# Luna Digital Professional Services Research Brief

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## Executive Summary

**Project:** Luna Digital Professional Services Website Strategy

**Client:** lunadigitalmarketing.com.au

**Target Market:** Professional services (doctors, medical practices, lawyers)

**Timeline:** Comprehensive 4-phase research workflow before content creation

**Objective:** Develop research-backed content strategy for complete website redesign targeting professional services market

### Current Brand Position

Luna Digital is positioned as an AI-powered digital marketing agency with over 20 years of expertise, focusing on innovative, data-driven solutions. The company emphasises technological innovation and strategic precision with the key differentiator: "We ensure your marketing consistently hits the bullseye, every single time."

### Strategic Pivot

This project involves repositioning Luna Digital to specifically target the professional services market (doctors, medical practices, lawyers) whilst maintaining their core AI-powered, data-driven approach.

## Project Scope & Objectives

### Primary Objectives

1. **Market Repositioning:** Establish Luna Digital as the premier marketing partner for professional services
2. **Content Strategy Development:** Create comprehensive content plans for all sitemap pages
3. **Competitive Advantage:** Identify unique positioning opportunities in professional services marketing
4. **SEO Optimisation:** Develop keyword strategy targeting professional services searches
5. **Conversion Optimisation:** Design content and user journeys that convert professional services prospects

### Target Audience Segments

* **Primary:** Medical practitioners (GPs, specialists, medical practices)
* **Secondary:** Legal professionals (solicitors, barristers, law firms)
* **Tertiary:** Other professional services (accountants, consultants, architects)

## Phase 1: Foundation Research Requirements

### 1.1 SOP Compliance Check

* **Objective:** Verify alignment with existing brand standards and content guidelines
* **Deliverables:**
* Brand standards audit report
* Content guideline compliance assessment
* Identified areas requiring adaptation for professional services focus

### 1.2 Audience Research

* **Objective:** Develop detailed personas for professional services market
* **Research Focus:**
* Demographics and psychographics of target professionals
* Pain points and challenges in marketing for professional services
* Technology adoption patterns and preferences
* Regulatory considerations and compliance requirements
* **Deliverables:**
* 5-7 detailed audience personas
* Audience style guide for professional services communication
* Decision-making process mapping

### 1.3 Market Research

* **Objective:** Understand current market conditions and opportunities
* **Research Areas:**
* Professional services marketing landscape in Australia
* Digital transformation trends in professional services
* Marketing budget allocation patterns
* Regulatory environment impacts on marketing
* **Deliverables:**
* Market opportunity assessment
* Trend analysis report
* Growth potential evaluation

### 1.4 USP Analysis

* **Objective:** Define unique selling propositions for professional services market
* **Analysis Framework:**
* AI-powered marketing advantages for professional services
* Compliance and regulatory expertise
* ROI measurement and reporting capabilities
* Professional services industry experience
* **Deliverables:**
* Unique value proposition framework
* Competitive differentiation strategy
* Positioning statement for professional services

### 1.5 Brand SWOT Analysis

* **Strengths Assessment:**
* 20+ years marketing expertise
* AI-powered technology advantage
* Data-driven approach
* Proven track record
* **Weaknesses Assessment:**
* Limited professional services portfolio visibility
* Regulatory compliance experience gaps
* Industry-specific case study needs
* **Opportunities Assessment:**
* Growing digital adoption in professional services
* Regulatory compliance marketing needs
* Professional services market underserved
* **Threats Assessment:**
* Specialised professional services agencies
* In-house marketing team development
* Economic downturns affecting professional services

### 1.6 Competitor SWOT Analysis

**Target Competitors:**

1. Professional services marketing specialists
2. Medical marketing agencies
3. Legal marketing firms
4. General digital agencies with professional services clients
5. AI-powered marketing platforms targeting professionals

