# Luna Digital - Content Creation Execution Plan

## Executive Summary

**Project Status**: Research Complete ✅ - Content Creation Phase Initiated

**Content Creation Approach**: Comprehensive Content Hubs + Website Content Integration

**Quality Framework**: Iterative Feedback Loops with Professional Services Compliance

**Timeline**: 9 weeks (following task\_deps.md sequence)

## Content Creation Coordination Strategy

### Phase 2 Content Execution Sequence

Based on the completed task dependency plan, I'm coordinating the ContentForge squad to execute content creation in the following sequence:

#### Week 1-2: Home Page Content Creation

**Status**: ✅ Ready to Execute

**Dependencies**: Research Foundation Complete

**ContentForge Squad Assignment**: Primary content creation with feedback loops

#### Week 2-3: About Us Content Development

**Status**: Pending Home Page Completion

**Focus**: Authority building for professional services market

#### Week 3-5: Service Pages Development

**Status**: Sequential after About Us

**Specialisation**: Professional services compliance-aware content

#### Week 5-7: Case Studies Creation

**Status**: Building on service page foundation

**Focus**: Professional services ROI and results

#### Week 7-9: Content Hubs & Insights Development

**Status**: Final content phase

**Integration**: Content Hubs strategy implementation

## ContentForge Squad Coordination

Now coordinating with ContentForge squad agents to begin content creation execution with integrated feedback loop systems.

### Content Creation Briefing

**Research Foundation Utilisation:**

* ✅ All 4 mandatory research phases completed
* ✅ 450+ professional services keywords identified
* ✅ Medical and legal practice audience personas established
* ✅ Competitive analysis for professional services market complete
* ✅ Content strategy and AI optimisation framework ready

**Content Hub Integration Requirements:**

* Content creation must align with established Content Hubs strategy
* Professional services pillar content development
* Supporting cluster content creation
* Internal linking strategy implementation

**Quality Assurance Framework:**

* Iterative feedback loops with 4-agent sequence
* Professional services compliance verification
* Australian English standards throughout
* Credible source citations required

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## Content Creation Execution Status

**Current Phase**: Beginning Home Page Content Creation

**Next Steps**: ContentForge squad activation with feedback loop integration

**Quality Gate**: Enhanced content auditor final review

**Compliance Check**: Professional services regulation adherence

This execution plan ensures systematic content creation following the established research foundation whilst integrating the comprehensive Content Hubs strategy for maximum professional services market impact.