# Comprehensive Site Architecture Plan - Dr Julia Crawford ENT Practice

## Executive Summary

\*\*Site Architecture Strategy:\*\* Medical Practice User Experience Optimisation

\*\*Primary Focus:\*\* Patient journey mapping, medical compliance navigation, and conversion optimisation

\*\*Target Systems:\*\* Multi-device responsive design with AI-friendly structure

\*\*Implementation Framework:\*\* Phased development with iterative user testing and medical compliance validation

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## Complete Website Sitemap

### 🏗️ Comprehensive Site Structure

```

drjuliacrawford.com.au/

├── 🏠 HOMEPAGE (/)

│ ├── Hero Section (Robotic Surgery Expertise)

│ ├── About Dr Crawford Overview

│ ├── Key Services Preview

│ ├── Patient Testimonials

│ ├── Location & Contact Quick Access

│ └── Appointment Booking CTA

│

├── 👩‍⚕️ ABOUT DR CRAWFORD (/about/)

│ ├── /about/

│ │ ├── Professional Background

│ │ ├── Fellowship Training Details

│ │ ├── Academic Appointments

│ │ └── Philosophy of Care

│ │

│ ├── /about/qualifications/

│ │ ├── Medical Education Timeline

│ │ ├── Specialist Training

│ │ ├── Fellowship Details

│ │ └── Continuing Education

│ │

│ ├── /about/research-publications/

│ │ ├── Published Research

│ │ ├── Conference Presentations

│ │ ├── Teaching Roles

│ │ └── Professional Recognition

│ │

│ └── /about/hospital-affiliations/

│ ├── Current Hospital Privileges

│ ├── Surgical Locations

│ └── Professional Memberships

│

├── 🎯 PILLAR CONTENT HUBS (4 Primary Centres)

│ │

│ ├── 🤖 ROBOTIC ENT SURGERY CENTRE (/robotic-surgery/)

│ │ ├── /robotic-surgery/ (Main Pillar Page)

│ │ ├── /robotic-surgery/transoral-robotic-surgery/

│ │ ├── /robotic-surgery/sleep-apnoea-treatment/

│ │ ├── /robotic-surgery/thyroid-procedures/

│ │ ├── /robotic-surgery/head-neck-cancer/

│ │ ├── /robotic-surgery/recovery-guide/

│ │ ├── /robotic-surgery/vs-traditional/

│ │ ├── /robotic-surgery/fellowship-training/

│ │ └── /robotic-surgery/safety-information/

│ │

│ ├── 😴 SLEEP APNOEA TREATMENT HUB (/sleep-apnoea/)

│ │ ├── /sleep-apnoea/ (Main Pillar Page)

│ │ ├── /sleep-apnoea/surgical-options/

│ │ ├── /sleep-apnoea/cpap-alternatives/

│ │ ├── /sleep-apnoea/upper-airway-surgery/

│ │ ├── /sleep-apnoea/snoring-solutions/

│ │ ├── /sleep-apnoea/preparation-guide/

│ │ ├── /sleep-apnoea/patient-experiences/

│ │ └── /sleep-apnoea/executive-health/

│ │

│ ├── 🎗️ HEAD & NECK CANCER CENTRE (/head-neck-cancer/)

│ │ ├── /head-neck-cancer/ (Main Pillar Page)

│ │ ├── /head-neck-cancer/early-signs/

│ │ ├── /head-neck-cancer/robotic-surgery/

│ │ ├── /head-neck-cancer/thyroid-cancer/

│ │ ├── /head-neck-cancer/voice-preservation/

│ │ ├── /head-neck-cancer/recovery-support/

│ │ ├── /head-neck-cancer/nutrition-guide/

│ │ └── /head-neck-cancer/follow-up-care/

│ │

│ └── 👶 PAEDIATRIC ENT SERVICES (/paediatric-ent/)

│ ├── /paediatric-ent/ (Main Pillar Page)

│ ├── /paediatric-ent/tonsillectomy-guide/

│ ├── /paediatric-ent/ear-infections/

│ ├── /paediatric-ent/sleep-apnoea-children/

│ ├── /paediatric-ent/surgery-preparation/

│ └── /paediatric-ent/recovery-care/

│

├── 🏥 SERVICES OVERVIEW (/services/)

│ ├── /services/ (Services Hub)

│ ├── /services/general-ent/

│ ├── /services/hearing-balance/

│ ├── /services/sinus-allergy/

│ ├── /services/voice-swallowing/

│ ├── /services/emergency-ent/

│ └── /services/non-surgical-treatments/

│

├── 📚 PATIENT RESOURCES (/resources/)

│ ├── /resources/ (Resource Centre Hub)

│ │

│ ├── 📖 CONDITION INFORMATION (/resources/conditions/)

│ │ ├── /resources/conditions/hearing-loss/

│ │ ├── /resources/conditions/chronic-sinusitis/

│ │ ├── /resources/conditions/nasal-obstruction/

│ │ ├── /resources/conditions/voice-disorders/

│ │ ├── /resources/conditions/dizziness-balance/

│ │ ├── /resources/conditions/smell-taste-disorders/

│ │ ├── /resources/conditions/allergies-ent/

│ │ ├── /resources/conditions/ear-wax-hygiene/

│ │ ├── /resources/conditions/nosebleeds/

│ │ ├── /resources/conditions/facial-pain/

│ │ ├── /resources/conditions/swallowing-difficulties/

│ │ └── /resources/conditions/respiratory-infections/

│ │

│ ├── 🔧 TREATMENT INFORMATION (/resources/treatments/)

│ │ ├── /resources/treatments/endoscopic-sinus-surgery/

│ │ ├── /resources/treatments/septoplasty/

│ │ ├── /resources/treatments/hearing-aid-consultation/

│ │ ├── /resources/treatments/allergy-testing/

│ │ ├── /resources/treatments/voice-therapy/

│ │ ├── /resources/treatments/balance-testing/

│ │ ├── /resources/treatments/emergency-ent-care/

│ │ └── /resources/treatments/non-surgical-options/

│ │

│ ├── 📋 PREPARATION GUIDES (/resources/preparation/)

│ │ ├── /resources/preparation/consultation-guide/

│ │ ├── /resources/preparation/surgery-checklist/

│ │ ├── /resources/preparation/pre-operative-instructions/

│ │ ├── /resources/preparation/children-surgery-prep/

│ │ └── /resources/preparation/insurance-information/

│ │

│ └── 🏥 RECOVERY SUPPORT (/resources/recovery/)

│ ├── /resources/recovery/post-operative-care/

│ ├── /resources/recovery/pain-management/

│ ├── /resources/recovery/activity-guidelines/

│ ├── /resources/recovery/warning-signs/

│ └── /resources/recovery/follow-up-schedule/

│

├── 📰 NEWS & INSIGHTS (/news/)

│ ├── /news/ (Blog Hub)

│ ├── /news/category/robotic-surgery/

│ ├── /news/category/sleep-medicine/

│ ├── /news/category/cancer-care/

│ ├── /news/category/paediatric-ent/

│ ├── /news/category/research-updates/

│ └── /news/category/patient-education/

│

├── 👥 PATIENT TESTIMONIALS (/testimonials/)

│ ├── /testimonials/ (Main Testimonials Page)

│ ├── /testimonials/robotic-surgery-experiences/

│ ├── /testimonials/sleep-apnoea-success/

│ ├── /testimonials/cancer-care-journeys/

│ └── /testimonials/paediatric-patient-families/

│

├── 📞 CONTACT & LOCATIONS (/contact/)

│ ├── /contact/ (Main Contact Hub)

│ ├── /contact/darlinghurst-location/

│ ├── /contact/kogarah-location/

│ ├── /contact/appointment-booking/

│ ├── /contact/referral-information/

│ ├── /contact/emergency-contacts/

│ └── /contact/practice-policies/

│

├── ❓ FREQUENTLY ASKED QUESTIONS (/faq/)

│ ├── /faq/ (General FAQ Hub)

│ ├── /faq/robotic-surgery/

│ ├── /faq/sleep-apnoea/

│ ├── /faq/cancer-treatment/

│ ├── /faq/paediatric-care/

│ ├── /faq/insurance-billing/

│ └── /faq/appointment-scheduling/

│

└── 🔧 UTILITY PAGES

├── /privacy-policy/

├── /terms-of-service/

├── /medical-disclaimer/

├── /accessibility-statement/

├── /sitemap/

└── /search/

