# Luna Digital Marketing - Professional Services Website Project

## Project Navigation Hub

### 🎯 Project Overview

**Client:** Luna Digital Marketing (lunadigitalmarketing.com.au)

**Target Market:** Professional Services (Doctors, Medical Practices, Lawyers)

**Project Type:** Complete website rebuild with professional services focus

**Status:** Research and Planning Phase

### 📁 Project Structure

#### /strategy/ - Strategic Planning

* research\_brief.md - Initial project requirements and objectives
* current\_website\_analysis.md - Analysis of existing Luna Digital site
* implementation\_plan.md - Phased implementation strategy

#### /research/ - Market Intelligence & Analysis

* competitive\_analysis.md - Professional services marketing competitor analysis
* audience\_personas.md - Detailed personas for medical and legal professionals
* keyword\_research.md - SEO strategy for professional services market

#### /content/ - Content Strategy & Guidelines

* comprehensive\_website\_content\_plans.md - Page-by-page content strategy
* content\_research.md - Content themes and messaging framework
* audience\_style\_guide.md - Brand voice for professional services market

#### /technical/ - Technical Requirements & Optimization

* technical\_audit.md - Technical specifications and requirements
* ai\_optimization\_guide.md - AI and voice search optimization strategy
* ux\_ui\_analysis.md - User experience design principles

#### /implementation/ - Execution & Tracking

* task\_deps.md - Task dependency plan with integrated feedback loops
* execution\_tracking\_report.md - Progress tracking and milestone management

### 🗺️ Site Architecture

Reference: Sitemap v3 20250820.png

**Main Navigation:**

* **HOME** - Professional services focused landing page
* **ABOUT US** - Story, mission, director profile, service areas
* **SERVICES** - Comprehensive digital marketing services for professionals
* **OUR WORK** - Case studies by professional service categories
* **INSIGHTS** - Content hub, articles, resources, eBooks
* **CONTACT US** - Lead capture and consultation booking

### ⚡ Key Project Requirements

* ✅ Target professional services market exclusively
* ✅ Complete 4-phase research workflow before content creation
* ✅ No pricing or packages displayed on site
* ✅ Integrated iterative feedback loops for quality assurance
* ✅ Australian English compliance throughout
* ✅ Credible source citations for all claims

### 📋 Project Checklist

See: PROJECT\_CHECKLIST.md for detailed progress tracking

### 🚀 Next Steps

1. Complete mandatory research phases (1-4)
2. Develop comprehensive content plans for each page
3. Create detailed content briefs with professional services focus
4. Execute iterative feedback loops for content optimization

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*Project managed according to CLAUDE.md specifications with standardized folder structure and mandatory research workflow compliance.*