Brandella Journal

Search Intent checklist

Project: _____ Date: _____

- [ ] Added my brand names and cities on the Intent Signals tab
- [ ] Listed my 30 to 50 most important queries with volume and business value
- [ ] Searched every query in a private window in my target country
- [ ] Counted the top 10 results by type for every query
- [ ] Noted local pack and AI Overview for every query
- [ ] Recorded the top format and the shared content angle
- [ ] Added the URL and current page type for each query
- [ ] Reviewed every Mismatch row by hand and confirmed it
- [ ] Reviewed every Mixed row and planned a section for the secondary intent
- [ ] Split or restructured URLs flagged on the Page Fit Plan
- [ ] Rebuilt or created the Fix now pages first
- [ ] Added answer first blocks to pages with High AI answer exposure
- [ ] Linked location pages and Business Profile for local intent queries
- [ ] Checked Search Console (Web search type) clicks and impressions after each fix
- [ ] Set a date to recheck the SERPs for top queries next quarter

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/search-intent/