# Task Dependencies - Dr Julia Crawford Medical Practice Content Strategy

## Project Execution Framework

\*\*Project ID:\*\* DrJuliaCrawford\_Medical\_Content\_Strategy\_2025

\*\*Execution Mode:\*\* Sequential with Parallel Research Phases

\*\*Estimated Duration:\*\* 3-4 weeks

\*\*Quality Standards:\*\* Medical E-E-A-T + TGA Compliance

## Execution Strategy Overview

### Critical Success Factors

* \*\*Medical E-E-A-T Standards\*\*: Expertise, Experience, Authoritativeness, Trustworthiness
* \*\*TGA Compliance\*\*: Australian Therapeutic Goods Administration advertising guidelines
* \*\*Evidence-Based Content\*\*: Credible medical citations with ≥85% confidence scores
* \*\*Patient Journey Optimisation\*\*: Healthcare consumer experience enhancement

## Phase 1: Foundation Research & Strategic Analysis

\*\*Mode:\*\* Parallel Execution

\*\*Duration:\*\* 5-7 days

```yaml

phase\_1\_foundation\_research:

type: ParallelExecution

description: Comprehensive foundation research for medical practice content strategy

website\_content\_extraction:

type: DataCollection

description: Extract and analyse existing website content from drjuliacrawford.com.au

tools: [WebFetch, content\_analysis]

output: current\_website\_analysis.md

duration: 1 day

sop\_compliance\_check:

type: ComplianceValidation

description: Verify against medical practice content standards and TGA requirements

agent: brand\_compliance\_auditor

dependencies: [website\_content\_extraction]

output: tga\_compliance\_baseline.md

duration: 1 day

medical\_audience\_research:

type: PatientPersonaAnalysis

description: Develop detailed patient personas (3-5) with healthcare behaviour analysis

agent: audience\_intent\_researcher

focus: [patient\_demographics, health\_seeking\_behaviour, medical\_decision\_journey]

output: medical\_audience\_personas.md

duration: 2 days

medical\_market\_research:

type: HealthcareMarketAnalysis

description: Canberra medical practice market conditions and opportunities

agent: brand\_sentiment\_researcher

focus: [local\_healthcare\_landscape, patient\_needs, regulatory\_environment]

output: canberra\_medical\_market\_analysis.md

duration: 2 days

medical\_practice\_usp\_analysis:

type: MedicalDifferentiation

description: Define unique medical expertise and competitive healthcare differentiation

agent: brand\_analyst

focus: [medical\_specialisation, practice\_experience, patient\_outcomes]

output: medical\_practice\_usp\_swot.md

duration: 2 days

medical\_competitor\_swot:

type: HealthcareCompetitiveAnalysis

description: Strategic positioning analysis of top 5 Canberra medical competitors

agent: competitive\_intelligence\_searcher

focus: [medical\_services, practice\_positioning, patient\_experience]

output: medical\_competitor\_strategic\_analysis.md

duration: 3 days

```

## Phase 2: Competitive Intelligence & Healthcare Search Landscape

\*\*Mode:\*\* Parallel Execution with Medical Focus

\*\*Duration:\*\* 4-5 days

```yaml

phase\_2\_competitive\_intelligence:

type: ParallelExecution

description: Medical practice competitive intelligence and healthcare search landscape

dependencies: [phase\_1\_foundation\_research]

medical\_practice\_positioning:

type: HealthcareBrandAnalysis

description: Medical practice positioning and patient messaging analysis

agent: brand\_strategy\_researcher

focus: [medical\_authority, patient\_trust, healthcare\_communication]

duration: 2 days

medical\_trending\_topics:

type: HealthcareTrendAnalysis

description: Current medical trends and patient health interests in Australia

agent: technical\_research\_specialist

focus: [medical\_innovations, patient\_education\_trends, preventive\_care]

duration: 2 days

medical\_content\_gap\_analysis:

type: HealthcareContentAudit

description: Identify missing medical content opportunities in Canberra market

agent: competitor\_analyzer

focus: [patient\_education\_gaps, medical\_service\_content, preventive\_care\_info]

duration: 2 days

medical\_search\_landscape:

type: HealthcareSEOAnalysis

description: Medical search market size, competition levels, local healthcare SEO

agent: seo\_strategist

focus: [medical\_search\_volume, healthcare\_competition, local\_medical\_seo]

duration: 3 days

medical\_competitor\_content\_audit:

type: HealthcareDigitalAudit

description: Medical practice websites, patient experience, mobile healthcare access

agent: competitive\_intelligence\_searcher

focus: [medical\_website\_analysis, patient\_journey\_mapping, mobile\_health\_access]

duration: 3 days

```

## Phase 3: Medical SEO & Healthcare Keyword Strategy

\*\*Mode:\*\* Parallel Execution with Medical Specialisation

\*\*Duration:\*\* 3-4 days

```yaml

phase\_3\_medical\_seo\_strategy:

type: ParallelExecution

description: Comprehensive medical SEO and healthcare keyword strategy

dependencies: [phase\_2\_competitive\_intelligence]

medical\_keyword\_research:

type: HealthcareKeywordAnalysis

description: Medical SEO keyword identification with patient search intent

agent: keyword\_researcher

focus: [medical\_conditions, treatments, preventive\_care, local\_medical\_services]

compliance: [tga\_advertising\_guidelines, medical\_claim\_restrictions]

duration: 3 days

patient\_search\_intent\_analysis:

type: HealthcareUserIntent

description: Patient search behaviour and medical decision journey mapping

agent: keyword\_researcher

focus: [health\_information\_seeking, treatment\_research, practice\_selection]

duration: 2 days

medical\_keyword\_gap\_analysis:

type: HealthcareSEOOpportunity

description: Medical SEO opportunities and healthcare competitive gaps

agent: seo\_strategist

focus: [untapped\_medical\_keywords, local\_healthcare\_seo, medical\_long\_tail]

duration: 2 days

medical\_funnel\_keywords:

type: HealthcarePatientJourney

description: Medical awareness, consideration, decision funnel keyword mapping

agent: keyword\_researcher

focus: [health\_awareness, treatment\_consideration, practice\_decision]

duration: 2 days

emerging\_medical\_trends:

type: HealthcareFutureTrends

description: Future-proofing medical content with emerging healthcare trends

agent: technical\_research\_specialist

focus: [telehealth\_trends, preventive\_medicine, patient\_technology\_adoption]

duration: 2 days

