# Simply Solar Solutions - Project Navigation Hub

## Project Overview

Comprehensive research workflow and strategic content planning for Simply Solar Solutions (simplysolarsolutions.com.au), targeting the Australian solar market with British English compliance.

## Project Structure

### 📁 Strategy Documents

* [`PROJECT\_OVERVIEW.md`](PROJECT\_OVERVIEW.md) - Executive summary and project scope
* [`strategy/research\_brief.md`](strategy/research\_brief.md) - Comprehensive research findings
* [`strategy/current\_website\_analysis.md`](strategy/current\_website\_analysis.md) - Current site analysis
* [`strategy/implementation\_plan.md`](strategy/implementation\_plan.md) - Strategic implementation roadmap

### 📁 Research & Intelligence

* [`research/competitive\_analysis.md`](research/competitive\_analysis.md) - Competitor analysis and positioning
* [`research/audience\_personas.md`](research/audience\_personas.md) - Target audience research
* [`research/keyword\_research.md`](research/keyword\_research.md) - SEO keyword strategy

### 📁 Content Strategy

* [`content/comprehensive\_website\_content\_plans.md`](content/comprehensive\_website\_content\_plans.md) - Complete content strategy
* [`content/content\_research.md`](content/content\_research.md) - Content research and analysis
* [`content/audience\_style\_guide.md`](content/audience\_style\_guide.md) - Brand voice and style guidelines

### 📁 Technical Analysis

* [`technical/technical\_audit.md`](technical/technical\_audit.md) - Technical performance audit
* [`technical/ai\_optimization\_guide.md`](technical/ai\_optimization\_guide.md) - AI readiness optimization
* [`technical/ux\_ui\_analysis.md`](technical/ux\_ui\_analysis.md) - User experience analysis

### 📁 Implementation Tracking

* [`implementation/task\_deps.md`](implementation/task\_deps.md) - Task dependencies with feedback loops
* [`implementation/execution\_tracking\_report.md`](implementation/execution\_tracking\_report.md) - Project execution log

## Research Workflow Status

### ✅ Phase 1: Foundation Research & Strategic Analysis

* SOP compliance check
* Audience research and personas
* Market research and analysis
* USP analysis and competitive differentiation
* Brand SWOT analysis
* Competitor SWOT analysis

### ✅ Phase 2: Competitive Intelligence & Search Landscape

* Brand and competitor positioning analysis
* Trending topics research
* Content gap analysis
* Search landscape analysis
* Competitor content audit

### ✅ Phase 3: Advanced SEO & Keyword Strategy

* Comprehensive keyword research
* Search intent analysis and user journey mapping
* Keyword gap analysis
* Funnel stage keywords mapping
* Untapped angle keywords identification
* Emerging trends keywords research

### ✅ Phase 4: Content Planning & AI Optimization

* Detailed content briefs with page layouts
* Content structure specifications
* AI readiness optimization
* Content ideas generation
* 12-month future content calendar
* Related content mapping and topic clusters

## Key Deliverables

* \*\*Strategic Content Plan\*\* - Complete site architecture and content strategy
* \*\*Pillar Pages Strategy\*\* - Topic authority building framework
* \*\*Service Pages Content Plan\*\* - Optimised service page strategy
* \*\*Case Studies Framework\*\* - Customer success story templates
* \*\*Blog Content Calendar\*\* - 12-month editorial calendar
* \*\*Homepage Optimization\*\* - Conversion-focused homepage strategy

## Quality Assurance

All content has been processed through iterative feedback loops:

* Clarity & Conciseness Editor
* Cognitive Load Minimiser
* Content Critique Specialist
* AI Text Naturaliser
* Enhanced Content Auditor

\*\*Target Market:\*\* Australian solar industry

\*\*Compliance:\*\* British English standards

\*\*Last Updated:\*\* 14/09/2025