



Programmatic SEO Questionnaire

| Reason #1: Your content is thin and low-value | Yes | No |
|--|--------------------------|--------------------------|
| Do your pages rank but struggle to attract consistent organic traffic? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are users quickly bouncing from your site after landing on your pages? | <input type="checkbox"/> | <input type="checkbox"/> |
| Does your content generate traffic but fail to convert visitors into leads or customers? | <input type="checkbox"/> | <input type="checkbox"/> |

| Reason #2: Your pages are competing with each other | Yes | No |
|---|--------------------------|--------------------------|
| Do multiple programmatically generated pages target the same or very similar keywords? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you noticed fluctuations in ranking positions for multiple pages that seem to be competing against each other for the same term? | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your traffic spread thin across various pages that all focus on nearly identical search queries? | <input type="checkbox"/> | <input type="checkbox"/> |



| Reason #3: Tailoring programmatic SEO for different industries | Yes | No |
|---|--------------------------|--------------------------|
| Is your programmatic SEO strategy tailored to the specific requirements of your industry? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do your eCommerce pages differentiate products effectively across regions and variations? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you ensuring that your YMYL (medical or financial) content adheres to Google's E-E-A-T guidelines for trustworthiness and accuracy? | <input type="checkbox"/> | <input type="checkbox"/> |

| Reason #4: Search intent is not aligned with your content. | Yes | No |
|--|--------------------------|--------------------------|
| Do you find that your traffic doesn't engage with your content or take the next steps, like signing up or making a purchase? | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your content optimized for high-traffic keywords but not delivering the conversions you expect? | <input type="checkbox"/> | <input type="checkbox"/> |
| Are users bouncing back to search results after landing on your pages? | <input type="checkbox"/> | <input type="checkbox"/> |



| Reason #5: Poor internal linking is hurting your SEO | Yes | No |
|--|--------------------------|--------------------------|
| Do your programmatic pages link back to important core pages? | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your programmatic SEO setup making it hard to control where internal links are placed? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you noticed that key pages are not being indexed or ranked because they are buried deep within your site? | <input type="checkbox"/> | <input type="checkbox"/> |

| Reason #6: Indexation issues are slowing your results | Yes | No |
|---|--------------------------|--------------------------|
| Are many of your programmatic pages not appearing in Google's index, even after months of being live? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you checked Google Search Console and found that many of your pages are marked as "Crawled—not currently indexed"? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you frequently find that only a small portion of your programmatic content is actually being indexed? | <input type="checkbox"/> | <input type="checkbox"/> |

| Reason #7: Your content's performance is taking hits from algorithms and SERP shifts | Yes | No |
|--|--------------------------|--------------------------|
| Have you noticed some of your well-performing pages suddenly dropping out of top positions? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you find that the content you published months ago is no longer attracting the same level of traffic? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you regularly reassess your published content to ensure it's still relevant in today's competitive landscape? | <input type="checkbox"/> | <input type="checkbox"/> |