# Green Power Solutions - Foundational Research Project Checklist

## Project Overview

**Client:** Green Power Solutions (greenpowersolutions.com.au)

**Objective:** Comprehensive foundational research across four pillar services to inform content strategy refinement

**Generated:** 2025-09-06

## Four Pillar Services Focus Areas

1. **Generator Hire & Sales** - Diesel, petrol, biodiesel generators for construction, mining, events
2. **Hybrid Lighting Towers** - Solar/diesel hybrid lighting for infrastructure and remote sites
3. **Water Tanks & Fuel Storage** - Potable water, fuel storage solutions for industrial applications
4. **Load Bank Testing Services** - Electrical load testing for data centres, hospitals, industrial facilities

## Research Phases & Major Deliverables

### Phase 1: Competitive Intelligence ⏳

**Lead Squad:** ContentForge

**Key Tasks:**

* [ ] Analyse competitor content across all four pillar services
* [ ] Map competitor content themes, messaging, and positioning
* [ ] Identify content gaps and differentiation opportunities
* [ ] Document competitor content quality and depth analysis

**Deliverables:**

* research/competitive\_content\_analysis.md
* research/competitor\_messaging\_matrix.md

### Phase 2: Search Intelligence ⏳

**Lead Squad:** ContentForge

**Key Tasks:**

* [ ] Execute comprehensive keyword research for all four pillars
* [ ] Map search intent (informational/commercial/transactional)
* [ ] Analyse search volumes, keyword difficulty, and opportunity scoring
* [ ] Identify high-value, low-competition keyword opportunities

**Deliverables:**

* research/keyword\_research\_comprehensive.md
* research/search\_intent\_mapping.md

### Phase 3: Audience Intelligence ⏳

**Lead Squad:** ContentForge

**Key Tasks:**

* [ ] Develop detailed buyer personas for each service pillar
* [ ] Map customer decision journeys and pain points
* [ ] Identify content preferences and consumption patterns
* [ ] Document persona-specific messaging requirements

**Deliverables:**

* research/audience\_personas\_detailed.md
* research/customer\_journey\_mapping.md

### Phase 4: Content Gap Analysis ⏳

**Lead Squad:** ContentForge

**Key Tasks:**

* [ ] Cross-analyse competitive, keyword, and audience research
* [ ] Identify content opportunities for market differentiation
* [ ] Prioritise content gaps by impact and effort
* [ ] Map opportunities to business objectives

**Deliverables:**

* research/content\_gap\_analysis.md
* research/content\_opportunity\_matrix.md

### Phase 5: Research Integration & Strategic Summary ⏳

**Lead Squad:** Master Orchestrator

**Key Tasks:**

* [ ] Synthesise findings across all research components
* [ ] Create integrated strategic recommendations
* [ ] Provide content strategy refinement guidance
* [ ] Generate executive summary for stakeholder review

**Deliverables:**

* strategy/integrated\_research\_summary.md
* strategy/content\_strategy\_recommendations.md
* PROJECT\_OVERVIEW.md

## Quality Assurance Checkpoints

* [ ] All statistics cited with credible Australian sources
* [ ] Consistent data across all research components
* [ ] Australian English compliance throughout
* [ ] Actionable recommendations with implementation priorities
* [ ] Clear navigation structure in README.md

## Timeline Estimate

**Total Duration:** 2-3 days

* Phase 1-2: Parallel execution (Day 1)
* Phase 3-4: Sequential analysis (Day 2)
* Phase 5: Synthesis and integration (Day 3)

## Success Criteria

✅ Comprehensive competitive intelligence across all four pillars

✅ Search opportunity identification with volume and difficulty data

✅ Detailed audience personas with content journey mapping

✅ Content gap analysis with differentiation strategies

✅ Integrated strategic recommendations for content planning