# Green Power Solutions - Agent Task Templates & Deliverable Requirements

## Standardized Framework for Three Pillar Expansion Project

**Project**: Hybrid Lighting, Tanks, and Load Banks Pillar Development

**Client**: Green Power Solutions (https://greenpowersolutions.com.au/)

**Framework Purpose**: Ensure consistency, quality, and integration across all agent deliverables

**Quality Standards**: Australian English, credible citations, technical accuracy

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## AGENT ROLE DEFINITIONS AND STANDARDS

### Market Research Specialist

**Primary Responsibilities**: Market analysis, competitive intelligence, customer research, regulatory compliance research

**Quality Standards**: All statistics require credible source citations, Australian market focus, currency conversion to AUD

**Technical Requirements**: Understanding of power generation, lighting, and storage systems

**Deliverable Format**: Structured markdown reports with executive summary, detailed analysis, and actionable recommendations

### Content Strategy Specialist

**Primary Responsibilities**: Content architecture, user journey mapping, SEO strategy, content planning

**Quality Standards**: Australian English compliance, SEO best practices, user experience optimization

**Technical Requirements**: Understanding of technical SEO, content marketing, customer journey optimization

**Deliverable Format**: Detailed content strategies with implementation guides and success metrics

### Technical Content Writer

**Primary Responsibilities**: Technical content creation, specification documentation, application guides

**Quality Standards**: Technical accuracy, Australian compliance standards, professional tone

**Technical Requirements**: Engineering background or equivalent technical knowledge in power systems

**Deliverable Format**: Complete content with proper formatting, citations, and technical diagrams

### UX Content Specialist

**Primary Responsibilities**: Navigation design, user experience optimization, conversion flow enhancement

**Quality Standards**: Usability best practices, accessibility compliance, mobile optimization

**Technical Requirements**: UX/UI design principles, conversion optimization, user testing methodologies

**Deliverable Format**: UX documentation with wireframes, user flow diagrams, and testing protocols

### Content Integration Specialist

**Primary Responsibilities**: Cross-pillar integration, internal linking, solution packaging

**Quality Standards**: Seamless integration, contextual relevance, conversion optimization

**Technical Requirements**: Content management systems, SEO principles, marketing automation

**Deliverable Format**: Integration guides with implementation checklists and tracking metrics

### Technical SEO Specialist

**Primary Responsibilities**: Website implementation, schema markup, performance optimization

**Quality Standards**: Technical SEO best practices, performance benchmarks, accessibility compliance

**Technical Requirements**: HTML/CSS, JavaScript, server configuration, analytics implementation

**Deliverable Format**: Technical implementation documentation with testing results and optimization reports

### Quality Assurance Specialist

**Primary Responsibilities**: Content accuracy verification, user experience testing, compliance validation

**Quality Standards**: Error-free content, regulatory compliance, performance standards

**Technical Requirements**: Testing methodologies, quality assurance processes, regulatory knowledge

**Deliverable Format**: QA reports with test results, issue logs, and resolution recommendations

### Digital Marketing Specialist

**Primary Responsibilities**: Launch strategy, marketing integration, analytics implementation, performance tracking

**Quality Standards**: Marketing best practices, brand consistency, measurable results

**Technical Requirements**: Digital marketing platforms, analytics tools, automation systems

**Deliverable Format**: Marketing strategy documents with campaign assets and performance tracking systems

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## PHASE 1: RESEARCH TEMPLATES (Weeks 1-4)

### Market Research Specialist - Task Templates

#### Template 1.1: Hybrid Lighting Market Research

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: None

**Required Research Components**:

1. MARKET SIZING ANALYSIS

✓ Total Addressable Market (TAM) calculation with AUD values

✓ Market segmentation by application (mining, construction, events, emergency)

✓ Growth projections with credible source citations

✓ Regional demand analysis across Australian states

1. COMPETITIVE LANDSCAPE ANALYSIS

✓ Direct competitor identification and analysis (minimum 10 companies)

