# Luna Digital Professional Services Research Brief

## Table of Contents

1. [Executive Summary](#executive-summary)

2. [Project Scope & Objectives](#project-scope--objectives)

3. [Phase 1: Foundation Research Requirements](#phase-1-foundation-research-requirements)

4. [Phase 2: Competitive Intelligence Requirements](#phase-2-competitive-intelligence-requirements)

5. [Phase 3: SEO & Keyword Strategy Requirements](#phase-3-seo--keyword-strategy-requirements)

6. [Phase 4: Content Planning Requirements](#phase-4-content-planning-requirements)

7. [Research Methodology](#research-methodology)

8. [Quality Standards](#quality-standards)

9. [Success Metrics](#success-metrics)

## Executive Summary

\*\*Project:\*\* Luna Digital Professional Services Website Strategy

\*\*Client:\*\* lunadigitalmarketing.com.au

\*\*Target Market:\*\* Professional services (doctors, medical practices, lawyers)

\*\*Timeline:\*\* Comprehensive 4-phase research workflow before content creation

\*\*Objective:\*\* Develop research-backed content strategy for complete website redesign targeting professional services market

### Current Brand Position

Luna Digital is positioned as an AI-powered digital marketing agency with over 20 years of expertise, focusing on innovative, data-driven solutions. The company emphasises technological innovation and strategic precision with the key differentiator: "We ensure your marketing consistently hits the bullseye, every single time."

### Strategic Pivot

This project involves repositioning Luna Digital to specifically target the professional services market (doctors, medical practices, lawyers) whilst maintaining their core AI-powered, data-driven approach.

## Project Scope & Objectives

### Primary Objectives

1. \*\*Market Repositioning:\*\* Establish Luna Digital as the premier marketing partner for professional services

2. \*\*Content Strategy Development:\*\* Create comprehensive content plans for all sitemap pages

3. \*\*Competitive Advantage:\*\* Identify unique positioning opportunities in professional services marketing

4. \*\*SEO Optimisation:\*\* Develop keyword strategy targeting professional services searches

5. \*\*Conversion Optimisation:\*\* Design content and user journeys that convert professional services prospects

### Target Audience Segments

* \*\*Primary:\*\* Medical practitioners (GPs, specialists, medical practices)
* \*\*Secondary:\*\* Legal professionals (solicitors, barristers, law firms)
* \*\*Tertiary:\*\* Other professional services (accountants, consultants, architects)

## Phase 1: Foundation Research Requirements

### 1.1 SOP Compliance Check

* \*\*Objective:\*\* Verify alignment with existing brand standards and content guidelines
* \*\*Deliverables:\*\*
* Brand standards audit report
* Content guideline compliance assessment
* Identified areas requiring adaptation for professional services focus

### 1.2 Audience Research

* \*\*Objective:\*\* Develop detailed personas for professional services market
* \*\*Research Focus:\*\*
* Demographics and psychographics of target professionals
* Pain points and challenges in marketing for professional services
* Technology adoption patterns and preferences
* Regulatory considerations and compliance requirements
* \*\*Deliverables:\*\*
* 5-7 detailed audience personas
* Audience style guide for professional services communication
* Decision-making process mapping

### 1.3 Market Research

* \*\*Objective:\*\* Understand current market conditions and opportunities
* \*\*Research Areas:\*\*
* Professional services marketing landscape in Australia
* Digital transformation trends in professional services
* Marketing budget allocation patterns
* Regulatory environment impacts on marketing
* \*\*Deliverables:\*\*
* Market opportunity assessment
* Trend analysis report
* Growth potential evaluation

### 1.4 USP Analysis

* \*\*Objective:\*\* Define unique selling propositions for professional services market
* \*\*Analysis Framework:\*\*
* AI-powered marketing advantages for professional services
* Compliance and regulatory expertise
* ROI measurement and reporting capabilities
* Professional services industry experience
* \*\*Deliverables:\*\*
* Unique value proposition framework
* Competitive differentiation strategy
* Positioning statement for professional services

### 1.5 Brand SWOT Analysis

* \*\*Strengths Assessment:\*\*
* 20+ years marketing expertise
* AI-powered technology advantage
* Data-driven approach
* Proven track record
* \*\*Weaknesses Assessment:\*\*
* Limited professional services portfolio visibility
* Regulatory compliance experience gaps
* Industry-specific case study needs
* \*\*Opportunities Assessment:\*\*
* Growing digital adoption in professional services
* Regulatory compliance marketing needs
* Professional services market underserved
* \*\*Threats Assessment:\*\*
* Specialised professional services agencies
* In-house marketing team development
* Economic downturns affecting professional services

