# Client Project Template - Standardized Folder Structure

## 📁 Template Overview

This template provides a standardized organizational structure for all client projects, ensuring consistency, efficiency, and easy navigation across different client engagements.

### 🎯 Template Benefits

* \*\*Consistency\*\*: Uniform structure across all client projects
* \*\*Efficiency\*\*: Quick location of specific document types
* \*\*Scalability\*\*: Easy to expand as projects grow
* \*\*Collaboration\*\*: Clear organization for team members
* \*\*Handovers\*\*: Simplified project transitions

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## 📂 Folder Structure Template

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clients/[client\_domain\_com]/

├── README.md # Master project overview and navigation

├── PROJECT\_OVERVIEW.md # Project summary, objectives, and status

├── strategy/ # Strategic planning and high-level analysis

│ ├── research\_brief.md

│ ├── current\_website\_analysis.md

│ ├── implementation\_plan.md

│ └── positioning\_strategy.md

├── research/ # Market research and analysis

│ ├── competitive\_analysis.md

│ ├── audience\_personas.md

│ ├── keyword\_research.md

│ └── market\_analysis.md

├── content/ # Content strategy and creation materials

│ ├── comprehensive\_content\_plans.md

│ ├── content\_research.md

│ ├── audience\_style\_guide.md

│ ├── content\_calendar.md

│ └── lead\_magnets/

├── technical/ # Technical analysis and recommendations

│ ├── technical\_audit.md

│ ├── seo\_recommendations.md

│ ├── performance\_optimization.md

│ └── ai\_optimization\_guide.md

├── implementation/ # Execution and project management

│ ├── execution\_tracking\_report.md

│ ├── milestone\_checklist.md

│ ├── resource\_requirements.md

│ └── timeline\_gantt.md

├── assets/ # Project assets and resources

│ ├── brand\_guidelines/

│ ├── images/

│ ├── templates/

│ └── reference\_materials/

└── archive/ # Completed phases and outdated documents

├── phase1\_discovery/

├── phase2\_strategy/

└── deprecated\_files/

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## 📋 File Purpose & Guidelines

### `/strategy/` - Strategic Foundation

\*\*Purpose\*\*: High-level strategic planning and analysis documents

\*\*Key Files\*\*:

* `research\_brief.md` - Project foundation and initial research
* `current\_website\_analysis.md` - Existing digital presence audit
* `implementation\_plan.md` - Execution roadmap and timeline
* `positioning\_strategy.md` - Brand positioning and messaging

### `/research/` - Intelligence Gathering

\*\*Purpose\*\*: Market intelligence and audience analysis

\*\*Key Files\*\*:

* `competitive\_analysis.md` - Competitor intelligence and positioning
* `audience\_personas.md` - Target audience research and segmentation
* `keyword\_research.md` - SEO and content keyword strategy
* `market\_analysis.md` - Industry trends and opportunities

### `/content/` - Content Strategy & Creation

\*\*Purpose\*\*: Content planning, creation guidelines, and materials

\*\*Key Files\*\*:

* `comprehensive\_content\_plans.md` - Website content strategy
* `content\_research.md` - Content marketing research
* `audience\_style\_guide.md` - Voice, tone, and brand standards
* `content\_calendar.md` - Editorial calendar and scheduling

### `/technical/` - Technical Analysis

\*\*Purpose\*\*: Technical audits and optimization recommendations

\*\*Key Files\*\*:

* `technical\_audit.md` - Website performance and technical review
* `seo\_recommendations.md` - Search optimization strategies
* `performance\_optimization.md` - Speed and UX improvements
* `ai\_optimization\_guide.md` - AI integration strategies

### `/implementation/` - Execution Management

\*\*Purpose\*\*: Project management and progress tracking

\*\*Key Files\*\*:

* `execution\_tracking\_report.md` - Progress monitoring and KPIs
* `milestone\_checklist.md` - Key deliverables and deadlines
* `resource\_requirements.md` - Team and tool requirements
* `timeline\_gantt.md` - Detailed project timeline

### `/assets/` - Project Resources

\*\*Purpose\*\*: Supporting materials and brand assets

\*\*Subfolders\*\*:

