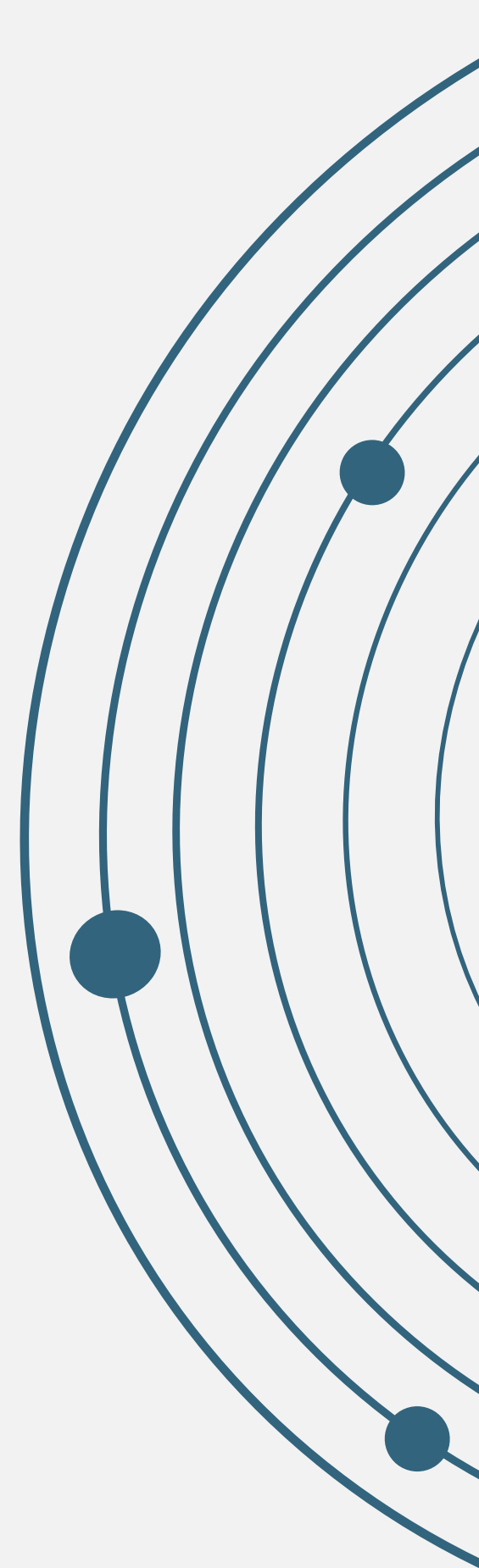


Entities: What are they and how can you use them?


By Genie Jones



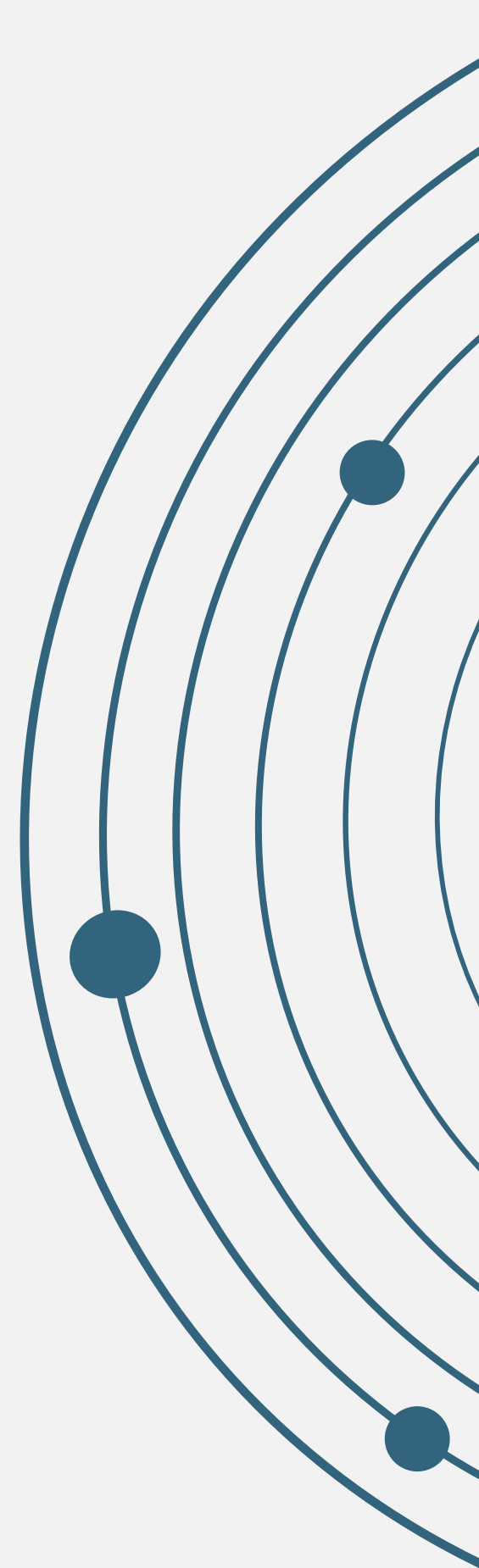
What is an entity?




