Programmatic SEO Checklist

Research and planning

- ☐ Identify head-terms
- ☐ Find modifiers
- ☐ Combine head-terms with suitable modifiers
- ☐ Create the final keywords list

Creating the page template

- ☐ Make the copy persuasive
- ☐ Aim to have at least 60-70% unique content on each page
- ☐ Design the page template to look attractive
- ☐ Optimize the page around keywords
- ☐ Add images to the page
- ☐ Have an optimized permalink structure
- ☐ Have a strong CTA (Call to Action)
- ☐ Ready the optimized page template(s)

Collecting the data

- ☐ Make a list of required data points
- ☐ Remove data points that you don't need
- ☐ Collect data points that you do need
- ☐ Ready the final dataset(s)

Generating pages in bulk

- ☐ Choose a no-code or code solution
- ☐ Check if everything works by creating 1-2 test pages
- ☐ Use the keywords list and data set to create pages in bulk

Optimizing post-creation

- ☐ Create & submit XML sitemap(s) to Google Search Console
- ☐ Make the pages load faster
- ☐ Keep an eye on Google Search Console error messages
- ☐ Relax and let Google index all the pages