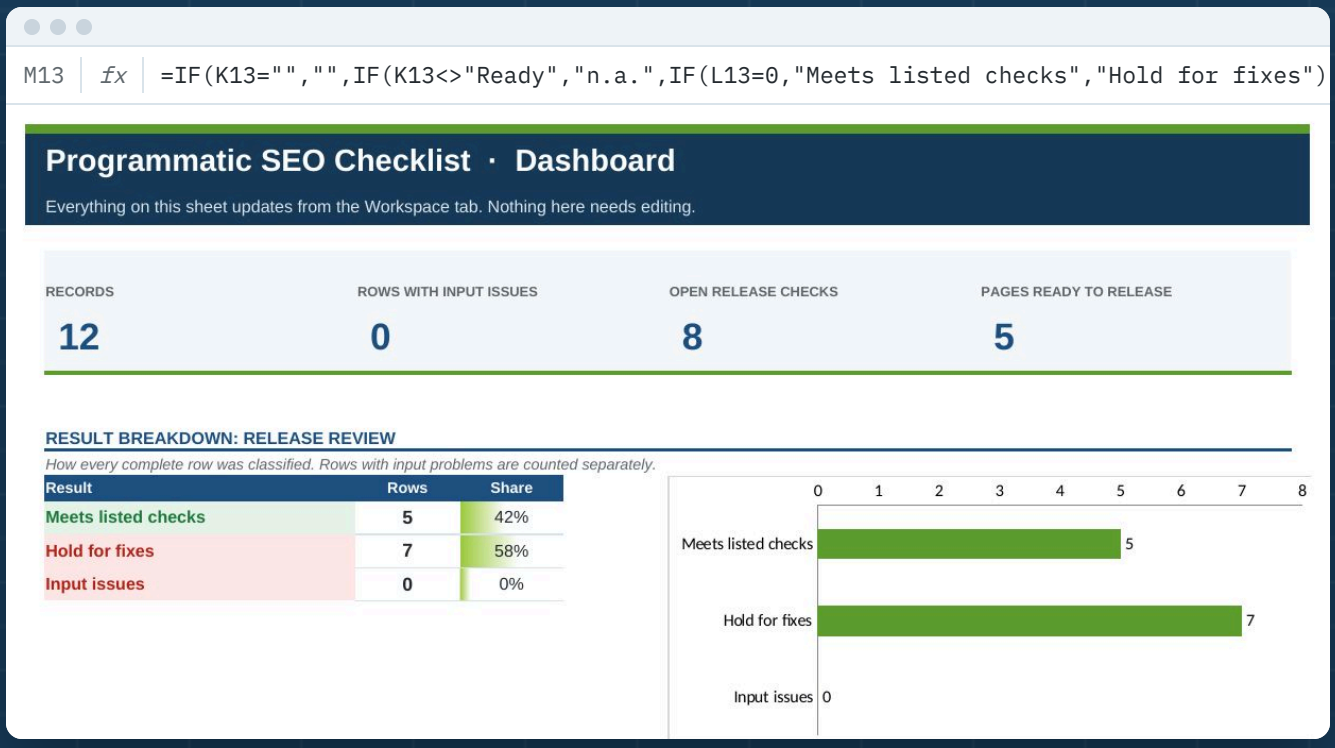
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 37

Programmatic SEO Checklist

QA every generated page for verified data, unique value, indexability, links and rendering before release.

Built for the DataForSEO API: On-Page API



Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Which programmatically generated pages are ready to release and which to hold, with the specific checks each one fails.

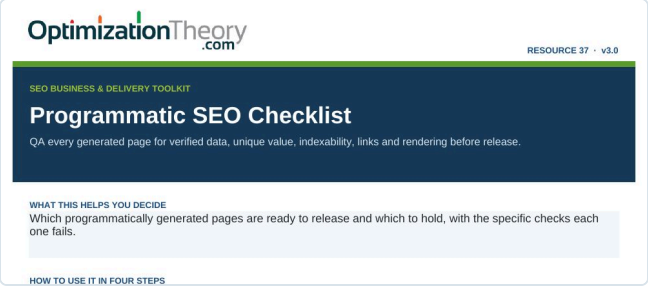
Programmatic SEO can build thousands of useful pages, or thousands of thin ones that drag a whole site down. The difference is quality control at release: verified data, something genuinely useful on each page, and the technical basics.

