# PROJECT CHECKLIST - Centre for Gastrointestinal Health

## Content Strategy Development with Mandatory 4-Phase Research Workflow

\*\*Project Domain:\*\* centreforgastrointestinalhealth.com.au

\*\*Project Type:\*\* Comprehensive Content Strategy Development

\*\*Workflow Compliance:\*\* Mandatory 4-Phase Research Protocol

\*\*Quality Standards:\*\* Iterative Feedback Loops with ≥8.5/10 Aggregate Score

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## 📋 PHASE 1: Foundation Research & Strategic Analysis

### SOP Compliance & Brand Standards

* [ ] \*\*SOP Compliance Check\*\* - Verify against existing medical practice brand guidelines and healthcare content standards
* [ ] \*\*Healthcare Regulatory Compliance\*\* - Australian Health Practitioner Regulation Agency (AHPRA) guidelines adherence
* [ ] \*\*Medical Content Standards\*\* - Therapeutic Goods Administration (TGA) advertising compliance verification

### Audience Research & Personas Development

* [ ] \*\*Detailed Audience Personas\*\* (3-7 personas) - Demographics, behaviours, healthcare journey mapping
* [ ] \*\*Patient Journey Mapping\*\* - Symptom awareness to treatment decision pathways
* [ ] \*\*Healthcare Content Preferences\*\* - Medical information consumption patterns and trust factors
* [ ] \*\*Audience Style Guide Creation\*\* - Medical terminology balance, tone, and communication approach

### Market Research & Analysis

* [ ] \*\*Gastrointestinal Health Market Analysis\*\* - Australian healthcare market size and trends
* [ ] \*\*Healthcare Consumer Behaviour\*\* - Online medical information seeking patterns
* [ ] \*\*Medical Practice Marketing Landscape\*\* - Specialist healthcare marketing opportunities and challenges
* [ ] \*\*Patient Sentiment Analysis\*\* - Trust factors and medical practice selection criteria

### Strategic Business Analysis

* [ ] \*\*USP Analysis\*\* - Centre's unique selling propositions and competitive differentiation in gastroenterology
* [ ] \*\*Brand SWOT Analysis\*\* - Strengths, weaknesses, opportunities, threats for healthcare practice
* [ ] \*\*Competitor SWOT Analysis\*\* - Top 5 gastroenterology competitors strategic positioning assessment

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## 📋 PHASE 2: Competitive Intelligence & Search Landscape

### Brand Positioning & Competitive Analysis

* [ ] \*\*Healthcare Brand Positioning Analysis\*\* - Medical practice positioning and messaging strategy
* [ ] \*\*Competitor Messaging Analysis\*\* - Healthcare communication differentiation strategies
* [ ] \*\*Medical Authority Establishment\*\* - Credibility and expertise positioning framework

### Industry Intelligence & Trends

* [ ] \*\*Trending Healthcare Topics\*\* - Gastrointestinal health trends, emerging treatments, patient concerns
* [ ] \*\*Medical Content Gap Analysis\*\* - Missing healthcare content opportunities in the market
* [ ] \*\*Healthcare Innovation Trends\*\* - New treatments, diagnostic methods, patient care approaches

### Search Landscape Assessment

* [ ] \*\*Healthcare Search Landscape Analysis\*\* - Market size, competition levels, seasonal health trends
* [ ] \*\*Local Medical SEO Analysis\*\* - Geographic targeting and local healthcare search patterns
* [ ] \*\*Patient Search Behaviour\*\* - Healthcare information seeking and decision-making patterns

### Competitor Content Audit

* [ ] \*\*Competitor Website Analysis\*\* - Content quality, user experience, conversion optimisation
* [ ] \*\*Medical Content Gaps\*\* - Opportunities for superior healthcare information provision
* [ ] \*\*Patient User Journey Mapping\*\* - Competitive analysis of patient website experiences

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## 📋 PHASE 3: Advanced SEO & Keyword Strategy

### Comprehensive Healthcare Keyword Research

* [ ] \*\*Medical Keyword Research\*\* - Gastrointestinal health, symptoms, treatments, procedures
* [ ] \*\*Patient Search Intent Analysis\*\* - Informational, navigational, transactional medical searches
* [ ] \*\*Healthcare Funnel Mapping\*\* - Symptom awareness, diagnosis seeking, treatment decision keywords

### Advanced SEO Strategy Development

* [ ] \*\*Keyword Gap Analysis\*\* - Untapped healthcare search opportunities
* [ ] \*\*Medical Long-tail Keywords\*\* - Specific symptom and treatment combinations
* [ ] \*\*Local Healthcare SEO\*\* - Geographic and location-based medical service targeting

### Future-Proofing Keyword Strategy

* [ ] \*\*Emerging Healthcare Keywords\*\* - New treatments, medical technologies, patient care trends
* [ ] \*\*Voice Search Optimisation\*\* - Medical question formats and conversational healthcare queries
* [ ] \*\*AI Search Readiness\*\* - Structured medical information for AI-powered search results

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## 📋 PHASE 4: Content Planning & AI Optimisation