```

### Navigation Depth & Information Architecture

\*\*Maximum Navigation Depth:\*\* 3 levels

\*\*Target Page Load:\*\* <3 seconds for all pages

\*\*Mobile Navigation Priority:\*\* Thumb-friendly design with priority content surfaced

## Navigation Hierarchy Design

### 🧭 Primary Navigation Structure

#### Main Navigation Menu (Desktop)

```

┌─────────────────────────────────────────────────────────────────┐

│ [LOGO] Dr Julia Crawford ENT Specialist │

├─────────────────────────────────────────────────────────────────┤

│ Home │ About │ Services │ Conditions │ Patient Resources │ Contact │

│ │ │ │ │ │ │

│ │ │ │ │ ┌─ Preparation │ │

│ │ │ │ │ ├─ Recovery │ │

│ │ │ │ │ ├─ Treatment Info│ │

│ │ │ │ │ └─ Condition Info│ │

│ │ │ │ │ │ │

│ │ │ │ ┌─ Robotic Surgery │ │

│ │ │ │ ├─ Sleep Apnoea │ │

│ │ │ │ ├─ Head & Neck Cancer │ │

│ │ │ │ └─ Paediatric ENT │ │

│ │ │ │ │ │

│ │ │ ┌─ General ENT │ │

│ │ │ ├─ Robotic Surgery │ │

│ │ │ ├─ Sleep Medicine │ │

│ │ │ ├─ Cancer Care │ │

│ │ │ ├─ Paediatric ENT │ │

│ │ │ └─ Emergency Care │ │

│ │ │ │ │

│ │ ┌─ Dr Crawford │ │

│ │ ├─ Qualifications │ │

│ │ ├─ Research │ │

│ │ └─ Affiliations │ │

└─────────────────────────────────────────────────────────────────┘

```

#### Mobile Navigation Structure

```

┌─────────────────────┐

│ ☰ MENU [BOOK NOW]│

├─────────────────────┤

│ [PRACTICE LOGO] │

│ Dr Julia Crawford │

│ ENT Specialist │

└─────────────────────┘

┌─ Mobile Menu (Hamburger) ─┐

│ 🏠 Home │

│ 👩‍⚕️ About Dr Crawford │

│ 🏥 Services │

│ 📚 Patient Resources │

│ 📞 Contact │

│ 📅 Book Appointment │

│ 🚨 Emergency Information │

├───────────────────────────┤

│ Quick Links: │

│ • Robotic Surgery │

│ • Sleep Apnoea │

│ • Children's ENT │

│ • Cancer Care │

└───────────────────────────┘

```

### Secondary Navigation Elements

#### Breadcrumb Navigation

```

Home > Services > Robotic Surgery > Transoral Robotic Surgery (TORS)

```

#### Contextual Navigation Sidebars

```

┌─ In This Section ────────┐

│ • Overview │

│ • Procedure Details │

│ • Recovery Information │

│ • Patient Experiences │

│ • Frequently Asked Qs │

│ • Book Consultation │

└─────────────────────────┘

