Brandella Journal

AEO Prompt Library checklist

Project: _____ Date: _____

- [ ] Typed your brand, its other spellings and up to 5 competitors on Settings
- [ ] Collected prompts from sales calls, support tickets and Search Console
- [ ] Added grounding queries from the Bing Webmaster Tools AI Performance report
- [ ] Covered all 8 intent types and every funnel stage
- [ ] Mixed branded and unbranded prompts
- [ ] Gave every prompt a business value and a target page
- [ ] Used a fresh chat, the same wording and the same mode for every run
- [ ] Ran each prompt at least 3 times in every engine you track
- [ ] Logged the brands named in order for every run
- [ ] Fixed every row where the Data check is not OK
- [ ] Read mention rates and share of voice on unbranded prompts only
- [ ] Added every wrong fact to the Fix Plan and fixed it at the source
- [ ] Planned fixes for the highest value absent prompts within your weekly hours
- [ ] Checked that OAI-SearchBot, Bingbot and Googlebot can reach your target pages
- [ ] Retested the library 30 days later and compared the rates

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/aeo-prompt-library/