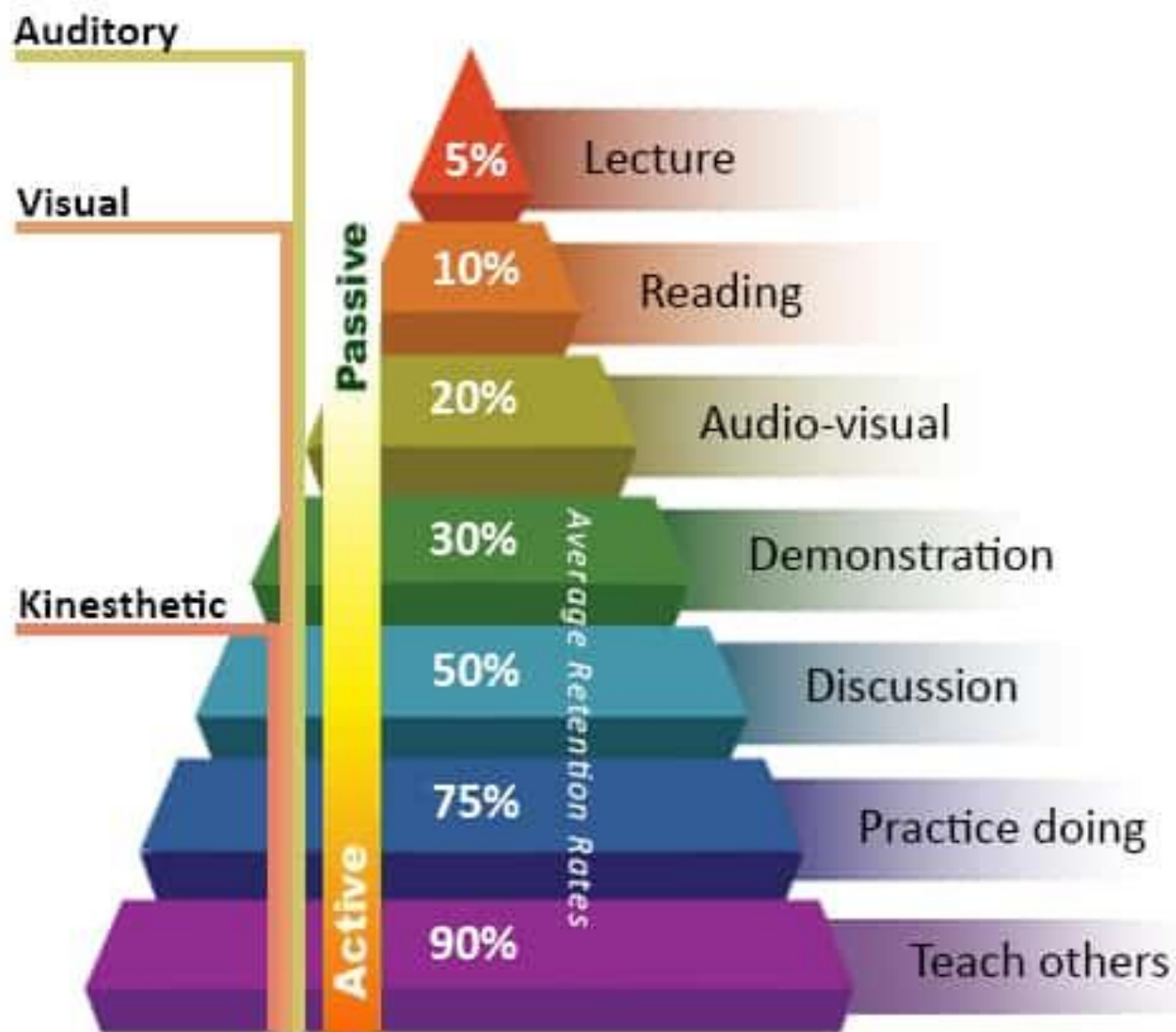


ENTITIES



Doctors



Adapted from the NTL Institute of Applied Behavioral Science Learning Pyramid

ACCELERATED LEARNING

10X THE VALUE

SHALL WE PLAY
A GAME?

Doctors

To make a, start by laying out two on a clean. Place a few of on one of the, making sure to cover it evenly. Then add, and. Once you've added your desired, place the second on,. Press gently, then use a to cut the in half.

ham sandwich, slices of bread surface.
slices of ham bread slices,. lettuce, onion
tomato fillings, slice of bread top,. knife
sandwich.