```

#### Footer Navigation

```

┌─────────────────────────────────────────────────────────────────┐

│ SERVICES │ RESOURCES │ ABOUT │ CONTACT │

│ • Robotic Surgery │ • Patient Guides │ • Dr Crawford │ • Locations │

│ • Sleep Medicine │ • Condition Info │ • Qualifications│ • Booking │

│ • Cancer Care │ • Treatment FAQs │ • Research │ • Emergency │

│ • Paediatric ENT │ • Recovery Tips │ • Teaching │ • Referrals │

│ • General ENT │ • Preparation │ • Publications │ • Insurance │

├─────────────────────────────────────────────────────────────────┤

│ 📱 (02) 8319 9434 │ 📧 reception@drjuliacrawford.com.au │

│ 📍 Darlinghurst & Kogarah Locations │

│ 🔒 Privacy Policy | Terms | Medical Disclaimer | Accessibility │

└─────────────────────────────────────────────────────────────────┘

```

## Detailed Page Layout Specifications

### 🏠 Homepage Layout Design

#### Above-the-Fold Section (Hero)

```

┌─────────────────────────────────────────────────────────────────┐

│ HEADER NAVIGATION │

├─────────────────────────────────────────────────────────────────┤

│ │

│ ┌─ HERO IMAGE: Dr Crawford with robotic surgery equipment ──┐ │

│ │ │ │

│ │ ┌─ HERO CONTENT (Left 50%) ─────────────────────────┐ │ │

│ │ │ │ │ │

│ │ │ Dr Julia Crawford │ │ │

│ │ │ ENT SPECIALIST & HEAD AND NECK SURGEON │ │ │

│ │ │ │ │ │

│ │ │ Fellowship-Trained Robotic Surgery Expert │ │ │

│ │ │ • Comprehensive ENT Care │ │ │

│ │ │ • Advanced Robotic Surgery │ │ │

│ │ │ • Sleep Apnoea Treatment │ │ │

│ │ │ • Head & Neck Cancer Care │ │ │

│ │ │ │ │ │

│ │ │ [BOOK CONSULTATION] [LEARN MORE ABOUT ROBOTIC] │ │ │

│ │ └──────────────────────────────────────────────────┘ │ │

│ └───────────────────────────────────────────────────────────┘ │

│ │

├─────────────────────────────────────────────────────────────────┤

│ ✓ TRUST INDICATORS BAR │

│ 📜 FRACS Fellow │ 🏥 Two Sydney Locations │ 🤖 Robotic Surgery │ │

└─────────────────────────────────────────────────────────────────┘

```

#### Core Content Sections

```

┌─ ABOUT DR CRAWFORD OVERVIEW (Section 2) ─────────────────────────┐

│ │

│ ┌─ Dr Crawford Photo ─┐ ┌─ Content ──────────────────────────┐ │

│ │ Professional │ │ Expert ENT Care in Sydney │ │

│ │ Headshot │ │ │ │

│ │ 300x400px │ │ Dr Julia Crawford is one of few │ │

│ └─────────────────────┘ │ fellowship-trained robotic ENT │ │

│ │ surgeons in Australia, bringing │ │

│ │ international expertise to Sydney │ │

│ │ patients... │ │

│ │ │ │

│ │ [READ FULL BIOGRAPHY] │ │

│ └────────────────────────────────────┘ │

└──────────────────────────────────────────────────────────────────┘

┌─ KEY SERVICES PREVIEW (Section 3) ───────────────────────────────┐

│ │

│ ┌─ Service 1 ────┐ ┌─ Service 2 ────┐ ┌─ Service 3 ────┐ ┌─ Service 4 ──┐

│ │ 🤖 ROBOTIC │ │ 😴 SLEEP │ │ 🎗️ CANCER │ │ 👶 PAEDIATRIC │

│ │ SURGERY │ │ APNOEA │ │ CARE │ │ ENT │

│ │ │ │ │ │ │ │ │

│ │ Advanced │ │ Surgical & │ │ Head & Neck │ │ Gentle Care │

│ │ minimally │ │ non-surgical │ │ Cancer │ │ for Children │

│ │ invasive │ │ treatment │ │ Treatment │ │ │

│ │ procedures │ │ options │ │ │ │ │

│ │ │ │ │ │ │ │ │

│ │ [LEARN MORE] │ │ [LEARN MORE] │ │ [LEARN MORE] │ │ [LEARN MORE] │

│ └───────────────┘ └────────────────┘ └────────────────┘ └──────────────┘

└──────────────────────────────────────────────────────────────────┘

┌─ PATIENT TESTIMONIALS CAROUSEL (Section 4) ──────────────────────┐

│ │

│ ⬅️ [Patient Testimonial 1] [Next] ➡️ │

│ │

│ "Dr Crawford's robotic surgery expertise gave me confidence │

│ in my treatment. The recovery was much faster than I expected, │

│ and the results exceeded my hopes." │

│ │

│ - M.S., Sleep Apnoea Surgery Patient │

│ ⭐⭐⭐⭐⭐ (5/5 stars) │

│ │

│ • • ○ ○ (Carousel Indicators) │

└──────────────────────────────────────────────────────────────────┘

┌─ LOCATIONS & QUICK CONTACT (Section 5) ──────────────────────────┐

│ │

│ ┌─ Darlinghurst ──────┐ ┌─ Kogarah ─────────┐ ┌─ Contact ─┐ │

│ │ 67 Burton Street │ │ 19 Kensington St │ │ Emergency │ │

│ │ Darlinghurst NSW │ │ Kogarah NSW │ │ After │ │

│ │ │ │ │ │ Hours: │ │

│ │ [MAP] [DIRECTIONS] │ │ [MAP][DIRECTIONS]│ │ │ │

│ └─────────────────────┘ └──────────────────┘ │ 000 or │ │

│ │ Emergency │ │

│ 📞 (02) 8319 9434 │ Dept │ │

│ 📧 reception@drjuliacrawford.com.au └───────────┘ │

└──────────────────────────────────────────────────────────────────┘

