# Simply Solar Solutions - Comprehensive Site Architecture & Content Strategy Project

## Project Overview

**Client**: Simply Solar Solutions

**Project Type**: Site Architecture Consolidation & Pillar Page Integration Strategy

**Date**: 17/09/2025

**Status**: In Progress

## Project Objectives

1. Consolidate site architecture into single comprehensive file
2. Integrate 5 specific pillar pages with clear positioning
3. Update blog content strategy with pillar page integration
4. Create area-based navigation replacing suburb-specific pages
5. Develop simplified page layouts for homepage and about pages
6. Map user journey stages with content alignment
7. Create simplified blog strategy (2 posts/month with pillar themes)
8. Provide implementation approach with content examples

## Major Project Phases

### Phase 1: Foundation Research & Strategic Analysis ✅ MANDATORY

* [ ] **SOP Compliance Check** - Verify against existing brand and content standards
* [ ] **Audience Research** - Create detailed solar customer personas and style guides
* [ ] **Market Research** - Current solar market conditions in Australia
* [ ] **USP Analysis** - Define Simply Solar's unique selling propositions
* [ ] **Brand SWOT Analysis** - Strengths, weaknesses, opportunities, threats
* [ ] **Competitor SWOT Analysis** - Top 5 solar company strategic positioning

### Phase 2: Competitive Intelligence & Search Landscape ✅ MANDATORY

* [ ] **Brand & Competitor Analysis** - Solar industry positioning analysis
* [ ] **Trending Topics Research** - Current solar industry trends and hot topics
* [ ] **Content Gap Analysis** - Missing solar content opportunities
* [ ] **Search Landscape Analysis** - Solar market size, competition, seasonal trends
* [ ] **Competitor Content Audit** - Solar company websites, mobile experience, user journeys

### Phase 3: Advanced SEO & Keyword Strategy ✅ MANDATORY

* [ ] **Keyword Research** - Comprehensive solar industry SEO keywords
* [ ] **Search Intent Analysis** - Solar customer journey mapping
* [ ] **Keyword Gap Analysis** - Solar SEO opportunity identification
* [ ] **Funnel Stage Keywords** - Awareness, consideration, decision mapping
* [ ] **Untapped Angle Keywords** - Zero/low competition solar opportunities
* [ ] **Emerging Trends Keywords** - Future solar industry search terms

### Phase 4: Content Planning, Briefs & AI Optimisation ✅ MANDATORY

* [ ] **Site Architecture Analysis** - Current content audit and competitor architecture
* [ ] **Pillar Page Integration Strategy** - 5 pillar pages positioning and structure
* [ ] **User Journey Mapping** - Content alignment with customer stages
* [ ] **Content Structure Specifications** - Page layouts, CTAs, internal linking
* [ ] **AI Readiness Optimisation** - Voice search and AI compatibility
* [ ] **Future Content Calendar** - 12-month pillar-based content planning

### Phase 5: Iterative Quality Assurance & Feedback Loops

* [ ] **Clarity & Conciseness Review** - Grammar, flow, Australian English compliance
* [ ] **Cognitive Load Optimisation** - Information hierarchy and scanability
* [ ] **Content Critique Analysis** - Logic verification and evidence support
* [ ] **AI Text Naturalisation** - Human expression and personality injection
* [ ] **Final Quality Gate** - Multi-perspective review and publication readiness

## Key Deliverables

### Strategy Documents

* [ ] research\_brief.md - Comprehensive research findings
* [ ] current\_website\_analysis.md - Existing site audit
* [ ] implementation\_plan.md - Step-by-step action items

### Research Intelligence

* [ ] competitive\_analysis.md - Solar industry competitor research
* [ ] audience\_personas.md - Solar customer personas (3-7 detailed profiles)
* [ ] keyword\_research.md - Complete solar keyword strategy

### Content Strategy

* [ ] consolidated\_site\_architecture.md - **PRIMARY DELIVERABLE**
* [ ] pillar\_page\_integration\_strategy.md - 5 pillar pages positioning
* [ ] user\_journey\_content\_mapping.md - Content alignment strategy
* [ ] simplified\_blog\_strategy.md - 2 posts/month with pillar themes
* [ ] content\_research.md - Topic clusters and content planning
* [ ] audience\_style\_guide.md - Brand voice and messaging guidelines

### Technical Analysis

* [ ] technical\_audit.md - Current site technical assessment
* [ ] ai\_optimisation\_guide.md - AI readiness and voice search optimisation
* [ ] ux\_ui\_analysis.md - User experience and interface recommendations

### Implementation Tracking

* [ ] task\_deps.md - Task dependencies with feedback loops
* [ ] execution\_tracking\_report.md - Agent activity and tool usage log

## Success Criteria

* Consolidated site architecture with clear navigation hierarchy
* 5 pillar pages strategically positioned in site structure
* Simplified blog strategy with pillar page integration
* Area-based navigation replacing suburb-specific pages
* User journey mapping with content alignment
* Implementation roadmap with timeline and resources
* British English compliance throughout all deliverables
* Credible source citations for all recommendations

## Quality Standards

* All content must use British English exclusively
* Statistics require credible source citations
* Professional presentation suitable for client delivery
* Actionable recommendations with clear implementation steps
* Research-backed strategic decisions with methodology transparency

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**Project Manager**: Master Orchestrator Agent

**Quality Assurance**: Enhanced Content Auditor

**Methodology**: Mandatory 4-Phase Research Workflow with Iterative Feedback Loops