### Detailed Content Brief Development

* [ ] \*\*Healthcare Page Content Briefs\*\* - Service pages, procedure explanations, patient resources
* [ ] \*\*Medical Content Structure\*\* - Headlines, sections, CTAs, internal linking for healthcare sites
* [ ] \*\*Patient Conversion Optimisation\*\* - Appointment booking, consultation requests, patient education

### AI Readiness & Technical Optimisation

* [ ] \*\*Medical AI Optimisation\*\* - Healthcare content structure for AI systems and voice search
* [ ] \*\*Schema Markup Strategy\*\* - Medical practice, healthcare service, review markup implementation
* [ ] \*\*Healthcare Content Clusters\*\* - Topic authority building in gastroenterology specialty areas

### 12-Month Content Calendar Development

* [ ] \*\*48 Blog Posts Strategy\*\* - Monthly healthcare content covering seasonal health topics
* [ ] \*\*Patient Education Series\*\* - Comprehensive gastrointestinal health information campaigns
* [ ] \*\*Healthcare Content Pillars\*\* - Core topic areas supporting practice expertise demonstration
* [ ] \*\*Related Content Mapping\*\* - Healthcare topic interconnection and patient journey support

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## 📋 ITERATIVE FEEDBACK LOOP INTEGRATION

### Quality Gate Orchestration

* [ ] \*\*clarity\_conciseness\_editor\*\* (Threshold: ≥8/10) - Medical terminology clarity, Australian English compliance
* [ ] \*\*cognitive\_load\_minimizer\*\* (Threshold: ≥7/10) - Healthcare information hierarchy, patient comprehension optimisation
* [ ] \*\*content\_critique\_specialist\*\* (Threshold: ≥7/10) - Medical accuracy, evidence-based content verification
* [ ] \*\*ai\_text\_naturalizer\*\* (Threshold: ≥8/10) - Human medical communication, professional healthcare tone

### Feedback Loop Process Requirements

* \*\*Maximum Iterations:\*\* 3 cycles per content piece
* \*\*Aggregate Score Target:\*\* ≥8.5/10 for final approval
* \*\*Medical Accuracy Verification:\*\* Healthcare professional review integration
* \*\*Patient Communication Standards:\*\* Clear, empathetic, professional medical communication

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## 📋 DELIVERABLE FILES CREATION

### Research Documentation

* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_research\_brief.md\*\* - Comprehensive healthcare market research findings
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_competitive\_analysis.md\*\* - Medical practice competitive intelligence
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_audience\_personas.md\*\* - Patient demographic and behaviour analysis
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_keyword\_research.md\*\* - Healthcare SEO keyword strategy

### Strategic Planning Documents

* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_content\_strategy.md\*\* - 12-month healthcare content editorial calendar
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_implementation\_plan.md\*\* - Step-by-step medical practice marketing execution
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_ai\_optimization\_guide.md\*\* - Healthcare AI readiness and optimisation strategy

### Technical Analysis Files

* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_ux\_ui\_analysis.md\*\* - Medical website user experience assessment
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_technical\_audit.md\*\* - Healthcare website technical performance analysis
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_onpage\_seo\_extraction.md\*\* - Medical practice SEO technical analysis

### Quality Assurance Documentation

* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_execution\_tracking\_report.md\*\* - Agent coordination and tool usage documentation
* [ ] \*\*CENTREFORGASTROINTESTINALHEALTH\_assumptions\_and\_methodology.md\*\* - Research methodology and healthcare data validation

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## 📋 AUSTRALIAN COMPLIANCE REQUIREMENTS

### Language & Terminology Standards

* [ ] \*\*British English Compliance\*\* - Healthcare terminology, medical spellings, Australian context
* [ ] \*\*Medical Terminology Consistency\*\* - Professional healthcare language standards
* [ ] \*\*Cultural Sensitivity\*\* - Australian healthcare system context and patient expectations

### Regulatory Compliance Integration

* [ ] \*\*AHPRA Guidelines\*\* - Australian health practitioner advertising compliance
* [ ] \*\*TGA Advertising Standards\*\* - Therapeutic goods advertising requirements adherence
* [ ] \*\*Privacy Act Compliance\*\* - Patient information and healthcare data protection standards

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## 🎯 SUCCESS CRITERIA

* \*\*Research Completeness:\*\* All 4 phases executed with comprehensive healthcare market analysis
* \*\*Content Quality:\*\* ≥8.5/10 aggregate scores through iterative feedback loops
* \*\*Medical Accuracy:\*\* Evidence-based healthcare content with credible source citations
* \*\*Patient Focus:\*\* User-centered design supporting patient education and practice growth
* \*\*Technical Excellence:\*\* AI-optimised, mobile-responsive, accessible healthcare website content
* \*\*Regulatory Compliance:\*\* Full adherence to Australian healthcare marketing standards

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\*\*Project Initiation Date:\*\* 25 September 2025

\*\*Expected Completion:\*\* 10-week enhanced workflow with iterative quality assurance

\*\*Quality Assurance:\*\* Multi-agent feedback loops with medical accuracy verification