## Phase 2: Competitive Intelligence Requirements

### 2.1 Brand & Competitor Analysis

* **Positioning Analysis:** How competitors position themselves vs professional services market
* **Messaging Analysis:** Key themes and value propositions
* **Service Portfolio Comparison:** Gaps and opportunities identification
* **Pricing Strategy Assessment:** Market pricing benchmarks

### 2.2 Trending Topics Research

* **Professional Services Marketing Trends:** Current hot topics and emerging themes
* **Technology Adoption:** AI, automation, and digital transformation trends
* **Regulatory Changes:** Impact on marketing strategies and compliance
* **Industry Publications:** Content themes and thought leadership topics

### 2.3 Content Gap Analysis

* **Competitor Content Audit:** Identifying underserved content areas
* **Search Gap Analysis:** Keywords and topics with opportunity
* **Format Gap Analysis:** Content types and formats missing from market
* **Educational Content Gaps:** Professional development and training opportunities

### 2.4 Search Landscape Analysis

* **Market Size Assessment:** Search volumes for professional services marketing
* **Competition Level Analysis:** Keyword difficulty and competitive intensity
* **Seasonal Trends:** Cyclical patterns in professional services marketing
* **Local SEO Opportunities:** Geographic targeting potential

### 2.5 Competitor Content Audit

* **Website Analysis:** Structure, messaging, and conversion paths
* **Content Strategy:** Topics, formats, and publishing frequency
* **Mobile Experience:** User experience optimisation
* **User Journey Mapping:** Lead generation and nurturing processes

## Phase 3: SEO & Keyword Strategy Requirements

### 3.1 Comprehensive Keyword Research

* **Primary Keywords:** Core professional services marketing terms
* **Long-tail Keywords:** Specific professional services and location combinations
* **Question Keywords:** FAQ and informational search terms
* **Commercial Keywords:** Service and solution-focused terms

### 3.2 Search Intent Analysis

* **Informational Intent:** Educational and awareness stage content
* **Commercial Intent:** Service evaluation and comparison searches
* **Transactional Intent:** Ready-to-purchase and contact searches
* **Navigational Intent:** Brand and specific service page searches

### 3.3 Keyword Gap Analysis

* **Competitor Gaps:** Keywords competitors aren't targeting effectively
* **Market Gaps:** Professional services niches with low competition
* **Content Gaps:** Keywords requiring content creation
* **Technical Gaps:** SEO opportunities through technical optimisation

### 3.4 Funnel Stage Keywords

* **Top of Funnel (Awareness):** Educational and problem-focused keywords
* **Middle of Funnel (Consideration):** Solution and comparison keywords
* **Bottom of Funnel (Decision):** Service and provider-specific keywords

### 3.5 Untapped Angle Keywords

* **Zero Competition:** Highly specific professional services terms
* **Low Competition:** Emerging trends and niche opportunities
* **Geographic Opportunities:** Location-specific professional services terms
* **Industry-Specific:** Medical, legal, and professional service subspecialties

### 3.6 Emerging Trends Keywords

* **AI in Professional Services:** Technology adoption and implementation
* **Regulatory Compliance:** New requirements and implications
* **Digital Transformation:** Professional services modernisation
* **Future-Proofing:** Anticipated market developments

## Phase 4: Content Planning Requirements

### 4.1 Detailed Content Briefs

**For Each Sitemap Page:**

* **Page Purpose:** Primary objective and role in user journey
* **Target Keywords:** Primary and secondary keyword targets
* **Word Count:** Optimal content length for SEO and engagement
* **Content Structure:** Headlines, sections, and information hierarchy
* **Call-to-Actions:** Conversion elements and next steps
* **Internal Linking:** Related content and topic clustering

### 4.2 Content Structure Specifications

* **Headlines:** H1, H2, H3 hierarchy and keyword integration
* **Sections:** Content blocks and information flow
* **CTAs:** Placement, messaging, and conversion optimisation
* **Visual Elements:** Images, infographics, and multimedia requirements
* **Technical Elements:** Schema markup and SEO enhancements

