# SOP Steward Integration - Luna Digital Marketing Workflow Redesign

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## SOP Steward Integration Overview

### **CRITICAL REQUIREMENT**: SOP Steward as Mandatory First Step

**NEW WORKFLOW PROTOCOL:**

* **Phase 0**: SOP Steward review BEFORE any content creation begins
* **Compliance Check**: Verify against existing brand and content standards
* **Gap Analysis**: Identify deviations from established SOPs
* **Framework Application**: Apply SOP-compliant structure to all content
* **Copywriter Briefing**: Ensure SOP knowledge before content creation

### SOP Steward Role Definition

**Primary Responsibilities:**

1. **Pre-Content Review**: Audit brief against established SOPs
2. **Compliance Verification**: British English, Australian context, professional standards
3. **Brand Consistency**: Ensure alignment with Luna Digital brand guidelines
4. **Quality Standards**: Verify Answer First sections, character counts, source citations
5. **Regulatory Compliance**: AHPRA guidelines, professional services standards

## Content Audit Against Current SOPs

### **MAJOR COMPLIANCE GAPS IDENTIFIED:**

#### 1. Director Information Inconsistency

* **Current Issue**: Multiple references to "Sarah Matthews" instead of "Natasha Chandra"
* **Files Affected**: Meet Our Director page, About Us sections, author attributions
* **Compliance Risk**: Brand credibility and factual accuracy concerns
* **SOP Violation**: Factual accuracy and brand consistency requirements

#### 2. Unsubstantiated Claims Throughout Content

* **Issue**: Response time guarantees without supporting evidence
* **Examples**: "24-hour response guarantee", "immediate consultation availability"
* **SOP Violation**: All claims must have credible source citations
* **Risk Level**: High - potential false advertising implications

#### 3. Missing Answer First Sections

* **Current State**: Executive summaries instead of Answer First structure
* **SOP Requirement**: All pages must begin with direct answer to user query
* **Compliance Gap**: 100% of pages lack proper Answer First implementation
* **Impact**: SEO performance and user experience degradation

#### 4. Target Market Too Narrow

* **Issue**: Exclusive focus on "professional services only"
* **Market Reality**: Luna Digital serves broader business community
* **SOP Requirement**: Accurate representation of service capabilities
* **Business Impact**: Limiting lead generation and market positioning

#### 5. Character Count Assessment Missing

* **Gap**: No systematic character count verification in quality checks
* **SOP Standard**: Meta descriptions must be 155 characters, titles 60 characters
* **Current Risk**: SEO performance limitations and search result truncation

## Critical Issues Identified

### **IMMEDIATE ACTION REQUIRED:**

#### 1. Brand Identity Crisis

`yaml

Current\_State: "Sarah Matthews, Professional Services Marketing Specialist"

Required\_State: "Natasha Chandra, Founder & Managing Director"

Impact: Complete brand messaging inconsistency

Priority: CRITICAL - Must fix before any content goes live

#### 2. False Claims Liability

`yaml

Current\_Risk: "Response time guarantees without evidence"

Legal\_Exposure: "Potential false advertising violations"

Action\_Required: "Remove all unsubstantiated performance claims"

Priority: HIGH - Legal compliance issue

#### 3. SEO Structure Non-Compliance

`yaml

Missing\_Elements: "Answer First sections on all pages"

Performance\_Impact: "Reduced search visibility and user engagement"

Compliance\_Gap: "2025 content standards not implemented"

Priority: HIGH - SEO performance degradation

#### 4. Market Positioning Limitation

`yaml

Current\_Limitation: "Professional services only positioning"

Business\_Reality: "Broader service capabilities available"

Revenue\_Impact: "Reduced lead generation potential"

Priority: MEDIUM - Growth opportunity limitation

## SOP-Compliant Content Framework

### **MANDATORY FRAMEWORK ELEMENTS:**

#### 1. Answer First Structure (Required on ALL Pages)

`markdown

# Page Title

## Answer First Section

[Direct answer to primary user query in first 150 words]

## Traditional Content Structure Follows

[Rest of page content with proper headings and structure]

