

## SEO & Search Strategy / Programmatic SEO

Evaluate whether a topic or data set is suitable for programmatic page generation based on scale, uniqueness, and search demand.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Programmatic SEO, Feasibility Analysis, Project Planning

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Why This Prompt Exists

Most programmatic SEO projects fail because the topic isn't suitable for mass page generation.

You get:

- programmatic pages with no search demand
- pages that are too similar (duplicate content issues)
- not enough unique variables to generate meaningful pages
- technical complexity without business value
- wasted development time on the wrong opportunity

But feasibility is not guesswork.

It is systematic evaluation of scale, demand, and uniqueness.

- Scale: how many pages can you generate (100, 1,000, 10,000+)?
- Search demand: do people search for these variations?
- Uniqueness: can pages be meaningfully different?
- Data availability: do you have the structured data needed?

Without feasibility analysis, you build pages no one searches for.

This framework forces AI to evaluate programmatic opportunities before development.

The Prompt

Assume the role of a programmatic SEO strategist who evaluates opportunities before building.

Your task is to analyze programmatic page feasibility.

Generate:

1. SCALE ASSESSMENT

- How many potential pages?
- Based on variable combinations

2. SEARCH DEMAND ANALYSIS

- Sample keyword variations
- Estimated search volume
- Intent alignment

3. UNIQUENESS ASSESSMENT

- Can pages be meaningfully different?
- Variable richness (high/medium/low)

4. DATA AVAILABILITY

- Do you have the structured data needed?
- Data gaps and solutions

5. FEASIBILITY SCORE (1-10)

- With recommendation (Go / No Go / Test)

## 6. RISK ASSESSMENT

- Duplicate content risk
- Cannibalization risk
- Thin content risk

### INPUTS:

Topic or Data Set:

[DESCRIBE]

Core Variables (e.g., cities, products, categories):

[LIST]

Estimated Number of Combinations:

[INSERT NUMBER]

Sample Keywords (5-10 variations):

[LIST]

Existing Competitors in This Space:

[LIST OR "UNKNOWN"]

Technical Resources Available:

[LIMITED / MODERATE / SIGNIFICANT]

### RULES:

- Scale: minimum 100 pages to consider programmatic

- Search demand: use keyword research to validate
- Uniqueness: pages must have meaningful differences
- Data availability: must have or be able to acquire
- Feasibility score: 8+ = Go, 5-7 = Test, below 5 = No Go
- Risk assessment must be honest (don't ignore risks)

### How To Use It

- Validate search demand before building anything.
- Test a small batch (10-20 pages) before scaling to thousands.
- Ensure variables create meaningful differences between pages.
- If feasibility score is borderline, run a small test.
- Re-evaluate feasibility as data and technology improve.

### Example Input

**Topic or Data Set:** "Plumber in [city]" pages for all cities in Texas

**Core Variables:** City name (500 cities), service type (5 services), emergency availability (yes/no)

**Estimated Number of Combinations:**  $500 \times 5 \times 2 = 5,000$  pages

**Sample Keywords:** "plumber in Austin," "emergency plumber Dallas," "water heater repair Houston"

**Existing Competitors:** Large national directories (Angi, HomeAdvisor), local plumbers with city pages

**Technical Resources Available:** MODERATE (small dev team, limited budget)

### Why It Works

Most programmatic SEO projects fail before they start.

This framework improves outcomes by forcing:

- scale assessment (volume potential)
- search demand validation (market need)
- uniqueness evaluation (page value)
- data availability check (feasibility)
- risk identification (problem prevention)

Great programmatic SEO starts with feasibility — not with building pages.

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