# Luna Digital Marketing - Enhanced Workflow Plan

\*\*Date\*\*: 12/09/2025

\*\*Project\*\*: Complete Content Workflow Redesign

\*\*Director\*\*: Natasha Chandra

## Executive Overview

This enhanced workflow plan addresses critical gaps identified in the current Luna Digital Marketing content process and establishes a comprehensive quality assurance system with proper SOP compliance integration.

## Critical Issues Identified

### Workflow Gaps

* ❌ \*\*SOP Steward Missing\*\*: Not integrated into workflow - copywriters need SOP knowledge before content creation
* ❌ \*\*Incomplete Feedback Loops\*\*: AI optimization not completed, Answer First sections missing
* ❌ \*\*Character Count Assessment\*\*: Not included in quality checks

### Content Quality Issues

* ❌ \*\*Target Market Too Narrow\*\*: Content focused only on "professional services" limits other business types
* ❌ \*\*Unsubstantiated Claims\*\*: "Answered within 2 business hours", "Same-day response guaranteed", audit pricing ($2,997, etc.)
* ❌ \*\*Director Name\*\*: Needs updating to Natasha Chandra throughout
* ❌ \*\*Executive Summaries\*\*: Should be converted to Answer First sections
* ❌ \*\*Areas We Serve Headings\*\*: Need format change ("Marketing Services in Sydney" not "Sydney Marketing Services")
* ❌ \*\*Email in CTAs\*\*: Should be removed from call-to-action buttons
* ❌ \*\*Medical Practice Results\*\*: Need verification - where did these statistics come from?

## Enhanced Workflow Implementation Plan

### Phase 1: SOP Steward Integration & Audit

\*\*Duration\*\*: 2-3 weeks

\*\*Priority\*\*: CRITICAL

#### Tasks:

1. \*\*Implement SOP Steward as Mandatory First Step\*\*

* Integration into content creation workflow
* SOP compliance check before any copywriting begins
* Create SOP briefing documents for copywriters

2. \*\*Comprehensive SOP Audit\*\*

* Audit existing Luna Digital content against current SOPs
* Identify compliance gaps and content standards requirements
* Create SOP-compliant content framework

3. \*\*Character Count Standards\*\*

* Establish character count guidelines for each page type
* Integrate character assessment into feedback loops
* Create optimal length standards for different content sections

\*\*Deliverables\*\*:

* SOP Steward integration documentation
* Content compliance audit report
* Character count standards document

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### Phase 2: Enhanced Feedback Loop System

\*\*Duration\*\*: 3-4 weeks

\*\*Priority\*\*: HIGH

#### Current Feedback Loop Enhancement:

\*\*New 6-Agent Sequence\*\*:

1. \*\*sop\_steward\*\* (NEW) → SOP compliance verification

2. \*\*clarity\_conciseness\_editor\*\* → Grammar, flow, Australian English

3. \*\*cognitive\_load\_minimizer\*\* → Information hierarchy, scanability

4. \*\*content\_critique\_specialist\*\* → Evidence support, logical consistency

5. \*\*ai\_text\_naturalizer\*\* → Human expression, conversational tone

6. \*\*ai\_specialist\_agent\*\* (NEW) → AI optimization and readiness

#### Enhanced Requirements:

* \*\*Answer First Sections\*\*: Mandatory for all pages
* \*\*Target Market Broadening\*\*: Review professional services exclusivity
* \*\*Character Count Assessment\*\*: Integrated quality check
* \*\*SOP Compliance\*\*: Verified at each stage

\*\*Deliverables\*\*:

* Enhanced feedback loop documentation
* Answer First section templates
* Target market expansion guidelines

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### Phase 3: Content Correction Implementation

\*\*Duration\*\*: 2-3 weeks

\*\*Priority\*\*: HIGH

#### Immediate Content Updates Required:

##### Global Changes Across All Pages:

* ✅ \*\*Director Name\*\*: Update to Natasha Chandra throughout
* ✅ \*\*Remove Unsubstantiated Claims\*\*:
* "Answered within 2 business hours"
* "Same-day response guaranteed"
* Audit pricing claims (worth $2,997, etc.)
* ✅ \*\*Remove Email from CTAs\*\*: Clean up call-to-action buttons
* ✅ \*\*Broaden Target Market\*\*: Maintain professional services strength while welcoming all businesses
* ✅ \*\*Convert Executive Summaries\*\*: Transform to Answer First sections

##### Specific Page Updates:

\*\*Homepage\*\*:

* ✅ Verify Medical Practice Results statistics - source validation required
* ✅ Maintain dedicated medical and lawyer sections (these work well)
* ✅ Add Answer First section

\*\*Areas We Serve Page\*\*:

* ✅ Fix section headings format: "Marketing Services in Sydney" instead of "Sydney Marketing Services"
* ✅ Apply consistent heading structure across all location sections

##### Pages Still Requiring Complete Processing:

\*\*Missing Sitemap Pages\*\* (Need full workflow):

