# Endeurology Content Strategy Project Checklist

## Project Overview

**Client**: Endeurology (https://www.endeurology.com.au/)

**Project Type**: Comprehensive Content Strategy & Architecture Plan

**Generated**: 2025-09-03

## Major Project Phases

### Phase 1: Research & Analysis ✅

* [ ] Website content audit across all sections
* [ ] Technical SEO and structure analysis
* [ ] Competitive landscape research
* [ ] Current content performance baseline
* [ ] AI readiness assessment

### Phase 2: Strategic Content Planning

* [ ] Pillar page strategy development
* [ ] Content hub architecture design
* [ ] Site structure optimisation recommendations
* [ ] Content reorganisation plan
* [ ] AI-friendly formatting guidelines

### Phase 3: Implementation Planning

* [ ] Priority matrix development
* [ ] Resource allocation recommendations
* [ ] Timeline and milestone planning
* [ ] Success metrics definition
* [ ] Quality assurance protocols

## Key Agent Tasks

### SiteSpect Squad

* [ ] Technical audit and performance analysis
* [ ] On-page SEO extraction and analysis
* [ ] UX/UI assessment for content presentation
* [ ] AI optimisation audit
* [ ] Site structure evaluation

### ContentForge Squad

* [ ] Content strategy development
* [ ] Keyword research and mapping
* [ ] Audience persona development
* [ ] Editorial calendar planning
* [ ] Content performance measurement

### StrategyNexus Squad

* [ ] Competitive intelligence gathering
* [ ] Market positioning analysis
* [ ] Strategic implementation roadmap
* [ ] Business impact assessment

## Required Deliverables

### Core Research Files

* [ ] ENDEUROLOGY\_research\_brief.md
* [ ] ENDEUROLOGY\_competitive\_analysis.md
* [ ] ENDEUROLOGY\_content\_audit.md
* [ ] ENDEUROLOGY\_keyword\_research.md

### Strategic Planning Files

* [ ] ENDEUROLOGY\_pillar\_page\_strategy.md
* [ ] ENDEUROLOGY\_content\_hub\_concepts.md
* [ ] ENDEUROLOGY\_site\_structure\_plan.md
* [ ] ENDEUROLOGY\_ai\_optimization\_guide.md

### Implementation Files

* [ ] ENDEUROLOGY\_implementation\_roadmap.md
* [ ] ENDEUROLOGY\_content\_reorganisation\_plan.md
* [ ] ENDEUROLOGY\_technical\_recommendations.md

### Quality Assurance Files

* [ ] ENDEUROLOGY\_execution\_tracking\_report.md
* [ ] ENDEUROLOGY\_assumptions\_and\_methodology.md
* [ ] ENDEUROLOGY\_british\_english\_compliance\_report.md

## Success Criteria

* Comprehensive content strategy covering all specified sections
* Actionable AI and SEO optimisation recommendations
* Clear pillar page and content hub architecture
* Detailed implementation roadmap with priorities
* All deliverables in British English compliance

## Next Steps

1. Initiate comprehensive website analysis
2. Conduct competitive research in urology/medical field
3. Develop content architecture recommendations
4. Create implementation timeline and priorities