✓ Pricing analysis across different power ratings (5kW-100kW+)

✓ Service capability comparison and gap analysis

✓ Market positioning assessment and differentiation opportunities

1. CUSTOMER RESEARCH

✓ Primary target segment analysis (mining, construction, events)

✓ Decision criteria identification and prioritization

✓ Budget range analysis by application type

✓ Purchase trigger identification and seasonal patterns

1. REGULATORY COMPLIANCE RESEARCH

✓ Australian electrical standards compliance requirements

✓ Solar installation certification and accreditation needs

✓ Environmental regulations and incentive programs

✓ Industry-specific requirements (mining, construction)

1. TECHNICAL REQUIREMENTS ANALYSIS

✓ Solar panel integration specifications

✓ Battery storage optimization requirements

✓ Diesel generator backup integration needs

✓ Control system capabilities and monitoring requirements

**Deliverable Requirements**:

* **Report Length**: 15-20 pages with executive summary
* **Citation Standard**: Minimum 25 credible sources with proper attribution
* **Format**: Markdown with structured headings and data tables
* **Graphics**: Market size charts, competitive positioning maps, customer journey diagrams
* **Integration Points**: Clear connections to generator pillar applications

**Quality Assurance Checklist**:

* [ ] All financial figures converted to AUD with conversion date noted
* [ ] All sources dated 2022 or later with preference for 2024 data
* [ ] Australian market focus maintained throughout
* [ ] Technical specifications verified by qualified personnel
* [ ] Integration opportunities with generator systems clearly identified

#### Template 1.2: Tank Storage Market Research

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: None

**Required Research Components**:

1. MARKET SEGMENTATION ANALYSIS

✓ Fuel storage market size and growth (diesel, petrol, biodiesel)

✓ Water storage market analysis (potable, industrial, grey water)

✓ Chemical storage requirements and market opportunities

✓ Multi-purpose and modular storage system demand

1. COMPETITIVE ANALYSIS

✓ Tank manufacturer analysis (Aquaplate, Kingspan, Davey Water, others)

✓ Industrial storage specialist evaluation

✓ Pricing structure analysis by tank size and material

✓ Service integration capabilities assessment

1. CUSTOMER SEGMENT RESEARCH

✓ Mining industry storage requirements and budget analysis

✓ Construction industry temporary vs permanent storage needs

✓ Industrial and manufacturing storage applications

✓ Integration requirements with power generation systems

1. REGULATORY FRAMEWORK ANALYSIS

✓ Australian fuel storage standards (AS1940)

✓ Water storage compliance requirements (AS/NZS 4020)

✓ Chemical storage regulations and safety standards

✓ Environmental protection requirements by state

1. TECHNICAL INTEGRATION OPPORTUNITIES

✓ Generator fuel storage optimization calculations

✓ Water storage for generator cooling and fire suppression

✓ Chemical storage for water treatment applications

✓ Multi-purpose storage solutions for complete systems

**Deliverable Requirements**:

* **Report Length**: 15-20 pages with executive summary
* **Citation Standard**: Minimum 25 credible sources with regulatory focus
* **Format**: Markdown with technical specification tables
* **Graphics**: Market segmentation charts, pricing comparison tables, integration diagrams
* **Integration Focus**: Clear connections to generator fuel requirements and hybrid lighting systems

#### Template 1.3: Load Bank Testing Market Research

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: None

**Required Research Components**:

1. TESTING EQUIPMENT MARKET ANALYSIS

✓ Load bank equipment market size in Australia

✓ Rental vs purchase market segmentation

✓ Service market analysis for generator testing

✓ Technology trend analysis (digital controls, remote monitoring)

1. CUSTOMER SEGMENT ANALYSIS

✓ Generator service company requirements and preferences

✓ End-user direct purchase vs service utilization patterns

✓ Generator manufacturer testing needs and procedures

✓ Critical facility testing compliance requirements

1. COMPETITIVE LANDSCAPE EVALUATION

✓ Load bank manufacturer analysis (Northbridge, Simplex, Avtron, others)

