# Luna Digital Marketing - Enhanced Workflow Plan

**Date**: 12/09/2025

**Project**: Complete Content Workflow Redesign

**Director**: Natasha Chandra

## Executive Overview

This enhanced workflow plan addresses critical gaps identified in the current Luna Digital Marketing content process and establishes a comprehensive quality assurance system with proper SOP compliance integration.

## Critical Issues Identified

### Workflow Gaps

* ❌ **SOP Steward Missing**: Not integrated into workflow - copywriters need SOP knowledge before content creation
* ❌ **Incomplete Feedback Loops**: AI optimization not completed, Answer First sections missing
* ❌ **Character Count Assessment**: Not included in quality checks

### Content Quality Issues

* ❌ **Target Market Too Narrow**: Content focused only on "professional services" limits other business types
* ❌ **Unsubstantiated Claims**: "Answered within 2 business hours", "Same-day response guaranteed", audit pricing ($2,997, etc.)
* ❌ **Director Name**: Needs updating to Natasha Chandra throughout
* ❌ **Executive Summaries**: Should be converted to Answer First sections
* ❌ **Areas We Serve Headings**: Need format change ("Marketing Services in Sydney" not "Sydney Marketing Services")
* ❌ **Email in CTAs**: Should be removed from call-to-action buttons
* ❌ **Medical Practice Results**: Need verification - where did these statistics come from?

## Enhanced Workflow Implementation Plan

### Phase 1: SOP Steward Integration & Audit

**Duration**: 2-3 weeks

**Priority**: CRITICAL

#### Tasks:

1. **Implement SOP Steward as Mandatory First Step**

* Integration into content creation workflow
* SOP compliance check before any copywriting begins
* Create SOP briefing documents for copywriters

1. **Comprehensive SOP Audit**

* Audit existing Luna Digital content against current SOPs
* Identify compliance gaps and content standards requirements
* Create SOP-compliant content framework

1. **Character Count Standards**

* Establish character count guidelines for each page type
* Integrate character assessment into feedback loops
* Create optimal length standards for different content sections

**Deliverables**:

* SOP Steward integration documentation
* Content compliance audit report
* Character count standards document

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### Phase 2: Enhanced Feedback Loop System

**Duration**: 3-4 weeks

**Priority**: HIGH

#### Current Feedback Loop Enhancement:

**New 6-Agent Sequence**:

1. **sop\_steward** (NEW) → SOP compliance verification
2. **clarity\_conciseness\_editor** → Grammar, flow, Australian English
3. **cognitive\_load\_minimizer** → Information hierarchy, scanability
4. **content\_critique\_specialist** → Evidence support, logical consistency
5. **ai\_text\_naturalizer** → Human expression, conversational tone
6. **ai\_specialist\_agent** (NEW) → AI optimization and readiness

#### Enhanced Requirements:

* **Answer First Sections**: Mandatory for all pages
* **Target Market Broadening**: Review professional services exclusivity
* **Character Count Assessment**: Integrated quality check
* **SOP Compliance**: Verified at each stage

**Deliverables**:

* Enhanced feedback loop documentation
* Answer First section templates
* Target market expansion guidelines

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### Phase 3: Content Correction Implementation

**Duration**: 2-3 weeks

**Priority**: HIGH

#### Immediate Content Updates Required:

##### Global Changes Across All Pages:

* ✅ **Director Name**: Update to Natasha Chandra throughout
* ✅ **Remove Unsubstantiated Claims**:
* "Answered within 2 business hours"
* "Same-day response guaranteed"
* Audit pricing claims (worth $2,997, etc.)
* ✅ **Remove Email from CTAs**: Clean up call-to-action buttons
* ✅ **Broaden Target Market**: Maintain professional services strength while welcoming all businesses
* ✅ **Convert Executive Summaries**: Transform to Answer First sections

##### Specific Page Updates:

**Homepage**:

* ✅ Verify Medical Practice Results statistics - source validation required
* ✅ Maintain dedicated medical and lawyer sections (these work well)
* ✅ Add Answer First section

**Areas We Serve Page**:

* ✅ Fix section headings format: "Marketing Services in Sydney" instead of "Sydney Marketing Services"
* ✅ Apply consistent heading structure across all location sections

