Brandella Journal

Blog Briefs checklist

Project: _____ Date: _____

- [ ] Set today's date, full marks for searches, words per hour and format bands on Settings
- [ ] Gave every article one focus keyword and fixed any keyword planned twice
- [ ] Chose intent, format, funnel stage, reader and goal for every brief
- [ ] Checked each results page for an AI Overview and the top 3 length
- [ ] Added monthly searches and difficulty from one keyword tool
- [ ] Scored business value from 1 to 3
- [ ] Chose an information gain that the top results lack
- [ ] Wrote the outline with the question each section answers
- [ ] Named an official or primary source for every section
- [ ] Planned an answer first block for informational queries
- [ ] Listed the internal pages to link to and the pages to ask for links from
- [ ] Passed all nine checks in the Brief Builder before hand over
- [ ] Set a writer and a due date and kept writer hours under capacity
- [ ] Fact checked every AI assisted part, including the title, description and alt text
- [ ] Asked for links from 2 related pages after publishing

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/blog-briefs/