FREE FIELD SHEET · Nº 136
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KEYWORD COLUMN

BRAND SERP PLACEMENT CHECK

CHECKS	DO FIRST	PARTS	COST
13	4	3	Free



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Google has shifted AI Overviews for many brand name searches from the top or middle of the results page to the right-hand column, as reported by Search Engine Roundtable. This checklist walks you through confirming whether your brand's SERP has changed and what to actually do about it before you rewrite any strategy.

ON THIS SHEET

1 What changed — 3 CHECKS
2 Check your own brand SERP — 6 CHECKS
3 What the placement change means for clicks — 4 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/column-136

PART 1 OF 3 — 3 CHECKS

What changed

☐ 1.1

Google moved AI Overviews for many brand-related keywords to the right-hand column of the search results page.

Previously these AI Overviews appeared at the top or middle of the main search results section for brand name queries.

☐ 1.2

The change was spotted by Chris Long, who posted an example on X showing the shift for a brand search.

He compared a search for a brand name, such as Apple, showing the AI Overview now sitting in the right column instead of the top of the page.

☐ 1.3

This appears to affect brand name searches specifically, not all query types.

The examples given in the report are brand searches, like searching a company name directly.

PART 2 OF 3 — 6 CHECKS

Check your own brand SERP

Do this before changing any strategy based on the news alone

☐ 2.1 DO FIRST

Search your exact brand name in Google, logged out and in an incognito or private window.

This avoids personalization or cached results skewing what you see, so you get a result closer to what most searchers see.

☐ 2.2 DO FIRST

Look at where the AI Overview box sits on the page.

Check if it is at the top or middle of the main column like before, or if it has moved to the right-hand side next to the knowledge panel area.

☐ 2.3

Repeat the search on mobile, not just desktop.

Layout and placement can differ by device, and the right column format described in the source is a desktop layout change, so mobile may look different.

☐ 2.4

Check a handful of your other brand-related keywords, not just the exact brand name.

Try branded product names, 'brand name + reviews', or 'brand name + login' to see if the placement shift applies consistently across your brand terms.

☐ 2.5

Note the exact date and time you checked.

Google rollouts like this are often inconsistent and can change again, so a timestamped record lets you compare later if you check again.

☐ 2.6

Take a screenshot of the full page for each query you check.

A screenshot gives you a record of the exact layout, useful for comparing against future checks or sharing with your team.

PART 3 OF 3 — 4 CHECKS

What the placement change means for clicks

☐ 3.1 DO FIRST

Do not assume a right-column AI Overview is automatically better or worse for clicks without checking your own data.

The source reports the layout change but does not report confirmed click or traffic impact data, so treat any claims about clicks as unconfirmed until you see it in your own numbers.

☐ 3.2 DO FIRST

Compare your brand query clicks and impressions before and after the date you confirmed the layout change.

Look at your own search data for the brand queries you checked, filtering by date to see if there is a noticeable shift around when the layout changed on your SERP.

☐ 3.3

Hold off on any AI Overview related strategy changes until you confirm the shift on your own brand terms.

The change may not be live on every brand query yet, so acting on the general report without checking your own SERP risks reacting to something that has not happened to you.

☐ 3.4

Re-check periodically, since Google layout changes can be rolled back or adjusted.

Search layout tests and rollouts are often inconsistent across queries and can change again without notice, so a one time check is not final.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

1. https://www.seroundtable.com/google-ai-overviews-brands-right-42440.html