This programmatic SEO checklist runs five acceptance checks on every generated page: data verified, unique value, indexability, links and rendering. It counts open checks and marks each page Meets listed checks or Hold for fixes, so a batch is released page by page, not all at once on faith.

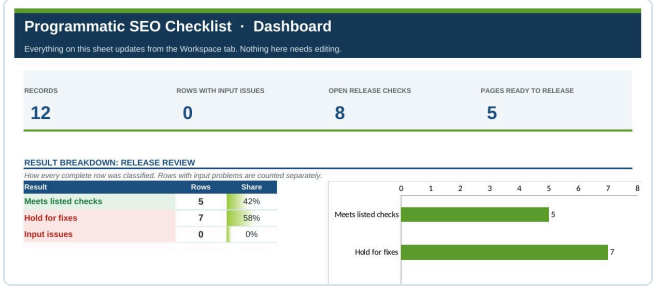
Who it's for

- SEOs launching location, product, comparison or directory pages at scale
- Developers building page templates from datasets
- Content teams reviewing generated pages
- Agencies accountable for a pSEO launch

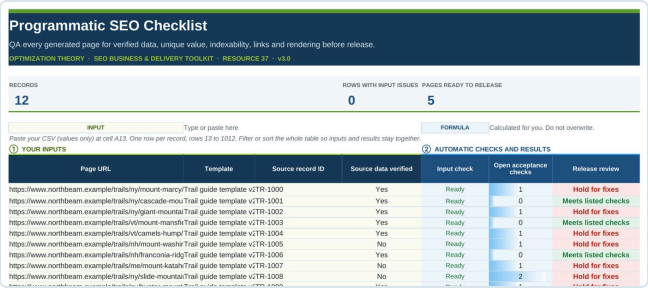
What's in the workbook



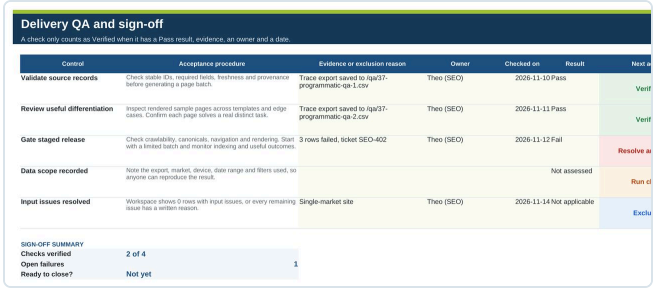
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Open checks = 5 – (data verified + unique value + indexability + links + render verified). Zero open checks = Meets listed checks, otherwise Hold for fixes.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",IF(L13=0,"Meets listed checks","Hold for fixes")))
```

Result column	Plain-English formula	What it tells you
Open acceptance checks	5-SUM(Source data verified,Useful distinction verified,Indexability verified,Navigation verified,Rendered content verified)	Count of unmet release conditions.
Release review	IF(Open acceptance checks=0,"Meets listed checks","Hold for fixes")	Template/URL review outcome based on actual evidence.

The results you'll see

Meets listed checks Hold for fixes

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Release in batches

Generate a small batch first. One row per page with its template and record ID.

2

Verify the data

Spot-check each page's facts against the source dataset. Mark 1 only if correct.

3

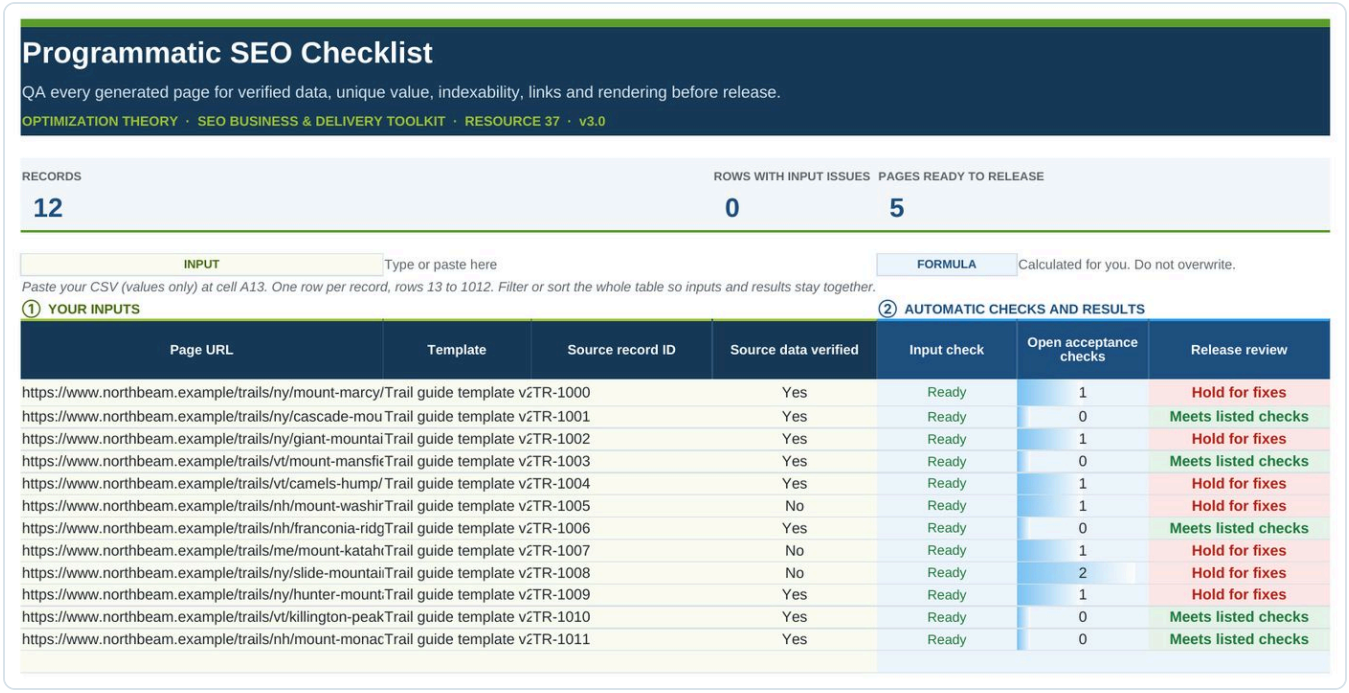
Judge unique value

Does the page offer something a user can't get from the template alone? Be strict.

4

Check tech and render

Indexable, internally linked, and renders correctly with JavaScript. Release only pages with zero open checks.



Programmatic SEO Checklist

