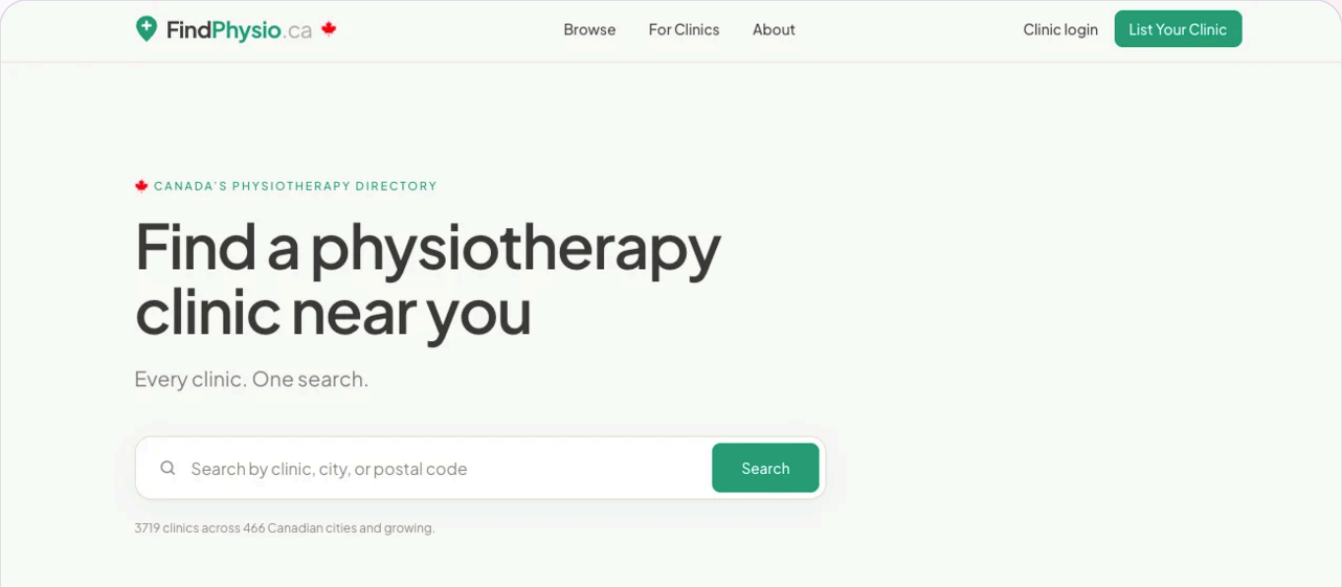
DEVELOPMENT PLAN

Building a traffic-generating directory

The feature list and build order behind FindPhysio.ca, Canada's physiotherapy directory. Use it to scope your own.



FindPhysio.ca, November 2026: 3,719 clinics across 466 Canadian cities.

40
features, grouped by who uses them

5
build phases, each ending in something you can test

1
launch checklist, and what to measure

SearchFront · Version 1.0 · November 2026 · searchfrontseo.com/findphysio-directory

THE MODEL

How a directory earns traffic

A directory turns a list of businesses into thousands of pages, each one answering a specific local search. The traffic is not rented. It comes from pages that stay published.

1. SEARCH
Someone types a local query, such as “physiotherapy clinic in Calgary”.

2. MATCH
Google shows the page built for that question: a clinic, a city, a service or a neighbourhood.

3. ANSWER
The page lists real, current businesses with hours, services and a map.

4. ACT
The visitor calls, books or opens the clinic's website. Each action is counted.

The loop: clinics see what their listing earns, complete it, and verify it. Richer listings make richer pages, which rank for more searches.

FindPhysio today

The directory this plan describes, as of November 2026.

3,719
clinics, each with its own page

466
Canadian cities with a results page

36
services in one shared list

13
service pages, per city, once earned

20
major cities with neighbourhood lists

7
listing steps, ending in Verified

Three principles

One page per question

Every clinic, city, service and neighbourhood gets its own address, title and description. Nothing competes with itself.

Content from the people listed

Clinics add their own hours, photos, team and services. Each verified listing makes its page more useful without a writer.

Quality rules before volume

A narrow page is published only when enough listings match and a person has approved the copy. Thin pages never go live.

FEATURE LIST · 1 OF 3

Search, browse and clinic profiles

Everything here is built in FindPhysio. The tag on the right is the build phase (see page 6).