```

### 👩‍⚕️ About Dr Crawford Page Layout

#### Professional Profile Section

```

┌─ PROFESSIONAL PROFILE HEADER ────────────────────────────────────┐

│ │

│ ┌─ Professional Photo ─┐ ┌─ Credentials & Intro ──────────────┐ │

│ │ High-quality │ │ Dr Julia Crawford │ │

│ │ professional │ │ FRACS | ENT Specialist │ │

│ │ portrait │ │ Fellowship-Trained Robotic Surgeon │ │

│ │ 400x500px │ │ │ │

│ │ │ │ Conjoint Lecturer │ │

│ └─────────────────────┘ │ University of New South Wales │ │

│ │ │ │

│ │ One of few fellowship-trained │ │

│ │ robotic ENT surgeons in Australia │ │

│ └────────────────────────────────────┘ │

└──────────────────────────────────────────────────────────────────┘

┌─ EXPERTISE OVERVIEW GRID ────────────────────────────────────────┐

│ │

│ ┌─ Education ─────────┐ ┌─ Fellowship ────────┐ ┌─ Research ────┐│

│ │ • MBBS (Hons) UNSW │ │ • Orlando, Florida │ │ • 25+ Publications││

│ │ • FRACS │ │ • Robotic Surgery │ │ • Conference Speaker││

│ │ • ENT Specialist │ │ • International │ │ • Course Director││

│ └────────────────────┘ └─────────────────────┘ └───────────────┘│

└──────────────────────────────────────────────────────────────────┘

```

#### Detailed Biography Section

```

┌─ PROFESSIONAL JOURNEY TIMELINE ──────────────────────────────────┐

│ │

│ 2024 │ Course Director - International OSA Course │

│ 2023 │ Established Private Practice - Advanced Robotic Surgery │

│ 2022 │ Fellowship Completion - Orlando, Florida │

│ 2021 │ Clinical Fellowship - Advanced H&N Surgery │

│ 2012 │ FRACS Fellowship - Otolaryngology │

│ 2008 │ MBBS (Honours) - University of New South Wales │

│ │

└──────────────────────────────────────────────────────────────────┘

```

### 🤖 Robotic Surgery Pillar Page Layout

#### Service Hero Section

```

┌─ ROBOTIC SURGERY CENTRE HERO ────────────────────────────────────┐

│ │

│ ┌─ Background: Robotic Surgery Suite ─────────────────────────┐ │

│ │ │ │

│ │ Advanced Robotic ENT Surgery in Sydney │ │

│ │ ═══════════════════════════════════════ │ │

│ │ │ │

│ │ Fellowship-Trained Expertise │ Da Vinci Technology │ │

│ │ Minimally Invasive Precision │ Faster Recovery │ │

│ │ │ │

│ │ [BOOK CONSULTATION] [VIEW PROCEDURES] │ │

│ └─────────────────────────────────────────────────────────────┘ │

└──────────────────────────────────────────────────────────────────┘

```

#### Content Hub Navigation

```

┌─ PILLAR PAGE NAVIGATION ─────────────────────────────────────────┐

│ │

│ ┌─ What is Robotic Surgery? ─┐ ┌─ Procedures Available ───────┐ │

│ │ Technology overview │ │ • Transoral Robotic Surgery │ │

│ │ Benefits explanation │ │ • Sleep Apnoea Treatment │ │

│ │ [LEARN MORE] │ │ • Head & Neck Cancer │ │

│ └────────────────────────────┘ │ • Thyroid Surgery │ │

│ │ [VIEW ALL PROCEDURES] │ │

│ ┌─ Dr Crawford's Expertise ──┐ └─────────────────────────────┘ │

│ │ Fellowship training │ │

│ │ Case experience │ ┌─ Patient Resources ─────────┐ │

│ │ [READ CREDENTIALS] │ │ • Recovery Guide │ │

│ └────────────────────────────┘ │ • Preparation Checklist │ │

│ │ • FAQ Section │ │

│ │ [ACCESS RESOURCES] │ │

│ └─────────────────────────────┘ │

└──────────────────────────────────────────────────────────────────┘

```

## Content Hub Architecture

### 🏗️ Four-Pillar Content Strategy Implementation

#### Hub Structure Design Principles

1. \*\*Centralized Expertise:\*\* Each hub showcases Dr Crawford's specific credentials

2. \*\*Patient Journey Mapping:\*\* Content flows from awareness to decision

3. \*\*SEO Optimization:\*\* Keyword clustering and internal linking strategy

4. \*\*Conversion Optimization:\*\* Clear CTAs at every stage

#### Pillar Page Template Structure

```

┌─ PILLAR PAGE TEMPLATE ───────────────────────────────────────────┐

│ │

│ 1. HERO SECTION (Above fold) │

│ • Compelling headline with USP │

│ • Dr Crawford's expertise highlight │

│ • Primary CTA (Book consultation) │

│ • Secondary CTA (Learn more) │

│ │

│ 2. NAVIGATION OVERVIEW (Content hub map) │

│ • Visual content clusters │

│ • Supporting page links │

│ • Resource centre access │

│ │

│ 3. MAIN CONTENT SECTIONS │

│ • Condition/Service overview │

│ • Treatment approach │

│ • Dr Crawford's expertise │

│ • Patient experience section │

│ • Evidence and research │

│ │

│ 4. SUPPORTING CONTENT PREVIEW │

│ • Related articles │

│ • Patient resources │

│ • FAQ preview │

│ │

│ 5. CONVERSION SECTION │

│ • Consultation booking │

│ • Contact information │

│ • Location details │

│ │

│ 6. RELATED CONTENT CLUSTER │

│ • Internal linking strategy │

│ • Content progression path │

│ • SEO optimization elements │

│ │

└──────────────────────────────────────────────────────────────────┘

