# Dr Julia Crawford Medical Practice Content Strategy Project

## Project Navigation Hub

**Client:** Dr Julia Crawford Medical Practice

**Website:** https://drjuliacrawford.com.au/

**Location:** Canberra, Australia

**Project Date:** September 2025

**Compliance:** TGA Medical Advertising Guidelines, E-E-A-T Standards

## Project Structure

### 📋 Strategy Documents

* [Research Brief](strategy/research\_brief.md) - Comprehensive research findings and methodology
* [Current Website Analysis](strategy/current\_website\_analysis.md) - Existing content audit and gap analysis
* [Implementation Plan](strategy/implementation\_plan.md) - Phased execution roadmap with timelines

### 🔍 Research & Intelligence

* [Competitive Analysis](research/competitive\_analysis.md) - Medical practice competitor landscape
* [Audience Personas](research/audience\_personas.md) - Patient demographics and behaviour analysis
* [Keyword Research](research/keyword\_research.md) - Medical SEO keyword strategy with search intent

### 📝 Content Strategy

* [Comprehensive Website Content Plans](content/comprehensive\_website\_content\_plans.md) - Content hub and pillar page strategy
* [Content Research](content/content\_research.md) - Evidence-based medical content foundation
* [Audience Style Guide](content/audience\_style\_guide.md) - Medical communication standards and tone

### ⚙️ Technical Specifications

* [Technical Audit](technical/technical\_audit.md) - Website performance and accessibility assessment
* [AI Optimisation Guide](technical/ai\_optimization\_guide.md) - AI readiness and voice search optimisation
* [UX/UI Analysis](technical/ux\_ui\_analysis.md) - User experience and conversion optimisation
* [Comprehensive Site Architecture Plan](technical/comprehensive\_site\_architecture\_plan.md) - Complete sitemap and navigation design
* [Detailed Page Layout Specifications](technical/detailed\_page\_layout\_specifications.md) - Wireframes and responsive design
* [Technical Implementation Guide](technical/technical\_implementation\_guide.md) - Development roadmap and specifications

### 🗺️ User Journey Mapping & Experience Design

* [Comprehensive User Journey Mapping Analysis](technical/comprehensive\_user\_journey\_mapping\_analysis.md) - Complete patient journey framework with accessibility compliance
* [Detailed Patient Flow Analysis](technical/detailed\_patient\_flow\_analysis.md) - Persona-specific journey mapping using 5 established patient segments
* [Conversion Path Optimisation Analysis](technical/conversion\_path\_optimisation\_analysis.md) - Comprehensive conversion funnel analysis from awareness to booking
* [Mobile Patient Journey Mapping](technical/mobile\_patient\_journey\_mapping.md) - Mobile-first responsive design with cross-device integration

### 🚀 Implementation Tracking

* [Task Dependencies](implementation/task\_deps.md) - Workflow coordination with feedback loops
* [Execution Tracking Report](implementation/execution\_tracking\_report.md) - Progress monitoring and quality metrics

## Medical Practice Specialisation

* **Medical E-E-A-T Compliance** - Expertise, Experience, Authoritativeness, Trustworthiness
* **TGA Advertising Compliance** - Australian medical advertising regulations
* **Evidence-Based Content** - Credible medical source citations (≥85% confidence)
* **Patient-Centric Approach** - Healthcare consumer journey optimisation

## Quality Assurance Protocol

* **Iterative Feedback Loops** - Multi-agent quality enhancement
* **British English Compliance** - Australian medical terminology standards
* **Citation Requirements** - Credible medical source validation
* **Professional Standards** - Medical practice marketing best practices

## Project Status

🔄 **Phase 1: Foundation Research & Strategic Analysis** - In Progress

⏳ **Phase 2: Competitive Intelligence & Search Landscape** - Pending

⏳ **Phase 3: Advanced SEO & Keyword Strategy** - Pending

⏳ **Phase 4: Content Planning & AI Optimisation** - Pending

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*This project follows comprehensive medical practice content strategy protocols with mandatory research phases, TGA compliance, and E-E-A-T medical standards.*