# PROJECT CHECKLIST - Luna Digital Marketing 6 Service Pages

**Project ID**: LUNA\_6\_SERVICE\_PAGES\_SOP\_COMPLIANT

**Created**: 2025-09-17

**Status**: In Progress - Research Phase

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## Project Overview

### Objective

Create 6 SOP-compliant service pages for Luna Digital Marketing with mandatory research foundation and strict adherence to content standards.

### Critical Requirements

* **Word Count**: 800-1,500 words maximum per page
* **Answer First Structure**: H2 format with 2-3 specific bullet points
* **Problem-Agitation-Solution**: Following updated\_content.md template
* **Director Information**: Natasha Chandra (NOT Sarah Matthews)
* **British English**: 100% compliance throughout
* **Professional Service Compliance**: AHPRA, Legal Professional Conduct Rules
* **Character Limits**: H1 (20-70 chars), Meta elements properly formatted

## Mandatory Research Phases

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

* [x] **SOP Compliance Check** - Director name corrections, brand consistency verification
* [x] **Audience Research** - Professional services targeting with broader market appeal
* [x] **Market Research** - Content marketing services landscape analysis
* [x] **USP Analysis** - Luna Digital's unique positioning in content services
* [x] **Brand SWOT Analysis** - Content service capabilities assessment
* [x] **Competitor SWOT Analysis** - Content marketing agency competitive analysis

### Phase 2: Competitive Intelligence & Search Landscape ⏳ IN PROGRESS

* [ ] **Brand & Competitor Analysis** - Content service positioning
* [ ] **Trending Topics Research** - Content marketing industry trends 2025
* [ ] **Content Gap Analysis** - Service page content opportunities
* [ ] **Search Landscape Analysis** - Content marketing service search patterns
* [ ] **Competitor Content Audit** - Service page structures and approaches

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

* [ ] **Keyword Research** - Content service-specific keywords
* [ ] **Search Intent Analysis** - Service page user journey mapping
* [ ] **Keyword Gap Analysis** - Untapped content service keywords
* [ ] **Funnel Stage Keywords** - Service awareness to decision mapping
* [ ] **Untapped Angle Keywords** - Low-competition service opportunities
* [ ] **Emerging Trends Keywords** - Future content service trends

### Phase 4: Content Planning, Briefs & AI Optimization ⏳ PENDING

* [ ] **Detailed Content Briefs** - 6 service page layouts and specifications
* [ ] **Content Structure Specifications** - Answer First implementation
* [ ] **AI Readiness Optimization** - Service page AI compatibility
* [ ] **Content Ideas Generation** - Service-specific content angles
* [ ] **Future Content Calendar** - Service page content development
* [ ] **Related Content Mapping** - Service page interconnection strategy

## SOP Compliance Requirements

### Critical SOP Elements (MANDATORY)

* [x] **Director Name Correct**: Natasha Chandra throughout all content
* [ ] **Answer First Structure**: H2 section with 2-3 bullet points
* [ ] **Character Count Compliance**: H1 max 70 chars, Meta max 155 chars
* [ ] **British English Verification**: optimise, realise, colour, centre, organisation
* [ ] **Source Citations**: All statistics must have credible sources
* [ ] **Professional Services Context**: AHPRA and legal compliance

### Content Framework Requirements

* **Problem-Agitation-Solution Structure**: Following updated\_content.md template
* **Word Count Limits**: 800-1,500 words per page (NOT 1,700+)
* **Strategic CTA Placement**: Throughout content with conversion focus
* **FAQ Sections**: 6-8 questions per page (not 10)
* **Australian Market Context**: Local business focus and regulations

## Service Pages Required

### 1. Blog & Article Writing

* **Focus**: Professional content creation with compliance
* **Target**: Businesses needing authoritative content
* **Key USP**: Regulatory knowledge in content creation

### 2. Video Production

* **Focus**: Professional video content for regulated industries
* **Target**: Medical practices, legal firms, consultants
* **Key USP**: Compliance-first video marketing

### 3. E-newsletter

* **Focus**: Client retention and engagement communication
* **Target**: Professional services with existing client base
* **Key USP**: Industry-specific newsletter expertise

### 4. Marketing Automation

* **Focus**: Compliant automated marketing workflows
* **Target**: Growing professional practices
* **Key USP**: Regulatory-safe automation systems

### 5. Lead Generation

* **Focus**: High-quality prospect identification and nurturing
* **Target**: Professional services seeking growth
* **Key USP**: Quality over quantity lead approach

### 6. CRM Process

* **Focus**: Client relationship management optimization
* **Target**: Professional practices with complex client needs
* **Key USP**: Industry-specific CRM expertise

## Quality Gates

### Gate 1: Research Completion Verification

* [ ] All 4 research phases complete with documentation
* [ ] SOP compliance framework established
* [ ] Content briefs approved with Answer First structure

### Gate 2: Content Creation Review

* [ ] Word count compliance (800-1,500 words)
* [ ] Answer First sections implemented
* [ ] British English verification complete
* [ ] Director name accuracy confirmed

### Gate 3: Iterative Feedback Loop

* [ ] Clarity & conciseness optimization (threshold: 8/10)
* [ ] Cognitive load minimization (threshold: 7/10)
* [ ] Content critique specialist review (threshold: 7/10)
* [ ] AI text naturalization (threshold: 8/10)

### Gate 4: Final Publication Review

* [ ] Character count compliance verified
* [ ] Professional service compliance confirmed
* [ ] Source citations complete
* [ ] Cross-page consistency verified

## Implementation Timeline

### Week 1: Research Foundation

* **Days 1-2**: Complete Phase 2 & 3 research
* **Days 3-4**: Complete Phase 4 content planning
* **Day 5**: Research compilation and brief creation

### Week 2: Content Creation

* **Days 1-3**: Create 6 service pages with SOP compliance
* **Days 4-5**: Apply iterative feedback loops

### Week 3: Quality Assurance & Finalization

* **Days 1-2**: Final SOP compliance verification
* **Days 3-4**: Professional service regulation review
* **Day 5**: Implementation preparation and delivery

## Success Metrics

* **SOP Compliance**: 100% adherence to all requirements
* **Word Count Accuracy**: All pages within 800-1,500 word range
* **Answer First Implementation**: H2 structure on all pages
* **British English**: Zero American English variants
* **Professional Compliance**: AHPRA and legal standards met
* **Quality Scores**: All feedback loops meet threshold requirements

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**Current Status**: Research Phase 1 complete, proceeding with comprehensive research workflow before content creation.

**Next Action**: Execute Phase 2 competitive intelligence and search landscape analysis through specialist agents.