# Luna Digital Marketing - Professional Services Website Project

## Project Navigation Hub

### 🎯 Project Overview

\*\*Client:\*\* Luna Digital Marketing (lunadigitalmarketing.com.au)

\*\*Target Market:\*\* Professional Services (Doctors, Medical Practices, Lawyers)

\*\*Project Type:\*\* Complete website rebuild with professional services focus

\*\*Status:\*\* Research and Planning Phase

### 📁 Project Structure

#### `/strategy/` - Strategic Planning

* `research\_brief.md` - Initial project requirements and objectives
* `current\_website\_analysis.md` - Analysis of existing Luna Digital site
* `implementation\_plan.md` - Phased implementation strategy

#### `/research/` - Market Intelligence & Analysis

* `competitive\_analysis.md` - Professional services marketing competitor analysis
* `audience\_personas.md` - Detailed personas for medical and legal professionals
* `keyword\_research.md` - SEO strategy for professional services market

#### `/content/` - Content Strategy & Guidelines

* `comprehensive\_website\_content\_plans.md` - Page-by-page content strategy
* `content\_research.md` - Content themes and messaging framework
* `audience\_style\_guide.md` - Brand voice for professional services market

#### `/technical/` - Technical Requirements & Optimization

* `technical\_audit.md` - Technical specifications and requirements
* `ai\_optimization\_guide.md` - AI and voice search optimization strategy
* `ux\_ui\_analysis.md` - User experience design principles

#### `/implementation/` - Execution & Tracking

* `task\_deps.md` - Task dependency plan with integrated feedback loops
* `execution\_tracking\_report.md` - Progress tracking and milestone management

### 🗺️ Site Architecture

Reference: `Sitemap v3 20250820.png`

**Main Navigation:**

* \*\*HOME\*\* - Professional services focused landing page
* \*\*ABOUT US\*\* - Story, mission, director profile, service areas
* \*\*SERVICES\*\* - Comprehensive digital marketing services for professionals
* \*\*OUR WORK\*\* - Case studies by professional service categories
* \*\*INSIGHTS\*\* - Content hub, articles, resources, eBooks
* \*\*CONTACT US\*\* - Lead capture and consultation booking

### ⚡ Key Project Requirements

* ✅ Target professional services market exclusively
* ✅ Complete 4-phase research workflow before content creation
* ✅ No pricing or packages displayed on site
* ✅ Integrated iterative feedback loops for quality assurance
* ✅ Australian English compliance throughout
* ✅ Credible source citations for all claims

### 📋 Project Checklist

See: `PROJECT\_CHECKLIST.md` for detailed progress tracking

### 🚀 Next Steps

1. Complete mandatory research phases (1-4)

2. Develop comprehensive content plans for each page

3. Create detailed content briefs with professional services focus

4. Execute iterative feedback loops for content optimization

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

\*Project managed according to CLAUDE.md specifications with standardized folder structure and mandatory research workflow compliance.\*