Ritik Namdev

FREE WORKBOOK

PRODUCT-LED SEO PLANNER

The Product-Led SEO Planner: 20 Page Ideas, a Scorecard and a Brief

Eli Schwartz's Product-Led SEO idea, made practical: 20 scalable page ideas by business type, a build-first scorecard with a worked example, a 1-page brief, a 30-day launch plan and a quality check before you scale.

09	59	2026-11
SECTIONS	IDEAS, TOOLS & TEMPLATES	LAST CHECKED



Ritik Namdev
SEO since 2018 · tests SEO + AI search on his own sites
ritiknamdev.com

Tested, not guessed.

INSIDE THIS WORKBOOK

Stop picking pages from a keyword tool's volume number. Start from your product and what users need, then build pages that scale, using 20 ideas, a scorecard and a brief you can fill in today.

WHO IT'S FOR

Founders and small marketing teams who keep writing blog posts for keywords and want pages that bring users who actually sign up or buy.

01 **If you only have 15 minutes**

02 **The core idea in 4 lines**

03 **20 product-led page ideas by business type**
5 ideas for each business type. Swap the brackets for your own product.

04 **Build-first scorecard**
Score each idea 0 to 3 on every row. Add the scores. Build the highest total first. Max score: 21.

05 **Worked example: scoring 3 ideas (illustrative)**
A made-up invoicing SaaS scores three ideas. Your scores will differ; the point is the method.

06 **1-page brief for your first product-led page**

07 **30-day launch plan for your first product-led pages**

08 **Quality check before you scale (common mistakes)**

09 **Copy-paste prompt: generate ideas from your product**

HOW TO USE IT

1

Short on time? Do the 15-minute quick-start first.

2

Pick 3 to 5 ideas for your business type and score them on the build-first scorecard (see the worked example).

3

Fill in the 1-page brief for the winner, launch about 10 pages with the 30-day plan, and pass the quality check before you scale.

01

If you only have 15 minutes

1 **Minutes 0–4: ask the bookmark question**

Write one sentence: 'My customer would bookmark a page that ____.' Use what they ask in sales calls, support tickets or comments, not a keyword tool.

2 **Minutes 4–8: pick 3 ideas**

Find your business type in the 20 ideas below. Tick the 3 that match that sentence best.

3 **Minutes 8–13: score them**

Score each one 0–3 on the 7 rows of the scorecard. Copy the worked example if you get stuck.

4 **Minutes 13–15: name the winner**

Write the top-scoring idea at the top of the brief, plus the one product feature or data source it uses. That's your first build.

02

The core idea in 4 lines

Product-led SEO starts with the product and the user, not with keyword volume. Ask: what does my user need, and what can my product give them on a page?

Keyword tools miss a lot of real searches. Google has said for years that about 15% of the searches it sees each day are new, so 'zero volume' in a tool does not mean nobody searches for it.

The best pages scale: one useful template, tool or dataset that can become hundreds of pages, each one helpful on its own.

Examples of scalable pages: templates, free tools, directories, comparison pages and service-by-area pages. The 20 ideas below use these types.

03

20 product-led page ideas by business type

5 ideas for each business type. Swap the brackets for your own product.

- [ ] **Free tool page: a [calculator / generator / checker] that does one job your product does (SaaS)**
  Users get value in seconds and see what the full product can do.

- [ ] **Template library: one page per [template type] your product makes, e.g. invoice, roadmap, survey (SaaS)**
  Each template is its own page and matches a real 'X template' search.

- [ ] **Integration pages: '[Your product] + [other tool]' for every integration you have (SaaS)**
  People search for tools that work with what they already use.

- [ ] **Comparison pages: '[Your product] vs [competitor]' and '[competitor] alternatives' (SaaS)**
  Catches buyers who are already choosing.

- [ ] **Use-case pages: '[Product type] for [industry / role]' (SaaS)**
  One product, many audiences, each with its own page.

- [ ] **Category pages with buying guides: '[Product type] for [need]', with filters and a short guide (Ecommerce)**
  Turns a plain product grid into a page that answers the shopper's question.

- [ ] **Comparison pages: '[Product A] vs [Product B]' built from your own product specs (Ecommerce)**
  Your spec data fills the page, so it scales across your catalog.

- [ ] **Size, fit or compatibility finder: 'which [part / size] fits my [model]' (Ecommerce)**
  A tool page that answers a question before the sale and cuts returns.

