loop\_content\_optimisation:

type: IterativeImprovement

description: Multi-agent iterative feedback loop for content optimisation

dependencies: [Phase 5 completion]

agent\_sequence: [clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer]

max\_iterations: 3

deliverables: [content\_optimisation\_report.md, quality\_improvement\_log.md]

success\_criteria:

* All agent thresholds met (≥7-8/10)
* Aggregate score ≥8.5/10
* Measurable improvement documented

final\_quality\_assurance:

type: QualityGate

description: Multi-perspective quality review and publication readiness certification

dependencies: [feedback\_loop\_content\_optimisation]

agent: enhanced\_content\_auditor

deliverables: [final\_quality\_audit.md, publication\_readiness\_report.md]

success\_criteria:

* Quality standards met
* Australian English compliance verified
* Publication readiness certified

```

## Critical Success Factors

### Research Verification Checkpoints

* [ ] Phase 1: Foundation research completed across all demographics
* [ ] Phase 2: Competitive intelligence and search landscape mapped
* [ ] Phase 3: Advanced SEO and keyword strategies developed
* [ ] Phase 4: Content planning and AI optimisation completed
* [ ] Strategic architecture recommendations provided
* [ ] Multi-demographic content calendars created
* [ ] Website navigation structure optimised

### Quality Assurance Gates

* [ ] Iterative feedback loops applied to all content
* [ ] Australian English compliance verified
* [ ] Multi-demographic approach validated
* [ ] Professional Canberra targeting confirmed
* [ ] Lingual orthodontics specialisation highlighted

### Implementation Readiness

* [ ] All deliverable files created in standardised structure
* [ ] Executive summary and navigation hub completed
* [ ] Implementation roadmap with timelines provided
* [ ] Success metrics and KPIs defined
* [ ] Quality improvement tracking established

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\*\*Project Timeline\*\*: 8-12 days for comprehensive research and strategy development

\*\*Quality Standard\*\*: Aggregate score ≥8.5/10 across all deliverables

\*\*Compliance\*\*: 100% Australian English standards and orthodontic industry best practices