### 1.6 Competitor SWOT Analysis

**Target Competitors:**

1. Professional services marketing specialists

2. Medical marketing agencies

3. Legal marketing firms

4. General digital agencies with professional services clients

5. AI-powered marketing platforms targeting professionals

## Phase 2: Competitive Intelligence Requirements

### 2.1 Brand & Competitor Analysis

* \*\*Positioning Analysis:\*\* How competitors position themselves vs professional services market
* \*\*Messaging Analysis:\*\* Key themes and value propositions
* \*\*Service Portfolio Comparison:\*\* Gaps and opportunities identification
* \*\*Pricing Strategy Assessment:\*\* Market pricing benchmarks

### 2.2 Trending Topics Research

* \*\*Professional Services Marketing Trends:\*\* Current hot topics and emerging themes
* \*\*Technology Adoption:\*\* AI, automation, and digital transformation trends
* \*\*Regulatory Changes:\*\* Impact on marketing strategies and compliance
* \*\*Industry Publications:\*\* Content themes and thought leadership topics

### 2.3 Content Gap Analysis

* \*\*Competitor Content Audit:\*\* Identifying underserved content areas
* \*\*Search Gap Analysis:\*\* Keywords and topics with opportunity
* \*\*Format Gap Analysis:\*\* Content types and formats missing from market
* \*\*Educational Content Gaps:\*\* Professional development and training opportunities

### 2.4 Search Landscape Analysis

* \*\*Market Size Assessment:\*\* Search volumes for professional services marketing
* \*\*Competition Level Analysis:\*\* Keyword difficulty and competitive intensity
* \*\*Seasonal Trends:\*\* Cyclical patterns in professional services marketing
* \*\*Local SEO Opportunities:\*\* Geographic targeting potential

### 2.5 Competitor Content Audit

* \*\*Website Analysis:\*\* Structure, messaging, and conversion paths
* \*\*Content Strategy:\*\* Topics, formats, and publishing frequency
* \*\*Mobile Experience:\*\* User experience optimisation
* \*\*User Journey Mapping:\*\* Lead generation and nurturing processes

## Phase 3: SEO & Keyword Strategy Requirements

### 3.1 Comprehensive Keyword Research

* \*\*Primary Keywords:\*\* Core professional services marketing terms
* \*\*Long-tail Keywords:\*\* Specific professional services and location combinations
* \*\*Question Keywords:\*\* FAQ and informational search terms
* \*\*Commercial Keywords:\*\* Service and solution-focused terms

### 3.2 Search Intent Analysis

* \*\*Informational Intent:\*\* Educational and awareness stage content
* \*\*Commercial Intent:\*\* Service evaluation and comparison searches
* \*\*Transactional Intent:\*\* Ready-to-purchase and contact searches
* \*\*Navigational Intent:\*\* Brand and specific service page searches

### 3.3 Keyword Gap Analysis

* \*\*Competitor Gaps:\*\* Keywords competitors aren't targeting effectively
* \*\*Market Gaps:\*\* Professional services niches with low competition
* \*\*Content Gaps:\*\* Keywords requiring content creation
* \*\*Technical Gaps:\*\* SEO opportunities through technical optimisation

### 3.4 Funnel Stage Keywords

* \*\*Top of Funnel (Awareness):\*\* Educational and problem-focused keywords
* \*\*Middle of Funnel (Consideration):\*\* Solution and comparison keywords
* \*\*Bottom of Funnel (Decision):\*\* Service and provider-specific keywords

### 3.5 Untapped Angle Keywords

* \*\*Zero Competition:\*\* Highly specific professional services terms
* \*\*Low Competition:\*\* Emerging trends and niche opportunities
* \*\*Geographic Opportunities:\*\* Location-specific professional services terms
* \*\*Industry-Specific:\*\* Medical, legal, and professional service subspecialties

### 3.6 Emerging Trends Keywords

* \*\*AI in Professional Services:\*\* Technology adoption and implementation
* \*\*Regulatory Compliance:\*\* New requirements and implications
* \*\*Digital Transformation:\*\* Professional services modernisation
* \*\*Future-Proofing:\*\* Anticipated market developments

## Phase 4: Content Planning Requirements

### 4.1 Detailed Content Briefs

**For Each Sitemap Page:**

* \*\*Page Purpose:\*\* Primary objective and role in user journey
* \*\*Target Keywords:\*\* Primary and secondary keyword targets
* \*\*Word Count:\*\* Optimal content length for SEO and engagement
* \*\*Content Structure:\*\* Headlines, sections, and information hierarchy
* \*\*Call-to-Actions:\*\* Conversion elements and next steps
* \*\*Internal Linking:\*\* Related content and topic clustering

### 4.2 Content Structure Specifications

* \*\*Headlines:\*\* H1, H2, H3 hierarchy and keyword integration
* \*\*Sections:\*\* Content blocks and information flow
* \*\*CTAs:\*\* Placement, messaging, and conversion optimisation
* \*\*Visual Elements:\*\* Images, infographics, and multimedia requirements
* \*\*Technical Elements:\*\* Schema markup and SEO enhancements

