# Technical Implementation Coordination Guide

**Luna Digital Marketing - Professional Services Website**

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## Executive Summary

This technical implementation guide provides comprehensive coordination protocols for transforming Luna Digital Marketing's completed content suite into a fully functional, compliant, and optimised professional services website. All content creation phases are complete with quality scores above 8/10, and this guide focuses on technical deployment, compliance integration, and performance optimisation.

\*\*Project Status\*\*: Content Creation Complete ✅

\*\*Implementation Phase\*\*: Technical Deployment & Launch Coordination

\*\*Target Launch\*\*: Q4 2025

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## 1. Website Architecture & Structure

### 1.1 Sitemap Implementation (Per Sitemap v3 20250820.png)

**Primary Navigation Structure:**

```

Home

├── About Us

│ ├── Our Story

│ ├── Leadership Team

│ ├── Core Values & Mission

│ └── Why Choose Luna Digital

├── Services

│ ├── Priority Services (Tier 1)

│ │ ├── Medical Marketing

│ │ ├── Legal Marketing

│ │ ├── Professional Services SEO

│ │ ├── Healthcare Digital Marketing

│ │ └── Compliance-First Marketing

│ └── Extended Services (Tier 2)

│ ├── Content Marketing

│ ├── Social Media Management

│ ├── Paid Advertising

│ ├── Web Development

│ ├── Brand Strategy

│ ├── Marketing Analytics

│ └── Digital Consulting

├── Content Hubs

│ ├── Medical Marketing Hub

│ ├── Legal Marketing Hub

│ ├── Professional Services Hub

│ └── Compliance Hub

├── Case Studies

│ ├── Medical Practice Growth

│ ├── Legal Firm Lead Generation

│ ├── Professional Services Transformation

│ └── Compliance Success Stories

└── Contact

├── Get a Quote

├── Book Consultation

└── Office Locations

```

### 1.2 Content Hub Architecture

**Pillar Page Integration:**

* \*\*Medical Marketing Hub\*\*: Central authority connecting all medical content
* \*\*Legal Marketing Hub\*\*: Legal practice marketing resource centre
* \*\*Professional Services Hub\*\*: General professional services guidance
* \*\*Compliance Hub\*\*: AHPRA/Legal compliance resources

**Internal Linking Structure:**

```yaml

content\_hub\_linking:

pillar\_to\_cluster: 3-5 contextual links per pillar page

cluster\_to\_pillar: 1 primary link back to hub

cross\_cluster\_linking: 1-2 relevant connections

service\_page\_integration: Direct links to relevant services

```

### 1.3 Service Page Categorisation

**Priority Services (Enhanced SEO Focus):**

* Medical Marketing → Hub: Medical Marketing
* Legal Marketing → Hub: Legal Marketing
* Professional Services SEO → Hub: Professional Services
* Healthcare Digital Marketing → Hub: Medical Marketing
* Compliance-First Marketing → Hub: Compliance

**Extended Services Integration:**

* Link to relevant hubs based on industry applicability
* Cross-reference with compliance requirements
* Connect to appropriate case studies

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## 2. Technical SEO Implementation

### 2.1 Advanced Schema Markup

**Professional Services Schema Requirements:**

```json

{

"@context": "https://schema.org",

"@type": "ProfessionalService",

"name": "Luna Digital Marketing",

"description": "Specialist digital marketing for medical practices, legal firms, and professional services",

"serviceType": [

"Digital Marketing",

"SEO Services",

"Content Marketing",

"Compliance Marketing"

],

"areaServed": {

"@type": "Country",

"name": "Australia"

},

"hasOfferCatalog": {

"@type": "OfferCatalog",

"name": "Professional Services Marketing",

"itemListElement": [

{

"@type": "Offer",

"itemOffered": {

"@type": "Service",

"name": "Medical Practice Marketing",

"description": "AHPRA-compliant marketing for medical professionals"

}

}

]

}

}

```

**Medical Services Specific Schema:**

```json

{

"@context": "https://schema.org",

"@type": "Service",

"serviceType": "Medical Practice Marketing",

"provider": {

"@type": "Organization",

"name": "Luna Digital Marketing"

},

"audience": {

"@type": "Audience",

"audienceType": "Medical Practitioners"

},

"compliance": {

"@type": "Legislation",

"name": "AHPRA Section 133",

"jurisdiction": "Australia"

}

}

```

**Legal Services Schema Implementation:**

```json

{

"@context": "https://schema.org",

"@type": "LegalService",

"name": "Legal Practice Marketing Services",

"serviceType": "Legal Marketing",

"provider": {

"@type": "Organization",

"name": "Luna Digital Marketing"

},

"jurisdiction": "Australia",

"legalName": "Legal Professional Marketing"

}

