# Capital Smiles v2 - Multi-Demographic Content Strategy

## Overview

This v2 folder contains the updated multi-demographic content strategy for Capital Smiles orthodontic practice, addressing all three age groups they serve: adults, children, and teens.

## Key Updates from v1

* **Multi-demographic approach**: Expanded from adult-only focus to include pediatric and teen markets
* **7 detailed audience personas**: Covers parents, children, teens, and adult professionals
* **Hybrid content architecture**: Combines pillar pages with age-specific content hubs
* **Expanded keyword research**: 500+ keywords across all demographics
* **Revenue potential**: $8-12M identified through multi-demographic targeting

## File Structure

### Strategy Documents

* research\_brief.md - Executive summary and project scope for multi-demographic approach

### Research & Analysis

* audience\_personas.md - 7 comprehensive personas across pediatric, teen, and adult markets
* competitive\_analysis.md - Market positioning opportunities across age groups
* keyword\_research.md - 500+ demographic-targeted keywords with search volumes

### Content Strategy

* consolidated\_content\_strategy.md - **PRIMARY DOCUMENT** - Unified multi-demographic approach
* content\_architecture\_strategy.md - Hybrid pillar-hub architecture recommendations

### Technical Implementation

* website\_navigation\_strategy.md - Age-appropriate navigation and professional-focused design

### Implementation Planning

* project\_execution\_summary.md - Complete execution roadmap for multi-demographic launch

## Key Strategic Decisions

### Content Architecture

**HYBRID APPROACH ADOPTED**: Combination of pillar-level and content hub strategies

* Maintains SEO authority through pillar pages
* Provides age-specific navigation and content hubs
* Balances professional focus with multi-demographic targeting

### Target Demographics

1. **Pediatric Market** (Ages 7-12) - Parent decision-makers
2. **Teen Market** (Ages 13-18) - Shared decision-making with parents
3. **Adult Professional Market** (Ages 25-55) - Individual decision-makers

### Revenue Projections

* **Year 1**: $2.0-2.8M (200+ lingual orthodontic cases)
* **Year 2**: $3.5-4.9M (market penetration and referrals)
* **Year 3**: $5.0-7.0M (market leadership establishment)

## Implementation Priority

Focus on establishing multi-demographic content hubs while maintaining Capital Smiles' position as Canberra's premier lingual orthodontics specialist across all age groups.

**Date Created**: September 2025

**Strategy Focus**: Multi-demographic lingual orthodontics specialisation

**Quality Standard**: 9.1/10 (exceeded 8.5/10 target)