# Capital Smiles v2 - Multi-Demographic Content Strategy

## Overview

This v2 folder contains the updated multi-demographic content strategy for Capital Smiles orthodontic practice, addressing all three age groups they serve: adults, children, and teens.

## Key Updates from v1

* \*\*Multi-demographic approach\*\*: Expanded from adult-only focus to include pediatric and teen markets
* \*\*7 detailed audience personas\*\*: Covers parents, children, teens, and adult professionals
* \*\*Hybrid content architecture\*\*: Combines pillar pages with age-specific content hubs
* \*\*Expanded keyword research\*\*: 500+ keywords across all demographics
* \*\*Revenue potential\*\*: $8-12M identified through multi-demographic targeting

## File Structure

### Strategy Documents

* `research\_brief.md` - Executive summary and project scope for multi-demographic approach

### Research & Analysis

* `audience\_personas.md` - 7 comprehensive personas across pediatric, teen, and adult markets
* `competitive\_analysis.md` - Market positioning opportunities across age groups
* `keyword\_research.md` - 500+ demographic-targeted keywords with search volumes

### Content Strategy

* `consolidated\_content\_strategy.md` - \*\*PRIMARY DOCUMENT\*\* - Unified multi-demographic approach
* `content\_architecture\_strategy.md` - Hybrid pillar-hub architecture recommendations

### Technical Implementation

* `website\_navigation\_strategy.md` - Age-appropriate navigation and professional-focused design

### Implementation Planning

* `project\_execution\_summary.md` - Complete execution roadmap for multi-demographic launch

## Key Strategic Decisions

### Content Architecture

\*\*HYBRID APPROACH ADOPTED\*\*: Combination of pillar-level and content hub strategies

* Maintains SEO authority through pillar pages
* Provides age-specific navigation and content hubs
* Balances professional focus with multi-demographic targeting

### Target Demographics

1. \*\*Pediatric Market\*\* (Ages 7-12) - Parent decision-makers

2. \*\*Teen Market\*\* (Ages 13-18) - Shared decision-making with parents

3. \*\*Adult Professional Market\*\* (Ages 25-55) - Individual decision-makers

### Revenue Projections

* \*\*Year 1\*\*: $2.0-2.8M (200+ lingual orthodontic cases)
* \*\*Year 2\*\*: $3.5-4.9M (market penetration and referrals)
* \*\*Year 3\*\*: $5.0-7.0M (market leadership establishment)

## Implementation Priority

Focus on establishing multi-demographic content hubs while maintaining Capital Smiles' position as Canberra's premier lingual orthodontics specialist across all age groups.

\*\*Date Created\*\*: September 2025

\*\*Strategy Focus\*\*: Multi-demographic lingual orthodontics specialisation

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