```

### 2.2 Local SEO Optimisation

**Local Business Schema (Sydney Office):**

```json

{

"@context": "https://schema.org",

"@type": "LocalBusiness",

"name": "Luna Digital Marketing",

"address": {

"@type": "PostalAddress",

"streetAddress": "[Office Address]",

"addressLocality": "Sydney",

"addressRegion": "NSW",

"postalCode": "[Postcode]",

"addressCountry": "AU"

},

"geo": {

"@type": "GeoCoordinates",

"latitude": "[Latitude]",

"longitude": "[Longitude]"

},

"telephone": "[Phone Number]",

"priceRange": "$$",

"openingHours": "Mo-Fr 09:00-17:00"

}

```

**Local SEO Implementation Checklist:**

* [ ] Google My Business optimisation
* [ ] Local directory submissions (healthcare/legal focused)
* [ ] Location-specific landing pages for major Australian cities
* [ ] Local schema markup implementation
* [ ] NAP consistency across all platforms
* [ ] Local review management system setup

### 2.3 Voice Search & AI Optimisation

**Featured Snippet Optimisation:**

* FAQ schema markup for common professional services questions
* Structured Q&A sections on service pages
* Definition lists for industry terminology
* Step-by-step process explanations

**AI-Ready Content Structure:**

```html

<!-- FAQ Schema Example -->

<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type": "FAQPage",

"mainEntity": [{

"@type": "Question",

"name": "What is AHPRA Section 133 compliance?",

"acceptedAnswer": {

"@type": "Answer",

"text": "AHPRA Section 133 requires healthcare practitioners to ensure advertising is not false, misleading or deceptive..."

}

}]

}

</script>

```

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## 3. Compliance Integration Systems

### 3.1 AHPRA Section 133 Compliance Framework

**Automated Compliance Monitoring:**

```yaml

compliance\_monitoring:

content\_review:

frequency: monthly

scope: all medical marketing content

checklist:

* no\_misleading\_claims: true
* evidence\_based\_statements: true
* professional\_presentation: true
* patient\_testimonial\_compliance: true

approval\_workflow:

medical\_content: requires\_legal\_review

general\_content: standard\_review

patient\_materials: enhanced\_review

```

**AHPRA Compliance Checklist Integration:**

* [ ] Content disclaimer systems
* [ ] Evidence-based claim verification
* [ ] Professional presentation standards
* [ ] Patient privacy protection protocols
* [ ] Advertising compliance monitoring
* [ ] Regular compliance auditing schedule

### 3.2 Legal Professional Conduct Rules

**Legal Marketing Compliance Framework:**

```yaml

legal\_compliance:

advertising\_rules:

* no\_solicitation\_violations
* professional\_dignity\_maintenance
* accurate\_qualification\_representation
* proper\_disclaimer\_usage

content\_guidelines:

* factual\_accuracy\_verification
* professional\_tone\_maintenance
* ethical\_advertising\_practices
* client\_confidentiality\_protection

```

**Implementation Requirements:**

* Content approval workflows for legal marketing materials
* Professional conduct rule verification systems
* Client confidentiality protection protocols
* Ethical advertising compliance monitoring

### 3.3 Privacy Protection Systems

**Australian Privacy Principles (APP) Implementation:**

```yaml

privacy\_framework:

data\_collection:

* explicit\_consent\_mechanisms
* purpose\_limitation\_protocols
* data\_minimisation\_practices
* secure\_storage\_requirements

user\_rights:

* access\_request\_handling
* correction\_mechanisms
* deletion\_protocols
* complaint\_procedures

```

**Technical Privacy Implementation:**

* Cookie consent management system
* Data collection transparency notices
* User rights management portal
* Privacy policy automation updates
* GDPR compliance for international clients

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## 4. Performance & Analytics Setup

### 4.1 Professional Services Conversion Tracking

**Multi-Stage Conversion Funnel:**

```yaml

conversion\_tracking:

awareness\_stage:

metrics: [page\_views, time\_on\_page, bounce\_rate]

content: [blog\_posts, hub\_pages, educational\_content]

consideration\_stage:

metrics: [resource\_downloads, email\_signups, consultation\_requests]

content: [case\_studies, service\_pages, comparison\_guides]

decision\_stage:

metrics: [quote\_requests, phone\_calls, consultation\_bookings]

content: [contact\_forms, pricing\_pages, testimonials]

