# Australian Dental Specialists - Content Strategy Project Checklist

**Client:** Australian Dental Specialists (australiandentalspecialists.com)

**Project Type:** Comprehensive Content Strategy for Endodontic Practice

**Start Date:** 29th September 2025

**Project Focus:** Endodontic services only (NO prosthodontic content)

## Project Overview

Comprehensive content strategy development for Australian endodontic practice specialising in root canal treatments, pulp therapy, and dental trauma management. The practice serves Australia-wide patients and requires content focused exclusively on endodontic procedures and patient education.

## Major Project Phases

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

* [ ] SOP compliance check for healthcare marketing standards
* [ ] Endodontic patient personas and journey mapping development
* [ ] Australian dental market research and analysis
* [ ] USP analysis for endodontic specialisation positioning
* [ ] Brand SWOT analysis for practice strengths/opportunities
* [ ] Competitor SWOT analysis (top 5 Australian endodontists)

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

* [ ] Endodontic practice positioning analysis vs competitors
* [ ] Dental industry trending topics research
* [ ] Content gap analysis in endodontic patient education
* [ ] Search landscape analysis for root canal and pulp therapy procedures
* [ ] Competitor website and content audit analysis

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

* [ ] Comprehensive endodontic keyword research (root canal, pulp therapy focus)
* [ ] Patient search intent analysis and treatment decision mapping
* [ ] Keyword gap analysis vs competitor endodontic practices
* [ ] Funnel stage keywords (awareness to treatment decision)
* [ ] Local SEO opportunities for Australian dental specialists

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

* [ ] Detailed content briefs for endodontic service pages
* [ ] Patient education content structure development
* [ ] AI optimisation for healthcare voice search queries
* [ ] 12-month content calendar for endodontic practice
* [ ] Content clusters around root canal and pulp therapy procedures

## Key Agent Tasks

### Research Phase Agents

* **SOP Compliance Check:** Healthcare marketing compliance verification
* **Audience Research:** Endodontic patient personas (minimum 3, maximum 7)
* **Market Research:** Australian dental market analysis and opportunities
* **Brand Analysis:** USP definition and competitive differentiation
* **Competitive Intelligence:** Top 5 endodontic competitor analysis

### Content Strategy Agents

* **Content Strategist:** Master content brief and editorial calendar
* **SEO Strategist:** Keyword strategy and search optimisation
* **Content Brief Agent:** Page-specific content planning
* **AI Specialist:** Voice search and AI readiness optimisation

### Quality Assurance

* **Enhanced Content Auditor:** Multi-perspective quality review
* **Feedback Loop Integration:** Iterative content improvement

## Deliverable Requirements

### Research Documentation

* research\_brief.md - Comprehensive research findings
* audience\_personas.md - Detailed patient personas (3-7 profiles)
* competitive\_analysis.md - Competitor research and positioning
* keyword\_research.md - Complete endodontic keyword strategy

### Strategy Documentation

* implementation\_plan.md - Step-by-step action plan
* content\_strategy.md - 12-month editorial calendar
* ai\_optimization\_guide.md - AI readiness strategy

### Content Planning

* comprehensive\_website\_content\_plans.md - Service page briefs
* content\_research.md - Patient education series planning
* audience\_style\_guide.md - Brand voice and tone guidelines

### Technical Requirements

* technical\_audit.md - Website technical assessment
* ux\_ui\_analysis.md - User experience optimisation
* onpage\_seo\_extraction.md - Current SEO baseline

## Quality Standards

* **British English Compliance:** 100% Australian/British spelling and terminology
* **Healthcare Compliance:** AHPRA guidelines adherence
* **Source Citations:** All statistics must include credible medical/dental sources
* **Endodontic Focus:** Zero prosthodontic content inclusion
* **Patient-Centric:** Focus on patient education and treatment journey

## Success Metrics

* Comprehensive 4-phase research completion
* All deliverable files created with proper citations
* Endodontic keyword strategy developed
* 12-month content calendar established
* Patient education content series planned
* Local SEO strategy for Australian market

**Project Coordinator:** Master Orchestrator Agent

**Quality Assurance:** Enhanced Content Auditor with Feedback Loops

**Compliance:** Australian Healthcare Marketing Standards