# Phase 1: SOP Steward Integration & Comprehensive Content Audit

## Executive Overview

**Date**: 12/09/2025

**Phase**: 1 of 4

**Duration**: 2-3 weeks

**Priority**: CRITICAL

**Director**: Natasha Chandra

This document outlines the implementation of mandatory SOP Steward integration as the first step in Luna Digital Marketing's enhanced content workflow system, addressing critical gaps in the current process.

## Critical Issues Identified in Current Content

### ❌ Content Quality Issues Requiring Immediate Attention:

#### 1. Unsubstantiated Claims (High Priority)

**Pages Affected**: Multiple including homepage, service pages

**Issues Found**:

* "Worth $2,997" (FREE audit claim)
* "340% average increase in qualified leads within 6 months"
* "67% reduction in phone-based appointment requests"
* "280% increase in new patient enquiries through digital channels"
* Medical practice specific statistics without source attribution

**Required Action**: Remove or substantiate with credible sources

#### 2. Director Name Updates (Medium Priority)

**Current Status**: Mostly correct as Natasha Chandra in director page

**Required Verification**: Ensure consistent throughout all pages

**Pages Needing Review**: All content pages for consistency

#### 3. Target Market Limitation (Medium Priority)

**Issue**: Content exclusively focused on professional services (medical/legal only)

**Required Action**: Broaden appeal to include diverse business types while maintaining professional services strength

**Impact**: Limits market reach and business growth potential

#### 4. Missing Answer First Sections (High Priority)

**Issue**: No Answer First sections present in current content

**Required Action**: Add Answer First sections to all pages

**Format**: Direct, immediate value statement answering primary user question

#### 5. Email in CTAs (Low Priority)

**Issue**: Email addresses present in call-to-action buttons

**Required Action**: Remove email from CTA buttons, use contact forms instead

## SOP Steward Integration Framework

### Mandatory SOP Steward Role Definition

**SOP Steward Core Responsibilities**:

1. **Pre-Content Creation Review**: Verify SOP compliance before content development begins
2. **Brand Standards Verification**: Ensure consistency with established brand guidelines
3. **Australian English Compliance**: Mandatory British English spelling and terminology
4. **Citation Requirements**: Verify all claims have credible source documentation
5. **Target Market Balance**: Ensure broad appeal whilst maintaining specialisation strength
6. **Character Count Assessment**: Optimal content length for each page type
7. **Answer First Integration**: Verify Answer First sections present and effective

### Integration Points in Workflow

`yaml

enhanced\_workflow\_sequence:

1. sop\_steward:

* Pre-creation compliance check
* Brand guidelines verification
* Australian English standards
* Citation requirements check

1. content\_creation\_agents:

* Research-based content development
* Professional tone maintenance
* Industry expertise demonstration

1. feedback\_loop\_sequence:

* clarity\_conciseness\_editor
* cognitive\_load\_minimizer
* content\_critique\_specialist
* ai\_text\_naturalizer
* ai\_specialist\_agent (NEW)

1. final\_verification:

* SOP Steward final compliance check
* Publication readiness certification

## Character Count Standards Implementation

### Page Type Character Guidelines

**Homepage**: 3,000-4,000 characters

* Hero section: 800-1,000 characters
* Value proposition: 600-800 characters
* Service overview: 1,200-1,500 characters
* Answer First section: 400-600 characters

**Service Pages**: 4,000-6,000 characters

* Service description: 1,500-2,000 characters
* Benefits section: 1,000-1,500 characters
* Process explanation: 800-1,200 characters
* Answer First section: 400-600 characters

**About Us Pages**: 2,500-3,500 characters

* Story/mission: 1,000-1,500 characters
* Team/director: 800-1,200 characters
* Values/approach: 600-1,000 characters

**Case Study Pages**: 2,000-3,000 characters

* Challenge: 400-600 characters
* Solution: 600-800 characters
* Results: 400-600 characters (with verified statistics)

### Assessment Integration

* Character count check at content creation stage
* Optimal length verification in feedback loops
* Final assessment before publication

## Comprehensive Content Audit Results

### Content Analysis Summary

**Total Pages Reviewed**: 50+ content files

**Critical Issues Found**: 15+ unsubstantiated claims

**Pages Requiring Major Updates**: 30+

**Pages Requiring Minor Updates**: 20+

### Priority Classification

#### Priority 1 - Critical (Immediate Attention):

1. **Homepage** - Remove unsubstantiated claims, add Answer First
2. **Service Pages** - Remove pricing claims, add Answer First sections
3. **Case Studies** - Verify all statistics and results claims
4. **Director Page** - Complete placeholder sections

#### Priority 2 - High (Within 1 Week):

1. **About Us Pages** - Broaden target market language
2. **Areas We Serve** - Review heading formats
3. **Contact Page** - Remove email from CTAs

#### Priority 3 - Medium (Within 2 Weeks):

1. **FAQ Page** - Add Answer First sections
2. **eBook Pages** - Target market broadening
3. **Content Hub** - Consistency checks

## Implementation Timeline

### Week 1: Foundation Setup

* **Days 1-2**: SOP Steward framework implementation
* **Days 3-5**: Critical content audit completion
* **Days 6-7**: Character count standards establishment

### Week 2: Priority 1 Corrections

* **Days 1-3**: Remove unsubstantiated claims
* **Days 4-5**: Add Answer First sections to priority pages
* **Days 6-7**: Director information completion

### Week 3: System Integration

* **Days 1-2**: Feedback loop integration testing
* **Days 3-4**: Quality assurance verification
* **Days 5-7**: Documentation and preparation for Phase 2

## Success Criteria

### Phase 1 Completion Requirements:

* [ ] SOP Steward integrated as mandatory first step
* [ ] All unsubstantiated claims removed or verified
* [ ] Character count standards established and documented
* [ ] Director information complete and consistent
* [ ] Answer First sections added to priority pages
* [ ] Enhanced workflow documentation updated
* [ ] Team training on new procedures completed

### Quality Gates:

1. **SOP Compliance**: 100% adherence to Australian English standards
2. **Claim Verification**: All statistics have credible source citations
3. **Character Optimisation**: All pages within optimal length ranges
4. **Consistency Check**: Brand voice and messaging alignment
5. **Answer First**: Immediate value delivery on key pages

## Risk Mitigation

### Identified Risks:

1. **Workflow Disruption**: New SOP Steward step may slow initial content creation

* *Mitigation*: Comprehensive training and clear guidelines

1. **Content Volume Reduction**: Removing unsubstantiated claims may reduce perceived impact

* *Mitigation*: Replace with verified case studies and credible statistics

1. **Target Market Concerns**: Broadening beyond professional services may dilute specialisation

* *Mitigation*: Maintain professional services strength while adding inclusive language

### Contingency Plans:

* Human escalation protocols for complex compliance issues
* Alternative statistics sourcing for removed claims
* Brand message testing for target market expansion

## Next Phase Preparation

### Phase 2 Readiness Requirements:

* SOP Steward fully operational and integrated
* Enhanced 6-agent feedback loop system prepared
* Content correction priorities established
* AI optimization framework prepared

**Phase 2 Launch Date**: Week 4 (following Phase 1 completion)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Document Status**: Phase 1 Implementation Guide

**Review Required**: Weekly SOP Steward integration progress

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