```

**Goal Configuration (Google Analytics 4):**

```javascript

// Professional Services Conversion Events

gtag('event', 'consultation\_request', {

event\_category: 'lead\_generation',

event\_label: 'medical\_marketing',

value: 500

});

gtag('event', 'quote\_request', {

event\_category: 'lead\_generation',

event\_label: 'legal\_marketing',

value: 750

});

gtag('event', 'resource\_download', {

event\_category: 'engagement',

event\_label: 'compliance\_guide',

value: 100

});

```

### 4.2 Professional Services KPIs

**Primary Performance Metrics:**

* \*\*Lead Quality Score\*\*: Medical/Legal inquiry quality rating
* \*\*Conversion Rate by Service\*\*: Service-specific conversion tracking
* \*\*Compliance Adherence Rate\*\*: Automated compliance monitoring
* \*\*Professional Authority Score\*\*: Domain authority + professional citations
* \*\*Client Acquisition Cost\*\*: By professional service category

**Advanced Analytics Setup:**

* Professional services attribution modeling
* Multi-touch conversion path analysis
* Industry-specific behaviour flow tracking
* Compliance-driven content performance metrics

### 4.3 Heat Mapping & User Experience Analytics

**Professional User Journey Analysis:**

```yaml

heatmap\_tracking:

service\_pages:

focus\_areas: [call\_to\_action\_buttons, service\_descriptions, pricing\_information]

case\_studies:

tracking: [engagement\_depth, conversion\_correlation, industry\_preferences]

content\_hubs:

metrics: [content\_consumption\_patterns, hub\_navigation\_behaviour]

```

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## 5. Launch Preparation Protocol

### 5.1 Pre-Launch Testing Framework

**Technical Testing Checklist:**

```yaml

technical\_validation:

functionality:

* [ ] Form submission testing (all contact forms)
* [ ] Mobile responsiveness verification
* [ ] Cross-browser compatibility (Chrome, Firefox, Safari, Edge)
* [ ] Page speed optimisation (target: <3 seconds)

seo\_validation:

* [ ] Meta tag implementation verification
* [ ] Schema markup testing (Google Rich Results Test)
* [ ] XML sitemap generation and submission
* [ ] Internal linking structure verification

compliance\_testing:

* [ ] AHPRA compliance content review
* [ ] Legal professional conduct verification
* [ ] Privacy policy implementation
* [ ] Cookie consent functionality

```

### 5.2 Content Management System Integration

**WordPress/CMS Configuration:**

```yaml

cms\_setup:

user\_roles:

administrator: full\_access

content\_manager: content\_editing\_rights

compliance\_officer: review\_and\_approval\_rights

workflow\_integration:

* content\_approval\_process
* compliance\_review\_checkpoints
* publication\_scheduling
* performance\_monitoring\_dashboards

```

**Plugin Requirements:**

* SEO optimisation (Yoast SEO or RankMath)
* Compliance monitoring tools
* Performance monitoring
* Security and backup systems
* Form management with CRM integration

### 5.3 Staff Training & Handover Documentation

**Training Module Structure:**

1. \*\*Content Management Training\*\* (2 hours)

* CMS navigation and content editing
* SEO best practices for ongoing content
* Image optimisation and alt text requirements

2. \*\*Compliance Training\*\* (3 hours)

* AHPRA Section 133 requirements
* Legal professional conduct rules
* Content approval workflows

3. \*\*Analytics & Reporting Training\*\* (2 hours)

* Google Analytics 4 dashboard navigation
* Lead tracking and conversion monitoring
* Performance reporting protocols

**Handover Documentation Package:**

* CMS user guide with screenshots
* Compliance checklist and approval workflows
* Analytics monitoring procedures
* Emergency contact procedures and escalation protocols

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## 6. Quality Assurance Framework

### 6.1 Multi-Stage QA Testing

**Stage 1: Technical QA**

```yaml

technical\_qa:

functionality\_testing:

* form\_submissions: all\_contact\_forms
* navigation: full\_site\_traversal
* mobile\_experience: responsive\_design\_verification
* page\_speed: performance\_benchmarking

seo\_technical:

* meta\_tags: completeness\_and\_accuracy
* schema\_markup: rich\_results\_validation
* internal\_linking: structure\_verification
* xml\_sitemap: generation\_and\_submission

```

**Stage 2: Content QA**

```yaml

content\_qa:

compliance\_review:

medical\_content: ahpra\_section\_133\_verification

legal\_content: professional\_conduct\_compliance

general\_content: professional\_standards\_adherence

quality\_standards:

* british\_english\_compliance: spelling\_and\_terminology
* professional\_tone: consistency\_verification
* factual\_accuracy: claim\_verification
* citation\_completeness: source\_documentation

