3. Implementation Plan (For a Developer using Cursor)

This plan is structured in sprints and assumes a modern, component-based development approach.

Recommended Tech Stack:

- Frontend Framework: Next.js (React). It's fantastic for performance (SSR/SSG) and SEO, and works beautifully with AI-assisted coding.
- Styling: Tailwind CSS. Perfect for rapid component development.
- CMS: Sanity.io or Contentful (Headless CMS). Allows the client to easily update content without touching the code.
- Deployment: Vercel. Native integration with Next.js for seamless deployment.
- Forms: React Hook Form for validation, sending to a service like Vercel Functions or a third-party like Formspree.

Phase 1: Sprint 0 - The Foundation (1 Week)

- [ ] Task: Initialize Next.js project (`npx create-next-app@latest`).
- [ ] Task: Set up Git repository on GitHub/GitLab.
- [ ] Task: Configure Tailwind CSS.
- [ ] Task: Set up the Headless CMS project (e.g., Sanity.io) and define initial content schemas (for services, testimonials, team members).
- [ ] Task: (SEO) Create Google Analytics 4 and Google Search Console properties. Add the tracking code to the Next.js app layout.

Phase 2: Sprint 1 - Core Components & Homepage (1-2 Weeks)

- [ ] Task: Using Cursor, prompt for and build reusable React components: `Header`, `Footer`, `Button`, `TestimonialCard`, `ServicePreviewCard`.
- [ ] Task: Build the Homepage layout, pulling dynamic content from the CMS.
- [ ] Task: Implement the primary navigation and ensure it's fully responsive.
- [ ] Task: (SEO) Ensure the `Header` component's logo links to the homepage and that navigation links are standard `<a>` tags for crawlers.

Phase 3: Sprint 2 - The "Money Pages" (1 Week)

- [ ] Task: Create a dynamic page template in Next.js (e.g., `/our-care/[slug].js`).
- [ ] Task: This template will fetch content from the CMS based on the URL slug (e.g., `dementia-care`).
- [ ] Task: Build the content sections for these pages: hero image, intro text, key features/benefits, staff spotlight, relevant testimonials, and a prominent "Book a Tour" CTA.
- [ ] Task: (SEO) Programmatically set the `<title>` tag and meta description for each page from data in the CMS. The URL structure (`/our-care/dementia-care`) is clean and keyword-rich.

Phase 4: Sprint 3 - Supporting Pages & Functionality (2 Weeks)

- [ ] Task: Build the static pages: "Why Choose Us," "The Home," "Meet The Team," and "Contact Us."
- [ ] Task: Build and integrate the "Book a Tour" and "Download Brochure" forms.
- [ ] Task: Create the image gallery and integrate a video player for the virtual tour.
- [ ] Task: (SEO) Implement Local Business schema markup on the `Footer` or `Contact Us` page using JSON-LD. This script should pull the NAP (Name, Address, Phone) data from the CMS.
- [ ] Task: Create the blog listing and individual post pages.

Phase 5: Sprint 4 - Pre-Launch SEO & QA (1 Week)

- [ ] Task: (SEO) Create the `sitemap.xml` and `robots.txt` files.
- [ ] Task: (SEO) Run a full crawl of the staging site with Screaming Frog to catch any broken links, duplicate titles, or missing H1s.
- [ ] Task: Finalize all content with the client, ensuring keywords are used naturally.
- [ ] Task: Cross-browser and device testing.
- [ ] Task: (SEO) Test site speed using Google PageSpeed Insights and optimize images/code as needed.

Phase 6: Launch & Post-Launch

- [ ] Task: Configure production domain on Vercel.
- [ ] Task: Deploy the `main` branch to production.
- [ ] Task: (SEO) Submit the new sitemap via Google Search Console and use the "Request Indexing" tool for the homepage and key service pages.
- [ ] Task: (Ongoing Retainer) Schedule a monthly task to help the client write one hyper-local blog post and post one update to their Google Business Profile to maintain freshness and local authority.