# Luna Digital Marketing - Comprehensive Content Workflow Redesign

\*\*Project ID\*\*: LUNA\_WORKFLOW\_REDESIGN\_2025

\*\*Generated\*\*: 2025-09-12

\*\*Status\*\*: In Progress

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## Critical Issues Identified

### ❌ Current Gaps Requiring Immediate Resolution:

* \*\*SOP Steward Missing\*\*: Not integrated into workflow - copywriters need SOP knowledge before content creation
* \*\*Incomplete Feedback Loops\*\*: AI optimisation not completed, Answer First sections missing
* \*\*Content Quality Issues\*\*: Narrow target market, unsubstantiated claims, structural problems
* \*\*Director Information\*\*: Update to Natasha Chandra throughout
* \*\*Character Count Assessment\*\*: Not included in quality checks
* \*\*Unverified Claims\*\*: Remove response time guarantees and audit pricing claims

## Phase 1: SOP Steward Integration & Audit

### 1.1 SOP Steward Implementation

* [ ] \*\*IN PROGRESS\*\* - Integrate SOP Steward as mandatory first step in content workflow
* [ ] \*\*PENDING\*\* - Audit existing Luna Digital content against current SOPs
* [ ] \*\*PENDING\*\* - Identify compliance gaps and content standards requirements
* [ ] \*\*PENDING\*\* - Create SOP-compliant content framework for copywriters

### 1.2 Content Standards Framework

* [ ] \*\*PENDING\*\* - British English compliance verification system
* [ ] \*\*PENDING\*\* - Australian business context integration
* [ ] \*\*PENDING\*\* - Professional services terminology standardisation
* [ ] \*\*PENDING\*\* - Source citation requirements implementation

## Phase 2: Enhanced Feedback Loop System

### 2.1 Answer First Integration

* [ ] \*\*PENDING\*\* - Convert executive summaries to Answer First sections across all pages
* [ ] \*\*PENDING\*\* - Implement Answer First structure in homepage content
* [ ] \*\*PENDING\*\* - Add Answer First sections to service pages
* [ ] \*\*PENDING\*\* - Create Answer First templates for future content

### 2.2 Feedback Loop Enhancement

* [ ] \*\*PENDING\*\* - Integrate character count assessment into quality checks
* [ ] \*\*PENDING\*\* - Add SOP compliance verification to each feedback loop
* [ ] \*\*PENDING\*\* - Broaden target market review beyond professional services only
* [ ] \*\*PENDING\*\* - Complete missing AI optimisation processes

### 2.3 Quality Gate Improvements

* [ ] \*\*PENDING\*\* - Enhanced content auditor integration
* [ ] \*\*PENDING\*\* - Iterative refinement system implementation
* [ ] \*\*PENDING\*\* - Multi-perspective quality review process
* [ ] \*\*PENDING\*\* - Cognitive load minimisation verification

## Phase 3: Content Correction Implementation

### 3.1 Director Information Updates

* [ ] \*\*PENDING\*\* - Update director name to Natasha Chandra throughout all content
* [ ] \*\*PENDING\*\* - Verify bio information accuracy and consistency
* [ ] \*\*PENDING\*\* - Update team page and about sections
* [ ] \*\*PENDING\*\* - Correct leadership messaging across all pages

### 3.2 Claims Verification & Correction

* [ ] \*\*PENDING\*\* - Remove unsubstantiated response time guarantees
* [ ] \*\*PENDING\*\* - Audit and correct pricing claims requiring evidence
* [ ] \*\*PENDING\*\* - Verify all performance metrics and statistics
* [ ] \*\*PENDING\*\* - Add credible source citations for retained claims

### 3.3 Target Market Broadening

* [ ] \*\*PENDING\*\* - Broaden professional services focus to include all business types
* [ ] \*\*PENDING\*\* - Maintain professional services strength while expanding scope
* [ ] \*\*PENDING\*\* - Update service descriptions for broader market appeal
* [ ] \*\*PENDING\*\* - Revise case studies and examples for market diversity

### 3.4 Structural Corrections

* [ ] \*\*PENDING\*\* - Fix Areas We Serve section headings ("Marketing Services in Sydney" format)
* [ ] \*\*PENDING\*\* - Standardise page structure and navigation elements
* [ ] \*\*PENDING\*\* - Correct internal linking and cross-references
* [ ] \*\*PENDING\*\* - Update meta descriptions and page titles

## Phase 4: AI Optimization & Final Quality Assurance

### 4.1 AI Readiness Optimisation

* [ ] \*\*PENDING\*\* - Execute complete AI readiness optimisation on all content
* [ ] \*\*PENDING\*\* - Implement structured data markup recommendations
* [ ] \*\*PENDING\*\* - Optimise content for voice search compatibility
* [ ] \*\*PENDING\*\* - Add schema markup for local business optimisation

### 4.2 Content Consolidation

* [ ] \*\*PENDING\*\* - Consolidate numbered page structure in single folder
* [ ] \*\*PENDING\*\* - Verify all sitemap pages complete and compliant
* [ ] \*\*PENDING\*\* - Create final content delivery structure
* [ ] \*\*PENDING\*\* - Generate implementation timeline for website updates

### 4.3 Final Quality Assurance

* [ ] \*\*PENDING\*\* - Final SOP compliance verification across all content
* [ ] \*\*PENDING\*\* - Complete feedback loop system testing
* [ ] \*\*PENDING\*\* - Multi-agent quality review coordination
* [ ] \*\*PENDING\*\* - Client-ready deliverable preparation

## Quality Checkpoints

### Checkpoint 1: SOP Integration Complete

* [ ] SOP Steward successfully integrated into workflow
* [ ] Content audit completed with gap analysis
* [ ] SOP-compliant framework established

### Checkpoint 2: Content Enhancement Complete

* [ ] Answer First sections implemented across all pages
* [ ] Director information updated throughout
* [ ] Unsubstantiated claims removed and verified

### Checkpoint 3: AI Optimisation Complete

* [ ] AI readiness optimisation executed
* [ ] Content consolidation completed
* [ ] Final quality assurance passed

## Success Criteria

### ✅ Workflow Standards Met:

* [ ] SOP Steward integrated as mandatory first step
* [ ] Enhanced feedback loop system operational
* [ ] Answer First sections implemented throughout
* [ ] Character count assessments included in quality checks

### ✅ Content Quality Achieved:

* [ ] Director information corrected to Natasha Chandra
* [ ] Unsubstantiated claims removed or verified
* [ ] Target market broadened beyond professional services only
* [ ] British English compliance maintained throughout

### ✅ Technical Implementation Complete:

* [ ] AI optimisation completed across all content
* [ ] Content consolidation in numbered page structure
* [ ] All sitemap pages verified complete and compliant
* [ ] Implementation timeline provided for website updates

## Next Steps

1. \*\*Immediate Action\*\*: Begin SOP Steward integration and content audit

2. \*\*Parallel Execution\*\*: Coordinate enhanced feedback loop implementation

3. \*\*Sequential Refinement\*\*: Apply content corrections and AI optimisation

4. \*\*Final Delivery\*\*: Consolidate and prepare client-ready deliverables

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\*\*Project Manager\*\*: Master Orchestrator Agent

\*\*Quality Assurance\*\*: Enhanced Content Auditor with Multi-Agent Feedback Loops

\*\*Compliance\*\*: SOP Steward Integration with British English Standards