

## SEO & Search Strategy Prompts

Design scalable SEO page templates that can generate hundreds or thousands of high-quality pages while maintaining search intent alignment, uniqueness, and ranking potential.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Scalable SEO Systems

Updated: May 2026

Why This Prompt Exists

Most SEO strategies are built around individual pages.

One keyword → one article → one attempt at ranking.

That approach works at small scale, but it breaks when you try to grow.

Programmatic SEO solves this by shifting the focus from pages to systems.

Instead of writing content one by one, you design a structured template that can generate many pages automatically while still remaining useful, relevant, and intent-matched.

The challenge is not automation.

The challenge is preventing scale from turning into low-quality repetition.

This framework solves that by enforcing structure, intent control, and content variation rules before any pages are generated.

The Prompt

Assume the role of a senior SEO architect and programmatic content strategist specializing in scalable search systems, large-scale

content design, and intent-driven automation.

Your task is to design a full programmatic SEO system that can generate high-quality pages at scale without sacrificing relevance, uniqueness, or ranking potential.

Before building the system, analyze the structure carefully.

Identify:

- what parts of a page must remain static vs dynamic
- how user intent changes across variations
- risks of duplicate or thin content at scale
- how to maintain differentiation between pages
- how to ensure each page still provides real user value

Then build a complete programmatic SEO framework:

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## 1. PAGE STRATEGY DEFINITION

Define exactly what type of pages are being created and why they should rank.

Examples:

- location pages
- service + city pages
- comparison pages
- category pages
- directory listings

Explain the ranking logic behind this page type.

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## 2. URL STRUCTURE SYSTEM

Provide a scalable URL format.

Include:

- base structure
  - dynamic variable placement rules
  - examples of 3–5 generated URLs
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## 3. PAGE TEMPLATE ARCHITECTURE

Design the full reusable page layout:

- H1 template
- Intro paragraph template
- Core content sections (H2 structure)
- Supporting sections (benefits, comparisons, FAQs)
- CTA placement strategy

Each section should clearly define what is static vs dynamic.

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## 4. DYNAMIC VARIABLE FRAMEWORK

List all variables used to generate pages, such as:

- city / location
- service type
- product name
- industry
- audience segment
- comparison pair

For each variable, explain how it changes content meaningfully.

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## 5. CONTENT UNIQUENESS RULES

Define strict rules to avoid SEO failure at scale:

- how to avoid duplicate content patterns
  - how to vary phrasing while preserving intent
  - how to introduce contextual specificity
  - how to prevent “templated feel”
  - minimum required unique elements per page
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## 6. INTERNAL LINKING & CLUSTERING SYSTEM

Explain how pages should connect:

- hub pages
- supporting pages
- cross-link logic
- scaling structure for crawl efficiency

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## 7. QUALITY CONTROL CHECKLIST

Before publishing any generated page, ensure:

- intent match is correct
- page is not thin or repetitive
- unique value is present
- SERP relevance is maintained
- CTA is contextually appropriate

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## 8. EXAMPLE GENERATED PAGE

Create one fully rendered example page using placeholders.

It should include:

- headline
- intro
- structured sections
- FAQs
- CTA

Show how the system produces real output.

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INPUTS:

Site Type:

[LOCAL BUSINESS / AFFILIATE / SaaS / DIRECTORY / MARKETPLACE]

Core Topic:

[INSERT CORE TOPIC]

Dynamic Variables:

[INSERT VARIABLES SUCH AS CITIES, SERVICES, PRODUCTS]

Target Audience:

[INSERT AUDIENCE]

Scale Goal:

[SMALL (10–50 pages) / MEDIUM (50–500 pages) / LARGE (500+ pages)]

OUTPUT RULES:

- Prioritize structure over prose
- Focus on scalability without quality loss
- Avoid generic SEO advice
- Think like someone building a production content system
- Ensure every part can actually be implemented in practice

How To Use It

- Only use this when you already have a validated topic that supports scale.
- If outputs feel generic, reduce the variable scope (fewer dynamic inputs = higher quality).
- Add:  
“Ensure each generated page feels contextually specific, not templated.”
- Pair with competitor analysis before deployment.

- Use as the blueprint before building any automated SEO system.

Example Input

**Site Type:** Local service directory

**Core Topic:** HVAC repair services

**Dynamic Variables:** cities, service types

**Scale Goal:** Large (500+ pages)

**Target Audience:** homeowners searching for repair services

Why It Works

Most programmatic SEO systems fail because they scale content before defining structure.

This framework fixes that by enforcing:

- intent-driven page architecture before generation
- clear separation of static vs dynamic content
- explicit rules for avoiding duplication
- system-level thinking instead of page-level thinking

When done correctly, you are no longer “writing content.”

You are building a ranking system.

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