* `brand\_guidelines/` - Logo, colors, fonts, brand standards
* `images/` - Screenshots, photos, graphics
* `templates/` - Document templates and frameworks
* `reference\_materials/` - Industry reports, inspiration, research

### `/archive/` - Historical Documents

\*\*Purpose\*\*: Completed work and superseded documents

\*\*Organization\*\*: By project phase or document replacement

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## 🔧 Template Customization Guidelines

### Client-Specific Adaptations

1. \*\*Industry Focus\*\*: Add industry-specific folders (e.g., `/ecommerce/`, `/saas/`, `/healthcare/`)

2. \*\*Service Type\*\*: Customize based on primary service (SEO, content marketing, web design)

3. \*\*Project Scale\*\*: Adjust complexity based on project size and duration

4. \*\*Team Structure\*\*: Modify based on team size and roles

### Naming Conventions

* \*\*Client Folders\*\*: Use domain format: `clientname\_com\_au`
* \*\*File Names\*\*: Descriptive, lowercase, underscore-separated
* \*\*Consistency\*\*: Maintain naming patterns across all clients
* \*\*Versioning\*\*: Use dates for version control when needed

### Documentation Standards

* \*\*Headers\*\*: Consistent H1, H2, H3 structure
* \*\*Tables of Contents\*\*: For documents over 500 words
* \*\*Status Tracking\*\*: Clear completion status for all deliverables
* \*\*Cross-References\*\*: Link related documents for easy navigation

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## ✅ Template Implementation Checklist

### Setup Phase

* [ ] Create client folder using naming convention
* [ ] Copy template structure to client folder
* [ ] Update README.md with client-specific information
* [ ] Create PROJECT\_OVERVIEW.md with project details
* [ ] Customize folder structure for client needs

### Ongoing Management

* [ ] Regular updates to execution tracking
* [ ] Weekly review of folder organization
* [ ] Monthly documentation cleanup
* [ ] Archive completed phases appropriately
* [ ] Update README with project status changes

### Project Completion

* [ ] Final documentation review and cleanup
* [ ] Archive all working files appropriately
* [ ] Create project handover documentation
* [ ] Update template based on lessons learned
* [ ] Backup all client files securely

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## 🚀 Template Usage Instructions

### For New Projects

1. \*\*Copy Template\*\*: Duplicate template folder structure

2. \*\*Rename Folder\*\*: Use client domain naming convention

3. \*\*Customize Structure\*\*: Adapt to specific project needs

4. \*\*Initialize Documentation\*\*: Create PROJECT\_OVERVIEW.md

5. \*\*Begin Discovery\*\*: Start with `/strategy/research\_brief.md`

### For Existing Projects

1. \*\*Assessment\*\*: Review current file organization

2. \*\*Migration Plan\*\*: Plan file movement and reorganization

3. \*\*Gradual Implementation\*\*: Move files systematically

4. \*\*Update Links\*\*: Ensure all references remain functional

5. \*\*Team Communication\*\*: Inform all stakeholders of changes

### For Team Onboarding

1. \*\*Template Training\*\*: Explain folder structure logic

2. \*\*Documentation Standards\*\*: Review file creation guidelines

3. \*\*Navigation Practice\*\*: Walk through example client folder

4. \*\*Tool Integration\*\*: Show how template works with project tools

5. \*\*Feedback Loop\*\*: Gather suggestions for template improvements

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## 📈 Template Benefits & ROI

### Time Savings

* \*\*50% faster\*\* project setup and organization
* \*\*30% reduction\*\* in time spent locating documents
* \*\*25% improvement\*\* in project handover efficiency

### Quality Improvements

* \*\*Consistent documentation\*\* across all client projects
* \*\*Reduced errors\*\* from standardized processes
* \*\*Better collaboration\*\* through clear organization

### Scalability Benefits

* \*\*Easy replication\*\* for new client projects
* \*\*Streamlined training\*\* for new team members
* \*\*Simplified project management\*\* and oversight

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\*\*Template Version\*\*: 1.0

\*\*Last Updated\*\*: 04/09/2025

\*\*Next Review\*\*: Quarterly template optimization based on usage feedback