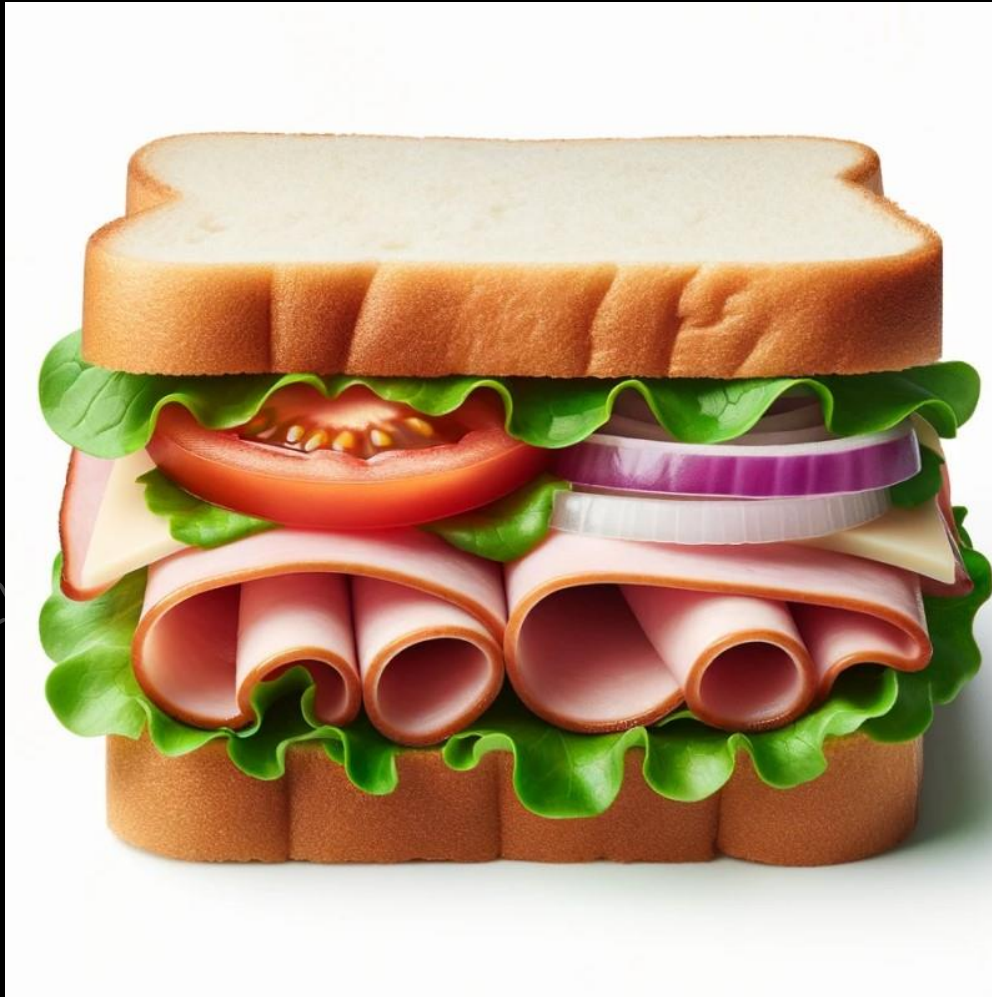
© 2023 Simon Cornelius

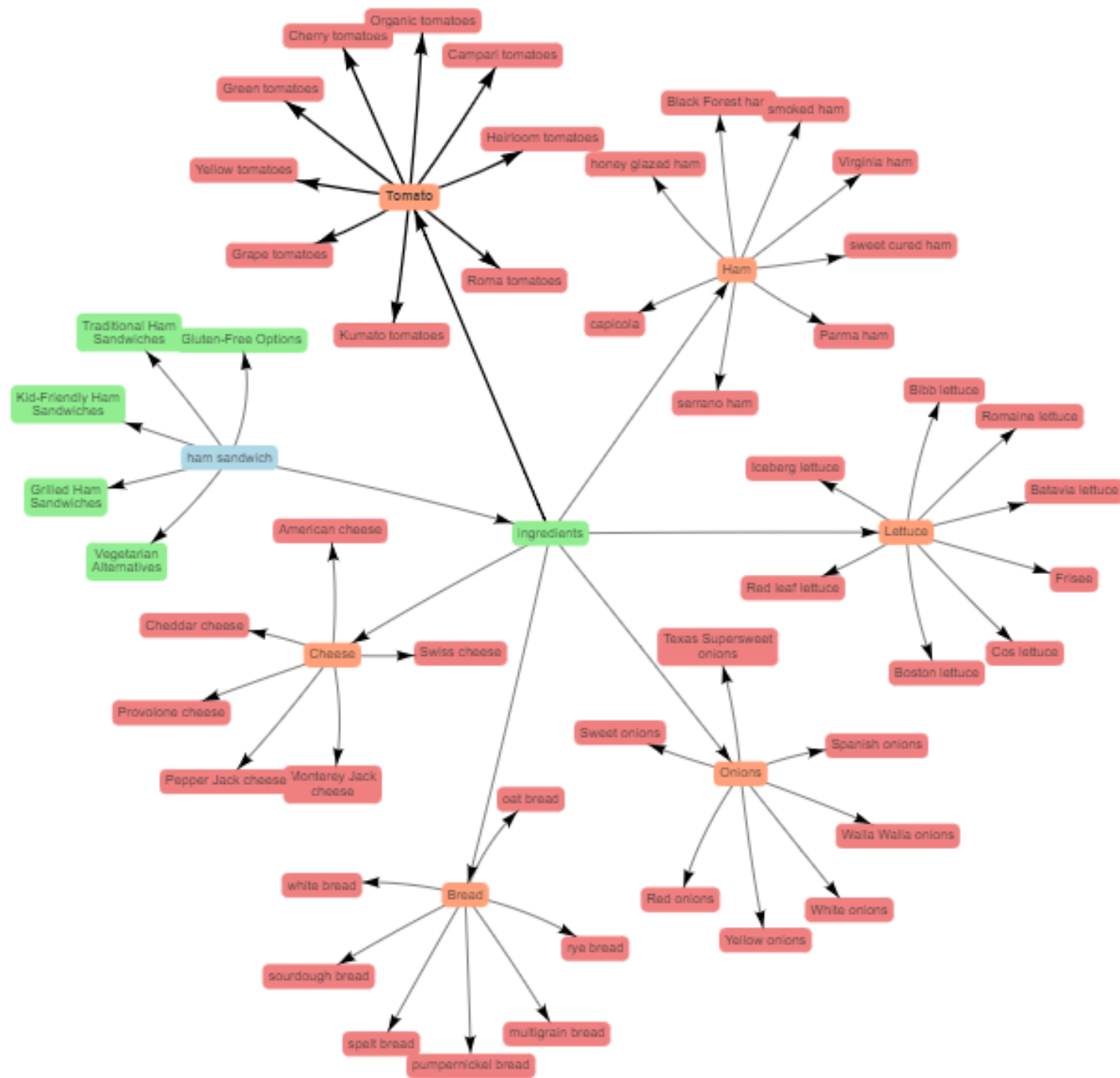
To make a ham sandwich, start by laying out two slices of bread on a clean surface. Place a few slices of ham on one of the bread slices, making sure to cover it evenly. Then add lettuce, onion and tomato. Once you've added your desired fillings, place the second slice of bread on top. Press gently, then use a knife to cut the sandwich in half.