A “thing”

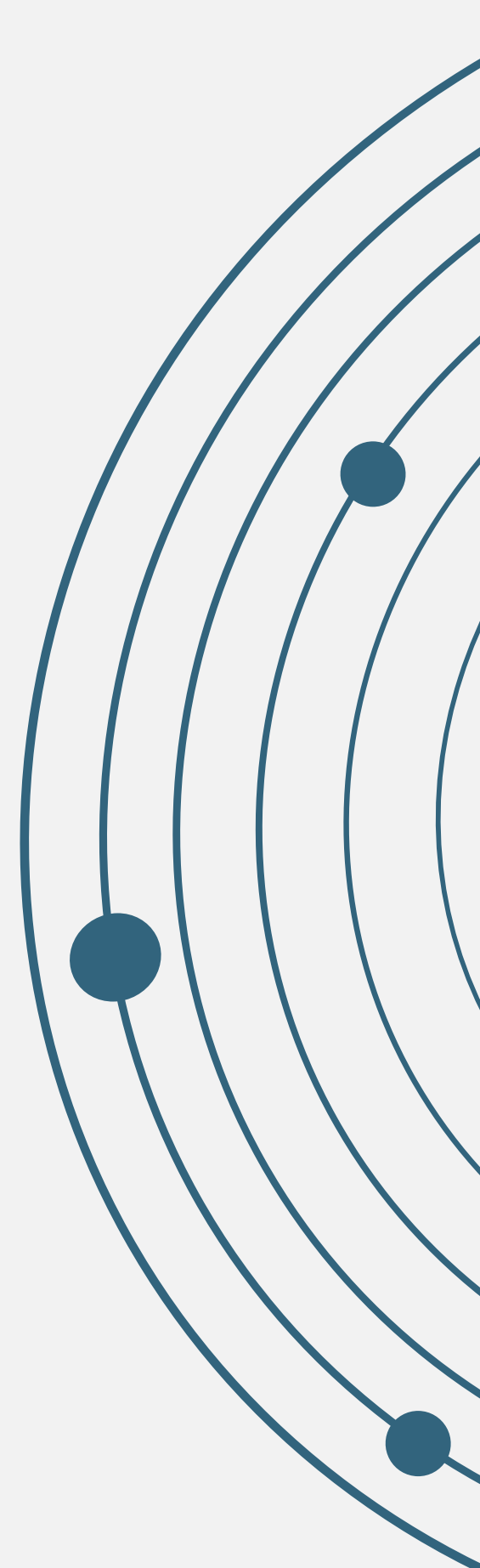


