# Simply Solar Solutions - Comprehensive Site Architecture & Content Strategy Project

## Project Overview

\*\*Client\*\*: Simply Solar Solutions

\*\*Project Type\*\*: Site Architecture Consolidation & Pillar Page Integration Strategy

\*\*Date\*\*: 17/09/2025

\*\*Status\*\*: In Progress

## Project Objectives

1. Consolidate site architecture into single comprehensive file

2. Integrate 5 specific pillar pages with clear positioning

3. Update blog content strategy with pillar page integration

4. Create area-based navigation replacing suburb-specific pages

5. Develop simplified page layouts for homepage and about pages

6. Map user journey stages with content alignment

7. Create simplified blog strategy (2 posts/month with pillar themes)

8. Provide implementation approach with content examples

## Major Project Phases

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

* [ ] \*\*SOP Compliance Check\*\* - Verify against existing brand and content standards
* [ ] \*\*Audience Research\*\* - Create detailed solar customer personas and style guides
* [ ] \*\*Market Research\*\* - Current solar market conditions in Australia
* [ ] \*\*USP Analysis\*\* - Define Simply Solar's unique selling propositions
* [ ] \*\*Brand SWOT Analysis\*\* - Strengths, weaknesses, opportunities, threats
* [ ] \*\*Competitor SWOT Analysis\*\* - Top 5 solar company strategic positioning

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

* [ ] \*\*Brand & Competitor Analysis\*\* - Solar industry positioning analysis
* [ ] \*\*Trending Topics Research\*\* - Current solar industry trends and hot topics
* [ ] \*\*Content Gap Analysis\*\* - Missing solar content opportunities
* [ ] \*\*Search Landscape Analysis\*\* - Solar market size, competition, seasonal trends
* [ ] \*\*Competitor Content Audit\*\* - Solar company websites, mobile experience, user journeys

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

* [ ] \*\*Keyword Research\*\* - Comprehensive solar industry SEO keywords
* [ ] \*\*Search Intent Analysis\*\* - Solar customer journey mapping
* [ ] \*\*Keyword Gap Analysis\*\* - Solar SEO opportunity identification
* [ ] \*\*Funnel Stage Keywords\*\* - Awareness, consideration, decision mapping
* [ ] \*\*Untapped Angle Keywords\*\* - Zero/low competition solar opportunities
* [ ] \*\*Emerging Trends Keywords\*\* - Future solar industry search terms

### Phase 4: Content Planning, Briefs & AI Optimisation ✅ MANDATORY

* [ ] \*\*Site Architecture Analysis\*\* - Current content audit and competitor architecture
* [ ] \*\*Pillar Page Integration Strategy\*\* - 5 pillar pages positioning and structure
* [ ] \*\*User Journey Mapping\*\* - Content alignment with customer stages
* [ ] \*\*Content Structure Specifications\*\* - Page layouts, CTAs, internal linking
* [ ] \*\*AI Readiness Optimisation\*\* - Voice search and AI compatibility
* [ ] \*\*Future Content Calendar\*\* - 12-month pillar-based content planning

### Phase 5: Iterative Quality Assurance & Feedback Loops

* [ ] \*\*Clarity & Conciseness Review\*\* - Grammar, flow, Australian English compliance
* [ ] \*\*Cognitive Load Optimisation\*\* - Information hierarchy and scanability
* [ ] \*\*Content Critique Analysis\*\* - Logic verification and evidence support
* [ ] \*\*AI Text Naturalisation\*\* - Human expression and personality injection
* [ ] \*\*Final Quality Gate\*\* - Multi-perspective review and publication readiness

## Key Deliverables

### Strategy Documents

* [ ] `research\_brief.md` - Comprehensive research findings
* [ ] `current\_website\_analysis.md` - Existing site audit
* [ ] `implementation\_plan.md` - Step-by-step action items

### Research Intelligence

* [ ] `competitive\_analysis.md` - Solar industry competitor research
* [ ] `audience\_personas.md` - Solar customer personas (3-7 detailed profiles)
* [ ] `keyword\_research.md` - Complete solar keyword strategy

### Content Strategy

* [ ] `consolidated\_site\_architecture.md` - \*\*PRIMARY DELIVERABLE\*\*
* [ ] `pillar\_page\_integration\_strategy.md` - 5 pillar pages positioning
* [ ] `user\_journey\_content\_mapping.md` - Content alignment strategy
* [ ] `simplified\_blog\_strategy.md` - 2 posts/month with pillar themes
* [ ] `content\_research.md` - Topic clusters and content planning
* [ ] `audience\_style\_guide.md` - Brand voice and messaging guidelines

### Technical Analysis

* [ ] `technical\_audit.md` - Current site technical assessment
* [ ] `ai\_optimisation\_guide.md` - AI readiness and voice search optimisation
* [ ] `ux\_ui\_analysis.md` - User experience and interface recommendations

### Implementation Tracking

* [ ] `task\_deps.md` - Task dependencies with feedback loops
* [ ] `execution\_tracking\_report.md` - Agent activity and tool usage log

## Success Criteria

* Consolidated site architecture with clear navigation hierarchy
* 5 pillar pages strategically positioned in site structure
* Simplified blog strategy with pillar page integration
* Area-based navigation replacing suburb-specific pages
* User journey mapping with content alignment
* Implementation roadmap with timeline and resources
* British English compliance throughout all deliverables
* Credible source citations for all recommendations

## Quality Standards

* All content must use British English exclusively
* Statistics require credible source citations
* Professional presentation suitable for client delivery
* Actionable recommendations with clear implementation steps
* Research-backed strategic decisions with methodology transparency

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\*\*Project Manager\*\*: Master Orchestrator Agent

\*\*Quality Assurance\*\*: Enhanced Content Auditor

\*\*Methodology\*\*: Mandatory 4-Phase Research Workflow with Iterative Feedback Loops