Brandella Journal

SERP Analysis checklist

Project: _____ Date: _____

- [ ] Set the analysis date, country and device before searching
- [ ] Searched in a clean, signed out browser
- [ ] Marked every SERP feature on the Keywords tab
- [ ] Logged every organic result on page one, opening each page
- [ ] Recorded format, angle, last update, author and first hand experience for each result
- [ ] Added referring domains for each result, or left them blank
- [ ] Checked the AI Overview, AI Mode or an AI assistant and pasted the linked URLs
- [ ] Studied any AI linked page that is not in the top 10
- [ ] Read the dominant format, format clarity and implied intent
- [ ] Read the Opportunity score, verdict and feature plays
- [ ] Looked for a narrower keyword when the verdict was Hard
- [ ] Upgraded the existing page when we already rank on page one
- [ ] Wrote the brief on Page Plan with an angle only we can offer
- [ ] Listed the first hand detail to gather before writing
- [ ] Set a quarterly date to recheck important keywords

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/serp-analysis/