Blue Line Health & Wellness Group

Website Content & Structure Blueprint for Designer

Opening March 2026 – St. Catharines, Ontario

1. Website Overview

The website should highlight our mission, serve clients and therapists, and reflect professionalism and trauma-informed care.

2. Website Pages & Content

Homepage

- Hero section: Helping Those Who Help Others

- About preview

- Who We Serve

- Services preview

- Mission & Vision

- Community partners

- CTA buttons

About Us

- Our Story

- Mission & Vision

- Who We Serve

- Facility overview

- Partner network

Services

- Mental Health Therapy

- Trauma & First Responder support

- Salt Therapy

- Sound & Vibration Therapy

- Red-Light Therapy

- PEMF Therapy

- Neurofeedback

- OT & Rehabilitation

Our Team

Introduction section describing team dedication.

Founder/Leadership section.

Clinical team profiles (MSW/RSW, RP, Psychologist, OT).

Wellness therapy specialists.

Admin staff.

Expandable grid layout.

Join Our Team

- Why join

- Positions available

- Requirements

- Application process

Contact

Contact information, map, form, parking, opening date.

FAQ

Common questions about services, insurance, confidentiality, therapies.

Design Requirements

Branding, layout, functionality, accessibility, SEO.