

SEO & Search Strategy / Programmatic SEO

Audit programmatically generated pages for thin content, missing variables, and quality issues before publishing.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Quality Assurance, Content Auditing, Programmatic SEO

Updated: May 2026

Why This Prompt Exists

Most programmatic pages are published without quality checks.

You get:

- pages with missing variables (e.g., {city} not replaced)
- thin content (200 words of mostly boilerplate)
- broken data sources (pricing tables empty)
- pages that look obviously templated (user trust issues)
- Google seeing them as low-quality pages

But QA is not optional.

It is the difference between ranking and being ignored.

- Variable population: all placeholders replaced correctly
- Content length: minimum 300-500 words
- Uniqueness: at least 30% unique content
- Data accuracy: prices, locations, facts correct
- Internal links: each page has 3-5 links

Without QA, you publish low-quality pages at scale.

This framework forces AI to audit programmatic pages before publishing.

The Prompt

Assume the role of a programmatic SEO QA specialist who audits pages before publishing.

Your task is to audit programmatically generated pages.

Generate:

1. VARIABLE POPULATION CHECK
 - All placeholders replaced?
 - Missing variable list
2. CONTENT LENGTH CHECK
 - Word count per page
 - Below threshold pages
3. UNIQUENESS SCORE (estimated)
 - Similarity to other pages
 - Unique content percentage
4. DATA ACCURACY FLAGS
 - Potentially incorrect data
 - Missing data sources
5. INTERNAL LINKING CHECK
 - Number of internal links per page

- Pages below minimum

6. QUALITY SCORE (1-10) for each page

7. RECOMMENDATIONS

- Fixes needed before publishing
- Pages to noindex or block

INPUTS:

Sample Pages (3-5 pages of each type):

[PASTE OR DESCRIBE]

Variables Expected:

[LIST]

Minimum Content Length:

[WORDS]

Minimum Internal Links:

[NUMBER]

Quality Threshold:

[SCORE NEEDED TO PUBLISH]

Data Sources Used:

[LIST]

RULES:

- All placeholders must be replaced (no {brackets} visible)
- Content length: minimum 300-500 words
- Uniqueness: at least 30% unique content
- Data must be accurate (spot-check sources)
- Each page needs 3-5 internal links
- Quality score below threshold: don't publish
- Sample audit a small batch before scaling

How To Use It

- Sample audit a small batch (10-20 pages) before full generation.
- Check for missing variables (e.g., {city} not replaced).
- Ensure content length meets minimums (300-500 words minimum).
- Verify data accuracy (prices, locations, facts).
- Don't publish pages below quality threshold.

Example Input

Sample Pages: 5 city service pages for “plumber in [city]”

Variables Expected: {city}, {service_type}, {avg_response_time}, {price_range}

Minimum Content Length: 500 words

Minimum Internal Links: 3 links per page

Quality Threshold: 7/10 to publish

Data Sources Used: City population data, Google Maps for response time, internal pricing database

Why It Works

Most programmatic pages are published without QA.

This framework improves outcomes by forcing:

- variable population check (completeness)
- content length verification (avoid thin content)
- uniqueness scoring (avoid duplication)
- data accuracy flags (trustworthiness)
- internal linking check (site structure)

Great programmatic SEO doesn't sacrifice quality for scale — it ensures both.

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