# PROJECT CHECKLIST - Centre for Gastrointestinal Health

## Content Strategy Development with Mandatory 4-Phase Research Workflow

**Project Domain:** centreforgastrointestinalhealth.com.au

**Project Type:** Comprehensive Content Strategy Development

**Workflow Compliance:** Mandatory 4-Phase Research Protocol

**Quality Standards:** Iterative Feedback Loops with ≥8.5/10 Aggregate Score

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## 📋 PHASE 1: Foundation Research & Strategic Analysis

### SOP Compliance & Brand Standards

* [ ] **SOP Compliance Check** - Verify against existing medical practice brand guidelines and healthcare content standards
* [ ] **Healthcare Regulatory Compliance** - Australian Health Practitioner Regulation Agency (AHPRA) guidelines adherence
* [ ] **Medical Content Standards** - Therapeutic Goods Administration (TGA) advertising compliance verification

### Audience Research & Personas Development

* [ ] **Detailed Audience Personas** (3-7 personas) - Demographics, behaviours, healthcare journey mapping
* [ ] **Patient Journey Mapping** - Symptom awareness to treatment decision pathways
* [ ] **Healthcare Content Preferences** - Medical information consumption patterns and trust factors
* [ ] **Audience Style Guide Creation** - Medical terminology balance, tone, and communication approach

### Market Research & Analysis

* [ ] **Gastrointestinal Health Market Analysis** - Australian healthcare market size and trends
* [ ] **Healthcare Consumer Behaviour** - Online medical information seeking patterns
* [ ] **Medical Practice Marketing Landscape** - Specialist healthcare marketing opportunities and challenges
* [ ] **Patient Sentiment Analysis** - Trust factors and medical practice selection criteria

### Strategic Business Analysis

* [ ] **USP Analysis** - Centre's unique selling propositions and competitive differentiation in gastroenterology
* [ ] **Brand SWOT Analysis** - Strengths, weaknesses, opportunities, threats for healthcare practice
* [ ] **Competitor SWOT Analysis** - Top 5 gastroenterology competitors strategic positioning assessment

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## 📋 PHASE 2: Competitive Intelligence & Search Landscape

### Brand Positioning & Competitive Analysis

* [ ] **Healthcare Brand Positioning Analysis** - Medical practice positioning and messaging strategy
* [ ] **Competitor Messaging Analysis** - Healthcare communication differentiation strategies
* [ ] **Medical Authority Establishment** - Credibility and expertise positioning framework

### Industry Intelligence & Trends

* [ ] **Trending Healthcare Topics** - Gastrointestinal health trends, emerging treatments, patient concerns
* [ ] **Medical Content Gap Analysis** - Missing healthcare content opportunities in the market
* [ ] **Healthcare Innovation Trends** - New treatments, diagnostic methods, patient care approaches

### Search Landscape Assessment

* [ ] **Healthcare Search Landscape Analysis** - Market size, competition levels, seasonal health trends
* [ ] **Local Medical SEO Analysis** - Geographic targeting and local healthcare search patterns
* [ ] **Patient Search Behaviour** - Healthcare information seeking and decision-making patterns

### Competitor Content Audit

* [ ] **Competitor Website Analysis** - Content quality, user experience, conversion optimisation
* [ ] **Medical Content Gaps** - Opportunities for superior healthcare information provision
* [ ] **Patient User Journey Mapping** - Competitive analysis of patient website experiences

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## 📋 PHASE 3: Advanced SEO & Keyword Strategy

### Comprehensive Healthcare Keyword Research

* [ ] **Medical Keyword Research** - Gastrointestinal health, symptoms, treatments, procedures
* [ ] **Patient Search Intent Analysis** - Informational, navigational, transactional medical searches
* [ ] **Healthcare Funnel Mapping** - Symptom awareness, diagnosis seeking, treatment decision keywords

### Advanced SEO Strategy Development

* [ ] **Keyword Gap Analysis** - Untapped healthcare search opportunities
* [ ] **Medical Long-tail Keywords** - Specific symptom and treatment combinations
* [ ] **Local Healthcare SEO** - Geographic and location-based medical service targeting

### Future-Proofing Keyword Strategy

* [ ] **Emerging Healthcare Keywords** - New treatments, medical technologies, patient care trends
* [ ] **Voice Search Optimisation** - Medical question formats and conversational healthcare queries
* [ ] **AI Search Readiness** - Structured medical information for AI-powered search results

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## 📋 PHASE 4: Content Planning & AI Optimisation

