# Family Focus Legal - Content Strategy Development Project

## Executive Summary

**Project**: Comprehensive Content Strategy Development

**Client**: Family Focus Legal

**Website**: familyfocuslegal.com.au

**Location**: Camden, NSW, Australia

**Industry**: Legal Services

**Project Initiated**: 19th September 2025

## Project Objectives

### Primary Goals

1. **Comprehensive Content Strategy Development**: Create content hub architecture with pillar pages following SOP standards
2. **Current Website Analysis**: Extract and analyse existing content for strategic improvements
3. **Research-Backed Foundation**: Execute mandatory 4-phase research workflow before content creation
4. **Local Market Optimisation**: Focus on Camden, NSW market with Australian legal services expertise
5. **Quality Assurance**: Achieve ≥8.5/10 aggregate quality score through iterative feedback loops

### Strategic Outcomes

* **Content Hub Development**: Multi-layered content architecture for topic authority
* **Pillar Page Creation**: Comprehensive topic coverage for legal services
* **Blog Content Planning**: Strategic content calendar aligned with research findings
* **SEO Optimisation**: Advanced keyword strategy and search landscape analysis
* **Legal Compliance**: E-A-T credibility enhancement and industry expertise integration

## Scope & Focus Areas

### Content Strategy Components

* **Content Hubs**: Thematic content organisation for maximum SEO impact
* **Pillar Pages**: Comprehensive topic coverage pages
* **Blog Content Planning**: Strategic content calendar with series development
* **Current Content Analysis**: Website audit and improvement recommendations
* **Local SEO Integration**: Camden, NSW market focus and geographic optimisation

### Research Workflow Requirements

Following mandatory 4-phase research protocol:

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

* SOP compliance verification against legal industry standards
* Detailed audience persona development (legal service clients)
* Market research for Camden, NSW legal services landscape
* USP analysis and competitive differentiation strategy
* Brand SWOT analysis and competitor strategic positioning

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

* Legal services competitive positioning analysis
* Industry trending topics and hot issues research
* Content gap identification in legal services market
* Search landscape analysis (competition levels, seasonal trends)
* Competitor content audit and user journey mapping

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

* Comprehensive legal services keyword research
* Search intent analysis and client journey optimisation
* Keyword gap analysis for competitive advantages
* Funnel stage keyword mapping (awareness → decision)
* Emerging legal trends keyword identification

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

* Detailed content briefs with legal compliance considerations
* Content structure specifications for legal authority
* AI readiness optimisation for voice search
* Strategic content ideas based on research foundation
* 12-month content calendar with legal industry focus

## Quality Assurance Protocol

### Iterative Feedback Loop Integration

**Mandatory Agent Sequence**: clarity\_conciseness\_editor → cognitive\_load\_minimizer → content\_critique\_specialist → ai\_text\_naturalizer

**Quality Thresholds**:

* Individual agent thresholds: ≥7-8/10 (varies by agent)
* Aggregate quality target: ≥8.5/10
* Maximum iterations: 3 per content piece
* Progress tracking required between iterations

### Australian English Compliance

* **Spelling Standards**: optimise, realise, colour, centre, analyse, organisation
* **Legal Terminology**: Australian legal system references and terminology
* **Local Context**: Camden, NSW geographic and cultural references
* **Currency References**: Australian Dollar (AUD) for pricing
* **Date Format**: DD/MM/YYYY Australian standard

## Specialist Squad Coordination

### SiteSpect Squad Activation

* Technical audit and UX/UI analysis
* Current website content extraction
* Performance and accessibility assessment
* AI readiness evaluation

### ContentForge Squad Activation

* **Research Corps**: Parallel foundation research execution
* **Advanced Research Intelligence**: Competitive and technical research
* **Content Creation Pipeline**: Sequential content development
* **Quality Assurance**: Multi-perspective content review

### StrategyNexus Squad Activation

* Strategic analysis and competitive positioning
* Brand analysis with legal industry focus
* SEO strategy development
* User journey optimisation for legal clients

## Success Metrics

### Quantitative Measures

* Content quality score ≥8.5/10 aggregate
* 100% Australian English compliance verification
* Complete 4-phase research workflow documentation
* Iterative feedback loop completion for all content

### Qualitative Measures

* Legal industry expertise integration
* Local market relevance (Camden, NSW)
* E-A-T credibility enhancement
* Strategic content hub architecture
* Client conversion path optimisation

## Timeline & Milestones

### Phase 1-4 Research Completion: Days 1-5

* Foundation research and strategic analysis
* Competitive intelligence and search landscape
* Advanced SEO and keyword strategy
* Content planning and AI optimisation

### Content Strategy Development: Days 6-8

* Content hub architecture design
* Pillar page strategy development
* Blog content planning and calendar creation

### Quality Assurance & Finalisation: Days 9-10

* Iterative feedback loop execution
* Australian English compliance verification
* Final deliverable compilation and documentation

## Project Deliverables Overview

All deliverables will be created in standardised client folder structure with proper documentation, source citations, and iterative quality improvement through feedback loops.