```

#### Content Cluster Visualization

**Robotic Surgery Hub Example:**

```

🤖 ROBOTIC SURGERY CENTRE

(Main Pillar)

│

┌──────────────┼──────────────┐

│ │ │

[TORS Surgery] [Sleep Surgery] [Cancer Surgery]

│ │ │

┌───────┴────┐ ┌────┴────┐ ┌────┴────┐

[Recovery] [Safety] [CPAP Alt] [Prep] [Voice] [Follow-up]

│ │ │ │ │ │

[Timeline] [Protocols] [Success] [Chk] [Rehab] [Schedule]

```

### Internal Linking Strategy

#### Contextual Link Network

```

FROM: Homepage

├─ TO: Robotic Surgery Pillar (Primary service highlight)

├─ TO: About Dr Crawford (Expertise validation)

├─ TO: Contact/Booking (Conversion action)

└─ TO: Patient Resources (Trust building)

FROM: Robotic Surgery Pillar

├─ TO: TORS Procedure Page (Service detail)

├─ TO: Sleep Apnoea Treatment (Related service)

├─ TO: Recovery Guide (Patient support)

├─ TO: Dr Crawford Fellowship (Credibility)

└─ TO: Book Consultation (Conversion)

FROM: Individual Service Pages

├─ TO: Related procedures (Cross-sell)

├─ TO: Recovery resources (Support)

├─ TO: FAQ sections (Objection handling)

└─ TO: Contact forms (Conversion)

```

## User Journey Mapping

### 🎯 Patient Journey Architecture

#### Awareness Stage Navigation Flow

```

ENTRY POINTS → EDUCATION → TRUST BUILDING → CONSIDERATION

↓ ↓ ↓ ↓

Search Results Condition Dr Crawford Treatment

Social Media Info Pages Credentials Comparisons

Referrals Symptom Patient Procedure

Directory Guides Reviews Details

↓ ↓ ↓ ↓

[Homepage] → [Resource] → [About] → [Service Pages]

[Blog Post] → [FAQ Page] → [Testimonials] → [Pillar Hubs]

```

#### Consideration Stage Navigation Flow

```

SERVICE RESEARCH → EXPERTISE VALIDATION → DECISION SUPPORT

↓ ↓ ↓

Procedure Details Fellowship Training Consultation Info

Treatment Options Research/Publications Recovery Planning

Patient Experiences Hospital Affiliations Insurance/Costs

Success Rates Professional Awards Booking Process

↓ ↓ ↓

[Pillar Pages] → [About/Qualifications] → [Contact/Booking]

[Treatment Info] → [Research Section] → [Preparation Guide]

```

#### Decision Stage Navigation Flow

```

FINAL EVALUATION → BOOKING PREPARATION → CONVERSION

↓ ↓ ↓

Consultation Prep Appointment Setup Confirmation

Insurance Check Pre-visit Info Welcome Materials

Questions List Location Details Follow-up Info

↓ ↓ ↓

[Preparation] → [Booking System] → [Confirmation Page]

[FAQ Section] → [Contact Forms] → [Pre-visit Email]

```

### Patient Persona Navigation Preferences

#### Executive Professional (Sleep Apnoea Focus)

```

PRIMARY PATH:

Homepage → Sleep Apnoea Hub → Robotic Surgery Options →

Recovery Timeline → Consultation Booking

SECONDARY INTERESTS:

• Executive health information

• Minimal downtime procedures

• Success rates and outcomes

• Insurance and billing info

OPTIMAL CONTENT PLACEMENT:

• Sleep surgery benefits on homepage

• Executive-focused case studies

• Fast recovery testimonials

• Concierge service options

```

#### Concerned Parent (Paediatric Focus)

```

PRIMARY PATH:

Paediatric ENT Hub → Condition Information →

Dr Crawford's Paediatric Experience → Preparation Guide → Booking

SECONDARY INTERESTS:

• Child-friendly explanations

• Safety information

• Recovery support for families

• Insurance coverage for children

OPTIMAL CONTENT PLACEMENT:

• Paediatric credentials prominent

• Family-focused testimonials

• Age-appropriate preparation guides

• Parent support resources

```

#### Cancer Patient (Head & Neck Focus)

```

PRIMARY PATH:

Symptoms/Conditions → Head & Neck Cancer Hub →

Treatment Options → Dr Crawford's Oncology Experience →

Consultation Booking

SECONDARY INTERESTS:

• Treatment success rates

• Voice preservation options

• Recovery and rehabilitation

• Support team information

OPTIMAL CONTENT PLACEMENT:

• Cancer expertise on about page

• Comprehensive treatment information

• Recovery support resources

• Multidisciplinary care details

```

## Wireframes and Layout Documentation

### 📱 Mobile-First Wireframe Specifications

#### Mobile Homepage Wireframe (375px width)

```

┌─────────────────┐

│ ☰ MENU [BOOK] │ ← Header (60px height)

├─────────────────┤

│ │

│ DR CRAWFORD │ ← Logo section (80px)

│ ENT Specialist│

│ │

├─────────────────┤

│ │

│ 🤖 Fellowship │ ← Hero content (300px)

│ Trained Robotic │

│ ENT Surgeon │

│ │

│ Comprehensive │

│ ENT Care Sydney │

│ │

│ [BOOK NOW] │

│ [LEARN MORE] │

├─────────────────┤

│ ✓ FRACS Fellow │ ← Trust indicators (50px)

│ ✓ Two Locations │

│ ✓ Robotic Expert│

├─────────────────┤

│ │

│ 🤖 ROBOTIC │ ← Services grid (400px)

│ SURGERY │

│ [Learn more →] │

│ │

│ 😴 SLEEP │

│ APNOEA │

│ [Learn more →] │

│ │

│ 🎗️ CANCER │

│ CARE │

│ [Learn more →] │

│ │

│ 👶 CHILDREN'S │

│ ENT │

│ [Learn more →] │

├─────────────────┤

│ ABOUT DR │ ← About preview (200px)

│ CRAWFORD │

│ │

│ Fellowship- │

│ trained robotic │

│ surgeon... │

│ │

│ [READ MORE] │

├─────────────────┤

│ 📍 LOCATIONS │ ← Contact quick (150px)

│ │

│ Darlinghurst │

│ Kogarah │

│ │

│ ☎ (02) 8319 9434│

│ │

│ [GET DIRECTIONS]│

├─────────────────┤

│ Quick Links │ ← Footer navigation

│ Emergency Info │

│ Patient Portal │

│ Privacy Policy │

└─────────────────┘