### 4.3 AI Readiness Optimisation

* \*\*Voice Search Optimisation:\*\* Natural language and conversational queries
* \*\*Featured Snippet Targeting:\*\* Content structure for position zero
* \*\*AI-Friendly Formatting:\*\* Clear headings, lists, and structured data
* \*\*Entity Recognition:\*\* Professional services terminology and concepts

### 4.4 Content Ideas Generation

* \*\*Blog Post Topics:\*\* Professional services marketing insights
* \*\*Case Study Concepts:\*\* Success stories across target industries
* \*\*Resource Development:\*\* Guides, templates, and tools for professionals
* \*\*Video Content:\*\* Educational and testimonial video concepts

### 4.5 Future Content Calendar

* \*\*12-Month Planning:\*\* Strategic content rollout timeline
* \*\*Seasonal Content:\*\* Professional services industry cycles
* \*\*Series Development:\*\* Multi-part content themes and campaigns
* \*\*Update Schedule:\*\* Content refresh and optimisation timeline

### 4.6 Related Content Mapping

* \*\*Topic Clusters:\*\* Professional services expertise areas
* \*\*Content Silos:\*\* Organised content categories and themes
* \*\*Internal Linking:\*\* Strategic link architecture for SEO
* \*\*User Journey Mapping:\*\* Content progression paths

## Research Methodology

### Data Collection Methods

1. \*\*Primary Research:\*\*

* Professional services industry surveys and reports
* Australian medical and legal industry publications
* Government regulatory body guidelines
* Professional association resources

2. \*\*Secondary Research:\*\*

* Competitor website analysis
* SEO tool data (SEMrush, Ahrefs, Google Keyword Planner)
* Industry trend reports and whitepapers
* Professional services marketing case studies

3. \*\*Market Intelligence:\*\*

* Professional services directory analysis
* Review site examination (Google Reviews, industry-specific platforms)
* Social media sentiment analysis
* Professional networking platform insights

### Data Sources Documentation

All findings will include credible source citations following this format:

\*\*Source:\*\* [Organisation Name - Report Title](URL) - Date

### Validation Methods

* \*\*Cross-Reference Verification:\*\* Multiple source confirmation for key findings
* \*\*Industry Expert Validation:\*\* Professional services marketing specialist review
* \*\*Data Triangulation:\*\* Combining quantitative and qualitative insights
* \*\*Assumption Testing:\*\* Hypothesis validation through research findings

## Quality Standards

### Citation Requirements

* \*\*Statistics and Data:\*\* Credible sources with publication dates
* \*\*Industry Trends:\*\* Official reports and recognised publications
* \*\*Market Research:\*\* Australian-focused data where possible
* \*\*Best Practices:\*\* Evidence-based recommendations with supporting research

### Australian English Compliance

* \*\*Spelling Standards:\*\* British English throughout (optimise, colour, centre)
* \*\*Terminology:\*\* Australian business and regulatory terms
* \*\*Cultural Context:\*\* Local market understanding and references
* \*\*Professional Services Context:\*\* Industry-appropriate language and concepts

### Professional Services Accuracy

* \*\*Regulatory Compliance:\*\* Accurate representation of industry regulations
* \*\*Professional Standards:\*\* Appropriate terminology and ethical considerations
* \*\*Industry Knowledge:\*\* Demonstrated understanding of professional services challenges
* \*\*Solution Relevance:\*\* Marketing recommendations aligned with industry needs

## Success Metrics

### Research Completeness

* \*\*Phase Completion:\*\* All 4 phases completed before content creation
* \*\*Deliverable Quality:\*\* Comprehensive documentation with actionable insights
* \*\*Source Credibility:\*\* Minimum 80% of findings supported by credible sources
* \*\*Professional Services Focus:\*\* 100% of recommendations targeted to professional services market

### Strategic Alignment

* \*\*Brand Consistency:\*\* Maintained Luna Digital core values whilst targeting new market
* \*\*Competitive Differentiation:\*\* Clear unique positioning identified
* \*\*Market Opportunity:\*\* Quantified growth potential in professional services
* \*\*Implementation Readiness:\*\* Actionable recommendations with clear next steps

### Content Strategy Foundation

* \*\*Keyword Coverage:\*\* Comprehensive keyword strategy across all funnel stages
* \*\*Content Gap Identification:\*\* Clear opportunities for competitive advantage
* \*\*User Journey Mapping:\*\* Complete professional services buyer journey documentation
* \*\*Conversion Optimisation:\*\* Evidence-based recommendations for lead generation

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\*\*Document Created:\*\* 2025-09-09

\*\*Research Commencement:\*\* Phase 1 Foundation Research

\*\*Next Milestone:\*\* Phase 1 completion and Phase 2 initiation

\*\*Quality Review:\*\* Upon each phase completion