✓ Australian distributor and service provider assessment

✓ Pricing analysis by power rating and features

✓ Service integration opportunities with generator business

1. REGULATORY AND COMPLIANCE RESEARCH

✓ Generator testing standards and procedures

✓ Industry-specific testing requirements (healthcare, data centers, mining)

✓ Insurance and compliance documentation needs

✓ Safety standards for load bank operation

1. TECHNOLOGY AND SERVICE INTEGRATION

✓ Load bank specifications and capabilities

✓ Digital control and monitoring system requirements

✓ Service integration with generator sales and maintenance

✓ Training and certification program opportunities

**Deliverable Requirements**:

* **Report Length**: 15-20 pages with executive summary
* **Citation Standard**: Minimum 20 credible sources with technical standards focus
* **Format**: Markdown with equipment specification tables
* **Graphics**: Market analysis charts, equipment comparison tables, service integration diagrams
* **Service Focus**: Clear integration opportunities with existing generator services

### Content Strategy Specialist - Task Templates

#### Template 1.4: Cross-Pillar Integration Research

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Tasks 1.1, 1.2, 1.3

**Required Analysis Components**:

1. CUSTOMER JOURNEY MAPPING

✓ Multi-pillar customer touchpoint identification

✓ Decision-making process flow across all four pillars

✓ Cross-selling opportunity analysis and prioritization

✓ Complete solution requirement documentation

1. TECHNICAL INTEGRATION ANALYSIS

✓ Generator-hybrid lighting integration specifications

✓ Tank storage optimization for generator systems

✓ Load bank testing integration with generator services

✓ Complete system specifications and performance metrics

1. CONTENT ARCHITECTURE PLANNING

✓ Internal linking strategy between all four pillars

✓ Shared terminology and technical specification alignment

✓ SEO integration opportunities and keyword mapping

✓ User experience flow optimization across pillars

1. COMPETITIVE COMPLETE SOLUTION ANALYSIS

✓ Integrated solution provider competitive assessment

✓ Market gap identification for complete solutions

✓ Service capability requirements for integrated offerings

✓ Pricing strategy analysis for bundled vs individual solutions

**Deliverable Requirements**:

* **Document Length**: 12-15 pages with visual mapping
* **Integration Focus**: Detailed cross-referencing strategies
* **Format**: Markdown with customer journey diagrams and content architecture maps
* **Strategic Elements**: Clear competitive advantages and market positioning
* **Implementation Guide**: Step-by-step integration implementation plan

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## PHASE 2: CONTENT ARCHITECTURE TEMPLATES (Weeks 5-8)

### Content Strategy Specialist - Task Templates

#### Template 2.1: Hybrid Lighting Content Architecture

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Task 1.1, Task 1.4

**Required Architecture Components**:

1. MAIN PILLAR PAGE STRUCTURE (/hybrid-lighting/)

✓ Hero section with value proposition and integration benefits

✓ Solution overview with generator backup integration

✓ Application segments (mining, construction, events, emergency)

✓ Technical specifications and system integration details

✓ Case studies and customer testimonials

✓ Contact forms and consultation request integration

1. APPLICATION-SPECIFIC LANDING PAGES

✓ Mining site lighting solutions (/hybrid-lighting/mining/)

✓ Construction site lighting (/hybrid-lighting/construction/)

✓ Event lighting systems (/hybrid-lighting/events/)

✓ Emergency lighting solutions (/hybrid-lighting/emergency/)

1. TECHNICAL SPECIFICATION PAGES

✓ Solar panel integration guide (/hybrid-lighting/solar-integration/)

✓ Battery storage planning (/hybrid-lighting/battery-storage/)

✓ Generator backup specifications (/hybrid-lighting/generator-backup/)

✓ Control systems and monitoring (/hybrid-lighting/control-systems/)