QA every generated page for verified data, unique value, indexability, links and rendering before release.

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RECORDS	ROWS WITH INPUT ISSUES	PAGES READY TO RELEASE
12	0	5

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Page URL	Template	Source record ID	Source data verified	Input check	Open acceptance checks	Release review
https://www.northbeam.example/trails/ny/mount-marcy/	Trail guide template v2	TR-1000	Yes	Ready	1	Hold for fixes
https://www.northbeam.example/trails/ny/cascade-mou	Trail guide template v2	TR-1001	Yes	Ready	0	Meets listed checks
https://www.northbeam.example/trails/ny/giant-mountai	Trail guide template v2	TR-1002	Yes	Ready	1	Hold for fixes
https://www.northbeam.example/trails/vt/mount-mansfie	Trail guide template v2	TR-1003	Yes	Ready	0	Meets listed checks
https://www.northbeam.example/trails/vt/camels-hump/	Trail guide template v2	TR-1004	Yes	Ready	1	Hold for fixes
https://www.northbeam.example/trails/nh/mount-washir	Trail guide template v2	TR-1005	No	Ready	1	Hold for fixes
https://www.northbeam.example/trails/nh/franconia-ridg	Trail guide template v2	TR-1006	Yes	Ready	0	Meets listed checks
https://www.northbeam.example/trails/me/mount-katahi	Trail guide template v2	TR-1007	No	Ready	1	Hold for fixes
https://www.northbeam.example/trails/ny/slide-mountai	Trail guide template v2	TR-1008	No	Ready	2	Hold for fixes
https://www.northbeam.example/trails/ny/hunter-mount	Trail guide template v2	TR-1009	Yes	Ready	1	Hold for fixes
https://www.northbeam.example/trails/vt/killington-peak	Trail guide template v2	TR-1010	Yes	Ready	0	Meets listed checks
https://www.northbeam.example/trails/nh/mount-monac	Trail guide template v2	TR-1011	Yes	Ready	0	Meets listed checks

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

This is a sign-off workflow. DataForSEO responses are the evidence you attach; the human checks stay manual by design.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 37 --csv --input my-filled.csv --output my
-inputs.csv
```