- [ ] **Gift and occasion pages: '[Product type] gifts for [person / occasion]' (Ecommerce)**
  Real shopping searches that your catalog already covers.

- [ ] **Brand or material pages: all products by [brand / material / style] with a short guide (Ecommerce)**
  A directory of your own catalog, built from data you already have.

- [ ] **Service-by-area pages: '[service] in [city / neighborhood]' with real local details (Local service)**
  Matches how people search for local help. Each page needs real local info, not a city name swap.

- [ ] **Cost guide pages: 'How much does [service] cost in [city]' (Local service)**
  Price is the most asked buyer question, and few local businesses answer it.

- [ ] **Problem pages: '[symptom or problem] — what it means and what to do' (Local service)**
  Catches people right when they need help.

- [ ] **Free estimate tool: a simple [cost / size / time] estimator for your service (Local service)**
  A useful tool most local competitors do not have.

- [ ] **Project gallery pages: '[project type] in [area]' with photos and details of real jobs (Local service)**
  Shows proof and scales with every job you finish.

- [ ] **Free audit or grader tool: '[website / ad / profile] grader' (Agency)**
  Gives value up front and starts a conversation.

- [ ] **Industry pages: '[service] for [industry]' with examples for that industry (Agency)**
  Buyers trust agencies that know their industry.

- [ ] **Template and swipe files: '[deliverable] template', e.g. content brief, ad brief, report (Agency)**
  The work you do daily, turned into free pages people search for.

- [ ] **Directory or resource lists: 'best [tools / vendors] for [job]' kept up to date (Agency)**
  A useful directory earns links and repeat visits.

- [ ] **Benchmark pages built from data you can share: '[metric] benchmarks for [industry]' (Agency)**
  Original data no one else has. Only use data you are allowed to publish.

04

Build-first scorecard

Score each idea 0 to 3 on every row. Add the scores. Build the highest total first. Max score: 21.

Criteria	0	1	2	3
User need: does it solve a real problem your users have?	No one asked	Guessing	Heard it a few times	Users ask often (sales, support, comments)
Product fit: does it lead naturally to your product?	Unrelated	Loosely related	Related	The page IS a small version of the product
Scale: how many useful pages can this become?	1	2–10	11–100	100+ each useful on its own
Unique data or tool: can you make it better than what ranks now?	Same as others	A bit better	Clearly better	Data or a tool no one else has
Effort to build (reverse: easier scores higher)	Months	Weeks	Days	Hours
Search signs (any proof people search, even if tools show low volume)	None	Autocomplete only	Forums, Reddit or Search Console show it	Several sources show it
Upkeep: can you keep it accurate?	Goes stale fast, no owner	Hard	Monthly check	Updates itself from your data

05

Worked example: scoring 3 ideas (illustrative)

A made-up invoicing SaaS scores three ideas. Your scores will differ; the point is the method.

Criteria	Free invoice generator	'Invoicing for [industry]' pages	Blog: 'what is an invoice'
User need	3	2	1

Criteria	Free invoice generator	'Invoicing for [industry]' pages	Blog: 'what is an invoice'
Product fit	3	2	1
Scale	1	3	1
Unique data or tool	3	1	0
Effort (easier = higher)	1	2	3
Search signs	3	2	3
Upkeep	3	2	2
Total (max 21)	17	14	11
Decision	Build first	Build second, using the generator as each page's hero	Skip. Thousands of near-identical posts already exist

06

1-page brief for your first product-led page

Product-led page brief

Page idea: _____
Page type: [template / free tool / directory / comparison / service-by-area / other]
Scorecard total: ___ / 21

1. Who it's for: _____
2. The problem they have when they land here: _____
3. What they can do on this page in under 1 minute: _____
4. How it connects to our product (the next step): _____
5. Search signs we found (autocomplete, forums, Search Console, sales calls): _____
6. What ranks now, and why ours will be more useful: _____
7. Data or content needed for each page: _____
8. How it scales: one template x ___ variations = ___ pages
9. Quality rule: each page must have _____ unique to it, or we don't publish it
10. Owner and update schedule: _____
11. Success after 90 days: [signups / tool uses / leads], not just traffic: _____
12. Launch plan: build 10 pages, check indexing and results, then scale.

> Launch a small batch first. If the first 10 pages don't get indexed or used, fix the template before you make 500.

