

MEASUREMENT & AUDIT

Brand SERP Audit: 30 Query Setiap Quarter

Set 30 query standard untuk brand SERP audit kuartalan. Metric yang tracked, spreadsheet template, dan interpretasi pattern.

FORMAT

Protocol

ESTIMASI BACA

5 menit

UNTUK

Brand, SEO

Quarterly brand SERP audit = check-up yang mengungkap masalah sebelum impact besar. 30 query standard, execute 4x setahun, consistent protocol. Spend 1-2 jam per audit, save jauh lebih banyak reactive firefighting.

30 query standard

1. [brand name]
2. [brand name] review
3. [brand name] customer
4. [brand name] contact
5. [brand name] pricing
6. [brand name] vs [competitor]
7. [brand name] [city]
8. [brand name] jobs
9. [brand name] founder
10. [brand name] history
11. [brand name] case study
12. [brand name] alternative
13. [brand name] complaint
14. [brand name] scam
15. [brand name] glassdoor
16. [founder name]
17. [founder name] [brand name]
18. [founder name] book
19. [founder name] speaker
20. [founder name] linkedin
21. [industry] [city]
22. [service type] [city]
23. best [service] [city]
24. [product name]
25. [product name] review
26. [product name] price
27. [industry] expert Indonesia
28. [niche specific query 1]
29. [niche specific query 2]
30. [niche specific query 3]

Metric per query

METRIC	GOOD	ISSUE
Position kita (1-10)	1-3	4+ atau tidak muncul
Knowledge Panel appearance	Yes (accurate)	No atau inaccurate
AI Overview citation	Yes	No
Brand asset di SERP (logo, site link)	Yes	No
Negative result visible (complaint, scam)	No	Yes
Competitor outrank brand	No	Yes

Spreadsheet template

Columns:

- Query
- Position
- Knowledge Panel (Y/N, accurate?)
- AI Overview (Y/N, cited?)
- Site links (count)
- Image pack (Y/N)
- Video pack (Y/N)
- Featured snippet (Y/N, brand?)
- PAA (appearances)
- Competitors ranking above
- Negative mentions
- Notes

Rows: 30 query

Tabs: Q1, Q2, Q3, Q4 per year

Comparison: Same query YoY dan QoQ

Red flag patterns

- **Position drop 2+ for brand query.** Likely algorithm update atau penalty.
- **Knowledge Panel hilang.** Investigate Wikidata + schema.
- **Competitor rank #1 for brand query.** Need immediate brand SEO fix.
- **Negative review visible top 10.** Reputation management.
- **Feature snippet lost ke competitor.** Content optimization.
- **Image pack dominated competitor.** Visual asset investment.

BUTUH BANTUAN MENJALANKAN INI?

Kami bisa pasang seluruh entity infrastructure untuk bisnismu.

Hibranwar Labs adalah agensi entity SEO untuk perusahaan B2B, manufaktur, dan penerbit yang butuh muncul di Google Knowledge Panel, AI Overviews, dan citation LLM (ChatGPT, Gemini, Perplexity). Proyek dimulai dari audit entity gratis.

LAYANAN YANG RELEVAN UNTUK TOPIK INI

Entity Monitoring Subscription

Monthly audit + alerting untuk entity drift, schema breakage, Knowledge Panel change.



Entity Audit Sprint

Laporan 20 halaman: skor entitas, gap Knowledge Graph, schema drift, LLM consistency. Waktu: 48 jam.



Audit entity gratis — 48 jam

Kirim satu URL brand atau nama perusahaan. Kami kembalikan laporan berisi: skor entity, gap Knowledge Graph, skema yang hilang, sumber citation LLM yang sudah/belum konsisten, dan 3 tindakan prioritas.

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TENTANG PENULIS

Ibrahim Anwar — Direktur di PT Arsindo Integrasi Pompa, PT Witanabe Integrasi Indonesia, dan PT Hibrkraft Kreasi Indonesia. Penulis 6 buku di Google Play Books. Komite Tetap KADIN Kota Bogor bidang Ekonomi Kreatif.

Lead magnet ini adalah No. 95 dari 100 dokumen gratis yang diterbitkan Hibranwar Labs untuk publik. Boleh dibagikan, dicetak, dan dikutip dengan atribusi.

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