Brandella Journal

AI Overview Targeting checklist

Project: _____ Date: _____

- [ ] Set today's date, full marks for searches and weekly fix hours on Settings
- [ ] Checked every target page with URL Inspection and confirmed it is indexed
- [ ] Confirmed no nosnippet, tight max-snippet or data-nosnippet blocks the main answer
- [ ] Confirmed Googlebot can crawl each page through robots.txt, CDN and firewall rules
- [ ] Searched every target query in a private window and recorded the AI Overview and citations
- [ ] Noted which sources are cited instead and what they cover
- [ ] Mapped 4 to 8 fan out sub questions for every priority query
- [ ] Answered the main question in the first 40 to 60 words under a clear heading
- [ ] Added original value the cited sources lack
- [ ] Turned sub questions into descriptive headings and sections
- [ ] Showed a clear author and a visible Published or Last updated date
- [ ] Checked every fact against a current official source
- [ ] Made structured data match the visible text
- [ ] Added links from 2 or more related pages
- [ ] Logged each fix and measured AI feature impressions 28 days before and after
- [ ] Rechecked priority queries every month

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/ai-overview-targeting/