Brandella Journal

Content Refreshes checklist

Project: _____ Date: _____

- [ ] Set today's date, period labels and weekly writing hours on Settings
- [ ] Exported two periods of the same length from the Search Console Performance report
- [ ] Used year over year periods for seasonal pages
- [ ] Added published and last substantial update dates
- [ ] Added the main query, content type and topic for every URL
- [ ] Scored business value from 1 to 3 and chose time sensitivity
- [ ] Searched each priority query to check for an AI Overview and a citation
- [ ] Read the diagnosis and the Refresh Playbook for every P1 and P2 page
- [ ] Merged or separated pages that share a main query
- [ ] Checked today's top results and AI answers before writing
- [ ] Verified every fact, price, rule and link against a current source
- [ ] Answered the main question clearly near the top of the page
- [ ] Kept the URL and added links from related pages
- [ ] Updated the visible date and dateModified only for substantial changes
- [ ] Requested indexing for important refreshed pages
- [ ] Measured clicks 28 days before and after each refresh

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/content-refreshes/