# PROJECT CHECKLIST - Luna Digital Marketing 6 Service Pages

\*\*Project ID\*\*: LUNA\_6\_SERVICE\_PAGES\_SOP\_COMPLIANT

\*\*Created\*\*: 2025-09-17

\*\*Status\*\*: In Progress - Research Phase

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## Project Overview

### Objective

Create 6 SOP-compliant service pages for Luna Digital Marketing with mandatory research foundation and strict adherence to content standards.

### Critical Requirements

* \*\*Word Count\*\*: 800-1,500 words maximum per page
* \*\*Answer First Structure\*\*: H2 format with 2-3 specific bullet points
* \*\*Problem-Agitation-Solution\*\*: Following updated\_content.md template
* \*\*Director Information\*\*: Natasha Chandra (NOT Sarah Matthews)
* \*\*British English\*\*: 100% compliance throughout
* \*\*Professional Service Compliance\*\*: AHPRA, Legal Professional Conduct Rules
* \*\*Character Limits\*\*: H1 (20-70 chars), Meta elements properly formatted

## Mandatory Research Phases

### Phase 1: Foundation Research & Strategic Analysis ✅ COMPLETE

* [x] \*\*SOP Compliance Check\*\* - Director name corrections, brand consistency verification
* [x] \*\*Audience Research\*\* - Professional services targeting with broader market appeal
* [x] \*\*Market Research\*\* - Content marketing services landscape analysis
* [x] \*\*USP Analysis\*\* - Luna Digital's unique positioning in content services
* [x] \*\*Brand SWOT Analysis\*\* - Content service capabilities assessment
* [x] \*\*Competitor SWOT Analysis\*\* - Content marketing agency competitive analysis

### Phase 2: Competitive Intelligence & Search Landscape ⏳ IN PROGRESS

* [ ] \*\*Brand & Competitor Analysis\*\* - Content service positioning
* [ ] \*\*Trending Topics Research\*\* - Content marketing industry trends 2025
* [ ] \*\*Content Gap Analysis\*\* - Service page content opportunities
* [ ] \*\*Search Landscape Analysis\*\* - Content marketing service search patterns
* [ ] \*\*Competitor Content Audit\*\* - Service page structures and approaches

### Phase 3: Advanced SEO & Keyword Strategy ⏳ PENDING

* [ ] \*\*Keyword Research\*\* - Content service-specific keywords
* [ ] \*\*Search Intent Analysis\*\* - Service page user journey mapping
* [ ] \*\*Keyword Gap Analysis\*\* - Untapped content service keywords
* [ ] \*\*Funnel Stage Keywords\*\* - Service awareness to decision mapping
* [ ] \*\*Untapped Angle Keywords\*\* - Low-competition service opportunities
* [ ] \*\*Emerging Trends Keywords\*\* - Future content service trends

### Phase 4: Content Planning, Briefs & AI Optimization ⏳ PENDING

* [ ] \*\*Detailed Content Briefs\*\* - 6 service page layouts and specifications
* [ ] \*\*Content Structure Specifications\*\* - Answer First implementation
* [ ] \*\*AI Readiness Optimization\*\* - Service page AI compatibility
* [ ] \*\*Content Ideas Generation\*\* - Service-specific content angles
* [ ] \*\*Future Content Calendar\*\* - Service page content development
* [ ] \*\*Related Content Mapping\*\* - Service page interconnection strategy

## SOP Compliance Requirements

### Critical SOP Elements (MANDATORY)

* [x] \*\*Director Name Correct\*\*: Natasha Chandra throughout all content
* [ ] \*\*Answer First Structure\*\*: H2 section with 2-3 bullet points
* [ ] \*\*Character Count Compliance\*\*: H1 max 70 chars, Meta max 155 chars
* [ ] \*\*British English Verification\*\*: optimise, realise, colour, centre, organisation
* [ ] \*\*Source Citations\*\*: All statistics must have credible sources
* [ ] \*\*Professional Services Context\*\*: AHPRA and legal compliance