#### 2. Director Information Standard

**Consistent Throughout All Content:**

* **Name**: Natasha Chandra
* **Title**: Founder & Managing Director
* **Credentials**: [To be verified and documented]
* **Bio**: Updated professional background and expertise

#### 3. Claims Verification Protocol

**All Claims Must Include:**

`markdown

**Statistic or Performance Claim**

**Source:** [Organisation Name - Report Title](URL) - Date

#### 4. Character Count Compliance

* **Page Titles**: Maximum 60 characters
* **Meta Descriptions**: Maximum 155 characters
* **H1 Headers**: Maximum 70 characters for optimal display
* **Navigation Labels**: Maximum 20 characters

#### 5. British English Compliance Verification

**Mandatory Spellings:**

* optimise (not optimize)
* realise (not realize)
* colour (not color)
* centre (not center)
* organisation (not organization)

#### 6. Target Market Broadening Framework

**New Positioning:**

* **Primary Focus**: Professional services (maintain strength)
* **Extended Services**: All business types requiring marketing expertise
* **Messaging**: "Specialising in professional services, serving all businesses"

## Implementation Phases

### **Phase 1: Immediate Corrections (Week 1)**

* [ ] **Director Name Updates**: Change all "Sarah Matthews" to "Natasha Chandra"
* [ ] **Unsubstantiated Claims Removal**: Remove response time guarantees and unverified statistics
* [ ] **Answer First Implementation**: Convert executive summaries to Answer First structure
* [ ] **Character Count Audit**: Verify and correct all meta elements

### **Phase 2: Content Enhancement (Week 2)**

* [ ] **Target Market Broadening**: Expand messaging beyond professional services only
* [ ] **Source Citation Addition**: Add credible sources for all retained statistics
* [ ] **British English Verification**: Complete spelling and terminology audit
* [ ] **Navigation Structure Updates**: Fix "Areas We Serve" section headings

### **Phase 3: AI Optimisation Integration (Week 3)**

* [ ] **AI Readiness Review**: Complete technical optimisation for AI systems
* [ ] **Structured Data Implementation**: Add schema markup recommendations
* [ ] **Voice Search Compatibility**: Optimise content for voice queries
* [ ] **Content Consolidation**: Numbered page structure in single folder

### **Phase 4: Quality Assurance & Go-Live (Week 4)**

* [ ] **Final SOP Compliance Check**: Comprehensive audit against all standards
* [ ] **Feedback Loop Testing**: Verify enhanced feedback system operation
* [ ] **Sitemap Verification**: Confirm all pages complete and compliant
* [ ] **Implementation Timeline**: Prepare website update schedule

## Quality Assurance Protocol

### **SOP Steward Quality Gates:**

#### Gate 1: Content Brief Review

* [ ] Answer First structure planned
* [ ] Director information correct (Natasha Chandra)
* [ ] Target market appropriately broad
* [ ] Character count specifications included
* [ ] Source citation requirements identified

#### Gate 2: Draft Content Review

* [ ] Answer First section implemented correctly
* [ ] All claims supported by credible sources
* [ ] British English compliance verified
* [ ] Character counts within limits
* [ ] Brand messaging consistent

#### Gate 3: Pre-Publication Review

* [ ] Final SOP compliance verification
* [ ] Cross-reference accuracy check
* [ ] Link functionality verification
* [ ] Mobile compatibility confirmed
* [ ] SEO elements optimised

### **Enhanced Feedback Loop Integration:**

`yaml

sop\_compliance\_check:

type: MandatoryPreCheck

agent: SOP\_Steward

threshold\_score: 9.0/10.0

requirements:

* director\_name\_correct: true
* answer\_first\_present: true
* claims\_supported: true
* character\_counts\_compliant: true
* british\_english\_verified: true

### **Success Metrics:**

* **Brand Consistency**: 100% director name accuracy
* **Claims Compliance**: All statistics have credible sources
* **SEO Structure**: Answer First on all pages
* **Character Compliance**: Meta elements within limits
* **Market Positioning**: Broader appeal while maintaining professional services strength

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**Next Action**: Begin immediate implementation of director name corrections and unsubstantiated claims removal across all Luna Digital content files.

**Quality Assurance**: SOP Steward verification at each phase gate before proceeding to next implementation phase.