Fills automatically	You add
Page URL	Template, Source record ID, Source data verified, Useful distinction verified, Indexability verified, Navigation verified, Rendered content verified, Evidence

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`url`	Page URL	Exact absolute URL. Keep case and query parameters unless a documented normalization rule applies.	DataForSEO: url
`template`	Template	Named programmatic page type.	Your records or manual review
`record_id`	Source record ID	Stable underlying business-data identifier.	Your records or manual review
`data_verified`	Source data verified	1 after checking source data completeness and correctness. 1 = Yes, 0 = No.	Your records or manual review
`unique_value`	Useful distinction verified	1 after a human confirms this URL serves a distinct useful task. 1 = Yes, 0 = No.	Your records or manual review
`indexability`	Indexability verified	1 after status, robots, noindex and canonical checks. 1 = Yes, 0 = No.	Your records or manual review
`links`	Navigation verified	1 after checking the page is reachable in useful site navigation. 1 = Yes, 0 = No.	Your records or manual review
`render_verified`	Rendered content verified	1 after checking the actual rendered output and key content. 1 = Yes, 0 = No.	Your records or manual review
`evidence`	Evidence	Link to a dated crawl, screenshot, ticket or source that another reviewer can inspect.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

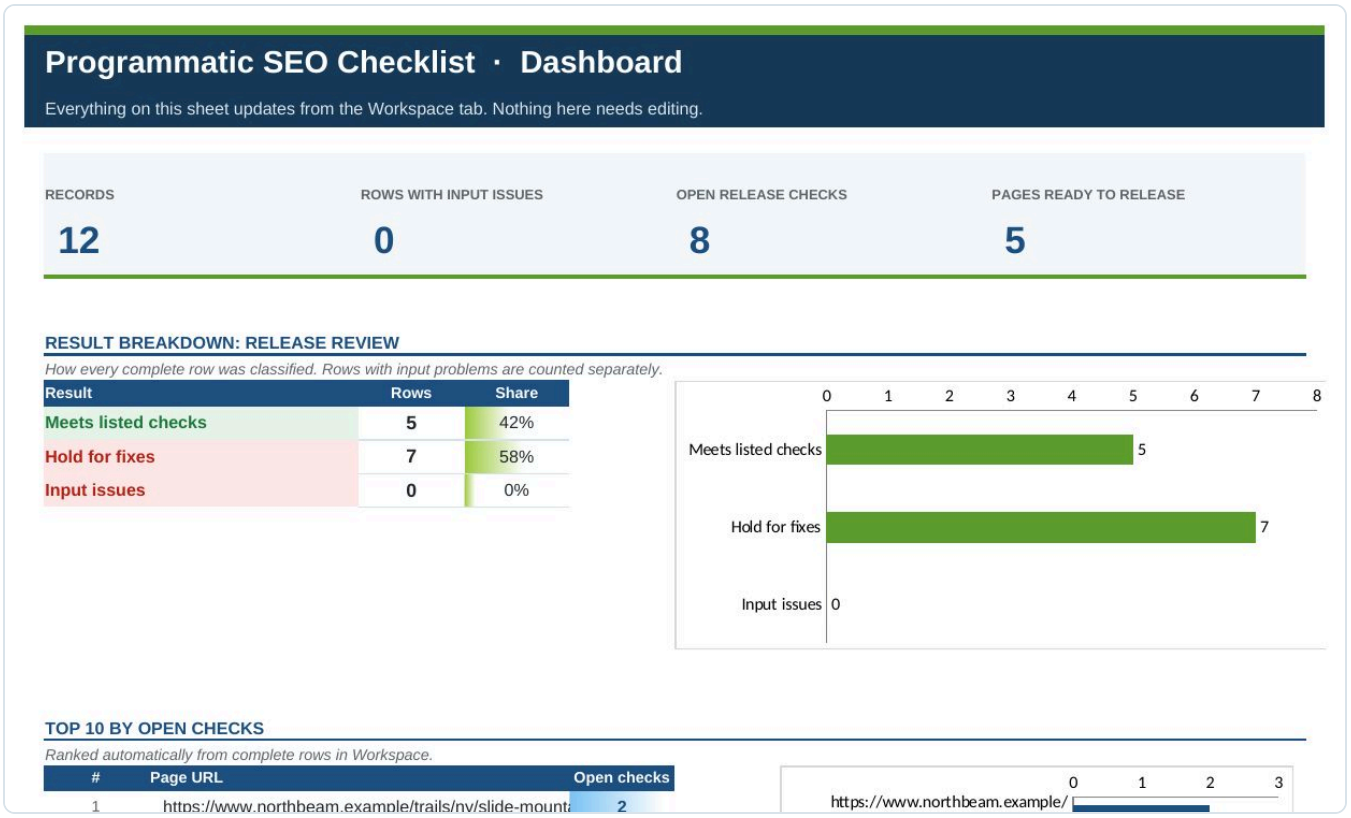
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