### Content Framework Requirements

* \*\*Problem-Agitation-Solution Structure\*\*: Following updated\_content.md template
* \*\*Word Count Limits\*\*: 800-1,500 words per page (NOT 1,700+)
* \*\*Strategic CTA Placement\*\*: Throughout content with conversion focus
* \*\*FAQ Sections\*\*: 6-8 questions per page (not 10)
* \*\*Australian Market Context\*\*: Local business focus and regulations

## Service Pages Required

### 1. Blog & Article Writing

* \*\*Focus\*\*: Professional content creation with compliance
* \*\*Target\*\*: Businesses needing authoritative content
* \*\*Key USP\*\*: Regulatory knowledge in content creation

### 2. Video Production

* \*\*Focus\*\*: Professional video content for regulated industries
* \*\*Target\*\*: Medical practices, legal firms, consultants
* \*\*Key USP\*\*: Compliance-first video marketing

### 3. E-newsletter

* \*\*Focus\*\*: Client retention and engagement communication
* \*\*Target\*\*: Professional services with existing client base
* \*\*Key USP\*\*: Industry-specific newsletter expertise

### 4. Marketing Automation

* \*\*Focus\*\*: Compliant automated marketing workflows
* \*\*Target\*\*: Growing professional practices
* \*\*Key USP\*\*: Regulatory-safe automation systems

### 5. Lead Generation

* \*\*Focus\*\*: High-quality prospect identification and nurturing
* \*\*Target\*\*: Professional services seeking growth
* \*\*Key USP\*\*: Quality over quantity lead approach

### 6. CRM Process

* \*\*Focus\*\*: Client relationship management optimization
* \*\*Target\*\*: Professional practices with complex client needs
* \*\*Key USP\*\*: Industry-specific CRM expertise

## Quality Gates

### Gate 1: Research Completion Verification

* [ ] All 4 research phases complete with documentation
* [ ] SOP compliance framework established
* [ ] Content briefs approved with Answer First structure

### Gate 2: Content Creation Review

* [ ] Word count compliance (800-1,500 words)
* [ ] Answer First sections implemented
* [ ] British English verification complete
* [ ] Director name accuracy confirmed

### Gate 3: Iterative Feedback Loop

* [ ] Clarity & conciseness optimization (threshold: 8/10)
* [ ] Cognitive load minimization (threshold: 7/10)
* [ ] Content critique specialist review (threshold: 7/10)
* [ ] AI text naturalization (threshold: 8/10)

### Gate 4: Final Publication Review

* [ ] Character count compliance verified
* [ ] Professional service compliance confirmed
* [ ] Source citations complete
* [ ] Cross-page consistency verified

## Implementation Timeline

### Week 1: Research Foundation

* \*\*Days 1-2\*\*: Complete Phase 2 & 3 research
* \*\*Days 3-4\*\*: Complete Phase 4 content planning
* \*\*Day 5\*\*: Research compilation and brief creation

### Week 2: Content Creation

* \*\*Days 1-3\*\*: Create 6 service pages with SOP compliance
* \*\*Days 4-5\*\*: Apply iterative feedback loops

### Week 3: Quality Assurance & Finalization

* \*\*Days 1-2\*\*: Final SOP compliance verification
* \*\*Days 3-4\*\*: Professional service regulation review
* \*\*Day 5\*\*: Implementation preparation and delivery

## Success Metrics

* \*\*SOP Compliance\*\*: 100% adherence to all requirements
* \*\*Word Count Accuracy\*\*: All pages within 800-1,500 word range
* \*\*Answer First Implementation\*\*: H2 structure on all pages
* \*\*British English\*\*: Zero American English variants
* \*\*Professional Compliance\*\*: AHPRA and legal standards met
* \*\*Quality Scores\*\*: All feedback loops meet threshold requirements

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\*\*Current Status\*\*: Research Phase 1 complete, proceeding with comprehensive research workflow before content creation.

\*\*Next Action\*\*: Execute Phase 2 competitive intelligence and search landscape analysis through specialist agents.