### Detailed Content Brief Development

* [ ] **Healthcare Page Content Briefs** - Service pages, procedure explanations, patient resources
* [ ] **Medical Content Structure** - Headlines, sections, CTAs, internal linking for healthcare sites
* [ ] **Patient Conversion Optimisation** - Appointment booking, consultation requests, patient education

### AI Readiness & Technical Optimisation

* [ ] **Medical AI Optimisation** - Healthcare content structure for AI systems and voice search
* [ ] **Schema Markup Strategy** - Medical practice, healthcare service, review markup implementation
* [ ] **Healthcare Content Clusters** - Topic authority building in gastroenterology specialty areas

### 12-Month Content Calendar Development

* [ ] **48 Blog Posts Strategy** - Monthly healthcare content covering seasonal health topics
* [ ] **Patient Education Series** - Comprehensive gastrointestinal health information campaigns
* [ ] **Healthcare Content Pillars** - Core topic areas supporting practice expertise demonstration
* [ ] **Related Content Mapping** - Healthcare topic interconnection and patient journey support

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## 📋 ITERATIVE FEEDBACK LOOP INTEGRATION

### Quality Gate Orchestration

* [ ] **clarity\_conciseness\_editor** (Threshold: ≥8/10) - Medical terminology clarity, Australian English compliance
* [ ] **cognitive\_load\_minimizer** (Threshold: ≥7/10) - Healthcare information hierarchy, patient comprehension optimisation
* [ ] **content\_critique\_specialist** (Threshold: ≥7/10) - Medical accuracy, evidence-based content verification
* [ ] **ai\_text\_naturalizer** (Threshold: ≥8/10) - Human medical communication, professional healthcare tone

### Feedback Loop Process Requirements

* **Maximum Iterations:** 3 cycles per content piece
* **Aggregate Score Target:** ≥8.5/10 for final approval
* **Medical Accuracy Verification:** Healthcare professional review integration
* **Patient Communication Standards:** Clear, empathetic, professional medical communication

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## 📋 DELIVERABLE FILES CREATION

### Research Documentation

* [ ] **CENTREFORGASTROINTESTINALHEALTH\_research\_brief.md** - Comprehensive healthcare market research findings
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_competitive\_analysis.md** - Medical practice competitive intelligence
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_audience\_personas.md** - Patient demographic and behaviour analysis
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_keyword\_research.md** - Healthcare SEO keyword strategy

### Strategic Planning Documents

* [ ] **CENTREFORGASTROINTESTINALHEALTH\_content\_strategy.md** - 12-month healthcare content editorial calendar
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_implementation\_plan.md** - Step-by-step medical practice marketing execution
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_ai\_optimization\_guide.md** - Healthcare AI readiness and optimisation strategy

### Technical Analysis Files

* [ ] **CENTREFORGASTROINTESTINALHEALTH\_ux\_ui\_analysis.md** - Medical website user experience assessment
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_technical\_audit.md** - Healthcare website technical performance analysis
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_onpage\_seo\_extraction.md** - Medical practice SEO technical analysis

### Quality Assurance Documentation

* [ ] **CENTREFORGASTROINTESTINALHEALTH\_execution\_tracking\_report.md** - Agent coordination and tool usage documentation
* [ ] **CENTREFORGASTROINTESTINALHEALTH\_assumptions\_and\_methodology.md** - Research methodology and healthcare data validation

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## 📋 AUSTRALIAN COMPLIANCE REQUIREMENTS

### Language & Terminology Standards

* [ ] **British English Compliance** - Healthcare terminology, medical spellings, Australian context
* [ ] **Medical Terminology Consistency** - Professional healthcare language standards
* [ ] **Cultural Sensitivity** - Australian healthcare system context and patient expectations

### Regulatory Compliance Integration

* [ ] **AHPRA Guidelines** - Australian health practitioner advertising compliance
* [ ] **TGA Advertising Standards** - Therapeutic goods advertising requirements adherence
* [ ] **Privacy Act Compliance** - Patient information and healthcare data protection standards

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## 🎯 SUCCESS CRITERIA

* **Research Completeness:** All 4 phases executed with comprehensive healthcare market analysis
* **Content Quality:** ≥8.5/10 aggregate scores through iterative feedback loops
* **Medical Accuracy:** Evidence-based healthcare content with credible source citations
* **Patient Focus:** User-centered design supporting patient education and practice growth
* **Technical Excellence:** AI-optimised, mobile-responsive, accessible healthcare website content
* **Regulatory Compliance:** Full adherence to Australian healthcare marketing standards

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**Project Initiation Date:** 25 September 2025

**Expected Completion:** 10-week enhanced workflow with iterative quality assurance

**Quality Assurance:** Multi-agent feedback loops with medical accuracy verification