1. \*\*Contact Us Page\*\* - Needs Answer First, AI optimization, corrections

2. \*\*Checkout/Payments Page\*\* - Needs Answer First, AI optimization, corrections

3. \*\*Individual eBooks Info Template\*\* - Needs Answer First, AI optimization

\*\*Case Study Pages\*\* (Need corrections + AI optimization):

4. \*\*Case Study - Web Design\*\*

5. \*\*Case Study - Social Media Marketing\*\*

6. \*\*Case Study - Branding\*\* (Currently open in IDE)

7. \*\*Case Study - Search Optimisation\*\*

8. \*\*Case Study - Content Marketing\*\*

\*\*Service Pages\*\* (Need AI optimization + corrections):

9. \*\*Organic Social Media Management\*\*

10. \*\*Paid Social Advertising\*\*

11. \*\*AI and Generative Search\*\*

12. \*\*Blog & Article Writing\*\*

13. \*\*Video Production\*\*

14. \*\*e-Newsletters\*\*

15. \*\*Search Engines (Advanced SEO)\*\*

\*\*Deliverables\*\*:

* Updated content with all corrections applied
* Verified statistics and claims documentation
* Answer First sections for all pages

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### Phase 4: AI Optimization & Final Quality Assurance

\*\*Duration\*\*: 2 weeks

\*\*Priority\*\*: MEDIUM

#### AI Optimization Requirements:

* \*\*AI Readiness Assessment\*\*: All pages optimized for AI search
* \*\*Voice Search Optimization\*\*: Integrated throughout content
* \*\*Structured Data\*\*: Schema markup recommendations
* \*\*AI Citability\*\*: Content optimized for AI citations

#### Final Consolidation:

* ✅ \*\*Numbered Page Structure\*\*: All pages in single folder with proper numbering
* ✅ \*\*Sitemap Verification\*\*: Ensure all sitemap pages complete and compliant
* ✅ \*\*Final SOP Compliance\*\*: Complete verification across all content

\*\*Deliverables\*\*:

* AI-optimized content portfolio
* Numbered page consolidation (01-XX format)
* Final quality assurance report

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## Implementation Timeline

### Week 1-2: SOP Steward Integration

* Implement SOP Steward in workflow
* Conduct comprehensive content audit
* Establish character count standards

### Week 3-5: Enhanced Feedback Loops

* Process missing sitemap pages through new 6-agent system
* Add Answer First sections to all pages
* Apply global content corrections

### Week 6-8: Content Corrections

* Update director name throughout
* Remove unsubstantiated claims
* Fix Areas We Serve headings
* Broaden target market approach

### Week 9-10: AI Optimization

* Execute AI readiness optimization on all pages
* Complete numbered page consolidation
* Final quality verification

## Quality Checkpoints

### Mandatory Verification Points:

1. \*\*SOP Compliance\*\*: Every page verified against current SOPs

2. \*\*Answer First Sections\*\*: Present on all pages with proper format

3. \*\*Character Count\*\*: Within optimal ranges for each page type

4. \*\*Director Information\*\*: Natasha Chandra updated throughout

5. \*\*Unsubstantiated Claims\*\*: All removed and verified

6. \*\*Target Market\*\*: Broad appeal while maintaining professional services strength

7. \*\*AI Optimization\*\*: Complete readiness for AI search systems

### Success Criteria:

* ✅ All sitemap pages complete and numbered
* ✅ 100% SOP compliance across content portfolio
* ✅ Enhanced feedback loop system operational
* ✅ AI optimization complete on all pages
* ✅ Content corrections implemented globally
* ✅ Publication-ready content portfolio

## Workflow Documentation Updates

### New Standard Operating Procedures:

1. \*\*Mandatory SOP Steward Review\*\*: First step in all content creation

2. \*\*Enhanced 6-Agent Feedback Loop\*\*: Integrated quality assurance system

3. \*\*Answer First Requirement\*\*: Standard for all page content

4. \*\*Character Count Assessment\*\*: Quality check requirement

5. \*\*Target Market Review\*\*: Balance professional services with broad appeal

### Agent Coordination Protocols:

* \*\*sop\_steward\*\* → \*\*master\_orchestrator\*\* → \*\*content creation agents\*\* → \*\*ai\_specialist\_agent\*\* → \*\*content\_finaliser\*\*
* Quality gates at each transition point
* Comprehensive documentation and version control
* Regular SOP updates and workflow refinements

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## Resource Allocation

### Agent Requirements:

* \*\*sop\_steward\*\*: 15-20 pages review
* \*\*master\_orchestrator\*\*: Workflow coordination
* \*\*content\_refiner\*\*: Global corrections implementation
* \*\*ai\_specialist\_agent\*\*: AI optimization across all pages
* \*\*quality\_gate\_orchestrator\*\*: Final verification
* \*\*content\_finaliser\*\*: Publication preparation

### Timeline: 10 weeks total

### Priority: Critical for Luna Digital Marketing website launch

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\*\*Next Action\*\*: Begin Phase 1 with SOP Steward integration and comprehensive content audit to establish foundation for enhanced workflow system.