SEO & Search Strategy / Programmatic SEO

Identify risks of duplicate content and keyword cannibalization in programmatic setups and suggest prevention rules.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Content Quality, Cannibalization Prevention, Programmatic SEO
Updated: May 2026
Why This Prompt Exists
Programmatic SEO often creates duplicate content and keyword cannibalization at scale.

You get:

- pages that are 90% identical (thin content)
- multiple pages targeting the same keyword (cannibalization)
- Google choosing the wrong page to rank
- wasted crawl budget on duplicate pages
- algorithmic penalties for low-quality content

But prevention is not reaction.

It is building rules that stop duplication before it happens.

- Duplicate content: pages with high similarity (80%+)
- Cannibalization: multiple pages targeting same keyword
- Prevention rules: canonical tags, noindex, consolidation
- Uniqueness thresholds: minimum 30% unique content per page

Without prevention, you create problems at scale.

This framework forces AI to build duplicate prevention rules.

The Prompt

```
Assume the role of a programmatic SEO quality specialist who prevents duplicate content and cannibalization.

Your task is to create prevention rules.

Generate:

1. DUPLICATE CONTENT RISK ASSESSMENT
   - Similarity between page types
   - Variable richness (how much uniqueness per page)

2. CANNIBALIZATION RISK ASSESSMENT
   - Keywords that multiple page types target
   - Overlap analysis

3. PREVENTION RULES (template level)
   - Minimum uniqueness requirements
   - Variable requirements per page

4. CANONICALIZATION STRATEGY
   - Which pages should be canonical
   - How to handle near-duplicates

5. NOINDEX STRATEGY
   - Which pages should be noindexed
   - Conditions for noindex
```

6. CONSOLIDATION RECOMMENDATIONS
   - Page types that should be merged
   - How to combine

INPUTS:

Page Types (e.g., city pages, service pages):
[LIST]

Variables per Page Type:
[LIST]

Similarity Estimate (how similar are pages of the same type?):
[HIGH / MEDIUM / LOW]

Number of Pages Planned:
[<100 / 100-1k / 1k-10k / 10k+]

Keyword Targeting per Page Type:
[LIST PRIMARY KEYWORDS]

RULES:
- Pages should have at least 30% unique content
- No two pages should target the same primary keyword
- Use canonical tags for near-duplicate pages
- Use noindex for pages with no unique value
- Consider consolidation if multiple page types are too similar
- Test with a small batch before scaling
- Monitor Search Console for cannibalization issues

How To Use It

- Ensure each page has at least 30% unique content.
- No two pages should target the same primary keyword.
- Use canonical tags for near-duplicate pages.
- Consider noindex for pages with minimal unique value.
- Test a small batch for duplication before scaling.

Example Input

Page Types: City service pages ("plumber in Austin"), city pages ("Austin plumbing"), service pages ("emergency plumber")

Variables per Page Type: City pages: city name, state, zip; Service pages: service type, city; City-service pages: both

Similarity Estimate: HIGH (templates are similar across cities)

Number of Pages Planned: 5,000+

Keyword Targeting: City-service pages target "plumber in [city]"; city pages target "[city] plumbing"; service pages target "[service] plumber"

Why It Works
Programmatic SEO often creates quality problems at scale.

This framework improves outcomes by forcing:

- risk assessment (problem identification)
- prevention rules (stop before start)
- canonicalization strategy (duplicate handling)
- noindex strategy (low-value pages)
- consolidation recommendations (simplification)

Great programmatic SEO doesn't create quality problems — it prevents them.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI SEO tools, programmatic SEO frameworks, and practical strategies for marketers and business owners.

Carefully engineered prompts for people doing real work.

Share this:

- Share on Facebook (Opens in new window) Facebook
- Share on X (Opens in new window) X

See also The Programmatic Page Content Template Builder