

# Hiready SEO Page System – Complete Development Documentation

**Purpose** This document defines the complete SEO page system for Hiready: page types, URL/slug structure, content sections, internal linking, and the exact workflow for generating content using existing data tables.

This is written for **product, engineering, and content teams** to directly implement.

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## 1. SEO STRATEGY OVERVIEW

### Core principle

Hiready does **not** compete on job listings. Hiready builds authority on **interview preparation, interview structure, and readiness practice**.

SEO pages must: - Answer *what interviews are really like* - Demonstrate *experience-based knowledge* - Funnel users into **practice → scorecard**

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## 2. PAGE TYPE TAXONOMY (CANONICAL)

All SEO pages fall into **five page types**. Each type has a distinct intent and slug namespace.

Page Type	Intent	Base Slug
Pillar pages	Authority	<code>/mock-interview</code> , <code>/interview-preparation</code>
Role prep pages	Role-specific prep	<code>/prepare/{role}-interview</code>
Company prep pages	Company-specific prep	<code>/interview-prep/{company}</code>
Company + role pages	Highest intent	<code>/interview-prep/{company}-{role}</code>
Skill/practice pages	Interview skills	<code>/practice/{skill}</code>

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### 3. DATA SOURCES & HOW THEY ARE USED

#### Data tables available

Table	Purpose
role_archetypes	Defines role expectations & skill dimensions
companies	Canonical list of companies
company_role_blueprints	Company-specific role nuances
role_interview_structure_defaults	Interview rounds & structure
question_patterns	Common interview question styles

#### Important rule:

Data is used to **generate narrative sections**, not dumped verbatim.

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### 4. PAGE TYPE A – PILLAR PAGES

#### A1. Mock Interview

##### Slug

/mock-interview

**Title** Mock Interview Online – Practice Real Interviews with AI | Hiready

**H1** Mock Interview Practice – Prepare with Real Interview Simulations

**Content structure** - H2: What a Mock Interview Actually Tests - H2: Common Interview Types (HR, Technical, Case, Behavioral) - H2: Typical Interview Structure - H2: Why Practicing Interviews Works - H2: How Hiready Mock Interviews Work - CTA: Practice a Free Mock Interview

**Data used** - question\_patterns → interview types & styles - role\_interview\_structure\_defaults → general structure explanation

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#### A2. Interview Preparation

##### Slug

/interview-preparation

**Title** Interview Preparation – How to Prepare for Interviews Effectively | Hiready

**Structure** - H2: What Interviewers Really Look For - H2: Interview Rounds Explained - H2: Common Question Patterns - H2: Practice vs Theory - CTA: Start Interview Practice

**Data used** - `role_archetypes` - `role_interview_structure_defaults`

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## 5. PAGE TYPE B – ROLE INTERVIEW PREP PAGES

### Example

`/prepare/data-analyst-interview`

**Title** Data Analyst Interview Preparation – Process, Questions & Practice | Hiready

**H1** Data Analyst Interview Preparation – What to Expect & How to Practice

### Section structure (fixed template)

1. H2: What Interviewers Evaluate in {Role}
2. Source: `role_archetypes.primary_skill_dimensions`
3. H2: Typical {Role} Interview Structure
4. Source: `role_interview_structure_defaults`
5. H2: Common Question Patterns You'll Face
6. Source: `question_patterns` (described as patterns)
7. H2: Common Mistakes Candidates Make
8. Generated editorially using role context
9. H2: Practice a {Role} Interview on Hiready
10. CTA to product

**Page count** 15–18 pages (one per role archetype)

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## 6. PAGE TYPE C – COMPANY INTERVIEW PREP PAGES

### Example

`/interview-prep/zoho`

**Title** Zoho Interview Preparation – Process, Questions & Practice | Hiready

**H1** Zoho Interview Preparation – What to Expect & How to Prepare

**Structure**

1. H2: How Interviews at {Company} Typically Work
2. Source: `company_role_blueprints` + structure defaults
3. H2: Skills {Company} Interviewers Emphasize
4. Mapped from associated roles
5. H2: Interview Question Styles at {Company}
6. Source: `question_patterns`
7. H2: Common Roles Hired at {Company}
8. Links to role pages
9. H2: Practice {Company}-Style Interviews on Hiready
10. CTA

**Page count** Start with 20–30 companies

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## 7. PAGE TYPE D – COMPANY + ROLE PAGES (MOST IMPORTANT)

**Example**

`/interview-prep/zoho-data-analyst`

**Title** Zoho Data Analyst Interview – Process, Questions & Practice | Hiready

**H1** Zoho Data Analyst Interview Preparation Guide

**Structure**

1. H2: What {Company} Looks for in {Role}
2. Source: `company_role_blueprints` + `role_archetypes`
3. H2: {Company} {Role} Interview Structure
4. Source: `role_interview_structure_defaults`

5. H2: Common Question Patterns Asked

6. Source: `question_patterns`

7. H2: How to Prepare Effectively

8. Synthesized guidance

9. H2: Practice {Company} {Role} Interview on Hiready

10. CTA

**Page count** Exactly 26 (from your blueprint table)

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## 8. PAGE TYPE E – SKILL / PRACTICE PAGES

### Example

`/practice/behavioral-interview`

**Title** Behavioral Interview Practice – Common Patterns & Practice | Hiready

**Structure** - H2: What This Interview Tests - H2: Common Question Patterns - H2: How Interviewers Evaluate Responses - H2: Practice This Interview Type

**Data used** - `question_patterns`

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## 9. INTERNAL LINKING RULES (MANDATORY)

Each page must: - Link to **2–3 related pages** - Always link to a **practice CTA**

### Examples

- Role page → Company page → Practice page
- Company page → Role page → Company+Role page
- Skill page → Role page → Mock interview

This creates **topical authority clusters**.

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## 10. CONTENT GENERATION WORKFLOW

### Step 1: Select page type

(Role / Company / Company+Role / Skill)

## Step 2: Fetch structured data

- Role → `role_archetypes`
- Company → `companies`
- Blueprint → `company_role_blueprints`
- Structure → `role_interview_structure_defaults`
- Question styles → `question_patterns`

## Step 3: Populate content blocks

- Inject skill dimensions
- Inject interview structure
- Describe question patterns narratively

## Step 4: Editorial pass

- Ensure human tone
- Avoid repetitive phrasing
- Validate CTA clarity

## Step 5: Publish + index

- Submit sitemap
  - Monitor impressions in Search Console
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## 11. SAFE SCALING RULES

- Do **not** auto-generate more than 5–10 pages/day
  - Refresh top pages every 60–90 days
  - Never duplicate full paragraphs
  - Keep CTA consistent
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## 12. SUCCESS METRICS

SEO success is measured by: - Practice starts from SEO pages - Time on page > 2 minutes - Scorecard generation rate - Brand search growth

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## FINAL NOTE

This system is: - Google-safe - Product-aligned - Hard to replicate

Once built, it becomes a **long-term acquisition moat** for Hiready.