Search and browse

What patients use

One search box	Takes a clinic name, a city or a postal code. A postal-prefix table sends postal codes to the right city page.	Phase 1
City and province pages	A readable address per city and per province, such as /physiotherapy/calgary, with a clinic count, list, pagination and map.	Phase 1
Filters	Narrow a city's clinics by service and by “accepting patients”.	Phase 1
Map view	Clinics plotted on a map for each city.	Phase 1
Browse and homepage	A browse page by province and city, and a homepage with search and live clinic and city counts.	Phase 1
Clean addresses	One function makes every address. Accents become plain letters, and old addresses redirect to the corrected ones.	Phase 1

Clinic profiles

One page per listing

Profile page	Name, address, phone, website, hours, services, description, photos and a map, all at one address per clinic.	Phase 1
Contact and booking actions	Call, book, website and email links on every profile.	Phase 1
One services list	A single list of 36 services feeds profiles, filters and service pages, so labels never drift apart.	Phase 1
Practitioner pages	A page for each practitioner under their clinic, with photo and specialties.	Phase 2
Listing status card	Shows which of the seven listing steps are done, on the public page and in the owner's dashboard.	Phase 2
Verified emblem	A “Verified on FindPhysio.ca” mark, earned only when the clinic itself confirms the listing.	Phase 2

FEATURE LIST · 2 OF 3

Clinic ownership and staff tools

Claiming and ownership

What clinics and agencies use

Email-code sign-in	No passwords. A one-time code goes to the owner's email.	Phase 2
Claim a listing	An owner claims an existing listing and uploads proof. Staff approve or reject it.	Phase 2
Add a clinic or location	A new-clinic form, plus several locations under one owner with a clinic switcher.	Phase 2
Owner dashboard	Profile, hours, photos, practitioners, team and settings in one place.	Phase 2
Team invites	Owners invite colleagues to help manage a listing.	Phase 2
Agency route	Agencies submit clients from a template. Each clinic gets a confirmation link to approve its own listing before it goes live.	Phase 2
Seven listing steps	Details, hours, services and description, first photo, team, booking link, and verified by the clinic. One function decides what counts as done.	Phase 2

Staff tools

What your team uses

Clinics table and editor	Find any clinic and edit everything it entered. Saves send only the fields that changed, so staff never overwrite an owner's edit.	Phase 3
Claims queue	Review, approve, reject or delete claims in one list.	Phase 3
Suspend and disapprove	Take a listing down. This also clears its verified status.	Phase 3
Roles	Super admin, admin and writer. Each sees only what the job needs.	Phase 3
Audit log	Every manual staff action is recorded and shown on the overview.	Phase 3
Overview	Listings, claims and activity over 28 and 90 days.	Phase 3
Contact inbox	Messages from the contact form, in one list.	Phase 3

FEATURE LIST · 3 OF 3

Content pages, SEO and growth

Content and SEO

What earns narrower searches

Titles and canonicals	Each page type has a title and description pattern and one canonical address.	Phase 1
Sitemap and robots	Published pages only, refreshed hourly.	Phase 1
Service pages	13 services per city, such as /physiotherapy/vancouver/pelvic-health.	Phase 4
Neighbourhood pages	Fixed neighbourhood lists for 20 major cities. Clinics pick theirs from a list.	Phase 4
Page queue	Staff see which pages have enough clinics, write the copy, preview it and publish. Starter copy never goes live on its own.	Phase 4
Internal links	City pages link “By service” and “By neighbourhood” to published pages only.	Phase 4
Blog	Draft, in review and published. Each element has its own field, with a title image and inline photos.	Phase 4
Images and share cards	Size rules, automatic conversion to webp, and a generated share image for city and clinic pages.	Phase 4

Engagement and growth

What proves the value

Engagement events	Page views and phone, booking, website and email clicks recorded for each clinic.	Phase 1
Owner totals and reports	Owners see views and clicks for the last 90 days. Staff see 7, 30, 90 or 365 days with a daily chart.	Phase 5
Verified badge	An embeddable badge for the clinic's own website that links back to its listing.	Phase 5
CRM sync	Clinic and contact records sync to your CRM (we use GoHighLevel) on create, claim and edit.	Phase 5
Newsletter and contact forms	Signup and enquiry forms that feed the CRM. Contact messages also reach the staff inbox.	Phase 5
Priority placement	A paid tier that ranks paying clinics first on their city page. Announced to clinics, not built into FindPhysio yet.	Planned

BUILD ORDER

Five phases, in this order

Each phase ends in something you can test. Hold back what is listed until the phase before it is done.

1 A searchable directory

Every listing and every city has a page Google can crawl.