1. INTEGRATION WITH GENERATOR PILLAR

✓ Generator sizing for lighting applications

✓ Fuel efficiency optimization for lighting loads

✓ Complete power solution recommendations

✓ Cross-referencing strategy with generator content

**Deliverable Requirements**:

* **Documentation**: Complete URL structure and content hierarchy
* **Wireframes**: Page layout mockups for all main pages
* **SEO Strategy**: Keyword mapping and meta tag specifications
* **Integration Plan**: Detailed cross-linking strategy with other pillars
* **Content Outlines**: Detailed outlines for all pages with word count targets

#### Template 2.2-2.4: Tank Storage and Load Bank Architecture Templates

**Similar structure adapted for each pillar with specific technical requirements**

### UX Content Specialist - Task Templates

#### Template 2.4: Integrated Navigation System

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Tasks 2.1, 2.2, 2.3

**Required UX Components**:

1. CROSS-PILLAR NAVIGATION DESIGN

✓ Main navigation menu structure for all four pillars

✓ Breadcrumb navigation hierarchy implementation

✓ Solution-based navigation pathways

✓ Mobile navigation optimization for all pillars

1. INTERNAL LINKING STRATEGY

✓ Contextual linking between related content across pillars

✓ Technical specification cross-references

✓ Application-based content connections

✓ Progressive information architecture implementation

1. SEARCH AND DISCOVERY ENHANCEMENT

✓ Content tagging system for cross-pillar discovery

✓ Related content recommendation algorithms

✓ Solution finder tools and calculators

✓ Industry-specific content filtering capabilities

1. USER EXPERIENCE FLOW OPTIMIZATION

✓ Customer journey optimization across all pillars

✓ Progressive disclosure of technical information

✓ Clear call-to-action placement and messaging

✓ Mobile-first responsive design principles

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## PHASE 3: CONTENT DEVELOPMENT TEMPLATES (Weeks 9-12)

### Technical Content Writer - Task Templates

#### Template 3.1: Hybrid Lighting Content Creation

**Estimated Duration**: 2 weeks

**Priority**: High

**Dependencies**: Task 2.1, Task 2.4

**Required Content Elements**:

1. MAIN PILLAR PAGE CONTENT (3,000-4,000 words)

✓ Comprehensive hybrid lighting solution overview

✓ Benefits analysis with cost savings and environmental impact

✓ Integration capabilities with generator systems

✓ Industry-specific applications and case studies

✓ Technical specifications and performance data

✓ Compliance and regulatory information

1. APPLICATION-SPECIFIC GUIDES (1,500-2,000 words each)

✓ Mining site lighting requirements and solutions

✓ Construction site lighting best practices

✓ Event lighting with backup power integration

✓ Emergency lighting systems and reliability

1. TECHNICAL SPECIFICATION CONTENT (1,000-1,500 words each)

✓ Solar panel integration specifications and optimization

✓ Battery storage capacity planning and selection

✓ Generator backup sizing and integration requirements

✓ Control system capabilities and monitoring options

1. INTEGRATION CONTENT WITH GENERATOR PILLAR

✓ Generator sizing calculations for lighting applications

✓ Fuel efficiency optimization strategies

✓ Complete power solution recommendations

✓ Cross-references and contextual linking

**Quality Requirements**:

* **Technical Accuracy**: All specifications verified by qualified engineers
* **Australian Compliance**: All regulatory information current and accurate
* **Citation Standards**: Minimum 15 credible sources per major page
* **SEO Optimization**: Target keywords naturally integrated
* **Integration Quality**: Seamless cross-references to other pillars

**Content Standards Checklist**:

* [ ] Australian English spelling and terminology throughout
* [ ] All statistics include credible source citations
* [ ] Technical diagrams professionally designed and accurate
* [ ] Call-to-action placement optimized for conversion
* [ ] Mobile-responsive content formatting verified