##### Pages Still Requiring Complete Processing:

**Missing Sitemap Pages** (Need full workflow):

1. **Contact Us Page** - Needs Answer First, AI optimization, corrections
2. **Checkout/Payments Page** - Needs Answer First, AI optimization, corrections
3. **Individual eBooks Info Template** - Needs Answer First, AI optimization

**Case Study Pages** (Need corrections + AI optimization):

1. **Case Study - Web Design**
2. **Case Study - Social Media Marketing**
3. **Case Study - Branding** (Currently open in IDE)
4. **Case Study - Search Optimisation**
5. **Case Study - Content Marketing**

**Service Pages** (Need AI optimization + corrections):

1. **Organic Social Media Management**

10. **Paid Social Advertising**

11. **AI and Generative Search**

12. **Blog & Article Writing**

13. **Video Production**

14. **e-Newsletters**

15. **Search Engines (Advanced SEO)**

**Deliverables**:

* Updated content with all corrections applied
* Verified statistics and claims documentation
* Answer First sections for all pages

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### Phase 4: AI Optimization & Final Quality Assurance

**Duration**: 2 weeks

**Priority**: MEDIUM

#### AI Optimization Requirements:

* **AI Readiness Assessment**: All pages optimized for AI search
* **Voice Search Optimization**: Integrated throughout content
* **Structured Data**: Schema markup recommendations
* **AI Citability**: Content optimized for AI citations

#### Final Consolidation:

* ✅ **Numbered Page Structure**: All pages in single folder with proper numbering
* ✅ **Sitemap Verification**: Ensure all sitemap pages complete and compliant
* ✅ **Final SOP Compliance**: Complete verification across all content

**Deliverables**:

* AI-optimized content portfolio
* Numbered page consolidation (01-XX format)
* Final quality assurance report

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## Implementation Timeline

### Week 1-2: SOP Steward Integration

* Implement SOP Steward in workflow
* Conduct comprehensive content audit
* Establish character count standards

### Week 3-5: Enhanced Feedback Loops

* Process missing sitemap pages through new 6-agent system
* Add Answer First sections to all pages
* Apply global content corrections

### Week 6-8: Content Corrections

* Update director name throughout
* Remove unsubstantiated claims
* Fix Areas We Serve headings
* Broaden target market approach

### Week 9-10: AI Optimization

* Execute AI readiness optimization on all pages
* Complete numbered page consolidation
* Final quality verification

## Quality Checkpoints

### Mandatory Verification Points:

1. **SOP Compliance**: Every page verified against current SOPs
2. **Answer First Sections**: Present on all pages with proper format
3. **Character Count**: Within optimal ranges for each page type
4. **Director Information**: Natasha Chandra updated throughout
5. **Unsubstantiated Claims**: All removed and verified
6. **Target Market**: Broad appeal while maintaining professional services strength
7. **AI Optimization**: Complete readiness for AI search systems

### Success Criteria:

* ✅ All sitemap pages complete and numbered
* ✅ 100% SOP compliance across content portfolio
* ✅ Enhanced feedback loop system operational
* ✅ AI optimization complete on all pages
* ✅ Content corrections implemented globally
* ✅ Publication-ready content portfolio

## Workflow Documentation Updates

### New Standard Operating Procedures:

1. **Mandatory SOP Steward Review**: First step in all content creation
2. **Enhanced 6-Agent Feedback Loop**: Integrated quality assurance system
3. **Answer First Requirement**: Standard for all page content
4. **Character Count Assessment**: Quality check requirement
5. **Target Market Review**: Balance professional services with broad appeal

### Agent Coordination Protocols:

* **sop\_steward** → **master\_orchestrator** → **content creation agents** → **ai\_specialist\_agent** → **content\_finaliser**
* Quality gates at each transition point
* Comprehensive documentation and version control
* Regular SOP updates and workflow refinements

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## Resource Allocation

### Agent Requirements:

* **sop\_steward**: 15-20 pages review
* **master\_orchestrator**: Workflow coordination
* **content\_refiner**: Global corrections implementation
* **ai\_specialist\_agent**: AI optimization across all pages
* **quality\_gate\_orchestrator**: Final verification
* **content\_finaliser**: Publication preparation

### Timeline: 10 weeks total

### Priority: Critical for Luna Digital Marketing website launch

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**Next Action**: Begin Phase 1 with SOP Steward integration and comprehensive content audit to establish foundation for enhanced workflow system.