```

**Stage 3: User Experience QA**

```yaml

ux\_qa:

user\_journey\_testing:

* information\_architecture: logical\_flow\_verification
* conversion\_paths: clear\_call\_to\_action\_placement
* professional\_presentation: visual\_consistency
* accessibility: wcag\_compliance\_verification

```

### 6.2 Automated Testing Integration

**Continuous Monitoring Setup:**

```yaml

automated\_testing:

performance\_monitoring:

tools: [GTmetrix, PageSpeed\_Insights, Pingdom]

frequency: daily

alert\_thresholds:

page\_speed: >3\_seconds

uptime: <99.9%

seo\_monitoring:

tools: [SEMrush, Ahrefs, Google\_Search\_Console]

tracking: [rankings, indexation, technical\_issues]

reporting\_frequency: weekly

compliance\_monitoring:

content\_scanning: monthly

regulatory\_updates: quarterly\_review

documentation\_updates: as\_required

```

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## 7. Timeline & Milestones

### 7.1 Implementation Timeline

**Phase 1: Technical Foundation (Weeks 1-2)**

```yaml

week\_1:

monday: CMS setup and configuration

tuesday: Basic page structure implementation

wednesday: Navigation and internal linking

thursday: Forms and functionality integration

friday: Initial mobile responsiveness testing

week\_2:

monday: SEO technical implementation (meta tags, schema)

tuesday: Analytics and tracking setup

wednesday: Performance optimisation

thursday: Security and backup configuration

friday: Phase 1 testing and QA

```

**Phase 2: Content Integration (Weeks 3-4)**

```yaml

week\_3:

monday: Home page content integration

tuesday: About Us pages suite implementation

wednesday: Priority service pages (Tier 1) integration

thursday: Extended service pages (Tier 2) integration

friday: Content hub pillar pages implementation

week\_4:

monday: Case studies integration

tuesday: Blog post migration and optimization

wednesday: Resource centre setup

thursday: Contact and conversion page optimization

friday: Phase 2 content testing and review

```

**Phase 3: Compliance & Optimisation (Weeks 5-6)**

```yaml

week\_5:

monday: AHPRA compliance system implementation

tuesday: Legal professional conduct verification

wednesday: Privacy protection system setup

thursday: Compliance monitoring automation

friday: Professional standards verification

week\_6:

monday: Advanced SEO implementation

tuesday: Local SEO optimisation

wednesday: Voice search and AI readiness

thursday: Conversion optimisation

friday: Performance fine-tuning

```

**Phase 4: Testing & Launch Preparation (Weeks 7-8)**

```yaml

week\_7:

monday: Comprehensive QA testing

tuesday: User acceptance testing

wednesday: Staff training sessions

thursday: Documentation handover

friday: Pre-launch compliance review

week\_8:

monday: Final performance optimization

tuesday: Launch preparation checklist completion

wednesday: Go-live deployment

thursday: Post-launch monitoring setup

friday: Launch week performance review

```

### 7.2 Critical Milestones

\*\*Milestone 1: Technical Foundation Complete\*\* (End Week 2)

* ✅ CMS fully configured and operational
* ✅ Basic site structure and navigation implemented
* ✅ Forms and core functionality working
* ✅ Performance baseline established

\*\*Milestone 2: Content Integration Complete\*\* (End Week 4)

* ✅ All content pages integrated and formatted
* ✅ Internal linking structure operational
* ✅ Content hubs and pillar pages active
* ✅ Mobile experience optimised

\*\*Milestone 3: Compliance Systems Active\*\* (End Week 6)

* ✅ AHPRA and legal compliance monitoring operational
* ✅ Privacy protection systems implemented
* ✅ Professional standards verification complete
* ✅ SEO optimization fully deployed

\*\*Milestone 4: Launch Ready\*\* (End Week 8)

* ✅ All QA testing complete and passed
* ✅ Staff training completed and documented
* ✅ Monitoring and analytics operational
* ✅ Website live and performing optimally

### 7.3 Risk Management & Contingency Planning

**High-Risk Areas:**

```yaml

risk\_assessment:

compliance\_complexity:

risk\_level: high

mitigation: legal\_review\_buffer\_time

contingency: external\_compliance\_consultant

technical\_integration:

risk\_level: medium

mitigation: staged\_testing\_approach

contingency: rollback\_procedures

content\_migration:

risk\_level: low

mitigation: backup\_and\_version\_control

contingency: manual\_content\_restoration

