# Green Power Solutions - Project Timeline & Milestone Tracking

## 16-Week Integrated Pillar Expansion Implementation Schedule

\*\*Project\*\*: Hybrid Lighting, Tanks, and Load Banks Pillar Development

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

\*\*Total Duration\*\*: 16 weeks (Q1-Q2 2025)

\*\*Project Value\*\*: Positioning as Australia's Complete Power Solution Authority

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## PROJECT TIMELINE OVERVIEW

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Phase 1: Research Foundation (Weeks 1-4) ████████████████

Phase 2: Content Architecture (Weeks 5-8) ████████████████

Phase 3: Content Development (Weeks 9-12) ████████████████

Phase 4: Technical Implementation (Weeks 13-14) ████████████████

Phase 5: Optimization & Launch (Weeks 15-16) ████████████████

Total Project Timeline: 16 weeks with 4 major milestones and 16 weekly checkpoints

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### Critical Path Dependencies

* \*\*Phase 1 → Phase 2\*\*: Market research must complete before content architecture
* \*\*Phase 2 → Phase 3\*\*: Content architecture must complete before content creation
* \*\*Phase 3 → Phase 4\*\*: Content must be complete before technical implementation
* \*\*Phase 4 → Phase 5\*\*: Technical implementation must complete before launch optimization

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## DETAILED WEEKLY SCHEDULE

### PHASE 1: RESEARCH FOUNDATION (Weeks 1-4)

#### Week 1: Hybrid Lighting Market Research

\*\*Milestone\*\*: Hybrid Lighting Market Analysis Complete

\*\*Agent\*\*: Market Research Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 1 Daily Breakdown\*\*:

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Monday (Day 1-2):

✓ Market sizing analysis and competitive landscape research

✓ Primary source identification and data collection

□ Competitor analysis initiation (10 major companies)

Wednesday (Day 3):

✓ Customer segment research and decision criteria analysis

□ Regulatory compliance requirements research

□ Technical integration requirements documentation

Friday (Day 5):

✓ Draft report completion and internal review

□ Source verification and citation formatting

□ Executive summary and recommendations finalization

Weekend:

□ Final report review and quality assurance check

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\*\*Deliverables Due Week 1\*\*:

* [ ] Hybrid Lighting Market Research Report (15-20 pages)
* [ ] Competitive Analysis Summary with pricing data
* [ ] Technical Integration Requirements Document
* [ ] Customer Persona Profiles for lighting applications

\*\*Success Criteria\*\*:

* [ ] Minimum 25 credible sources with proper citations
* [ ] Market size quantified in AUD with growth projections
* [ ] Integration opportunities with generators clearly identified
* [ ] Regulatory compliance requirements documented

#### Week 2: Tank Storage Market Research

\*\*Milestone\*\*: Tank Storage Market Analysis Complete

\*\*Agent\*\*: Market Research Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 2 Daily Breakdown\*\*:

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Monday (Day 1-2):

✓ Market segmentation analysis (fuel, water, chemical storage)

✓ Competitive landscape research and pricing analysis

□ Tank manufacturer assessment and capability analysis

Wednesday (Day 3):

✓ Customer segment research and application analysis

□ Regulatory framework research (AS1940, AS/NZS 4020, EPA requirements)

□ Technical integration opportunities with generators and lighting

Friday (Day 5):

✓ Draft report completion with technical specifications

□ Integration opportunity analysis with generator fuel requirements

□ Executive summary and strategic recommendations

Weekend:

□ Quality assurance review and citation verification

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\*\*Deliverables Due Week 2\*\*:

* [ ] Tank Storage Market Research Report (15-20 pages)
* [ ] Regulatory Compliance Guide for storage solutions
* [ ] Competitive Landscape Assessment with pricing structures
* [ ] Integration Opportunities Analysis with power generation systems

\*\*Success Criteria\*\*:

* [ ] All major tank manufacturers and suppliers analyzed
* [ ] Regulatory requirements documented by application type
* [ ] Integration opportunities with generators quantified
* [ ] Pricing structures documented across all tank sizes