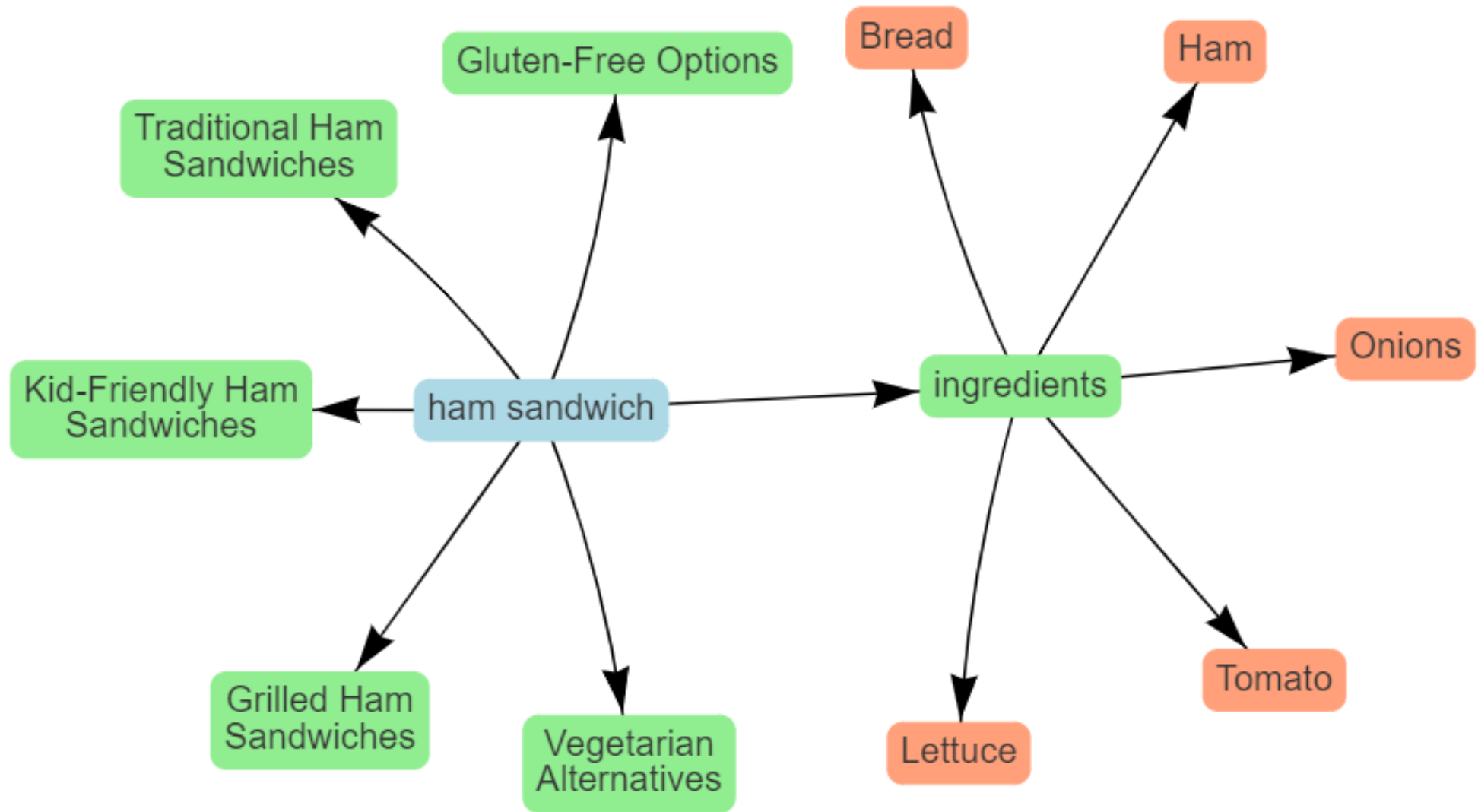
A SIMPLE DEFINITION

- An entity is the same (almost) as a noun
 - Person, place or thing
 - Usually has a Wikipedia page
- Like a digital "idea card"
 - A virtual sticky note with all its important details
 - Includes relationships to other entities

A SIMPLE HAM SANDWICH (OR IS IT?)