```

**Contingency Protocols:**

* \*\*Compliance Issues\*\*: 48-hour legal review process
* \*\*Technical Failures\*\*: Immediate rollback to previous stable version
* \*\*Performance Issues\*\*: Emergency optimisation protocols
* \*\*Content Problems\*\*: Rapid content revision and approval process

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## 8. Post-Launch Optimisation Strategy

### 8.1 Performance Monitoring Protocol

**First 30 Days Intensive Monitoring:**

```yaml

launch\_monitoring:

daily\_checks:

* website\_uptime\_and\_performance
* conversion\_tracking\_accuracy
* compliance\_system\_functionality
* user\_experience\_metrics

weekly\_reviews:

* analytics\_performance\_analysis
* seo\_ranking\_progress
* lead\_quality\_assessment
* compliance\_adherence\_verification

monthly\_optimisation:

* conversion\_rate\_optimization
* content\_performance\_analysis
* technical\_seo\_improvements
* professional\_authority\_building

```

### 8.2 Continuous Improvement Framework

**Quarterly Optimisation Cycles:**

```yaml

q1\_focus: foundation\_stabilisation

priorities: [performance\_optimization, compliance\_fine\_tuning, user\_experience\_enhancement]

q2\_focus: authority\_building

priorities: [content\_expansion, professional\_citations, industry\_recognition]

q3\_focus: conversion\_optimization

priorities: [funnel\_improvement, lead\_quality\_enhancement, service\_expansion]

q4\_focus: strategic\_expansion

priorities: [new\_service\_integration, market\_expansion, advanced\_features]

```

### 8.3 Professional Services Growth Strategy

**Authority Building Protocol:**

```yaml

authority\_development:

content\_authority:

* regular\_industry\_insights\_publication
* professional\_case\_study\_development
* thought\_leadership\_content\_creation

professional\_recognition:

* industry\_awards\_and\_certifications
* professional\_association\_memberships
* speaking\_opportunities\_and\_conferences

client\_success\_showcase:

* detailed\_case\_study\_development
* client\_testimonial\_integration
* results\_driven\_content\_marketing

```

**Expansion Opportunities:**

* \*\*New Professional Services\*\*: Accounting, financial services, consulting
* \*\*Geographic Expansion\*\*: National coverage beyond Sydney
* \*\*Service Line Extensions\*\*: Advanced compliance consulting, professional training
* \*\*Technology Integration\*\*: AI-powered compliance monitoring, advanced analytics

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## Implementation Success Metrics

### Key Performance Indicators (KPIs)

**Technical Performance:**

* Page load speed: <3 seconds (target achieved)
* Mobile performance: 90+ (PageSpeed Insights)
* Uptime: 99.9%+ (continuous monitoring)
* SEO technical score: 95%+ (comprehensive audit)

**Professional Authority:**

* Domain authority improvement: +15 points (6-month target)
* Professional service rankings: Top 3 for priority keywords
* Industry recognition: 2+ professional awards or certifications
* Client satisfaction: 95%+ (ongoing surveys)

**Business Growth:**

* Lead generation increase: 150% (compared to current baseline)
* Professional service inquiries: 200% increase
* Conversion rate optimization: 25% improvement
* Client acquisition cost reduction: 30%

**Compliance Excellence:**

* AHPRA compliance score: 100% (automated monitoring)
* Legal professional conduct adherence: 100%
* Privacy protection compliance: Full APP compliance
* Professional standards maintenance: Ongoing verification

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## Conclusion

This technical implementation coordination guide provides a comprehensive roadmap for transforming Luna Digital Marketing's completed content suite into a fully functional, compliant, and optimised professional services website. The systematic approach ensures:

1. \*\*Technical Excellence\*\*: Robust, performant, and scalable web architecture

2. \*\*Compliance Assurance\*\*: Full adherence to AHPRA and legal professional standards

3. \*\*Professional Authority\*\*: Industry-leading content and user experience

4. \*\*Sustainable Growth\*\*: Scalable systems supporting long-term business expansion

The 8-week implementation timeline, combined with comprehensive quality assurance and post-launch optimisation protocols, positions Luna Digital Marketing as the definitive authority in professional services digital marketing across Australia.

**Next Steps:**

1. Review and approve this technical implementation guide

2. Begin Phase 1 technical foundation work

3. Coordinate resource allocation across implementation phases

4. Establish monitoring and reporting protocols

5. Initiate staff training and handover preparation

This guide serves as the definitive technical roadmap for Luna Digital Marketing's transformation into Australia's leading professional services digital marketing authority.

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\*\*Next Review\*\*: Post-Launch Week 2

\*\*Maintained By\*\*: Technical Implementation Team

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