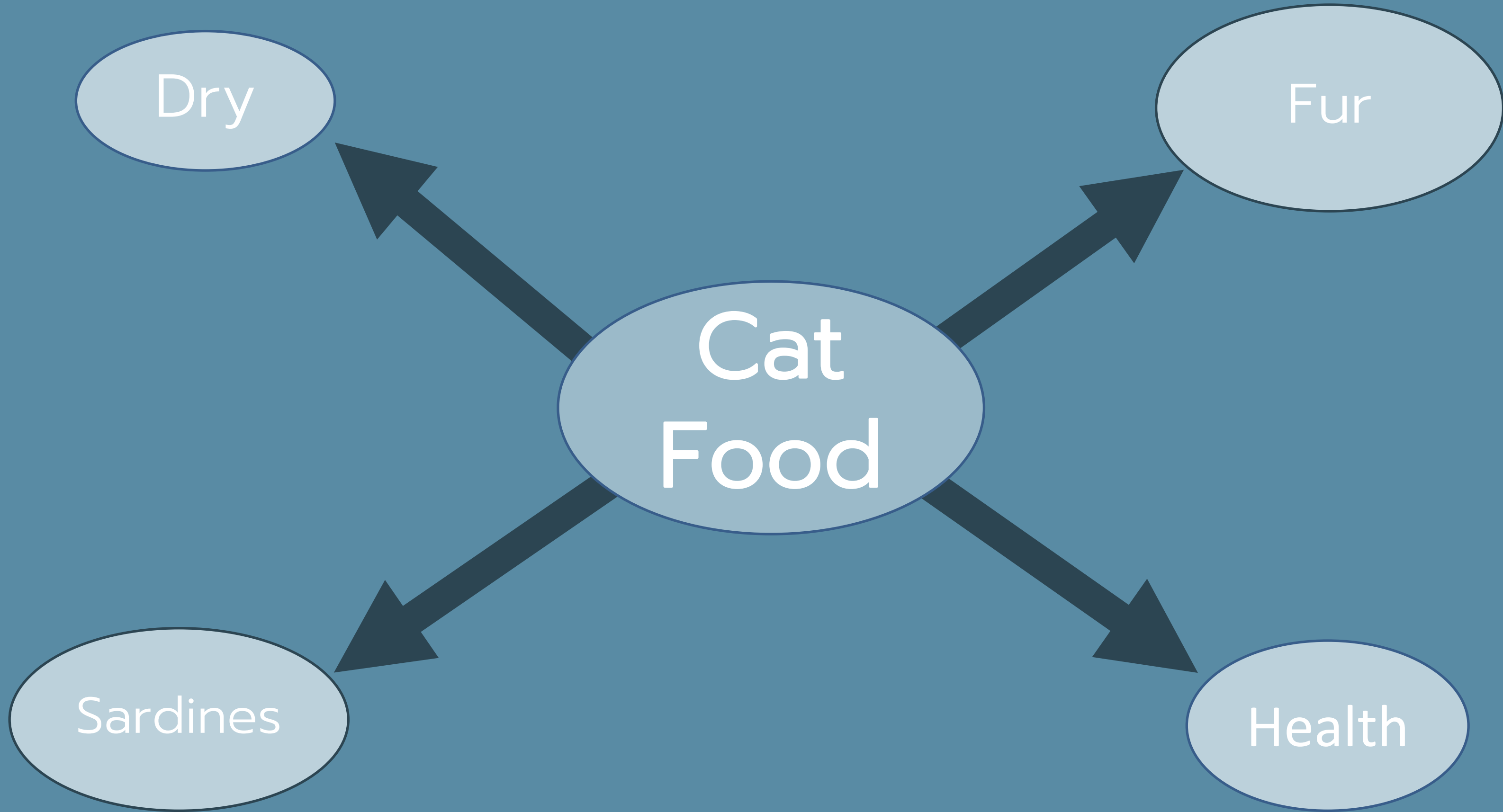
What is a knowledge graph?