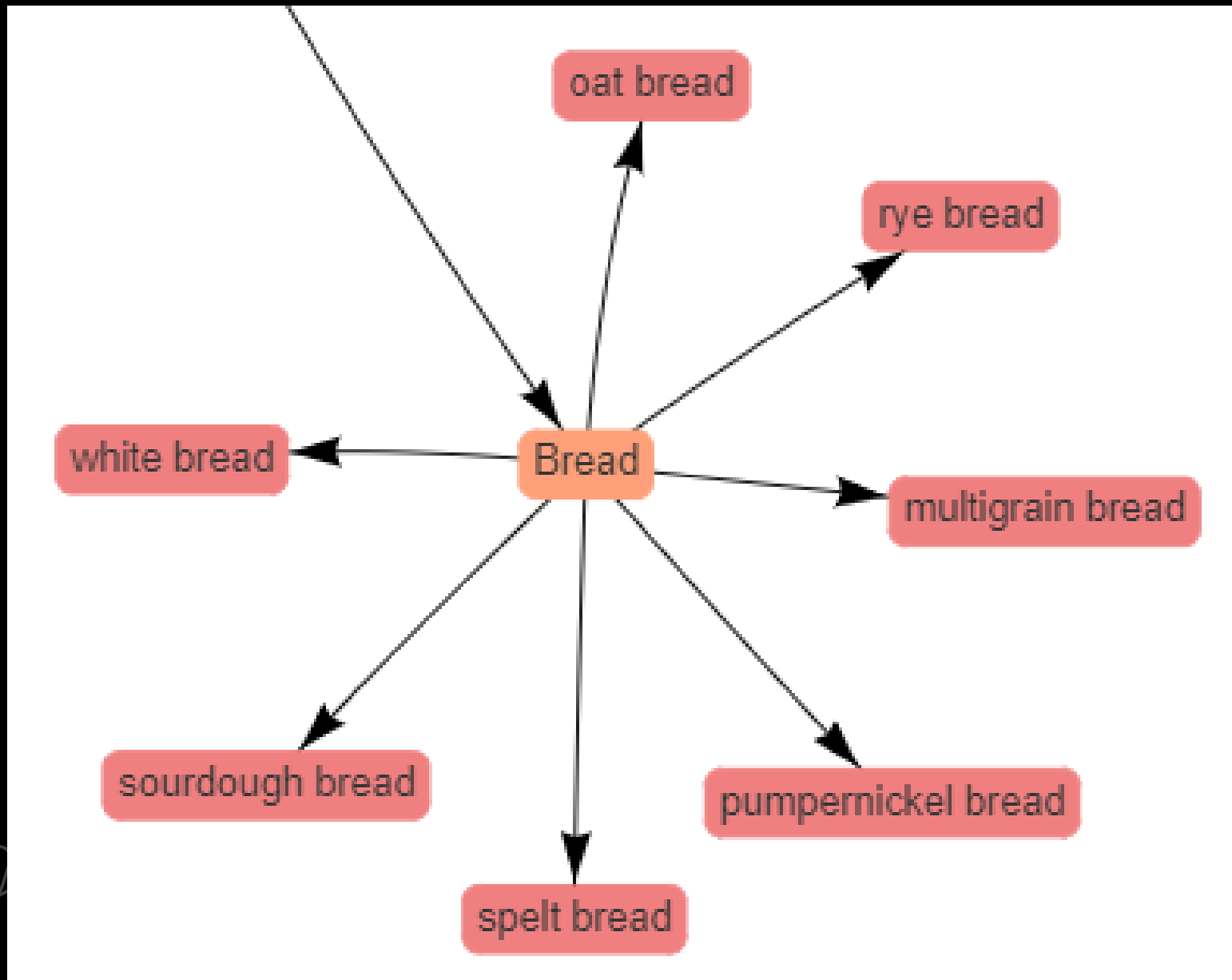


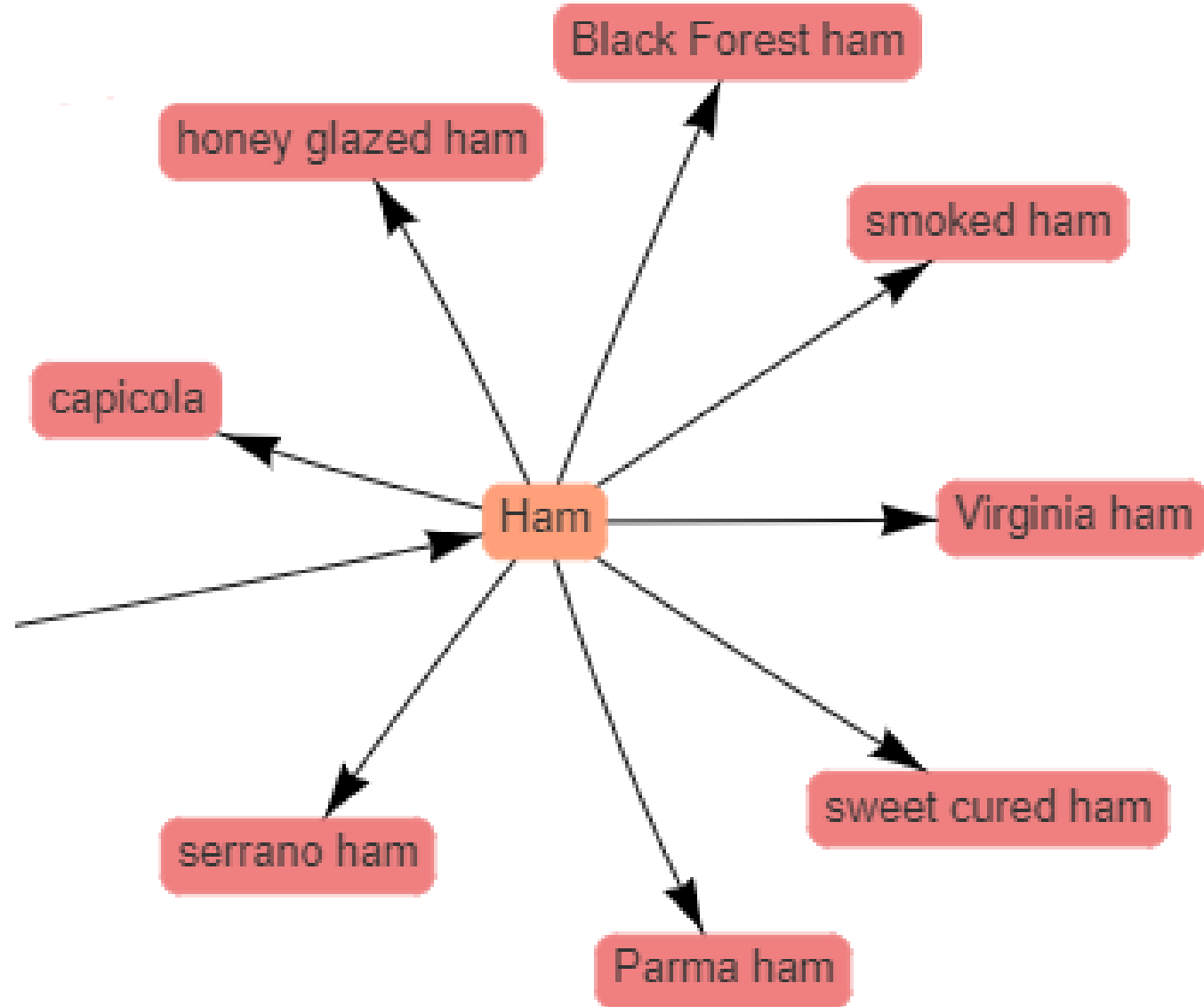


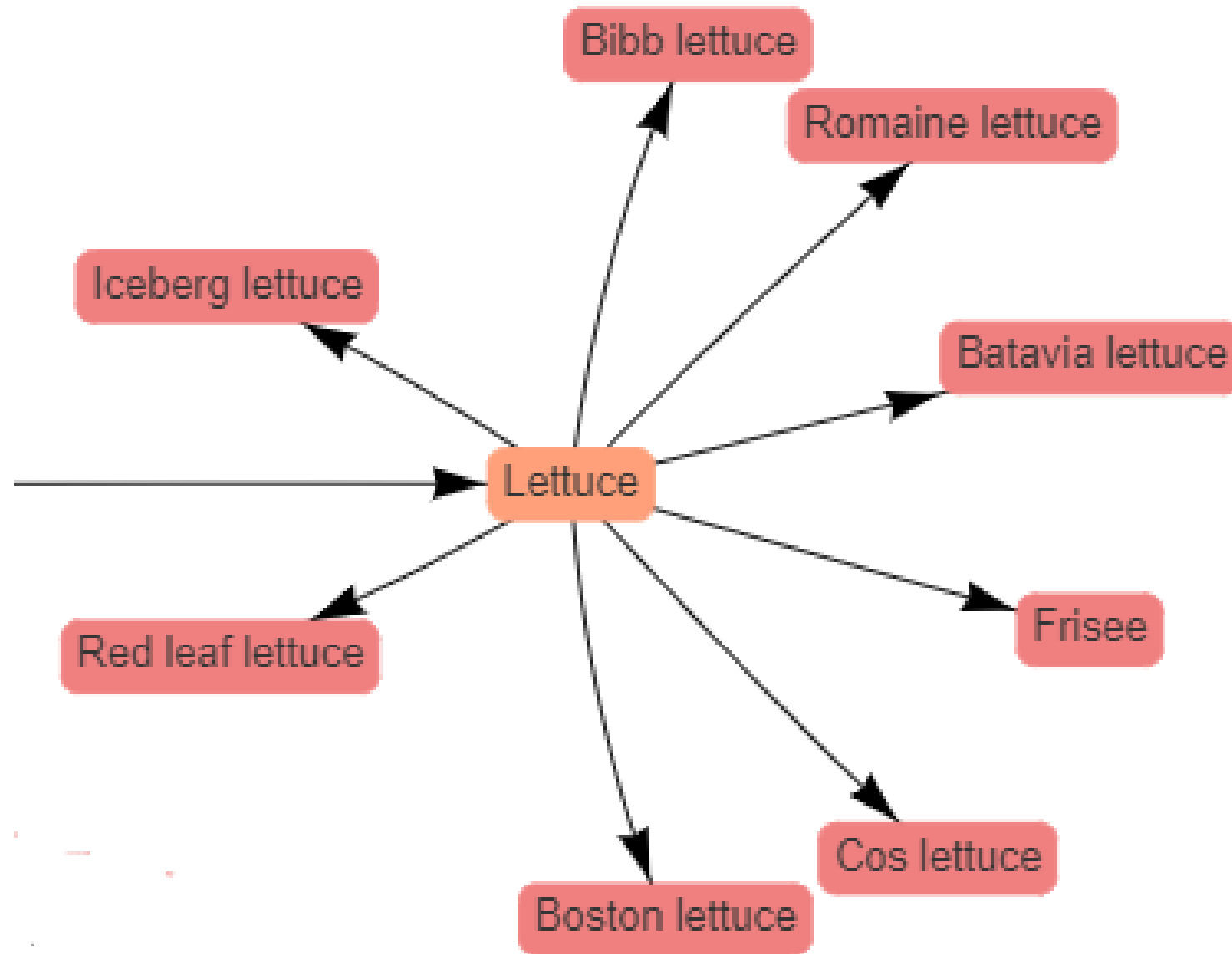


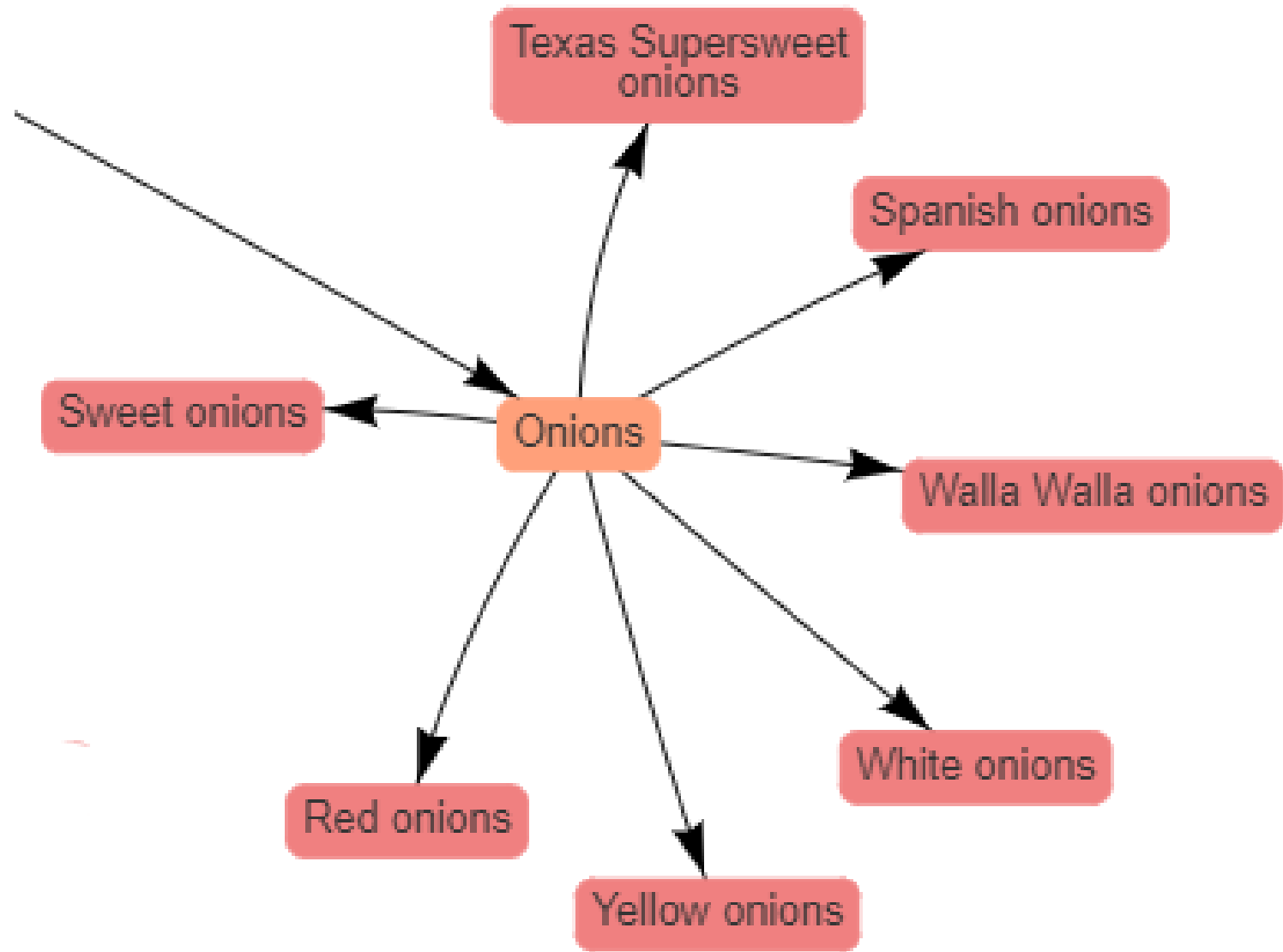
ENTITY RELATIONSHIPS / CONNECTIONS

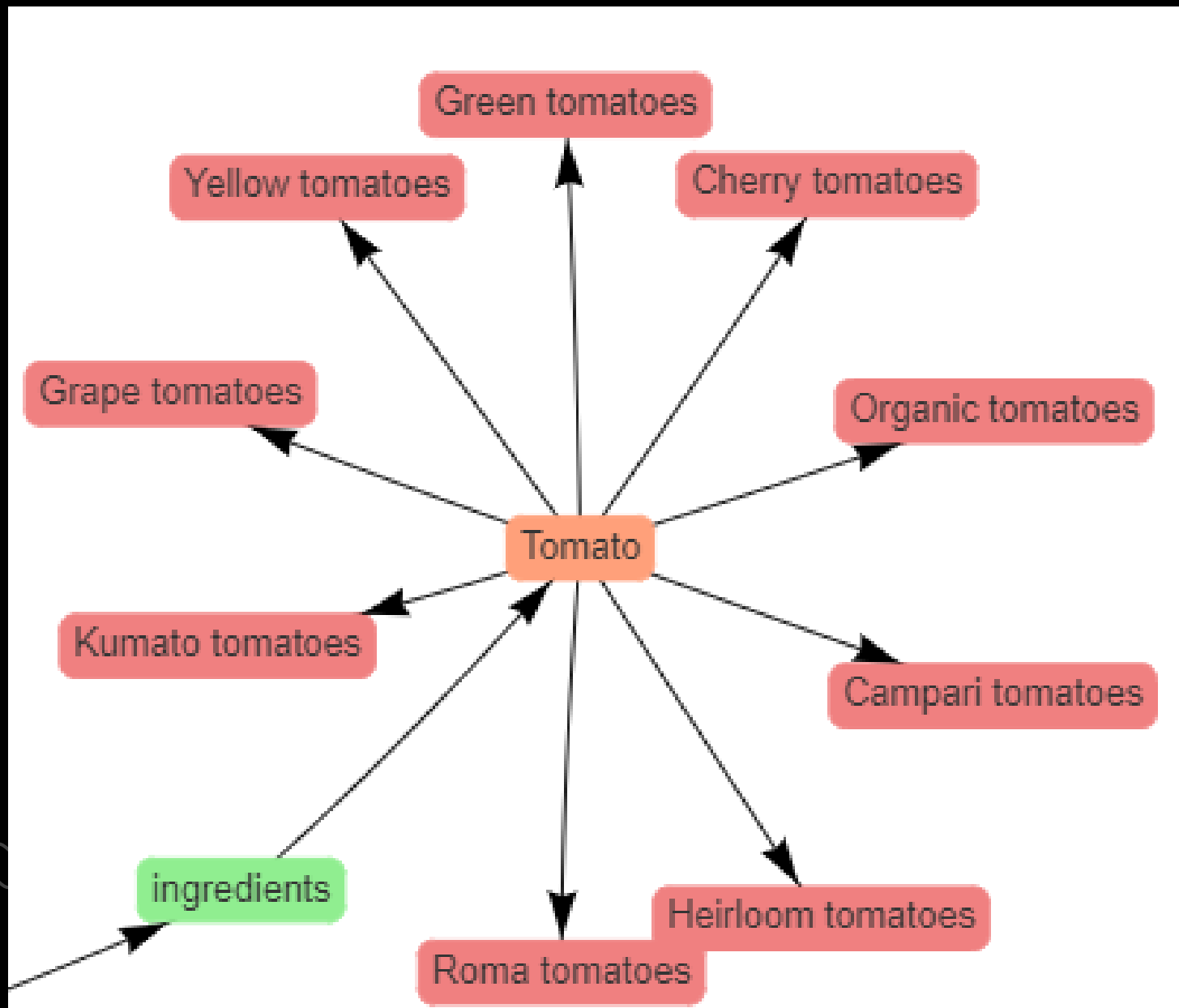
Entity	Connection	Other Entities
Ham Sandwich	Property - ingredients	• Bread • Ham • Lettuce • Onion • Tomato
Ham Sandwich	Related entities	• Gluten free ham sandwich • Grilled ham sandwich • Vegan ham sandwich • Vegetarian ham sandwich • Kid friendly ham sandwich











THE SHIFT FROM KEYWORD-BASED TO ENTITY-BASED SEARCH

- Search engines understand the semantic context and relationships between words, no longer keyword matching (& KW stuffing)
- Search engines focusing on entities
- Entity-based search is closely tied to user intent, removes ambiguity

ENTITIES VS. KEYWORDS

Category	Entity	Keyword
What they represent	Ideas or things with a deeper meaning	Specific words or phrases
Connections	Linked with related ideas or things	Stand on their own, no semantic links
User Intent	Understands the underlying meaning or intent behind a search	May miss the deeper intent