#### Week 3: Load Bank Testing Market Research

\*\*Milestone\*\*: Load Bank Testing Market Analysis Complete

\*\*Agent\*\*: Market Research Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 3 Daily Breakdown\*\*:

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Monday (Day 1-2):

✓ Testing equipment market analysis and service market research

✓ Customer segment analysis (service companies, end users, manufacturers)

□ Competitive landscape evaluation and pricing analysis

Wednesday (Day 3):

✓ Regulatory and compliance research for generator testing

□ Technology trend analysis (digital controls, remote monitoring)

□ Integration opportunities with generator services

Friday (Day 5):

✓ Draft report completion with service integration analysis

□ Technical specification requirements documentation

□ Strategic recommendations for testing service integration

Weekend:

□ Final review and quality assurance verification

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\*\*Deliverables Due Week 3\*\*:

* [ ] Load Bank Testing Market Research Report (15-20 pages)
* [ ] Service Market Opportunity Assessment
* [ ] Technical Specification Guide for testing equipment
* [ ] Integration Strategy with Generator Services

\*\*Success Criteria\*\*:

* [ ] Testing equipment market size quantified
* [ ] Service integration opportunities documented
* [ ] Technical requirements specified by generator type
* [ ] Competitive service providers analyzed

#### Week 4: Cross-Pillar Integration Research

\*\*Milestone\*\*: Integration Strategy Complete

\*\*Agent\*\*: Content Strategy Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 4 Daily Breakdown\*\*:

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Monday (Day 1-2):

✓ Customer journey mapping across all four pillars

✓ Technical integration point identification and documentation

□ Content architecture planning initiation

Wednesday (Day 3):

✓ Cross-referencing strategy development

□ SEO integration opportunity analysis

□ User experience flow optimization planning

Friday (Day 5):

✓ Complete integration strategy documentation

□ Content architecture blueprint finalization

□ Phase 2 planning and agent assignment coordination

Weekend:

□ Phase 1 milestone review and Phase 2 preparation

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\*\*Deliverables Due Week 4\*\*:

* [ ] Cross-Pillar Customer Journey Map
* [ ] Technical Integration Specification Guide
* [ ] Content Architecture Blueprint
* [ ] Complete Solution Competitive Analysis

\*\*Phase 1 Milestone Review\*\*:

* [ ] All market research reports completed and approved
* [ ] Integration opportunities identified and prioritized
* [ ] Technical requirements documented for all pillars
* [ ] Content strategy foundation established

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### PHASE 2: CONTENT ARCHITECTURE DEVELOPMENT (Weeks 5-8)

#### Week 5: Hybrid Lighting Content Architecture

\*\*Milestone\*\*: Hybrid Lighting Architecture Complete

\*\*Agent\*\*: Content Strategy Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 5 Deliverables\*\*:

* [ ] Hybrid Lighting Pillar Page Content Architecture
* [ ] URL Structure and Navigation Design
* [ ] SEO Strategy with Keyword Mapping
* [ ] Content Outlines for All Pages (with word count targets)

#### Week 6: Tank Storage Content Architecture

\*\*Milestone\*\*: Tank Storage Architecture Complete

\*\*Agent\*\*: Content Strategy Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 6 Deliverables\*\*:

* [ ] Tank Storage Pillar Page Content Architecture
* [ ] Integration Strategy with Generator and Lighting Pillars
* [ ] Regulatory Compliance Content Framework
* [ ] Custom Solution Positioning Strategy

#### Week 7: Load Bank Testing Content Architecture

\*\*Milestone\*\*: Load Bank Testing Architecture Complete

\*\*Agent\*\*: Content Strategy Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 7 Deliverables\*\*:

* [ ] Load Bank Testing Pillar Page Content Architecture
* [ ] Service Integration Strategy with Generator Pillar
* [ ] Technical Specification Content Framework
* [ ] Equipment and Service Positioning Strategy

#### Week 8: Integrated Navigation System Design

\*\*Milestone\*\*: Complete UX Architecture Ready

\*\*Agent\*\*: UX Content Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 8 Deliverables\*\*:

* [ ] Integrated Navigation System Design
* [ ] Internal Linking Strategy Implementation Guide
* [ ] Search and Discovery Enhancement Plan
* [ ] User Experience Optimization Framework

\*\*Phase 2 Milestone Review\*\*:

* [ ] Complete content architecture for all three new pillars
* [ ] Integration strategy with existing generator pillar finalized
* [ ] UX design completed for four-pillar navigation
* [ ] SEO strategy implemented for all pillar integration

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### PHASE 3: CONTENT DEVELOPMENT (Weeks 9-12)

#### Weeks 9-10: Hybrid Lighting Content Creation

\*\*Milestone\*\*: Hybrid Lighting Content Complete

\*\*Agent\*\*: Technical Content Writer

\*\*Priority\*\*: Critical Path

\*\*Week 9-10 Deliverables\*\*:

* [ ] Main Hybrid Lighting Pillar Page Content (3,000-4,000 words)
* [ ] Application-Specific Guides (4 pages, 1,500-2,000 words each)
* [ ] Technical Specification Content (4 pages, 1,000-1,500 words each)
* [ ] Integration Content with Generator Pillar

#### Week 10: Tank Storage Content Creation (Parallel Development)

\*\*Milestone\*\*: Tank Storage Content Complete

\*\*Agent\*\*: Technical Content Writer #2

\*\*Priority\*\*: Critical Path

\*\*Week 10 Deliverables\*\*:

* [ ] Main Tank Storage Pillar Page Content
* [ ] Storage-Specific Application Guides
* [ ] Regulatory Compliance Content
* [ ] Integration Planning Resources

#### Weeks 11-12: Load Bank Testing Content Creation

\*\*Milestone\*\*: Load Bank Testing Content Complete

\*\*Agent\*\*: Technical Content Writer

\*\*Priority\*\*: Critical Path

\*\*Week 11-12 Deliverables\*\*:

* [ ] Main Load Bank Testing Pillar Page Content
* [ ] Testing Procedure Documentation
* [ ] Equipment Specification Guides
* [ ] Service Integration Content

#### Week 12: Cross-Pillar Integration Content

\*\*Milestone\*\*: Integration Content Complete

\*\*Agent\*\*: Content Integration Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 12 Deliverables\*\*:

* [ ] Complete Solution Integration Guides
* [ ] Enhanced Cross-Referencing Throughout All Pillars
* [ ] Interactive Calculator Tools
* [ ] Industry-Specific Solution Pages

\*\*Phase 3 Milestone Review\*\*:

* [ ] All content created for three new pillars
* [ ] Cross-pillar integration content completed
* [ ] Quality assurance review passed for all content
* [ ] Content ready for technical implementation

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### PHASE 4: TECHNICAL IMPLEMENTATION (Weeks 13-14)

#### Week 13: Website Integration and Technical SEO

\*\*Milestone\*\*: Technical Implementation Complete

\*\*Agent\*\*: Technical SEO Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 13 Daily Breakdown\*\*:

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Monday-Tuesday:

✓ URL structure implementation and navigation updates

✓ Schema markup implementation for all new pillars

□ Internal linking structure optimization

Wednesday-Thursday:

✓ Performance optimization (image optimization, lazy loading)

□ Mobile responsiveness verification

□ Core Web Vitals optimization

Friday:

✓ SEO technical implementation (meta tags, header structure)

□ Sitemap updates and search engine submission

□ Analytics tracking setup verification

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\*\*Week 13 Deliverables\*\*:

* [ ] Complete Technical Implementation of All Three Pillars
* [ ] Schema Markup Implementation and Validation
* [ ] Performance Optimization Results (90+ PageSpeed score)
* [ ] SEO Technical Audit Report

#### Week 14: Integration Testing and Quality Assurance

\*\*Milestone\*\*: QA Complete, Ready for Launch

\*\*Agent\*\*: Quality Assurance Specialist

\*\*Priority\*\*: Critical Path

\*\*Week 14 Daily Breakdown\*\*:

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Monday-Tuesday:

✓ Content accuracy verification with engineering validation

✓ Cross-referencing accuracy testing between all pillars

□ Citation and source verification

Wednesday-Thursday:

✓ User experience testing across all four pillars

□ Mobile experience verification on multiple devices

□ Contact form and calculator functionality testing

Friday:

✓ Cross-browser compatibility testing

□ SEO implementation verification

□ Performance testing under load conditions

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\*\*Week 14 Deliverables\*\*:

* [ ] Quality Assurance Testing Report
* [ ] User Experience Validation Results
* [ ] SEO Implementation Verification Report
* [ ] Cross-Browser Compatibility Confirmation

\*\*Phase 4 Milestone Review\*\*:

* [ ] All technical implementation completed and tested
* [ ] Performance benchmarks met (90+ PageSpeed, <3s load times)
* [ ] Quality assurance passed on all functionality
* [ ] Ready for optimization and launch phase

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### PHASE 5: OPTIMIZATION & LAUNCH (Weeks 15-16)

#### Week 15: Content Optimization and Refinement

\*\*Milestone\*\*: Content Optimization Complete

\*\*Agent\*\*: Content Optimization Specialist

\*\*Priority\*\*: High

\*\*Week 15 Deliverables\*\*:

* [ ] Optimized Content Across All Four Pillars
* [ ] Enhanced Conversion Flow Implementation
* [ ] Mobile Optimization Results
* [ ] Technical Content Enhancement Report

#### Week 16: Launch Preparation and Marketing Integration

\*\*Milestone\*\*: Project Launch Complete

\*\*Agent\*\*: Digital Marketing Specialist

\*\*Priority\*\*: High

\*\*Week 16 Daily Breakdown\*\*:

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Monday-Tuesday:

✓ Analytics and tracking implementation (GA4, Search Console)

✓ Social media and email marketing campaign setup

□ Industry newsletter and publication outreach

Wednesday-Thursday:

✓ Content marketing launch strategy implementation

□ SEO launch optimization (sitemap submission, link building)

□ Customer communication and announcement strategy

Friday:

✓ Final launch checklist verification

□ Performance monitoring setup

□ Post-launch support preparation

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\*\*Week 16 Deliverables\*\*:

* [ ] Complete Analytics and Tracking Implementation
* [ ] Integrated Marketing Campaign Launch Materials
* [ ] Content Marketing Launch Strategy Execution
* [ ] SEO Optimization and Submission Results

\*\*Final Project Milestone Review\*\*:

* [ ] All four pillars live and fully integrated
* [ ] Marketing campaigns launched and tracking properly
* [ ] Performance benchmarks met across all metrics
* [ ] Post-launch monitoring and support systems active

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## MILESTONE TRACKING SYSTEM

### Critical Milestones and Dependencies

**Milestone 1 (End Week 4): Research Foundation Complete**

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Success Criteria:

✓ All market research reports completed and approved

✓ Integration opportunities identified across all pillars

✓ Technical requirements documented

✓ Content strategy foundation established

Dependencies for Next Phase:

→ Content architecture cannot begin without research completion

→ Technical requirements needed for architecture planning

→ Market insights required for content strategy development

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**Milestone 2 (End Week 8): Content Architecture Complete**

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Success Criteria:

✓ Complete content architecture for all three new pillars

✓ Integration strategy finalized with existing generator pillar

✓ UX design completed for four-pillar navigation

✓ SEO strategy implemented for pillar integration

Dependencies for Next Phase:

→ Content creation cannot begin without architecture approval

→ Technical specifications needed for content development

→ Integration strategy required for cross-referencing content

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**Milestone 3 (End Week 12): Content Development Complete**

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Success Criteria:

✓ All content created for three new pillars

✓ Cross-pillar integration content completed

✓ Quality assurance review passed

✓ Content ready for technical implementation

Dependencies for Next Phase:

→ Technical implementation cannot begin without content approval

→ All cross-references must be completed before technical integration

→ Content optimization requires completed base content

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**Milestone 4 (End Week 14): Technical Implementation Complete**

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Success Criteria:

✓ All technical implementation completed and tested

✓ Performance benchmarks met

✓ Quality assurance passed on all functionality

✓ Ready for optimization and launch

Dependencies for Launch:

→ Launch optimization cannot begin without technical completion

→ Marketing campaigns require fully functional website

→ Performance tracking requires technical implementation

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### Risk Management and Contingency Planning

**High-Risk Dependencies**

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Risk 1: Research Phase Delays

Impact: Could delay entire project timeline

Mitigation: Parallel research where possible, dedicated research specialist

Contingency: Compress content architecture phase if research extends

Risk 2: Content Creation Bottlenecks

Impact: Could delay technical implementation

Mitigation: Multiple content writers working in parallel

Contingency: Prioritize main pillar pages over supporting content

Risk 3: Technical Implementation Issues

Impact: Could delay launch date

Mitigation: Thorough testing and quality assurance protocols

Contingency: Soft launch with phased content release

Risk 4: Cross-Pillar Integration Complexity

Impact: Could compromise user experience

Mitigation: Dedicated integration specialist and thorough UX testing

Contingency: Launch individual pillars with integration added post-launch

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### Weekly Tracking and Reporting

**Weekly Status Report Template**

```

Week [Number] Status Report - [Date]

Completed This Week:

✓ [Major deliverable 1]

✓ [Major deliverable 2]

✓ [Major deliverable 3]

In Progress:

→ [Current work item 1] - [% complete]

→ [Current work item 2] - [% complete]

Next Week Priorities:

• [Priority task 1]

• [Priority task 2]

• [Priority task 3]

Risks and Issues:

⚠ [Risk/issue description] - [Mitigation strategy]

Milestone Progress:

[Current milestone] - [% complete] - [On track/At risk/Behind schedule]

Resource Requirements:

• [Resource need 1]

• [Resource need 2]

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**Monthly Milestone Reviews**

* \*\*End of Month 1 (Week 4)\*\*: Research Foundation Review
* \*\*End of Month 2 (Week 8)\*\*: Content Architecture Review
* \*\*End of Month 3 (Week 12)\*\*: Content Development Review
* \*\*End of Month 4 (Week 16)\*\*: Launch and Performance Review

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## SUCCESS METRICS TRACKING

### Weekly Performance Indicators

**Research Phase (Weeks 1-4)**

* [ ] Market research report completion rate
* [ ] Source credibility and citation quality scores
* [ ] Integration opportunity identification success
* [ ] Technical requirement documentation completeness

**Architecture Phase (Weeks 5-8)**

* [ ] Content architecture completion percentage
* [ ] SEO strategy implementation progress
* [ ] UX design approval and testing results
* [ ] Integration strategy validation scores

**Development Phase (Weeks 9-12)**

* [ ] Content creation completion percentage
* [ ] Quality assurance pass rates
* [ ] Cross-referencing implementation success
* [ ] Technical accuracy validation scores

**Implementation Phase (Weeks 13-14)**

* [ ] Technical implementation completion rate
* [ ] Performance benchmark achievement
* [ ] Quality assurance test pass rates
* [ ] Cross-browser compatibility success

**Launch Phase (Weeks 15-16)**

* [ ] Content optimization completion
* [ ] Marketing campaign launch success
* [ ] Analytics implementation verification
* [ ] Post-launch performance metrics

### Project Success Criteria

**Technical Performance Benchmarks**

* [ ] 90+ PageSpeed Insights score for all new pages
* [ ] <3 second page load times across all pillars
* [ ] 95%+ mobile usability scores
* [ ] Zero critical SEO issues in final audit

**Content Quality Benchmarks**

* [ ] 100% Australian English compliance
* [ ] Minimum source citation requirements met
* [ ] Technical accuracy validation passed
* [ ] Cross-pillar integration seamlessly implemented

**Business Impact Projections**

* [ ] Foundation established for 25% organic traffic increase
* [ ] Complete solution positioning achieved
* [ ] Competitive differentiation clearly established
* [ ] Lead generation optimization implemented

This comprehensive project timeline and milestone tracking system ensures successful delivery of all three new pillar pages with seamless integration to position Green Power Solutions as Australia's complete power solution authority.