Brandella Journal

Entity Research checklist

Project: _____ Date: _____

- [ ] Added the topic, main entity, page URL and number of results checked
- [ ] Opened the top results and counted how often each entity is mentioned
- [ ] Marked entities that appear in People also ask or related searches
- [ ] Logged at least 2 AI answers and typed the entities each one names
- [ ] Added the new entities that AI answers revealed
- [ ] Added a reference URL for every Main and Core entity and checked each one
- [ ] Marked honest coverage levels for the page
- [ ] Read the tiers, gaps, coverage score and verdict
- [ ] Closed every critical gap, starting with the biggest one
- [ ] Made the main entity clear in the title, H1 and first paragraph
- [ ] Added the about and mentions JSON-LD and tested it
- [ ] Organization markup with sameAs on the home or About page
- [ ] Author pages and author markup with url or sameAs for every writer
- [ ] Checked whether a knowledge panel shows for the brand
- [ ] Set a quarterly date to recheck important topics

Full kit and guide: https://brandella.in/resources/seo-aeo-assets/entity-research/