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

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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
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