07

30-day launch plan for your first product-led pages

1 **Days 1–3: write the brief and the template**

Fill in the 1-page brief. Sketch one page by hand: what the user sees above the fold, the tool or data block, and the one link to your product.

2 **Days 4–10: build about 10 pages**

Start with 10 real variations, not 1,000. Each page needs something specific to it: its own data, example, photos or numbers. If two pages would say the same thing, merge them.

3 **Days 11–12: link and submit**

Link the pages from a hub page and from your main navigation or product pages. Add them to your sitemap and submit it in Search Console.

4 **Days 13–30: watch real use**

In Search Console's Performance report, filter by the page folder. Track impressions, clicks, and the actual queries. In analytics, track tool uses and sign-ups from these pages.

5 **Day 30: scale, fix or stop**

Pages getting indexed, impressions and some sign-ups? Add the next 20–50. Indexed but no use? Improve the page before adding more. Not indexed? Each page is probably too thin; add unique value first.

Featured pick

theStacc

theStacc runs a set of free SEO tools (website SEO score, Google Business Profile audit and more) on its own site, a working example of tool pages leading to a product. Its paid plans write and publish SEO blog articles from your Search Console keywords, which can cover the support articles around your product-led pages.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

08

Quality check before you scale (common mistakes)

- ☐ **Each page would still be useful if it were the only page you had**

  Google's spam policies call out scaled content made mainly to rank, not to help. A useful page passes; a word-swapped copy doesn't.

- ☐ **You're not just swapping a city or keyword into the same text**

  This is the most common programmatic mistake. Change the data, examples and advice per page.

- [ ] **The page solves the job without a sign-up wall**
  Gate the extra features, not the core answer. A tool that forces sign-up first gives the user nothing to bookmark.

- [ ] **You launched 10 pages first, not 10,000**
  Small batches show you what works before you build it at scale.

- [ ] **Near-duplicate pages are merged or canonicalised**
  Google's duplicate URL guidance: tell Google which version is the main one.

- [ ] **Someone owns keeping the data correct**
  Wrong prices, dead tools or old numbers make a directory or comparison worse than none.

- [ ] **Every page links to the product in a way that makes sense**
  Product-led means the page leads to the product. One clear next step, not five banners.

- [ ] **You judged it on users and sign-ups, not traffic alone**
  The book's point: pages exist to help users and grow the product, not to hit a volume number.

09

Copy-paste prompt: generate ideas from your product

Find product-led page ideas

My product: [what it does, in one sentence]. My users: [who]. Data or features I could put on public pages: [list, e.g. templates, calculators, integration list, product specs, service areas, past projects].

Suggest 15 product-led SEO page ideas in the style of Eli Schwartz's Product-Led SEO. For each one give: the page type (tool, template, directory, comparison, use-case, area page), what a user gets on the page without signing up, how it can scale to many useful pages, and how it leads to my product. Don't invent search volumes. Mark any idea that would only work by swapping words into the same text, and drop it.

> Score the output on the build-first scorecard. The AI's ideas are a starting list, not a decision.

Sources

Every claim in this Workbook traces back to one of these. Checked 2026-11.

Eli Schwartz, Product-Led SEO: The Why Behind Building Your Organic Growth Strategy (2021)
https://www.elischwartz.co/book

Eli Schwartz: official site
https://www.elischwartz.co/

Search Engine Land: Google reaffirms 15% of searches are new
https://searchengineland.com/google-reaffirms-15-searches-new-never-searched-273786

Google Search Central: Creating helpful, reliable, people-first content
https://developers.google.com/search/docs/fundamentals/creating-helpful-content

Google Search Central: Spam policies (scaled content abuse)
https://developers.google.com/search/docs/essentials/spam-policies

Google Search Central: Consolidate duplicate URLs
https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls

Search Console Help: Performance report
https://support.google.com/webmasters/answer/7576553

theStacc free SEO tools
https://thestacc.com/tools

KEEP GOING —

There's a whole library *of these. All free.*

Checklists, templates, tool lists and playbooks for SEO, AI search, marketing and growing a business or career. New ones every week.

ritiknamdev.com/resources

NEWSLETTER
Proof Notes
one tested lesson a week

INSTAGRAM
@ritiknamdev.seo
one tested idea a day

THIS RESOURCE
ritiknamdev.com/resources/product-led-seo-planner/
always the latest version