# Family Focus Legal - Content Strategy Project

**Client**: Family Focus Legal

**Domain**: familyfocuslegal.com.au

**Location**: Camden, NSW, Australia

**Industry**: Legal Services

**Project Start**: 19th September 2025

## Project Navigation Hub

### Strategic Planning

* [📋 Project Overview](PROJECT\_OVERVIEW.md) - Executive summary and objectives
* [📊 Research Brief](strategy/research\_brief.md) - Comprehensive research findings
* [🌐 Current Website Analysis](strategy/current\_website\_analysis.md) - Existing content audit and recommendations
* [📈 Implementation Plan](strategy/implementation\_plan.md) - Step-by-step execution roadmap

### Market Intelligence & Analysis

* [🎯 Competitive Analysis](research/competitive\_analysis.md) - Competitor research and positioning
* [👥 Audience Personas](research/audience\_personas.md) - Detailed buyer personas for legal services
* [🔍 Keyword Research](research/keyword\_research.md) - SEO strategy and keyword mapping

### Content Strategy & Guidelines

* [📝 Comprehensive Website Content Plans](content/comprehensive\_website\_content\_plans.md) - Content hub and pillar page strategy
* [📚 Content Research](content/content\_research.md) - Industry research and content foundations
* [✍️ Audience Style Guide](content/audience\_style\_guide.md) - Brand voice and writing guidelines

### Technical Audits & Recommendations

* [🔧 Technical Audit](technical/technical\_audit.md) - Website technical analysis
* [🤖 AI Optimization Guide](technical/ai\_optimization\_guide.md) - AI readiness and optimization strategies
* [🎨 UX/UI Analysis](technical/ux\_ui\_analysis.md) - User experience recommendations

### Implementation & Execution

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

## Project Status

* **Current Phase**: Foundation Research & Strategic Analysis
* **Research Workflow**: Mandatory 4-Phase Protocol Active
* **Compliance Standard**: Australian English (British spellings)
* **Quality Target**: ≥8.5/10 aggregate score through iterative feedback loops

## Key Focus Areas

* Legal services content strategy development
* Camden, NSW local market optimisation
* Pillar page and content hub architecture
* Current website content analysis and improvement
* Legal compliance and E-A-T credibility enhancement
* Australian legal services industry expertise integration