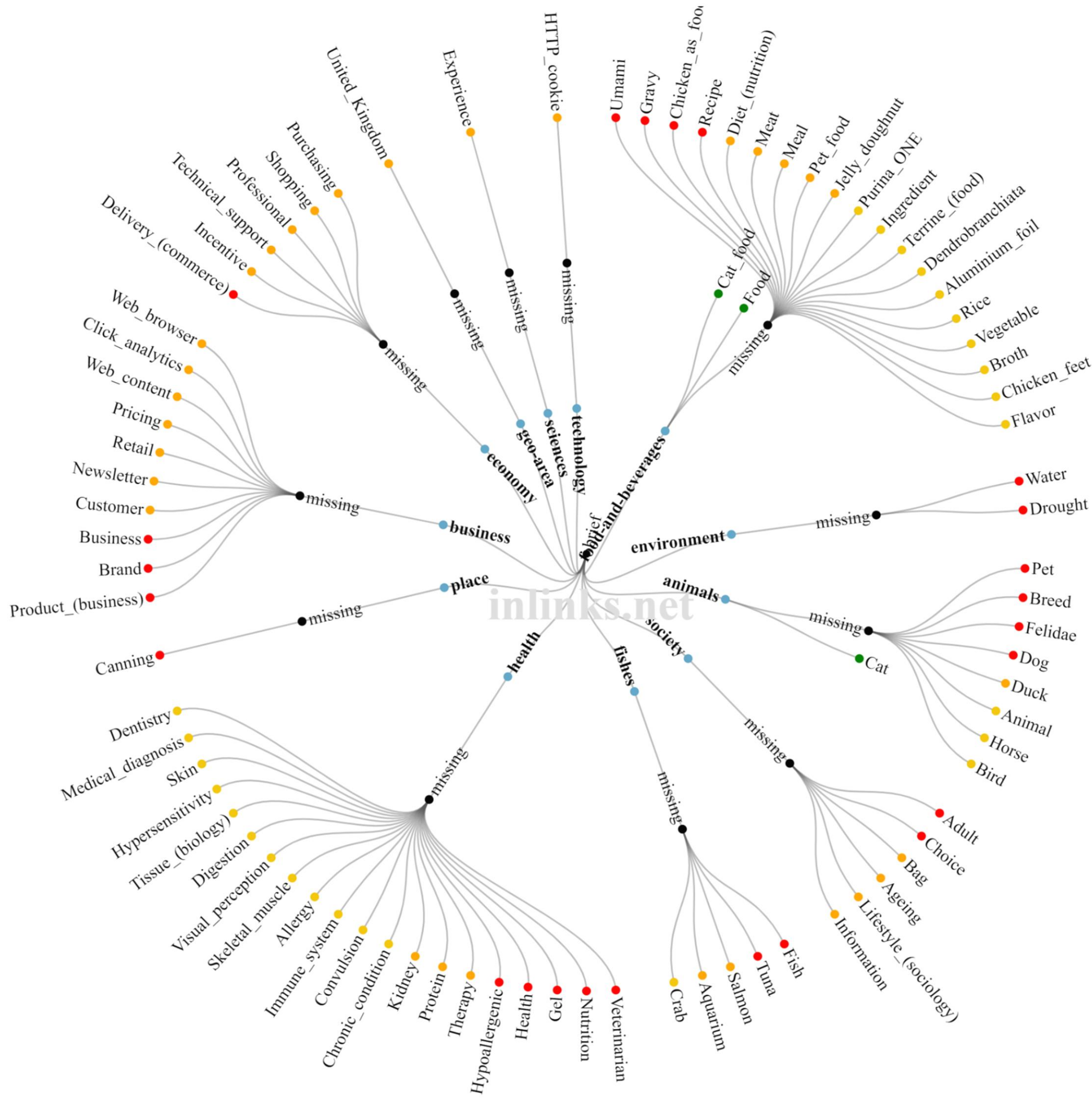




A “thing” with other
“things” attached to
it







This is how Google sees your
'keyword'

How can you use this to your
advantage?

1) Find the entities (manually or through a tool)

2) Build topical authority

3) Communicate these entities effectively.

This can be done in 2 ways.



Internal linking

Schema markup

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],  
"about": [  
  {"@type": "Thing", "name": "Cat_food", "sameAs": "https://en.wikipedia.org/wiki/Cat_food"},  
  {"@type": "Thing", "name": "food", "sameAs": "https://en.wikipedia.org/wiki/Food"},  
  {"@type": "Thing", "name": "cats", "sameAs": "https://en.wikipedia.org/wiki/Cat"}  
],  
"mentions": [  
  {"@type": "Thing", "name": "protein", "sameAs": "https://en.wikipedia.org/wiki/Protein"},  
  {"@type": "Thing", "name": "product", "sameAs": "https://en.wikipedia.org/wiki/Product_(business)"},  
  {"@type": "Thing", "name": "animal", "sameAs": "https://en.wikipedia.org/wiki/Animal"},  
  {"@type": "Thing", "name": "carb", "sameAs": "https://en.wikipedia.org/wiki/Carbohydrate"},  
  {"@type": "Thing", "name": "ingredient", "sameAs": "https://en.wikipedia.org/wiki/Ingredient"},  
  {"@type": "Thing", "name": "Brand Name", "sameAs": "https://en.wikipedia.org/wiki/Brand"},  
  {"@type": "Thing", "name": "Water", "sameAs": "https://en.wikipedia.org/wiki/Water"}  
]  
} </script>
```

Wrapping it all up

- Entities really are that easy
- Knowledge graphs are essentially lists of topics (a Topic Map), signifying semantic connectedness. Every website has a unique Knowledge Graph
- Now you can start to think of your keywords as entities and write content accordingly
- Internal linking and schema markup helps Google to extract the correct Entities in your content