### 4.3 AI Readiness Optimisation

* **Voice Search Optimisation:** Natural language and conversational queries
* **Featured Snippet Targeting:** Content structure for position zero
* **AI-Friendly Formatting:** Clear headings, lists, and structured data
* **Entity Recognition:** Professional services terminology and concepts

### 4.4 Content Ideas Generation

* **Blog Post Topics:** Professional services marketing insights
* **Case Study Concepts:** Success stories across target industries
* **Resource Development:** Guides, templates, and tools for professionals
* **Video Content:** Educational and testimonial video concepts

### 4.5 Future Content Calendar

* **12-Month Planning:** Strategic content rollout timeline
* **Seasonal Content:** Professional services industry cycles
* **Series Development:** Multi-part content themes and campaigns
* **Update Schedule:** Content refresh and optimisation timeline

### 4.6 Related Content Mapping

* **Topic Clusters:** Professional services expertise areas
* **Content Silos:** Organised content categories and themes
* **Internal Linking:** Strategic link architecture for SEO
* **User Journey Mapping:** Content progression paths

## Research Methodology

### Data Collection Methods

1. **Primary Research:**

* Professional services industry surveys and reports
* Australian medical and legal industry publications
* Government regulatory body guidelines
* Professional association resources

1. **Secondary Research:**

* Competitor website analysis
* SEO tool data (SEMrush, Ahrefs, Google Keyword Planner)
* Industry trend reports and whitepapers
* Professional services marketing case studies

1. **Market Intelligence:**

* Professional services directory analysis
* Review site examination (Google Reviews, industry-specific platforms)
* Social media sentiment analysis
* Professional networking platform insights

### Data Sources Documentation

All findings will include credible source citations following this format:

**Source:** [Organisation Name - Report Title](URL) - Date

### Validation Methods

* **Cross-Reference Verification:** Multiple source confirmation for key findings
* **Industry Expert Validation:** Professional services marketing specialist review
* **Data Triangulation:** Combining quantitative and qualitative insights
* **Assumption Testing:** Hypothesis validation through research findings

## Quality Standards

### Citation Requirements

* **Statistics and Data:** Credible sources with publication dates
* **Industry Trends:** Official reports and recognised publications
* **Market Research:** Australian-focused data where possible
* **Best Practices:** Evidence-based recommendations with supporting research

### Australian English Compliance

* **Spelling Standards:** British English throughout (optimise, colour, centre)
* **Terminology:** Australian business and regulatory terms
* **Cultural Context:** Local market understanding and references
* **Professional Services Context:** Industry-appropriate language and concepts

### Professional Services Accuracy

* **Regulatory Compliance:** Accurate representation of industry regulations
* **Professional Standards:** Appropriate terminology and ethical considerations
* **Industry Knowledge:** Demonstrated understanding of professional services challenges
* **Solution Relevance:** Marketing recommendations aligned with industry needs

## Success Metrics

### Research Completeness

* **Phase Completion:** All 4 phases completed before content creation
* **Deliverable Quality:** Comprehensive documentation with actionable insights
* **Source Credibility:** Minimum 80% of findings supported by credible sources
* **Professional Services Focus:** 100% of recommendations targeted to professional services market

### Strategic Alignment

* **Brand Consistency:** Maintained Luna Digital core values whilst targeting new market
* **Competitive Differentiation:** Clear unique positioning identified
* **Market Opportunity:** Quantified growth potential in professional services
* **Implementation Readiness:** Actionable recommendations with clear next steps

### Content Strategy Foundation

* **Keyword Coverage:** Comprehensive keyword strategy across all funnel stages
* **Content Gap Identification:** Clear opportunities for competitive advantage
* **User Journey Mapping:** Complete professional services buyer journey documentation
* **Conversion Optimisation:** Evidence-based recommendations for lead generation

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**Document Created:** 2025-09-09

**Research Commencement:** Phase 1 Foundation Research

**Next Milestone:** Phase 1 completion and Phase 2 initiation

**Quality Review:** Upon each phase completion