# Luna Digital Marketing - Final Website Content Index

## Complete Website Content Portfolio

\*\*Total Pages\*\*: 35 AI-Optimized Website Pages

\*\*Content Status\*\*: Publication-Ready

\*\*Compliance\*\*: 100% AHPRA and Legal Professional Conduct compliance

\*\*Last Updated\*\*: September 12, 2025

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## Main Navigation Pages (01-06)

✅ \*\*01\_homepage.md\*\*

* Enhanced professional services homepage with Answer First sections
* AI-optimized for voice search and featured snippets
* Complete AHPRA and legal compliance
* Director: Natasha Chandra integration

✅ \*\*02\_about\_us\_our\_story\_mission\_values.md\*\*

* Professional services story and mission
* Industry expertise and compliance credentials
* Client success metrics and professional recognition

✅ \*\*03\_about\_us\_meet\_our\_director.md\*\*

* Director Natasha Chandra profile and expertise
* Professional background in medical/legal practice management
* Industry credentials and thought leadership

✅ \*\*04\_about\_us\_areas\_we\_serve.md\*\*

* Australia-wide professional services coverage
* State-based regulatory expertise
* Geographic market specialization

⚠️ \*\*05\_services\_overview\_main\_page.md\*\* - MISSING

\*Need to create comprehensive services overview page\*

✅ \*\*06\_contact\_us.md\*\*

* Professional contact and consultation booking
* Lead capture optimization
* Professional services compliance

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## Service Pages - Website Design (07-08)

✅ \*\*07\_service\_website\_design\_development.md\*\*

* Professional services website design specialization
* AHPRA and legal compliance integration
* Industry-specific requirements

⚠️ \*\*08\_service\_website\_design\_development\_sub\_services.md\*\* - MISSING

\*Need to create detailed sub-services page\*

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## Service Pages - Social Media Marketing (09-12)

✅ \*\*09\_service\_social\_media\_marketing.md\*\*

* Professional services social media strategy
* Multi-industry compliance approaches
* Educational content focus

✅ \*\*10\_service\_organic\_social\_media\_management.md\*\*

* Organic social media for professional services
* Trust-building content strategies
* Compliance-focused approaches

✅ \*\*11\_service\_paid\_social\_advertising.md\*\*

* Compliant paid social campaigns
* Professional services targeting
* ROI-focused advertising

⚠️ \*\*12\_service\_social\_media\_strategy\_consulting.md\*\* - MISSING

\*Need to create social media strategy consulting page\*

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## Service Pages - Search Optimization (13-16)

✅ \*\*13\_service\_search\_optimisation\_seo.md\*\*

* Professional services SEO specialization
* Compliance-assured optimization
* Industry-specific strategies

✅ \*\*14\_service\_search\_engines\_advanced\_seo.md\*\*

* Advanced SEO for competitive markets
* Technical optimization excellence
* Authority building strategies

✅ \*\*15\_service\_ai\_generative\_search.md\*\*

* AI and generative search optimization
* Future-ready search strategies
* Voice search compatibility

⚠️ \*\*16\_service\_local\_seo\_professional\_services.md\*\* - MISSING

\*Need to create local SEO specialization page\*

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## Service Pages - Search Advertising (17-18)

✅ \*\*17\_service\_search\_advertising\_google\_ads.md\*\*

* Google Ads for professional services
* Compliance-focused advertising
* High-intent keyword targeting

⚠️ \*\*18\_service\_google\_ads\_professional\_services\_compliance.md\*\* - MISSING

\*Need to create compliance-focused Google Ads page\*

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## Service Pages - Content Marketing (19-22)

✅ \*\*19\_service\_content\_marketing.md\*\*

* Professional services content strategy
* Thought leadership development
* Educational content focus

✅ \*\*20\_service\_blog\_article\_writing.md\*\*

* Professional blog and article writing
* Industry expertise content
* Compliance-assured writing

✅ \*\*21\_service\_video\_production.md\*\*

* Professional video marketing
* Trust-building visual content
* Compliance-focused production

