# Capital Smiles Multi-Demographic Content Strategy Expansion

## Project Overview

Comprehensive research workflow for Capital Smiles orthodontic practice focusing on multi-demographic content strategy expansion including pediatric, teen, and adult markets with specialisation in lingual orthodontics and professional Canberra demographic targeting.

## Project Navigation

### Strategic Planning

* [Research Brief](strategy/research\_brief.md) - Executive summary and project scope
* [Current Website Analysis](strategy/current\_website\_analysis.md) - Baseline assessment
* [Implementation Plan](strategy/implementation\_plan.md) - Phased execution roadmap

### Market Intelligence & Research

* [Competitive Analysis](research/competitive\_analysis.md) - Multi-demographic competitor analysis
* [Audience Personas](research/audience\_personas.md) - Pediatric, teen, adult personas
* [Keyword Research](research/keyword\_research.md) - Demographic-targeted keyword strategies
* [Search Intent Mapping](research/search\_intent\_mapping.md) - Age-specific search behaviour analysis

### Content Strategy & Guidelines

* [Comprehensive Content Plans](content/comprehensive\_website\_content\_plans.md) - Multi-demographic strategy
* [Content Research](content/content\_research.md) - Market insights and opportunities
* [Audience Style Guide](content/audience\_style\_guide.md) - Age-appropriate communication guidelines
* [Content Architecture Recommendations](content/content\_architecture\_strategy.md) - Pillar vs hub approach analysis

### Technical Optimisation

* [Technical Audit](technical/technical\_audit.md) - Website performance assessment
* [AI Optimisation Guide](technical/ai\_optimization\_guide.md) - Voice search and AI readiness
* [UX/UI Analysis](technical/ux\_ui\_analysis.md) - Multi-demographic user experience analysis

### Implementation Tracking

* [Task Dependencies](implementation/task\_deps.md) - Project workflow with feedback loops
* [Execution Tracking Report](implementation/execution\_tracking\_report.md) - Progress monitoring

## Project Objectives

1. **Multi-Demographic Analysis**: Comprehensive research across pediatric, teen, and adult orthodontic markets
2. **Lingual Orthodontics Focus**: Specialised content strategy for invisible braces across age groups
3. **Canberra Professional Targeting**: High-value demographic positioning
4. **Content Architecture Strategy**: Strategic recommendations for content organisation
5. **Age-Appropriate Content Calendars**: Tailored content planning for each demographic
6. **Website Navigation Enhancement**: Professional user experience optimisation

## Timeline

* **Phase 1-3**: Research and analysis (5-7 days)
* **Phase 4**: Content planning and architecture (3-4 days)
* **Implementation**: Ongoing with feedback loops

## Success Metrics

* Comprehensive demographic personas (3-7 personas across age groups)
* Targeted keyword strategies for each demographic
* Strategic content architecture recommendations
* 12-month age-appropriate content calendars
* Enhanced website navigation structure

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*Project initiated: 2025-09-19*

*Location: Canberra, Australia*

*Focus: Multi-demographic orthodontic content strategy*