```

## Phase 4: Medical Content Planning & Healthcare AI Optimisation

\*\*Mode:\*\* Sequential with Medical Compliance

\*\*Duration:\*\* 4-5 days

```yaml

phase\_4\_medical\_content\_planning:

type: SequentialExecution

description: Medical content briefs and healthcare AI optimisation strategy

dependencies: [phase\_3\_medical\_seo\_strategy]

medical\_content\_briefs:

type: HealthcareContentStrategy

description: Medical practice page layouts, patient education content, compliance frameworks

agent: content\_strategist

focus: [medical\_page\_structure, patient\_education\_content, tga\_compliant\_messaging]

compliance: [e\_e\_a\_t\_standards, tga\_advertising\_guidelines, medical\_evidence\_requirements]

duration: 3 days

medical\_content\_structure:

type: HealthcareContentArchitecture

description: Medical content headlines, patient education sections, healthcare CTAs

agent: page\_content\_brief\_agent

focus: [medical\_information\_hierarchy, patient\_action\_guidance, appointment\_conversion]

duration: 2 days

medical\_ai\_optimisation:

type: HealthcareAIReadiness

description: Medical content optimisation for AI systems and voice search healthcare queries

agent: ai\_specialist\_agent

focus: [medical\_schema\_markup, voice\_search\_health\_queries, ai\_medical\_content\_structure]

duration: 2 days

medical\_content\_ideation:

type: HealthcareContentCreativity

description: Evidence-based medical content ideas with patient education focus

agent: blog\_ideation\_specialist

focus: [patient\_education\_topics, preventive\_care\_content, medical\_myth\_busting]

compliance: [medical\_evidence\_standards, tga\_claim\_restrictions]

duration: 2 days

medical\_content\_calendar:

type: HealthcareEditorialPlanning

description: 12-month medical content calendar with seasonal health topics

agent: content\_strategist

focus: [seasonal\_health\_content, awareness\_campaigns, patient\_education\_series]

duration: 3 days

medical\_content\_clusters:

type: HealthcareTopicAuthority

description: Medical topic clusters and healthcare content authority building

agent: content\_strategist

focus: [medical\_expertise\_demonstration, patient\_education\_pathways, health\_topic\_interconnection]

duration: 2 days

```

## Iterative Feedback Loop Integration

### Medical Content Quality Assurance

\*\*Aggregate Score Target:\*\* ≥8.5/10 for medical content approval

\*\*Max Iterations:\*\* 3 per content piece

\*\*Medical Compliance:\*\* TGA + E-E-A-T validation required

```yaml

medical\_content\_feedback\_loops:

sequence: [clarity\_conciseness\_editor → cognitive\_load\_minimizer → content\_critique\_specialist → ai\_text\_naturalizer]

medical\_specialisation:

medical\_accuracy\_validator:

threshold: 9/10

focus: [medical\_fact\_verification, tga\_compliance, evidence\_citation]

patient\_communication\_optimizer:

threshold: 8/10

focus: [patient\_comprehension, medical\_terminology\_balance, empathy\_integration]

e\_e\_a\_t\_enhancer:

threshold: 8.5/10

focus: [medical\_expertise\_demonstration, experience\_credibility, trustworthiness\_signals]

safety\_mechanisms:

medical\_review\_escalation: 2\_iterations\_without\_improvement

tga\_compliance\_check: mandatory\_at\_each\_iteration

evidence\_verification: required\_for\_medical\_claims

```

## Quality Gates & Medical Compliance

### Medical Content Approval Checkpoints

1. \*\*TGA Compliance Gate\*\* - Australian medical advertising guidelines

2. \*\*E-E-A-T Standards Gate\*\* - Medical expertise and trustworthiness

3. \*\*Evidence Citation Gate\*\* - Credible medical source validation (≥85% confidence)

4. \*\*Patient Communication Gate\*\* - Healthcare consumer comprehension and accessibility

### Risk Mitigation - Medical Practice Context

* \*\*Regulatory Compliance:\*\* TGA advertising guideline adherence monitoring
* \*\*Medical Accuracy:\*\* Evidence-based content with peer-reviewed citations
* \*\*Patient Safety:\*\* Appropriate medical disclaimers and professional consultation encouragement
* \*\*Professional Standards:\*\* Medical practice ethical marketing compliance

## Success Metrics - Medical Practice KPIs

* \*\*Patient Engagement:\*\* Healthcare content interaction and education effectiveness
* \*\*Practice Authority:\*\* Medical expertise demonstration through content quality
* \*\*Appointment Conversion:\*\* Patient journey optimisation and consultation booking rates
* \*\*Compliance Adherence:\*\* TGA guidelines and E-E-A-T standards maintenance
* \*\*Patient Education Impact:\*\* Health information accessibility and comprehension

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\*This task dependency framework ensures systematic execution of medical practice content strategy with mandatory research phases, iterative quality assurance, and comprehensive healthcare compliance validation.\*