Mental Health & Therapy Directory Complete Technical, SEO & Product Specification

Purpose: This document fully specifies the mental health & therapy directory project from zero to scale. It is intended for development, SEO, content, and data teams. No assumptions required.

1. Core Product Concept

The project is a large-scale SEO directory of mental health professionals in the United States. The core traffic-driving units are City + Therapy pages. Each of these pages contains high-quality informational text and a dynamically generated list of therapist profiles scraped from Google My Business (GMB). Individual provider pages are reusable entities linked from multiple listings.

2. Global Site Architecture

/therapists/ /therapists/{state}/ /therapists/{state}/{city}/ /therapists/{state}/{city}/{therapy}/ /therapy/{therapy}/ /cost/{therapy}-cost/ /provider/{provider-name}-{city}-{state}/

3. Database Model (Simplified)

Core Tables:

- providers (id, name, slug, city_id, state_id, address, phone, website, rating) - therapies (id, name, slug) - cities (id, name, slug, state_id) - states (id, name, slug) - provider_therapy (provider_id, therapy_id) - neighborhoods (id, name, slug, city_id) - provider_neighborhood (provider_id, neighborhood_id)

4. Google My Business Scraper Logic

Scraper inputs: city, state, therapy keywords. Data collected: - Business name - Primary and secondary GMB categories - Address (partial) - City / State - Phone - Website - Rating (numeric only) Therapy mapping is inferred from GMB categories and keywords (e.g., 'CBT', 'EMDR', 'Counseling'). Reviews text is NOT scraped or reused.

5. City + Therapy Page Specification

Each City + Therapy page is a pillar page. Structure: - H1: {Therapy} in {City} - 800–1200 words of SEO text - Local context paragraph - FAQs - Dynamic list of providers filtered by city + therapy - Internal links to city, therapy, cost, and neighborhood pages

6. Provider Page Specification

Provider pages represent a single entity. Sections: - About this provider - Therapies offered - Location & service area - Professional background (generic, neutral) - FAQs Text length: 300–500 words. All text must be original.

7. AI Content Generation Prompts

Prompt for City + Therapy pages: 'Write an in-depth, neutral, informational article explaining {therapy} in {city}, {state}. Include what it is, who it is for, benefits, how sessions work, how to choose a therapist locally, and FAQs. Avoid medical claims.' Prompt for Provider pages: 'Write a neutral professional description for a mental health provider based in {city}, {state}, listing therapies offered, service area, and general background. Do not invent credentials.'

8. Neighborhood-Level Expansion

High-search neighborhoods should be treated as sub-cities. Example structure: /therapists/california/los-angeles/santa-monica/cbt-therapy/ Neighborhood pages contain shorter text (500–700 words) and list only providers serving that area.

9. Phase 2 & Long-Term Scaling

- Expand to all major US cities - Add online therapy pages - Add insurance-related informational pages - Add comparison and cost breakdown pages - International expansion (Canada, Australia, UK)

10. Execution Roadmap

Week 1: Architecture, scraper, base pages Week 2: City + Therapy pages (Tier A), provider pages Week 3: Neighborhoods, cost pages, therapy hubs Month 2+: Expansion, optimization, AdSense rollout