



FM

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Premium Workflow

A practical guide – step by step

Programmatic SEO Pipeline

The complete workflow for thousands of SEO pages: data sources, template engine, build process and monitoring.

SEO & SCALING

EXPERT

ABOUT 1 DAY SETUP

flowmatrix.dev

Premium PDF · €4.99

OVERVIEW

Programmatic SEO Pipeline

The complete workflow for thousands of SEO pages: data sources, template engine, build process and monitoring.

CATEGORY	DIFFICULTY	DURATION
SEO & Scaling	Expert	About 1 day setup

What you use it for

Large SEO projects with hundreds to thousands of pages.

Tools in this workflow

Astro · Supabase · OpenAI API · n8n

How to implement it

1

Define data sources

Identify the structured data sources driving your SEO pages. Select databases, APIs, or CSV files containing relevant information.

WHAT YOU NEED TO DO

1. Open Supabase and create a new project.
2. Import your data into Supabase as a table.
3. Define the fields required for your SEO pages.
4. Ensure the data is regularly updated.
5. Verify data integrity and consistency.

CHECK AT THE END

- [] Data sources are fully and correctly imported.
- [] All required fields are present in the Supabase table.

RESULT

The relevant data sources are defined and ready for use.

LINKS

Schema.org: <https://schema.org/>

2

Build templates with `getStaticPaths`

Create templates for your SEO pages with Astro and use `getStaticPaths` to generate dynamic routes.

WHAT YOU NEED TO DO

1. Install Astro using ``npm create astro@latest``.
2. Create a new Astro component for your SEO pages.
3. Use `getStaticPaths` to generate dynamic routes based on your data sources.
4. Link the data fields to template variables.
5. Test the pages locally with ``npm run dev``.

CHECK AT THE END

- [] Astro is successfully installed.
- [] Templates correctly generate dynamic routes.

RESULT

Templates are created and dynamic routes are configured.

LINKS

Astro `getStaticPaths`: <https://docs.astro.build/en/reference/api-reference/#getstaticpaths>

3

Automate internal linking

Automate internal linking between your SEO pages to improve crawlability and relevance.

WHAT YOU NEED TO DO

1. Create a function in Astro that identifies related pages based on shared data fields.
2. Add internal links to page templates.
3. Use Supabase queries to find related datasets.
4. Test the internal linking locally.
5. Verify link structure for consistency.

CHECK AT THE END

- ☐ Internal links are correctly implemented.
- ☐ Related pages are correctly linked.

RESULT

Internal linking is automated and improves page structure.

LINKS

Google Internal Linking Guide: <https://developers.google.com/search/docs/crawling-indexing/links-crawlable>

4

Deploy static builds via CI/CD

Set up a CI/CD pipeline to automatically deploy static builds whenever data changes.

WHAT YOU NEED TO DO

1. Configure a Git repository for your project.
2. Set up a CI/CD pipeline with GitHub Actions.
3. Add steps to create Astro builds on every change.
4. Automate the deployment process to your hosting provider.
5. Verify the deployment status after each push.

CHECK AT THE END

- ☐ CI/CD pipeline is correctly set up.
- ☐ Static builds are successfully deployed on every change.

RESULT

Static builds will be automatically deployed whenever data changes.

5

Monitor indexing and rankings

Monitor indexing and rankings of your SEO pages to optimize performance and track Core Web Vitals.

WHAT YOU NEED TO DO

1. Set up n8n to generate regular reports on indexing.
2. Use the OpenAI API to perform analyses on rankings and keywords.
3. Monitor Core Web Vitals with suitable tools.
4. Create dashboards for visualizing data.
5. Analyze reports and optimize your SEO strategy.

CHECK AT THE END

- ☐ Indexing reports are regularly available.
- ☐ Rankings and Core Web Vitals are continuously monitored.

RESULT

Indexing and rankings will be monitored and optimized.

LINKS

Search Console: <https://search.google.com/search-console>

PageSpeed Insights: <https://pagespeed.web.dev/>

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

Astro

<https://astro.build/>

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

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