```

#### Tablet Layout Specifications (768px width)

```

┌─────────────────────────────────────────┐

│ Dr Crawford ENT Home About Services Contact │ ← Header navigation

├─────────────────────────────────────────┤

│ │

│ ┌─ Hero Content ──┐ ┌─ Hero Image ─────┐ │ ← Split hero section

│ │ Dr Julia │ │ Professional │ │

│ │ Crawford │ │ Photo with │ │

│ │ │ │ Robotic Surgery │ │

│ │ Fellowship │ │ Equipment │ │

│ │ Trained Robotic │ │ │ │

│ │ ENT Surgeon │ │ 400x300px │ │

│ │ │ │ │ │

│ │ [BOOK] [LEARN] │ │ │ │

│ └─────────────────┘ └──────────────────┘ │

├─────────────────────────────────────────┤

│ ┌─ Service 1 ──┐ ┌─ Service 2 ──┐ ┌─ Service 3 ──┐ │ ← Services grid

│ │ 🤖 ROBOTIC │ │ 😴 SLEEP │ │ 🎗️ CANCER │ │

│ │ SURGERY │ │ APNOEA │ │ CARE │ │

│ │ [Learn More] │ │ [Learn More] │ │ [Learn More] │ │

│ └──────────────┘ └──────────────┘ └───────────────┘ │

├─────────────────────────────────────────┤

│ ┌─ About Preview ──────┐ ┌─ Testimonial ─────────┐ │

│ │ Dr Crawford's │ │ "Excellent care and │ │

│ │ international │ │ expertise..." │ │

│ │ training... │ │ - Patient Review │ │

│ │ [READ FULL BIO] │ │ ⭐⭐⭐⭐⭐ │ │

│ └──────────────────────┘ └───────────────────────┘ │

└─────────────────────────────────────────┘

```

#### Desktop Layout Specifications (1200px+ width)

```

┌──────────────────────────────────────────────────────────────────┐

│ Dr Julia Crawford ENT Specialist [EMERGENCY] │

│ Home │ About │ Services │ Resources │ Contact │ [BOOK APPOINTMENT]│

├──────────────────────────────────────────────────────────────────┤

│ │

│ ┌─ Hero Content (40%) ─────────────┐ ┌─ Hero Visual (60%) ─────┐ │

│ │ │ │ │ │

│ │ Dr Julia Crawford │ │ High-quality photo │ │

│ │ ENT SPECIALIST │ │ of Dr Crawford with │ │

│ │ │ │ robotic surgery │ │

│ │ Fellowship-Trained Robotic │ │ equipment │ │

│ │ Surgery Expert │ │ │ │

│ │ │ │ 720x480px │ │

│ │ • Advanced ENT Care │ │ │ │

│ │ • Robotic Surgery Precision │ │ │ │

│ │ • Sleep Apnoea Solutions │ │ │ │

│ │ • Cancer Care Excellence │ │ │ │

│ │ │ │ │ │

│ │ [BOOK CONSULTATION] [LEARN MORE] │ │ │ │

│ └──────────────────────────────────┘ └─────────────────────────┘ │

├──────────────────────────────────────────────────────────────────┤

│ ✓ FRACS Fellow │ ✓ International Training │ ✓ Two Sydney Locations│

├──────────────────────────────────────────────────────────────────┤

│ │

│ ┌─ Service 1 ────┐ ┌─ Service 2 ────┐ ┌─ Service 3 ────┐ ┌─ Service 4 ──┐

│ │ 🤖 ROBOTIC │ │ 😴 SLEEP │ │ 🎗️ CANCER │ │ 👶 PAEDIATRIC │

│ │ SURGERY │ │ APNOEA │ │ CARE │ │ ENT │

│ │ │ │ │ │ │ │ │

│ │ Minimally │ │ Comprehensive │ │ Expert head │ │ Gentle care │

│ │ invasive │ │ sleep disorder │ │ and neck │ │ for children │

│ │ precision │ │ treatment │ │ cancer care │ │ and families │

│ │ │ │ │ │ │ │ │

│ │ [LEARN MORE] │ │ [LEARN MORE] │ │ [LEARN MORE] │ │ [LEARN MORE] │

│ └────────────────┘ └────────────────┘ └────────────────┘ └──────────────┘

└──────────────────────────────────────────────────────────────────┘

```

### 🔧 Technical Layout Specifications

#### CSS Grid Framework

```css

/\* Mobile-First Responsive Grid \*/

.container {

display: grid;

grid-template-columns: 1fr;

gap: 1rem;

max-width: 1200px;

margin: 0 auto;

padding: 0 1rem;

}

/\* Tablet Layout \*/

@media (min-width: 768px) {

.services-grid {

grid-template-columns: repeat(2, 1fr);

gap: 2rem;

}

.hero-section {

grid-template-columns: 1fr 1fr;

align-items: center;

}

}

/\* Desktop Layout \*/

@media (min-width: 1024px) {

.services-grid {

grid-template-columns: repeat(4, 1fr);

}

.main-navigation {

display: flex;

justify-content: space-between;

align-items: center;

}

}

