

Checklist: How to Rank Well for Your Brand-Driven Queries in Google

Steps	Tools
1. Identify brand-driven queries for your brand name or your competitor's name or both	Serpstat
1.1 Collect Google Suggest results for your brand name or your competitor's name or both	Bulk Suggest
1.2 Research whether there are "featured results" for your brand-driven results and if so, make it your priority to get featured there	Google search
2. Group keywords by topic and organize them by intent and type of content you'll create to address each of them	Excel or Google Spreadsheets
3. Start working on content to target as many brand-driven queries as possible. Consider setting up a FAQ section or a support forum or both to build them up as more brand-driven queries are identified	Wordpress themes and plugins
4. Create off-site content assets that will allow you to hold more than just position #1 for brand-driven queries	Linkedin, Youtube, Udemy, etc.
5.1 Monitor Twitter search for your brand and your competitor's brand name to identify more customers' questions to build content around	Cyfe
5.2 Work with your sales and customer teams to identify even more questions actual customers ask regularly and add those to your content plan	Salesmate