### Content Integration Specialist - Task Templates

#### Template 3.4: Cross-Pillar Integration Content

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Tasks 3.1, 3.2, 3.3

**Required Integration Elements**:

1. COMPLETE SOLUTION GUIDES (2,000-2,500 words each)

✓ Mining industry complete power solutions

✓ Construction site integrated utility systems

✓ Event industry power and lighting packages

✓ Emergency preparedness complete solutions

1. CROSS-REFERENCING ENHANCEMENT

✓ Contextual linking implementation across all pillars

✓ Technical specification cross-references

✓ Application-based content connections

✓ Progressive information architecture optimization

1. SOLUTION CALCULATOR TOOLS

✓ Complete power requirement calculation tools

✓ Fuel storage sizing for integrated systems

✓ Hybrid lighting power requirement calculators

✓ Load testing schedule and requirement planners

1. INDUSTRY-SPECIFIC INTEGRATION PAGES

✓ Mining industry solution packages

✓ Construction industry integrated systems

✓ Event industry complete offerings

✓ Emergency services integrated solutions

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## PHASE 4: TECHNICAL IMPLEMENTATION TEMPLATES (Weeks 13-14)

### Technical SEO Specialist - Task Templates

#### Template 4.1: Website Integration and SEO

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: All Phase 3 tasks

**Required Implementation Elements**:

1. URL STRUCTURE AND NAVIGATION

✓ Clean URL implementation for all new pillar pages

✓ Main navigation menu updates for four-pillar structure

✓ Breadcrumb navigation implementation

✓ Internal linking structure optimization

1. SCHEMA MARKUP IMPLEMENTATION

✓ Product schema for hybrid lighting systems

✓ Service schema for tank installation and testing services

✓ Organization schema updates for expanded offerings

✓ FAQ schema for technical specification content

1. PERFORMANCE OPTIMIZATION

✓ Image optimization for fast loading (WebP format, lazy loading)

✓ JavaScript and CSS minification and compression

✓ Mobile responsiveness verification across all devices

✓ Core Web Vitals optimization and testing

1. SEO TECHNICAL IMPLEMENTATION

✓ Meta title and description optimization for all pages

✓ Header tag structure optimization (H1-H6 hierarchy)

✓ Image alt tag implementation for all visuals

✓ XML sitemap updates and search engine submission

**Performance Benchmarks**:

* **PageSpeed Insights Score**: 90+ for mobile and desktop
* **Core Web Vitals**: LCP <2.5s, FID <100ms, CLS <0.1
* **Mobile Usability**: 95%+ score with zero critical issues
* **Schema Validation**: 100% valid markup with zero errors

### Quality Assurance Specialist - Task Templates

#### Template 4.2: Integration Testing and QA

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Task 4.1

**Required QA Components**:

1. CONTENT ACCURACY VERIFICATION

✓ Technical specification accuracy review with engineering validation

✓ Regulatory compliance information verification with current standards

✓ Cross-referencing accuracy between all four pillars

✓ Citation and source verification for all claims and statistics

1. USER EXPERIENCE TESTING

✓ Navigation flow testing across all four pillars

✓ Mobile user experience verification on multiple devices

✓ Contact form and calculator functionality testing

✓ Load testing for performance under realistic traffic conditions

1. SEO IMPLEMENTATION VERIFICATION

✓ Meta tag implementation verification and optimization

✓ Internal linking structure validation and enhancement

✓ Schema markup testing and validation

✓ Search engine indexing verification and optimization

1. CROSS-BROWSER COMPATIBILITY TESTING

✓ Chrome, Firefox, Safari, Edge compatibility verification

✓ Mobile browser testing (iOS Safari, Android Chrome)

✓ Responsive design verification across screen sizes

✓ Accessibility compliance testing (WCAG 2.1 Level AA)

**Testing Documentation Requirements**:

* **Test Case Documentation**: Detailed test plans for all functionality
* **Issue Tracking**: Comprehensive bug reporting with priority classification
* **Resolution Verification**: Confirmation of all issue fixes
* **Performance Reports**: Detailed performance metrics and recommendations

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## PHASE 5: OPTIMIZATION AND LAUNCH TEMPLATES (Weeks 15-16)