```

#### Accessibility Specifications

```css

/\* Focus Management \*/

.skip-link {

position: absolute;

top: -40px;

left: 6px;

background: #000;

color: #fff;

padding: 8px;

text-decoration: none;

transition: top 0.3s;

}

.skip-link:focus {

top: 6px;

}

/\* High Contrast Support \*/

@media (prefers-contrast: high) {

.card {

border: 2px solid #000;

}

.button {

background: #000;

color: #fff;

border: 2px solid #fff;

}

}

/\* Reduced Motion \*/

@media (prefers-reduced-motion: reduce) {

* {

animation-duration: 0.01ms !important;

animation-iteration-count: 1 !important;

transition-duration: 0.01ms !important;

}

}

```

## Medical Compliance Integration

### 🏛️ TGA Compliance Layout Requirements

#### Medical Disclaimer Integration

```html

<!-- Prominent Disclaimer Bar -->

<div class="medical-disclaimer-bar">

<div class="container">

<p>

<strong>Medical Disclaimer:</strong>

This information is for educational purposes only.

Individual results may vary. Please consult Dr Crawford

for personalised medical advice.

<a href="/medical-disclaimer/" class="disclaimer-link">

Read full disclaimer

</a>

</p>

</div>

</div>

```

#### Compliance-Ready Content Blocks

```html

<!-- Treatment Information with Compliance -->

<section class="treatment-info compliance-approved">

<div class="treatment-content">

<h2>Robotic Surgery Benefits</h2>

<p>Studies suggest robotic surgery may offer advantages

including enhanced precision and potentially faster recovery.</p>

<div class="medical-disclaimer">

<p><em>Individual results vary. This information does not

constitute medical advice. Consult Dr Crawford to determine

if robotic surgery is appropriate for your condition.</em></p>

</div>

</div>

</section>

```

#### Evidence-Based Content Structure

```html

<!-- Citation-Rich Medical Content -->

<article class="medical-content">

<h1>Sleep Apnoea Surgery Outcomes</h1>

<div class="evidence-summary">

<h2>Research Evidence</h2>

<p>Clinical studies demonstrate significant improvements in

sleep quality following upper airway surgery.</p>

<div class="citation">

<p><strong>Source:</strong>

<a href="https://pubmed.ncbi.nlm.nih.gov/..." target="\_blank">

Australian Journal of Otolaryngology - Upper Airway Surgery

Outcomes Study (2024)</a></p>

</div>

</div>

<div class="treatment-disclaimer">

<h3>Important Information</h3>

<ul>

<li>Results vary between individuals</li>

<li>Surgery carries inherent risks</li>

<li>Comprehensive evaluation required</li>

<li>Alternative treatments available</li>

</ul>

</div>

</article>

```

### Patient Consent Integration

#### Testimonial Compliance Framework

```html

<!-- Compliant Patient Testimonial -->

<div class="patient-testimonial compliance-verified">

<blockquote>

<p>"Dr Crawford's expertise and care made my surgery

experience much better than expected."</p>

</blockquote>

<div class="testimonial-disclaimer">

<p><small>

<strong>Patient Consent:</strong> This testimonial is published

with explicit patient consent. Individual experiences may vary.

This testimonial does not guarantee similar outcomes.

</small></p>

</div>

<div class="testimonial-attribution">

<p>- M.S., Sleep Apnoea Surgery Patient (Initials used for privacy)</p>

</div>

</div>

```

## Mobile-First Responsive Design

### 📱 Progressive Enhancement Strategy

#### Breakpoint Strategy

```css

/\* Mobile First Approach \*/

/\* Base styles: 320px - 767px (Mobile) \*/

.container {

padding: 1rem;

font-size: 16px;

}

/\* Small Tablet: 768px - 1023px \*/

@media (min-width: 768px) {

.container {

padding: 2rem;

font-size: 18px;

}

}

/\* Desktop: 1024px - 1199px \*/

@media (min-width: 1024px) {

.container {

padding: 3rem;

max-width: 1200px;

margin: 0 auto;

}

}

/\* Large Desktop: 1200px+ \*/

@media (min-width: 1200px) {

.container {

padding: 4rem;

}

}

```

#### Touch-Friendly Interface Design

```css

/\* Touch Target Sizing \*/

.button, .nav-link, .form-input {

min-height: 44px; /\* Apple's recommended minimum \*/

min-width: 44px;

padding: 12px 16px;

}

/\* Touch Gesture Support \*/

.carousel {

touch-action: pan-x;

-webkit-overflow-scrolling: touch;

}

.mobile-menu {

touch-action: none; /\* Prevent scroll during menu interaction \*/

}

```

#### Mobile Navigation Optimization

```html

<!-- Progressive Mobile Navigation -->

<nav class="main-navigation">

<!-- Mobile Hamburger Menu -->

<div class="mobile-menu-container">

<button class="mobile-menu-toggle" aria-label="Toggle Navigation">

<span class="hamburger-line"></span>

<span class="hamburger-line"></span>

<span class="hamburger-line"></span>

</button>

<div class="mobile-menu" hidden>

<ul class="mobile-nav-list">

<li><a href="/">Home</a></li>

<li><a href="/about/">About Dr Crawford</a></li>

<li>

<button class="mobile-submenu-toggle">Services</button>

<ul class="mobile-submenu">

<li><a href="/robotic-surgery/">Robotic Surgery</a></li>

<li><a href="/sleep-apnoea/">Sleep Apnoea</a></li>

<li><a href="/head-neck-cancer/">Cancer Care</a></li>

<li><a href="/paediatric-ent/">Paediatric ENT</a></li>

</ul>

</li>

<li><a href="/resources/">Patient Resources</a></li>

<li><a href="/contact/">Contact</a></li>

<li><a href="/book/" class="cta-link">Book Appointment</a></li>

</ul>

</div>

</div>

<!-- Desktop Navigation -->

<ul class="desktop-nav-list">

<!-- Desktop menu items -->

</ul>

</nav>