12	0	8	5
Records	Rows with input issues	Open release checks	Pages ready to release

Only five of 12 example trail pages are ready. Most holds trace back to unverified data or missing unique value, which are dataset and template problems, not page-by-page fixes.

Top 10 by open checks

#	Page URL	Open checks
1	https://www.northbeam.example/trails/ny/slide-mountain/	2
2	https://www.northbeam.example/trails/ny/hunter-mountain/	1
3	https://www.northbeam.example/trails/me/mount-katahdin/	1
4	https://www.northbeam.example/trails/nh/mount-washington/	1
5	https://www.northbeam.example/trails/vt/camels-hump/	1



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Generating many URLs is not evidence of demand or usefulness. Acceptance checks should protect real user tasks.

Limits. A sample cannot prove every generated page is correct. Automated record-level checks and reviewed edge cases remain necessary.

Mistakes to avoid

Launching the whole dataset at once. Release in batches and watch indexing and engagement before scaling.

Unique value by find-and-replace. Swapping a city name isn't unique value. Add data, media or analysis per page.

No internal links to generated pages. Orphaned programmatic pages rarely get crawled or indexed.

Tips from the field

Track indexation of each batch with the indexability audit.

Add generated pages to sitemaps only after they pass QA.

Use the schema audit for structured data on templates.

Questions people ask

What is programmatic SEO?

Creating many pages from a template and a dataset to target large sets of related queries, like locations, products or comparisons.

Is programmatic SEO spam?

Not inherently. It becomes scaled content abuse when pages exist mainly to rank without providing real value.

How do I QA programmatic pages?

Verify the data, confirm each page has unique value, check indexability and internal links, and make sure it renders correctly.

How many pages should I launch at once?

Start with a small batch, monitor indexing and quality signals, then scale gradually.

Templates that work well with this one

Schema Markup Audit Template

Check presence, syntax, required fields, visible-content match and policy for every structured data type you ship.

Indexability Audit Template

Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

XML Sitemap Audit Template

Reconcile sitemap URLs against status, canonical, robots and noindex to see what to add, remove or fix.

Internal Linking Opportunity Template

Score each source-to-target internal link by expected visits and contribution per hour, then verify it went live.

Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

Crawl Budget Analysis Template

Group verified Googlebot requests by URL pattern, measure crawl waste and pick the right fix for each pattern.

Read the full tutorial online: **optimizationtheory.com/download-view/programmatic-seo-checklist/**
Get all six templates in the **SEO Business & Delivery Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.