SEO & Search Strategy / Programmatic SEO

Create modular content templates with variable fields, dynamic sections, and conditional logic for mass page generation.
Difficulty: Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Content Templates, Mass Page Generation, Automation
Updated: May 2026
Why This Prompt Exists
Most programmatic pages are thin and repetitive because templates lack structure.

You get:

- pages that are 90% identical (thin content risk)
- no unique value on each page
- variables inserted awkwardly
- no conditional logic (same content for all pages)
- Google seeing them as duplicate content

But a content template is not a copy-paste.

It is a modular structure that creates unique value.

- Static sections: appear on every page (intro, footer)
- Variable sections: change based on page variables
- Conditional sections: appear only for certain variable combinations
- Data-driven sections: tables, lists, maps, prices

Without a good template, programmatic pages are low quality.

This framework forces AI to build templates that create unique pages.

The Prompt

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Assume the role of a programmatic content strategist who builds
templates that create unique pages.

Your task is to create a programmatic content template.

Generate:

1. TEMPLATE STRUCTURE OUTLINE
   - Section order
   - Section types (static/variable/conditional)

2. STATIC SECTIONS
   - Content that appears on every page
   - Optimization notes

3. VARIABLE SECTIONS (with placeholders)
   - Section name
   - Placeholders (e.g., {city}, {service})
   - Content pattern

4. CONDITIONAL SECTIONS
   - Conditions (e.g., if emergency=yes)
   - Content to show when condition met

5. DATA-DRIVEN SECTIONS
   - Data sources needed
   - How to display (table, list, chart)
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6. VARIABLE PLACEHOLDER MAPPING
   - All placeholders and their data sources

INPUTS:

Topic Category:
[INSERT]

Core Variables (with data types):
[LIST]

Page Length Target:
[SHORT (300-500 words) / MEDIUM (500-1000) / LONG (1000+)]

Data Sources Available:
[LIST]

Unique Differentiators (what makes each page unique):
[E.G., "City-specific statistics," "Local reviews," "Pricing data"]

RULES:
- Static sections: same on every page (keep minimal)
- Variable sections: where pages differ (core value)
- Conditional sections: add relevance for specific combinations
- Data-driven sections: most valuable for unique pages
- Placeholders should be clearly marked {like this}
- Avoid repeating the same variable in every section
- Ensure each page has at least 30% unique content

How To Use It

- Data-driven sections (pricing, reviews, statistics) create the most unique value.
- Test templates with 10-20 pages before scaling to thousands.
- Ensure variable placeholders are correctly populated.
- Avoid using the same variable repeatedly (feels templated).
- Add conditional sections for edge cases.

Example Input

Topic Category: Plumbing services by city

Core Variables: {city}, {service_type}, {emergency} (yes/no), {avg_response_time}

Page Length Target: MEDIUM (500-1000 words)

Data Sources Available: City populations, average home age, local competitor list, customer reviews by city, service pricing by city

Unique Differentiators: City-specific statistics, local reviews, local pricing

Why It Works
Most programmatic pages are thin because templates lack variables.

This framework improves outcomes by forcing:

- static sections (consistency)
- variable sections (uniqueness)
- conditional sections (relevance)
- data-driven sections (value)
- placeholder mapping (execution)

Great programmatic templates don’t just generate pages — they generate unique value at

scale.

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See also The Programmatic Page Quality Assurance Prompt