# Green Power Solutions - Foundational Research Project Checklist

## Project Overview

\*\*Client:\*\* Green Power Solutions (greenpowersolutions.com.au)

\*\*Objective:\*\* Comprehensive foundational research across four pillar services to inform content strategy refinement

\*\*Generated:\*\* 2025-09-06

## Four Pillar Services Focus Areas

1. \*\*Generator Hire & Sales\*\* - Diesel, petrol, biodiesel generators for construction, mining, events

2. \*\*Hybrid Lighting Towers\*\* - Solar/diesel hybrid lighting for infrastructure and remote sites

3. \*\*Water Tanks & Fuel Storage\*\* - Potable water, fuel storage solutions for industrial applications

4. \*\*Load Bank Testing Services\*\* - Electrical load testing for data centres, hospitals, industrial facilities

## Research Phases & Major Deliverables

### Phase 1: Competitive Intelligence ⏳

\*\*Lead Squad:\*\* ContentForge

**Key Tasks:**

* [ ] Analyse competitor content across all four pillar services
* [ ] Map competitor content themes, messaging, and positioning
* [ ] Identify content gaps and differentiation opportunities
* [ ] Document competitor content quality and depth analysis

**Deliverables:**

* `research/competitive\_content\_analysis.md`
* `research/competitor\_messaging\_matrix.md`

### Phase 2: Search Intelligence ⏳

\*\*Lead Squad:\*\* ContentForge

**Key Tasks:**

* [ ] Execute comprehensive keyword research for all four pillars
* [ ] Map search intent (informational/commercial/transactional)
* [ ] Analyse search volumes, keyword difficulty, and opportunity scoring
* [ ] Identify high-value, low-competition keyword opportunities

**Deliverables:**

* `research/keyword\_research\_comprehensive.md`
* `research/search\_intent\_mapping.md`

### Phase 3: Audience Intelligence ⏳

\*\*Lead Squad:\*\* ContentForge

**Key Tasks:**

* [ ] Develop detailed buyer personas for each service pillar
* [ ] Map customer decision journeys and pain points
* [ ] Identify content preferences and consumption patterns
* [ ] Document persona-specific messaging requirements

**Deliverables:**

* `research/audience\_personas\_detailed.md`
* `research/customer\_journey\_mapping.md`

### Phase 4: Content Gap Analysis ⏳

\*\*Lead Squad:\*\* ContentForge

**Key Tasks:**

* [ ] Cross-analyse competitive, keyword, and audience research
* [ ] Identify content opportunities for market differentiation
* [ ] Prioritise content gaps by impact and effort
* [ ] Map opportunities to business objectives

**Deliverables:**

* `research/content\_gap\_analysis.md`
* `research/content\_opportunity\_matrix.md`

### Phase 5: Research Integration & Strategic Summary ⏳

\*\*Lead Squad:\*\* Master Orchestrator

**Key Tasks:**

* [ ] Synthesise findings across all research components
* [ ] Create integrated strategic recommendations
* [ ] Provide content strategy refinement guidance
* [ ] Generate executive summary for stakeholder review

**Deliverables:**

* `strategy/integrated\_research\_summary.md`
* `strategy/content\_strategy\_recommendations.md`
* `PROJECT\_OVERVIEW.md`

## Quality Assurance Checkpoints

* [ ] All statistics cited with credible Australian sources
* [ ] Consistent data across all research components
* [ ] Australian English compliance throughout
* [ ] Actionable recommendations with implementation priorities
* [ ] Clear navigation structure in README.md

## Timeline Estimate

\*\*Total Duration:\*\* 2-3 days

* Phase 1-2: Parallel execution (Day 1)
* Phase 3-4: Sequential analysis (Day 2)
* Phase 5: Synthesis and integration (Day 3)

## Success Criteria

✅ Comprehensive competitive intelligence across all four pillars

✅ Search opportunity identification with volume and difficulty data

✅ Detailed audience personas with content journey mapping

✅ Content gap analysis with differentiation strategies

✅ Integrated strategic recommendations for content planning