Build	Search, city and province pages, profiles, filters, one services list, titles, sitemap, and engagement events from day one.
Done when	A clinic searched by name returns its page, a city page lists its clinics, and the sitemap is submitted in Search Console.
Hold back	Claiming, dashboards and any narrow content pages.

2 Clinics take ownership

Listings get completed by the people listed.

Build	Sign-in, claiming, owner dashboard, practitioner pages, seven listing steps, verified emblem, team invites and the agency route.
Done when	A clinic can claim, edit and verify a listing without your help.
Hold back	Badges and any paid tier.

3 Staff tools

Quality stays high as volume grows.

Build	Clinics editor, claims queue, suspend and disapprove, roles, audit log, overview and contact inbox.
Done when	Two staff can clear a day's claims, and every manual change is in the audit log.
Hold back	Writer access, until the content engine exists.

4 The content engine

Rank for narrower searches without publishing thin pages.

Build	Service pages, neighbourhood pages, the page queue with its threshold, internal link groups, blog and image handling.
Done when	The queue lists only pages with three or more matching clinics, and the first approved page appears in the sitemap.
Hold back	Any page below the threshold.

5 Proof and growth

Show clinics what the listing earns, and turn that into links and revenue.

Build	Owner totals and staff reports, the verified badge, CRM sync and newsletter. Then, if the numbers support it, priority placement.
Done when	A clinic can see its 90-day totals and add the badge to its own site.
Hold back	Charging for placement until clinics can see results.

FOUNDATIONS

Rules, data and stack

Rules that prevent thin pages

- A narrow page exists only when at least three active listings match it.
- A person writes or rewrites the copy, and an admin approves it. Starter copy never publishes itself.
- Unpublished pages can't be reached and are not in the sitemap.
- A published page stays live if its count later drops, and is flagged for review.
- Starter copy describes a service in plain language and makes no treatment promises.
- Say “verified”, never “certified”, unless a real body certifies.

Data to have before launch

- A starting set of listings with name, address, city, province, postal code, phone, website and services. Enough per city that no city page is empty.
- One list of services, agreed once.
- A postal-prefix-to-city table, if searchers use postal codes.
- Neighbourhood lists for your major cities, supplied by someone who knows them.
- Wording rules, so the tone is the same on every page.

What the data model needs

Clinic · City and province · Practitioner · Owner and clinic group · Claim · Team member · Content page · Blog post · Engagement event · Staff user and role · Audit entry

The stack FindPhysio runs on

Framework	Next.js with the App Router and TypeScript. Pages are built ahead of time and regenerated hourly, so they load fast and stay current.
Data and sign-in	Supabase: Postgres for the data, email-code sign-in, and file storage for photos and logos.
Maps	Mapbox, on city pages and clinic profiles.
Email and CRM	Transactional email for codes and confirmations, and GoHighLevel for contacts and businesses.
Hosting	Vercel.

Any comparable stack works. What matters is static-speed pages that stay fresh, and one place that decides what each page is allowed to show.

MEASURE AND LAUNCH

What to watch, and what to check first

Track from day one

Impressions, clicks, click-through rate, average position	Google Search Console. Impressions show up weeks before clicks do.
Pages published vs indexed	Sitemap against Search Console, to spot pages Google ignores.
Engagement per clinic	Views, calls, bookings, website and email clicks. This is the proof you show clinics.
Listing completion	How many listings reach all seven steps.

FindPhysio, reported plainly

From 12 May 2026: **24.5K impressions**, **77 clicks**, a **0.3%** click-through rate and an average position of **36.9**.

Impressions rose from near zero to a few hundred a day by autumn. It is early. Position and clicks follow impressions, so impressions are the number to watch first.

Launch checklist

- [ ] Sitemap submitted in Search Console
- [ ] One canonical address per page, with unique titles and descriptions
- [ ] Every city page shows real listings, none empty
- [ ] Search tested with real clinic names, cities and postal codes
- [ ] Claim flow tested end to end by someone outside the team
- [ ] Page threshold set, and a below-threshold page confirmed unreachable
- [ ] Engagement events firing on call, book, website and email links
- [ ] Share images render for city and clinic pages
- [ ] Privacy policy, terms and cookie notice live
- [ ] A named person owns replies to the contact form

Want a directory like this for your niche?

We'll scope it with you: your niche, your cities, the data you need and the build order. Then we build it, with search in mind from the first page.

Book a free consult: searchfrontseo.com/contact

See the project: searchfrontseo.com/findphysio-directory