
Programmatic SEO Template Pack (2026)

Build 100–10,000 SEO Pages Without Thin Content

Free Template Pack

SEORAF.com

Quick Start Guide

Who This Is For

- **SEO professionals** managing large-scale content projects
- **Marketing teams** needing to scale location/service pages
- **Publishers** with structured data looking to expand coverage

When Programmatic SEO Works

- You have **structured datasets** (locations, services, products)
- Each data point has **unique information** to share
- Keywords follow **predictable patterns** (e.g., “[service] in [location]”)

5-Minute Setup Checklist

- Identify your primary data source (locations, services, tools)
- Define your URL pattern (e.g., /{{location}}/{{service}})
- Map required variables to your data fields
- Set up internal linking hub pages
- Prepare XML sitemap generation rules

The 7-Part Page Framework

1. Intent

Analysis Match page purpose with search intent (informational, commercial, transactional). Ensure {{primary_keyword}} aligns with user needs.

2. SERP

Alignment Include elements that appear in top 10 results. Add unique value beyond competitors.

3. Entity

Optimization Mark up key data with schema. Include {{brand_name}} and {{location}} consistently.

4. Unique

Value Proposition Each page must offer something beyond template substitution. Include specific data, insights, or resources.

5. User Experience

Design Clear navigation structure. Mobile-first responsive layout.

6. Internal

Link Strategy Link to relevant category/hub pages. Use descriptive anchor text with {{secondary_keyword}}.

7. Quality

Assurance Check for duplicate content issues. Validate all variable substitutions.

Master Page Template Wireframe

H1: {{primary_keyword}} in {{location}}
Intro: Address {{pain_point}} for {{industry}} with {{service}} solution
Why Choose {{brand_name}} <ul style="list-style-type: none">• {{unique_benefit_1}}• {{unique_benefit_2}}• {{unique_benefit_3}}
Our Process [3-step process for {{use_case}}]
Pricing Table [Packages with {{pricing_range}}]
FAQs (3-5 relevant questions)
CTA: Get Started with {{service}} [Button to {{cta_url}}]

This wireframe represents the core structure of each programmatic page. Customize the content within each section while maintaining the layout for consistency and user experience.

Variable Map: Placeholders & Examples

Placeholder	Meaning	Example
{{primary_keyword}}	Main target keyword	emergency plumbing services
{{secondary_keyword}}	Related keyword	24/7 pipe repair
{{location}}	Geographic target	Chicago, IL
{{service}}	Specific offering	water heater installation
{{tool_name}}	Relevant tool/software	PipeMaster Pro
{{industry}}	Target industry	residential plumbing
{{pain_point}}	Problem solved	burst pipes and water damage
{{use_case}}	Application scenario	emergency home repairs
{{pricing_range}}	Price information	\$150-\$500
{{brand_name}}	Your company name	AquaFix Plumbing

Variable Map: Placeholders & Examples (continued)

Placeholder	Meaning	Example
{{cta_url}}	Call-to-action link	/contact-plumber-chicago
{{review_rating}}	Customer rating	4.8 stars
{{unique_benefit_1}}	Key differentiator	Available 24/7 including holidays
{{unique_benefit_2}}	Key differentiator	Certified and insured technicians
{{unique_benefit_3}}	Key differentiator	90-day warranty on all repairs
{{process_step_1}}	Service step 1	Initial assessment and diagnosis
{{process_step_2}}	Service step 2	Transparent quote and approval
{{process_step_3}}	Service step 3	Professional repair and cleanup
{{package_1_name}}	Offering name	Basic Service
{{package_1_features}}	Package details	Inspection, minor repairs, 30-day warranty
{{package_1_price}}	Package cost	\$150
{{package_2_name}}	Offering name	Premium Service
{{package_2_features}}	Package details	Complete repair, priority scheduling, 90-day warranty
{{package_2_price}}	Package cost	\$500
{{faqs}}	FAQ section	Q: How quickly can you respond? A: Within 60 minutes.

CSV/Sheet Schema

Required Headers:

URL Path | Primary Keyword | Secondary Keyword | Location | Service | Tool Name | Industry | Pain Point | Use Case | Pricing Range | Brand Name | CTA URL | Review Rating | Unique Benefit 1 | Unique Benefit 2 | Unique Benefit 3 | Process Step 1 | Process Step 2 | Process Step 3 | Package 1 Name | Package 1 Features | Package 1 Price | Package 2 Name | Package 2 Features | Package 2 Price | FAQs

