# Capital Smiles Dental Practice - Executive Project Overview

**Project Initiated:** 16 September 2025

**Client:** Capital Smiles Dental Practice

**Website:** https://capitalsmiles.com.au/

**Location:** Canberra, Australian Capital Territory

## 🎯 Project Objectives

### Primary Goals

1. **Content Strategy Development** - Comprehensive content planning following SOP\_2025\_Content\_Creation\_Standards
2. **Website Content Audit** - Complete evaluation of existing capitalsmiles.com.au content
3. **Content Hubs Strategy** - Authority building for Canberra dental market positioning
4. **Pillar Page Optimisation** - SEO-focused foundation content recommendations
5. **Local Market Dominance** - Canberra dental practice competitive advantage

### Strategic Outcomes

* **12-Month Blog Calendar** with strategic topic clustering
* **Content Hubs Framework** for dental expertise demonstration
* **Local SEO Optimisation** for Canberra market penetration
* **AI-Ready Content Structure** for future search evolution
* **Patient Journey Mapping** through educational content

## 📊 Mandatory Research Workflow Status

### Phase 1: Foundation Research & Strategic Analysis

* [ ] SOP Compliance Check against dental industry standards
* [ ] Audience Research and patient persona development
* [ ] Market Research for Canberra dental industry (September 2025)
* [ ] USP Analysis and competitive differentiation
* [ ] Brand SWOT Analysis
* [ ] Competitor SWOT Analysis (top 5 Canberra dental practices)

### Phase 2: Competitive Intelligence & Search Landscape

* [ ] Brand and competitor positioning analysis
* [ ] Trending topics research in dental industry
* [ ] Content gap analysis in Canberra dental market
* [ ] Search landscape analysis (market size, competition, seasonal trends)
* [ ] Competitor content audit (websites, mobile experience, patient journeys)

### Phase 3: Advanced SEO & Keyword Strategy

* [ ] Comprehensive keyword research for dental services
* [ ] Search intent analysis and patient journey mapping
* [ ] Keyword gap analysis for competitive opportunities
* [ ] Funnel stage keywords (awareness, consideration, decision)
* [ ] Untapped angle keywords for niche dental services
* [ ] Emerging trends keywords (September 2025 market conditions)

### Phase 4: Content Planning, Briefs & AI Optimisation

* [ ] Detailed content briefs with page layouts
* [ ] Content structure specifications (headlines, sections, CTAs)
* [ ] AI readiness optimisation for voice search and AI systems
* [ ] Content ideas generation based on research foundation
* [ ] 12-month future content calendar development
* [ ] Related content mapping and topic clusters

## 🏥 Dental Industry Context

### Australian Dental Regulations Compliance

* **AHPRA Standards** - Australian Health Practitioner Regulation Agency requirements
* **TGA Guidelines** - Therapeutic Goods Administration advertising standards
* **Privacy Act Compliance** - Patient information handling
* **Dental Board Standards** - Professional practice requirements

### Canberra Market Characteristics

* **Population:** ~460,000 (ACT region)
* **Demographics:** Government employees, professionals, families
* **Competition Level:** Moderate to high dental practice density
* **Seasonal Patterns:** Government budget cycles, school holiday scheduling
* **Local SEO Opportunities:** ACT-specific search behaviours

## 📈 Success Metrics

### Content Performance Indicators

* **Organic Search Growth** - Local dental keyword rankings
* **Patient Acquisition** - Content-driven enquiry attribution
* **Authority Building** - Content Hub engagement metrics
* **Local Market Share** - Canberra dental search visibility

### Quality Assurance Standards

* **British English Compliance** - Australian spelling and terminology
* **Iterative Feedback Loops** - Multi-agent quality optimisation
* **Source Citation Standards** - Credible medical and industry references
* **Professional Compliance** - AHPRA and dental industry standards

## 🚀 Implementation Timeline

### Week 1-2: Research & Analysis

* Complete all 4 mandatory research phases
* Conduct comprehensive website audit
* Develop competitive intelligence reports

### Week 3-4: Strategy Development

* Create Content Hubs framework
* Design pillar page recommendations
* Develop keyword strategy implementation

### Week 5-6: Content Planning

* Generate 12-month blog calendar
* Create detailed content briefs
* Establish iterative feedback loops

### Week 7-8: Quality Assurance & Delivery

* Apply multi-agent feedback optimisation
* Ensure British English compliance
* Compile comprehensive deliverable package

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**Project Status:** Research Phase Initiated

**Next Milestone:** Complete Foundation Research & Strategic Analysis (Phase 1)

**Quality Gate:** Mandatory research workflow verification before content creation