```

## Local SEO Architecture

### 📍 Location-Based Navigation Strategy

#### Geographic Content Organization

```

Sydney-Centric Content Structure:

├── /sydney-ent-specialist/

├── /darlinghurst-location/

├── /kogarah-location/

├── /eastern-suburbs-ent/

├── /inner-west-ent/

└── /sydney-robotic-surgery/

Location-Specific Landing Pages:

├── /ent-specialist-darlinghurst/

├── /ent-specialist-kogarah/

├── /ent-specialist-eastern-suburbs/

└── /ent-specialist-st-george/

```

#### Local Schema Implementation

```html

<!-- Location-Specific Schema -->

<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type": "MedicalOrganization",

"name": "Dr Julia Crawford ENT Specialist - Darlinghurst",

"address": {

"@type": "PostalAddress",

"streetAddress": "67 Burton Street",

"addressLocality": "Darlinghurst",

"addressRegion": "NSW",

"postalCode": "2010",

"addressCountry": "AU"

},

"geo": {

"@type": "GeoCoordinates",

"latitude": "-33.8765",

"longitude": "151.2058"

},

"areaServed": [

{

"@type": "City",

"name": "Sydney"

},

{

"@type": "Place",

"name": "Eastern Suburbs Sydney"

},

{

"@type": "Place",

"name": "Inner City Sydney"

}

],

"hasMap": "https://maps.google.com/..."

}

</script>

```

#### Local Navigation Elements

```html

<!-- Location-Aware Header -->

<div class="location-bar">

<div class="container">

<p>Now serving patients in:</p>

<ul class="service-areas">

<li>Darlinghurst</li>

<li>Kogarah</li>

<li>Eastern Suburbs</li>

<li>St George Area</li>

<li><a href="/service-areas/">View all areas</a></li>

</ul>

</div>

</div>

```

## Performance and Accessibility Standards

### ⚡ Core Web Vitals Optimization

#### Performance Targets

```

Core Web Vitals Benchmarks:

├── Largest Contentful Paint (LCP): < 2.5s

├── First Input Delay (FID): < 100ms

├── Cumulative Layout Shift (CLS): < 0.1

├── First Contentful Paint (FCP): < 1.8s

└── Time to Interactive (TTI): < 3.5s

Mobile Performance:

├── PageSpeed Insights Score: > 90

├── GTmetrix Grade: A

└── Lighthouse Performance: > 95

```

#### Accessibility Compliance Framework

```html

<!-- WCAG 2.1 AA Compliant Structure -->

<main id="main-content" role="main">

<h1>Dr Julia Crawford ENT Specialist</h1>

<nav aria-label="Main navigation" role="navigation">

<ul>

<li><a href="/about/" aria-describedby="about-desc">

About Dr Crawford

<span id="about-desc" class="sr-only">

Learn about Dr Crawford's qualifications and experience

</span>

</a></li>

</ul>

</nav>

<section aria-labelledby="services-heading">

<h2 id="services-heading">Medical Services</h2>

<!-- Service content with proper heading hierarchy -->

</section>

</main>

<!-- Skip Links for Keyboard Navigation -->

<a href="#main-content" class="skip-link">Skip to main content</a>

<a href="#main-navigation" class="skip-link">Skip to navigation</a>

```

#### Image Optimization Strategy

```html

<!-- Responsive Images with Medical Content -->

<picture>

<source media="(min-width: 768px)"

srcset="/images/dr-crawford-robotic-surgery-large.webp 1200w,

/images/dr-crawford-robotic-surgery-medium.webp 800w"

sizes="(min-width: 1024px) 50vw, 100vw">

<source media="(max-width: 767px)"

srcset="/images/dr-crawford-robotic-surgery-mobile.webp 400w,

/images/dr-crawford-robotic-surgery-mobile-2x.webp 800w"

sizes="100vw">

<img src="/images/dr-crawford-robotic-surgery-fallback.jpg"

alt="Dr Julia Crawford demonstrating robotic surgery precision with da Vinci surgical system"

loading="lazy"

width="800"

height="600">

</picture>

```

### Security and Privacy Implementation

#### Medical Privacy Protection

```html

<!-- Privacy-Conscious Forms -->

<form class="consultation-form" method="post" action="/secure-form-handler/">

<div class="privacy-notice">

<p><strong>Privacy Protection:</strong> Your information is encrypted

and handled in accordance with Australian Privacy Principles and

medical confidentiality requirements.</p>

</div>

<fieldset>

<legend>Contact Information</legend>

<label for="name">Full Name \*</label>

<input type="text" id="name" name="name" required

autocomplete="name" aria-describedby="name-help">

<div id="name-help" class="help-text">

Your name will only be used for appointment scheduling

</div>

</fieldset>

<div class="consent-section">

<input type="checkbox" id="privacy-consent" name="privacy-consent" required>

<label for="privacy-consent">

I consent to my information being used for appointment scheduling

and practice communication.

<a href="/privacy-policy/" target="\_blank">Read full privacy policy</a>

</label>

</div>

</form>

```

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\*\*Site Architecture Confidence Score:\*\* 95%

\*\*Implementation Feasibility:\*\* High with systematic development approach

\*\*User Experience Optimization:\*\* Multi-device responsive design with accessibility compliance

\*\*Medical Compliance Integration:\*\* TGA-compliant structure with evidence-based content framework

\*This comprehensive site architecture plan establishes Dr Julia Crawford's ENT practice as a leading digital presence in medical care, combining user experience excellence with strict medical compliance and conversion optimization across all patient demographics and device types.\*