# Luna Digital - Content Creation Execution Plan

## Executive Summary

\*\*Project Status\*\*: Research Complete ✅ - Content Creation Phase Initiated

\*\*Content Creation Approach\*\*: Comprehensive Content Hubs + Website Content Integration

\*\*Quality Framework\*\*: Iterative Feedback Loops with Professional Services Compliance

\*\*Timeline\*\*: 9 weeks (following task\_deps.md sequence)

## Content Creation Coordination Strategy

### Phase 2 Content Execution Sequence

Based on the completed task dependency plan, I'm coordinating the ContentForge squad to execute content creation in the following sequence:

#### Week 1-2: Home Page Content Creation

\*\*Status\*\*: ✅ Ready to Execute

\*\*Dependencies\*\*: Research Foundation Complete

\*\*ContentForge Squad Assignment\*\*: Primary content creation with feedback loops

#### Week 2-3: About Us Content Development

\*\*Status\*\*: Pending Home Page Completion

\*\*Focus\*\*: Authority building for professional services market

#### Week 3-5: Service Pages Development

\*\*Status\*\*: Sequential after About Us

\*\*Specialisation\*\*: Professional services compliance-aware content

#### Week 5-7: Case Studies Creation

\*\*Status\*\*: Building on service page foundation

\*\*Focus\*\*: Professional services ROI and results

#### Week 7-9: Content Hubs & Insights Development

\*\*Status\*\*: Final content phase

\*\*Integration\*\*: Content Hubs strategy implementation

## ContentForge Squad Coordination

Now coordinating with ContentForge squad agents to begin content creation execution with integrated feedback loop systems.

### Content Creation Briefing

**Research Foundation Utilisation:**

* ✅ All 4 mandatory research phases completed
* ✅ 450+ professional services keywords identified
* ✅ Medical and legal practice audience personas established
* ✅ Competitive analysis for professional services market complete
* ✅ Content strategy and AI optimisation framework ready

**Content Hub Integration Requirements:**

* Content creation must align with established Content Hubs strategy
* Professional services pillar content development
* Supporting cluster content creation
* Internal linking strategy implementation

**Quality Assurance Framework:**

* Iterative feedback loops with 4-agent sequence
* Professional services compliance verification
* Australian English standards throughout
* Credible source citations required

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## Content Creation Execution Status

\*\*Current Phase\*\*: Beginning Home Page Content Creation

\*\*Next Steps\*\*: ContentForge squad activation with feedback loop integration

\*\*Quality Gate\*\*: Enhanced content auditor final review

\*\*Compliance Check\*\*: Professional services regulation adherence

This execution plan ensures systematic content creation following the established research foundation whilst integrating the comprehensive Content Hubs strategy for maximum professional services market impact.