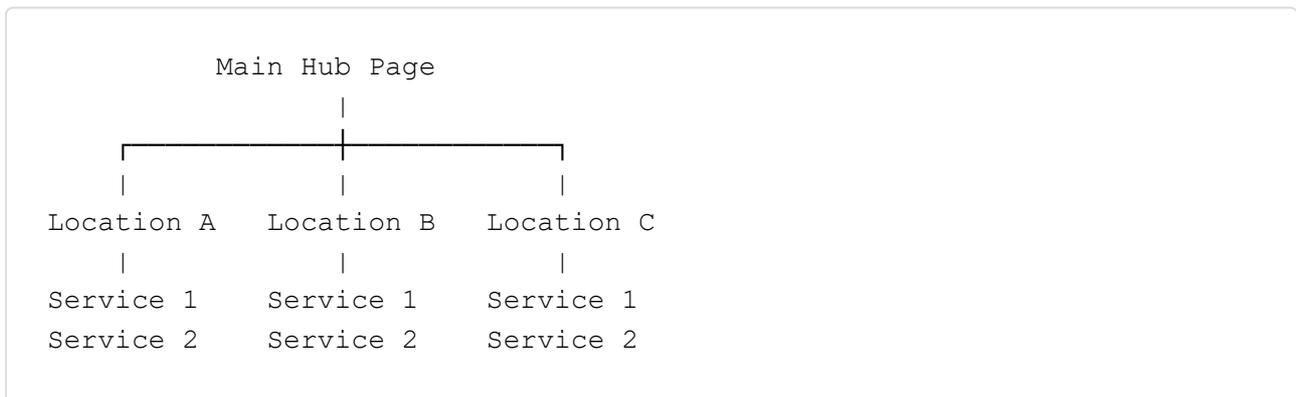
Example Row:

URL Path	Primary Keyword	...
/chicago/emergency-plumbing	emergency plumbing services	...

(The full example row contains all 26 headers filled with corresponding data. See the full template pack for the complete CSV.)

Internal Linking Blueprint

Hub-and-Spoke Model



Link Block Examples

From Hub to Spoke:

- Find {{service}} in {{location}}
- {{primary_keyword}} for {{industry}}

Between Spokes:

- Also available in [other location]
- Related: [other service] in {{location}}

Linking Rules

- Every spoke page links back to its hub
- Cross-link between related services in same location
- Use {{secondary_keyword}} in anchor text when natural
- Limit to 5-7 internal links per page

Indexing & Quality Assurance Checklist

Check Item	Pass Criteria
Noindex Rules	Only apply to test/thin content pages. All value pages should be indexable.
Sitemap Rules	Include all programmatic pages in XML sitemap. Follow Google's sitemap guidelines. <i>Source: developers.google.com/search/docs/crawling-indexing/sitemaps/overview</i>
Canonical Rules	Self-referencing canonical on each page. No duplicate canonicals across programmatic pages.
Content Duplication	<70% similarity to other pages. Unique value beyond template variables.
Variable Substitution	All placeholders filled. No {{brackets}} visible in final output.
Internal Links	All links functional. Proper hub/spoke structure maintained.
Mobile Responsiveness	Passes Google Mobile-Friendly Test. No horizontal scrolling.
Page Load Speed	<3 seconds load time. Optimized images and minimal scripts.

Mini Example 1: Tools Directory

Primary Keyword: project management software for remote teams

Implementation:

- Create pages for each software category
- Variables: {{tool_name}}, {{pricing_range}}, {{industry}}
- Unique value: Real user reviews, integration lists
- URL pattern: /tools/{{category}}/{{tool_name}}

Sample Content Structure:

```
H1: {{tool_name}} for {{industry}} Teams  
Intro: How {{tool_name}} solves {{pain_point}}  
Features: Key capabilities for {{use_case}}  
Pricing: {{pricing_range}} comparison  
Alternatives: 3 similar tools  
CTA: Try {{tool_name}} free
```

Mini Example 2: Service Business

Primary Keyword: HVAC repair in Austin

Implementation:

- Create pages for each service × neighborhood
- Variables: {{location}}, {{service}}, {{pricing_range}}
- Unique value: Local technician profiles, emergency response times
- URL pattern: /{{city}}/{{neighborhood}}/{{service}}

Sample Content Structure:

```
H1: {{service}} in {{location}}
Intro: Fast {{service}} for {{pain_point}}
Why Us: {{brand_name}} local experts
Process: 3-step {{use_case}} solution
Pricing: {{pricing_range}} for {{service}}
FAQs: Common {{location}} questions
CTA: Schedule {{service}} today
```

Mini Example 3: Location-Based Business

Primary Keyword: best coffee shops in Brooklyn

Implementation:

- Create pages for each neighborhood × amenity
- Variables: {{location}}, {{service}}, {{review_rating}}
- Unique value: Original photos, barista interviews
- URL pattern: /{{city}}/{{neighborhood}}/{{amenity}}

Sample Content Structure:

```
H1: Best {{service}} in {{location}}
Intro: {{location}}'s {{use_case}} scene
Top 5: {{review_rating}}-rated spots
Guide: How to choose {{service}} in {{location}}
Map: Interactive {{location}} directory
CTA: Explore {{location}} {{service}}
```

Next Steps

Implementation Timeline

- **Week 1:** Data preparation and variable mapping
- **Week 2:** Template development and testing
- **Week 3:** Batch 1 launch (100-500 pages)
- **Week 4:** Performance analysis and optimization
- **Week 5+:** Scale to remaining pages

Download Your Templates

HTML Template:

[Download URL]

CSV Schema:

[Download URL]

QA Checklist:

[Download URL]

Need Help With Implementation?

Our team can help you:

- Audit your programmatic SEO readiness
- Develop custom templates for your industry
- Set up scalable internal linking structures
- Monitor and optimize performance

Schedule Your Programmatic SEO Audit: [Audit CTA URL]

- Advanced SEO Audit Checklist:

<https://www.seoraf.com/advanced-seo-audit-checklist/>