### Content Optimization Specialist - Task Templates

#### Template 5.1: Content Optimization and Refinement

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Task 4.2

**Required Optimization Elements**:

1. CONTENT PERFORMANCE OPTIMIZATION

✓ Keyword density optimization across all pillars (1-2% target density)

✓ Readability improvement for technical content (Grade 8-10 reading level)

✓ Call-to-action optimization for conversion improvement

✓ Content structure optimization for user engagement and dwell time

1. CROSS-PILLAR CONVERSION FLOW ENHANCEMENT

✓ Internal linking optimization for lead generation pathways

✓ Contact form placement and messaging enhancement

✓ Calculator tool conversion optimization and user experience

✓ Solution guide call-to-action placement and messaging refinement

1. MOBILE CONTENT OPTIMIZATION

✓ Content hierarchy optimization for mobile reading patterns

✓ Touch interface usability enhancement and testing

✓ Mobile navigation optimization between pillars

✓ Mobile conversion element optimization and positioning

1. TECHNICAL CONTENT ENHANCEMENT

✓ Technical diagram clarity and usefulness improvement

✓ Specification table usability and mobile optimization

✓ PDF download optimization and mobile compatibility

✓ Comparison tool and calculator refinement

### Digital Marketing Specialist - Task Templates

#### Template 5.2: Launch Preparation and Marketing Integration

**Estimated Duration**: 1 week

**Priority**: High

**Dependencies**: Task 5.1

**Required Launch Elements**:

1. ANALYTICS AND TRACKING IMPLEMENTATION

✓ Google Analytics 4 setup with custom events for all pillars

✓ Conversion tracking for lead generation forms and calculators

✓ Goal tracking for user engagement across pillar content

✓ Search Console property setup and performance monitoring

1. SOCIAL MEDIA AND EMAIL MARKETING

✓ Social media content calendar for pillar page promotion

✓ Email marketing campaign development for existing customers

✓ Industry newsletter announcement content creation

✓ LinkedIn and trade publication outreach strategy

1. CONTENT MARKETING LAUNCH STRATEGY

✓ Blog post series introduction for each new pillar

✓ Industry publication article submission strategy

✓ Trade show and industry event presentation content

✓ Customer communication and announcement strategy

1. SEO LAUNCH OPTIMIZATION

✓ XML sitemap submission to all major search engines

✓ Internal linking optimization across existing content

✓ External link building strategy and outreach campaign

✓ Industry directory and citation optimization

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## DELIVERABLE QUALITY STANDARDS

### Content Quality Requirements

* **Australian English Compliance**: All content must use Australian spelling, terminology, and regulatory references
* **Technical Accuracy**: All specifications verified by qualified engineers or industry experts
* **Citation Standards**: Minimum source requirements with proper attribution format
* **SEO Optimization**: Target keyword integration without keyword stuffing
* **Mobile Optimization**: All content must be optimized for mobile user experience

### Documentation Standards

* **Format**: All deliverables in Markdown format with consistent heading structure
* **File Naming**: Consistent naming convention: pillar\_type\_content\_description.md
* **Directory Structure**: All files organized within client folder structure
* **Version Control**: All changes tracked with clear version history
* **Review Process**: All deliverables must pass quality review before approval

### Integration Requirements

* **Cross-Referencing**: All pillars must include contextual links to related content
* **Technical Consistency**: Specifications and terminology must be consistent across pillars
* **User Experience**: Navigation and user flow must be seamless between pillars
* **Brand Consistency**: All content must maintain consistent brand voice and messaging

### Performance Benchmarks

* **Page Load Speed**: 90+ PageSpeed Insights score for all pages
* **Mobile Usability**: 95%+ mobile usability score
* **SEO Performance**: Zero critical SEO issues in auditing tools
* **User Experience**: Intuitive navigation and clear conversion pathways

This comprehensive template framework ensures all agents deliver consistent, high-quality work that integrates seamlessly across all four pillars while maintaining Green Power Solutions' technical authority and professional standards.