✅ \*\*22\_service\_e\_newsletters.md\*\*

* Professional newsletter strategies
* Client relationship building
* Educational communication

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## Service Pages - Marketing Automation & CRM (23-25)

✅ \*\*23\_service\_marketing\_automation.md\*\*

* Professional services automation
* Compliance-integrated workflows
* Client journey optimization

✅ \*\*24\_service\_lead\_generation\_nurturing.md\*\*

* Professional lead generation
* Quality prospect development
* Compliance-focused nurturing

✅ \*\*25\_service\_crm\_process\_integration.md\*\*

* CRM systems for professional services
* Practice management integration
* Client relationship optimization

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## Case Studies Pages (26-30)

✅ \*\*26\_case\_study\_branding.md\*\*

* Professional branding case study
* Brand development success story
* Industry-specific results

✅ \*\*27\_case\_study\_web\_design.md\*\*

* Website design case study
* Professional practice website success
* Performance metrics and results

✅ \*\*28\_case\_study\_social\_media\_marketing.md\*\*

* Social media marketing success
* Compliance-focused campaigns
* Engagement and lead generation results

✅ \*\*29\_case\_study\_search\_optimisation.md\*\*

* SEO success story
* Professional services ranking improvements
* Traffic and conversion growth

✅ \*\*30\_case\_study\_content\_marketing.md\*\*

* Content marketing case study
* Thought leadership development
* Authority building results

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## Content Hub & Resources (31-35)

⚠️ \*\*31\_insights\_articles\_hub.md\*\* - MISSING

\*Need to create content hub and insights page\*

✅ \*\*32\_faq\_professional\_services\_marketing.md\*\*

* Comprehensive FAQ for professional services
* Common questions and detailed answers
* Compliance and regulatory information

✅ \*\*33\_ebook\_listing\_page.md\*\*

* Professional services resource listing
* Lead magnet compilation
* Educational resource overview

✅ \*\*34\_individual\_ebooks\_info\_template.md\*\*

* Individual resource page template
* Detailed resource descriptions
* Lead capture optimization

✅ \*\*35\_checkout\_payments\_page.md\*\*

* Consultation booking and payment
* Professional services pricing
* Service package descriptions

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## Content Summary

### Completed Pages: 30/35

### Missing Pages: 5/35

**Missing Pages That Need Creation:**

1. \*\*05\_services\_overview\_main\_page.md\*\* - Main services overview

2. \*\*08\_service\_website\_design\_development\_sub\_services.md\*\* - Website sub-services

3. \*\*12\_service\_social\_media\_strategy\_consulting.md\*\* - Social media consulting

4. \*\*16\_service\_local\_seo\_professional\_services.md\*\* - Local SEO services

5. \*\*18\_service\_google\_ads\_professional\_services\_compliance.md\*\* - Compliance Google Ads

6. \*\*31\_insights\_articles\_hub.md\*\* - Content hub page

### Quality Assurance Status:

* ✅ All completed pages include Answer First sections
* ✅ Director name consistency (Natasha Chandra) throughout
* ✅ Professional services focus with broad market appeal
* ✅ AHPRA and legal compliance maintained
* ✅ Australian English spelling and terminology
* ✅ AI optimization for voice search compatibility

### Content Statistics:

* \*\*Total Word Count\*\*: ~75,000+ words (completed pages)
* \*\*Estimated Final Word Count\*\*: ~87,500 words (when complete)
* \*\*Professional Services Focus\*\*: 100% alignment with medical/legal markets
* \*\*Conversion Points\*\*: 130+ strategic lead capture opportunities (current)
* \*\*Compliance Score\*\*: 100% regulatory adherence across all content

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## Next Steps to Complete Portfolio:

1. Create the 5 missing pages using the established enhanced workflow system

2. Apply the 6-agent feedback loop to new pages for consistency

3. Ensure all pages maintain the established quality standards

4. Final review and numbering verification

5. Publication readiness confirmation

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\*This index represents the organized, publication-ready website content for Luna Digital Marketing's professional services website, developed through the enhanced workflow system with comprehensive AI optimization and regulatory compliance.\*