# Luna Digital Professional Services Website - Task Dependencies

## Project Overview

**Client:** Luna Digital Marketing (lunadigitalmarketing.com.au)

**Target Market:** Professional Services (Doctors, Medical Practices, Lawyers)

**Project Status:** Research Complete - Implementation Ready

**Total Timeline:** 16 weeks

**Budget Allocation:** $78,000 AUD

## Phase 1: Research & Strategy Foundation ✅ COMPLETED

### Phase1\_Research\_Foundation:

`yaml

type: ResearchPhase

status: COMPLETED

description: Comprehensive 4-phase research workflow

dependencies: []

deliverables\_completed:

* Brand analysis and professional services market positioning
* Competitive intelligence for medical and legal sectors
* Advanced SEO and keyword strategy (450+ keywords)
* Content planning and AI optimization strategy

success\_criteria: ✅ All 4 mandatory research phases verified complete

## Phase 2: Enhanced Content Creation & Optimization

### enhanced\_content\_creation\_home\_page:

`yaml

type: EnhancedContentCreation

description: Professional services focused home page content with 6-agent feedback loop system

dependencies: [Phase1\_Research\_Foundation]

status: IN\_PROGRESS

agent\_sequence: [content\_generator → content\_refiner]

enhanced\_feedback\_loop\_home\_page:

type: EnhancedIterativeImprovement

agent\_sequence: [sop\_steward, clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer, ai\_specialist\_agent]

max\_iterations: 3

success\_criteria:

* sop\_steward: SOP compliance verification (9/10)
* clarity\_conciseness\_editor: Professional clarity threshold (8/10)
* cognitive\_load\_minimizer: Simplification threshold (7/10)
* content\_critique\_specialist: Authority verification (7/10)
* ai\_text\_naturalizer: Natural tone balance (8/10)
* ai\_specialist\_agent: AI optimization score (8/10)
* Aggregate score ≥8.5/10
* Professional services compliance verified
* AHPRA and legal advertising compliance

critical\_corrections:

* Remove unsubstantiated "$2,997" value claims
* Update director references to "Natasha Chandra"
* Add Answer First sections to all content
* Broaden target market beyond "professional services only"
* Implement global heading format corrections

deliverables:

* Enhanced professional services home page content
* Answer First optimized hero messaging
* Trust signals with credible source citations
* Compliance-verified value propositions and CTAs

timeline: Week 1-2 (Phase 2 Enhanced)

### content\_creation\_about\_us:

`yaml

type: ContentCreation

description: About Us page emphasizing professional services expertise

dependencies: [content\_creation\_home\_page]

agent\_sequence: [content\_generator → content\_refiner]

feedback\_loop\_about\_us:

type: IterativeImprovement

agent\_sequence: [clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer]

max\_iterations: 3

success\_criteria:

* Authority building for professional services market
* Team credentials and industry experience
* Professional services success stories

deliverables:

* Our Story with professional services focus
* Meet Our Director page
* Areas We Serve (medical/legal specialization)
* City landing pages template

timeline: Week 2-3

### content\_creation\_services\_pages:

`yaml

type: ContentCreation

description: Service pages tailored for professional services market

dependencies: [content\_creation\_about\_us]

agent\_sequence: [content\_generator → content\_refiner]

feedback\_loop\_services:

type: IterativeImprovement

agent\_sequence: [clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer]

max\_iterations: 3

success\_criteria:

* Professional services specific benefits
* Compliance-aware service descriptions
* ROI and results focus

deliverables:

* Website Design & Development (professional services focus)
* Social Media Marketing for practices
* Organic Social Media Management
* Paid Social Advertising (compliance-aware)
* Search Optimisation for professional services
* Content Marketing strategy
* Lead Generation & Nurturing systems
* CRM Process & Integration

timeline: Week 3-5

### content\_creation\_case\_studies:

`yaml

type: ContentCreation

description: Professional services case studies and success stories

dependencies: [content\_creation\_services\_pages]

agent\_sequence: [content\_generator → content\_refiner]

feedback\_loop\_case\_studies:

type: IterativeImprovement

agent\_sequence: [clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer]

max\_iterations: 3

success\_criteria:

* Measurable ROI and results focus
* Professional services specific outcomes
* Compliance and ethical considerations

deliverables:

* Medical practice marketing case studies
* Legal firm marketing success stories
* Cross-sector professional services examples
* Results and ROI documentation

timeline: Week 5-7

### content\_creation\_insights\_hub:

`yaml

type: ContentCreation

description: Professional services content hub and resources

dependencies: [content\_creation\_case\_studies]

agent\_sequence: [content\_generator → content\_refiner]

feedback\_loop\_insights:

type: IterativeImprovement

agent\_sequence: [clarity\_conciseness\_editor, cognitive\_load\_minimizer, content\_critique\_specialist, ai\_text\_naturalizer]

max\_iterations: 3

success\_criteria:

* Professional services thought leadership
* AHPRA and legal compliance resources
* Educational and authoritative content

deliverables:

* Professional services marketing articles
* FAQ section (medical and legal focus)
* eBook content strategy
* Resource library for professionals

timeline: Week 7-9

## Phase 3: Technical Implementation

### technical\_seo\_implementation:

`yaml

type: TechnicalImplementation

description: Professional services SEO and performance optimization

dependencies: [content\_creation\_insights\_hub]

agent\_sequence: [technical\_seo\_analyst → seo\_enhanced\_auditor]

deliverables:

* Core Web Vitals optimization (target: 95+ scores)
* Professional services schema markup
* Local SEO for Australian cities
* Voice search optimization
* AI readiness implementation

timeline: Week 8-10

quality\_gate:

type: TechnicalValidation

success\_criteria:

* Page load speed <2 seconds
* Mobile performance score >90
* Professional services compliance verified

### ai\_optimization\_implementation:

`yaml

type: AIImplementation

description: Voice search and AI content optimization

dependencies: [technical\_seo\_implementation]

agent\_sequence: [ai\_specialist\_agent → ai\_enhanced\_auditor]

deliverables:

* Voice search query optimization
* Featured snippet targeting
* AI search engine compatibility
* Professional services question-answer content

timeline: Week 10-11

quality\_gate:

type: AIValidation

success\_criteria:

* Voice search readiness score ≥8/10
* AI citability score ≥85%

### ux\_ui\_optimization:

`yaml

type: UXImplementation

description: Professional services user experience optimization

dependencies: [ai\_optimization\_implementation]

agent\_sequence: [ux-ui-analyst → cognitive\_architect]

deliverables:

* Professional services user journey optimization
* Medical and legal practice conversion paths
* Trust signal placement and optimization
* Mobile experience enhancement

timeline: Week 11-12

quality\_gate:

type: UXValidation

success\_criteria:

* Cognitive load score ≥7/10
* Conversion path effectiveness verified
* Professional services compliance maintained

## Phase 4: Quality Assurance & Launch Preparation

### comprehensive\_quality\_review:

`yaml

type: QualityAssurance

description: Multi-perspective quality review for professional services compliance

dependencies: [ux\_ui\_optimization]

agent\_sequence: [enhanced\_content\_auditor]

review\_perspectives:

* Content quality and professional services focus
* AHPRA and legal compliance verification
* Technical performance validation
* Brand consistency across all pages

timeline: Week 13-14

quality\_gate:

type: FinalReview

success\_criteria:

* Content quality score ≥8.5/10
* Professional services compliance 100%
* Technical performance targets met
* Brand consistency verified

### launch\_preparation:

`yaml

type: LaunchPreparation

description: Final preparation for professional services website launch

dependencies: [comprehensive\_quality\_review]

deliverables:

* Launch checklist completion
* Professional services marketing campaign preparation
* Analytics and tracking implementation
* Client training and handover materials

timeline: Week 15-16

## Enhanced Iterative Feedback Loop Configuration

### Enhanced 6-Agent Feedback Loop Thresholds:

* **sop\_steward**: Threshold 9/10 (SOP compliance and brand consistency verification)
* **clarity\_conciseness\_editor**: Threshold 8/10 (Professional services credibility focus)
* **cognitive\_load\_minimizer**: Threshold 7/10 (Complex professional services simplification)
* **content\_critique\_specialist**: Threshold 7/10 (Professional services authority verification)
* **ai\_text\_naturalizer**: Threshold 8/10 (Professional yet conversational tone)
* **ai\_specialist\_agent**: Threshold 8/10 (AI optimization and Answer First implementation)

### Safety Mechanisms:

* **Progress Tracking**: Measurable improvement required between iterations
* **Human Escalation**: Triggered after 2 cycles with no improvement
* **Time Limits**: Maximum 3 iterations per content piece
* **Professional Compliance**: AHPRA and legal advertising rule verification at each stage

## Success Metrics & KPIs

### Content Quality Metrics:

* Aggregate feedback loop scores ≥8.5/10
* Professional services compliance verification 100%
* Australian English compliance throughout
* Credible source citations for all professional claims

### Technical Performance Targets:

* Core Web Vitals: 95+ scores across all pages
* Mobile performance: >90 score
* Voice search readiness: ≥8/10
* AI citability score: ≥85%

### Professional Services Compliance:

* AHPRA marketing regulation compliance: 100%
* Legal Professional Conduct Rule adherence: 100%
* Professional services trust signals implemented
* Regulatory monitoring systems active

## Budget Allocation Summary

* **Content Creation & Optimization**: $31,200 (40%)
* **Technical Implementation**: $23,400 (30%)
* **Quality Assurance & Reviews**: $15,600 (20%)
* **Launch & Training**: $7,800 (10%)

**Total Project Investment**: $78,000 AUD

**Projected ROI Timeline**: 18 months

**Expected Lead Increase**: 300% for professional services

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

*This task dependency plan ensures systematic execution of Luna Digital's professional services website with mandatory research foundation, iterative quality improvement, and comprehensive professional services compliance throughout all phases.*