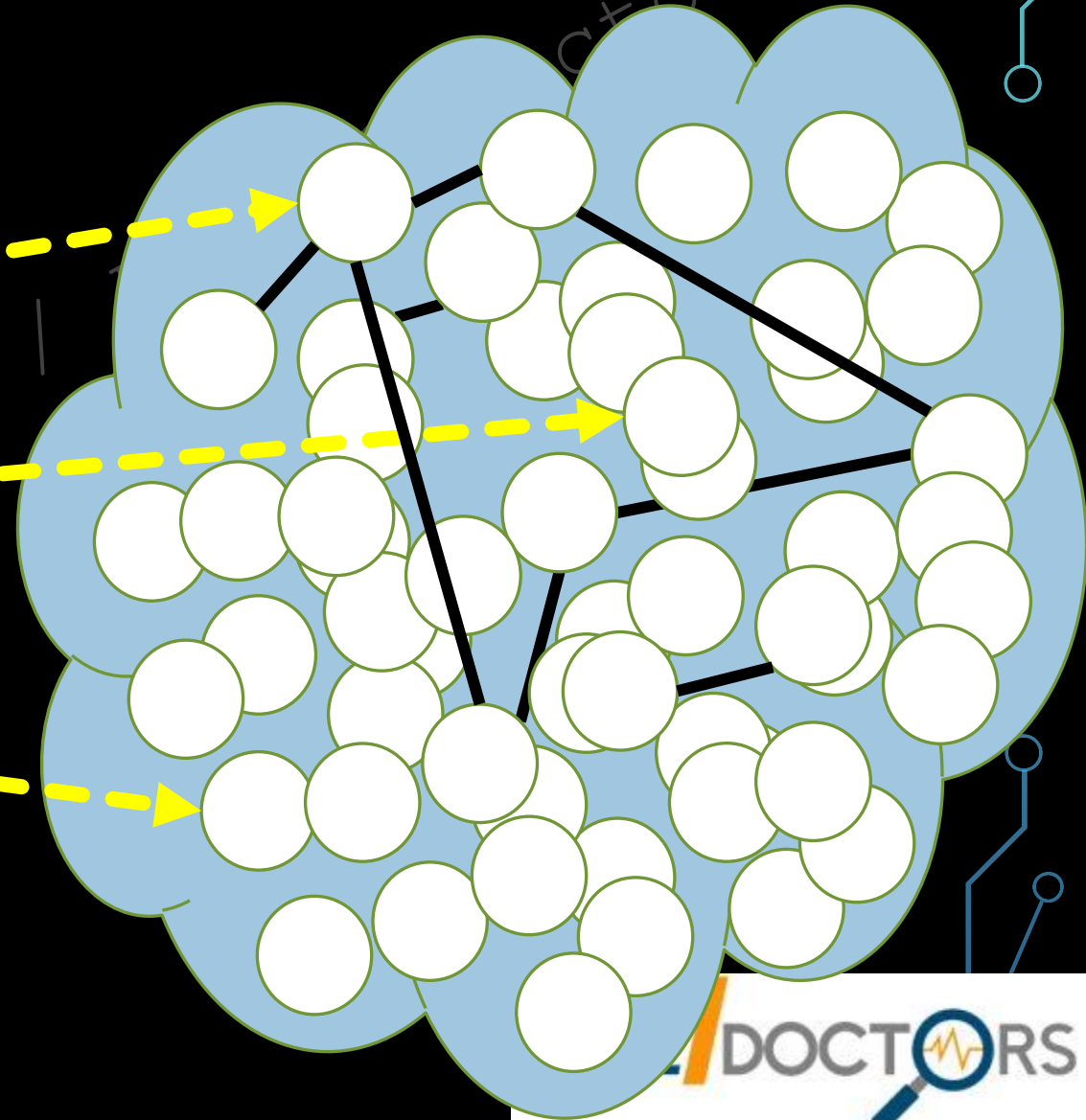
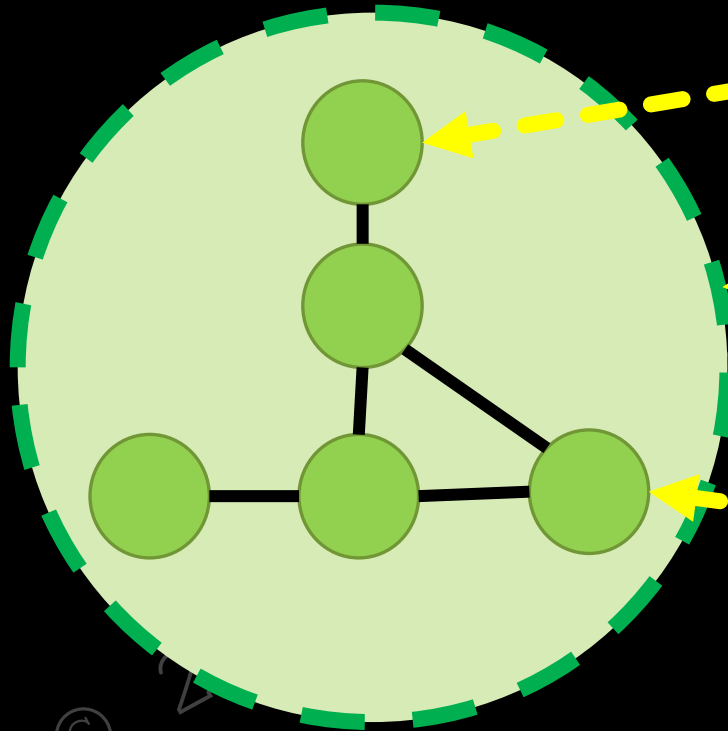
GOOGLE'S KNOWLEDGE GRAPH

- Vast database of interconnected information about ENTITIES
 - A massive collection of facts about people, places, and things
 - Relationships between these entities
 - Entity cards
- Google is a data-hungry beast
 - Feed it with accurate information about your clients.

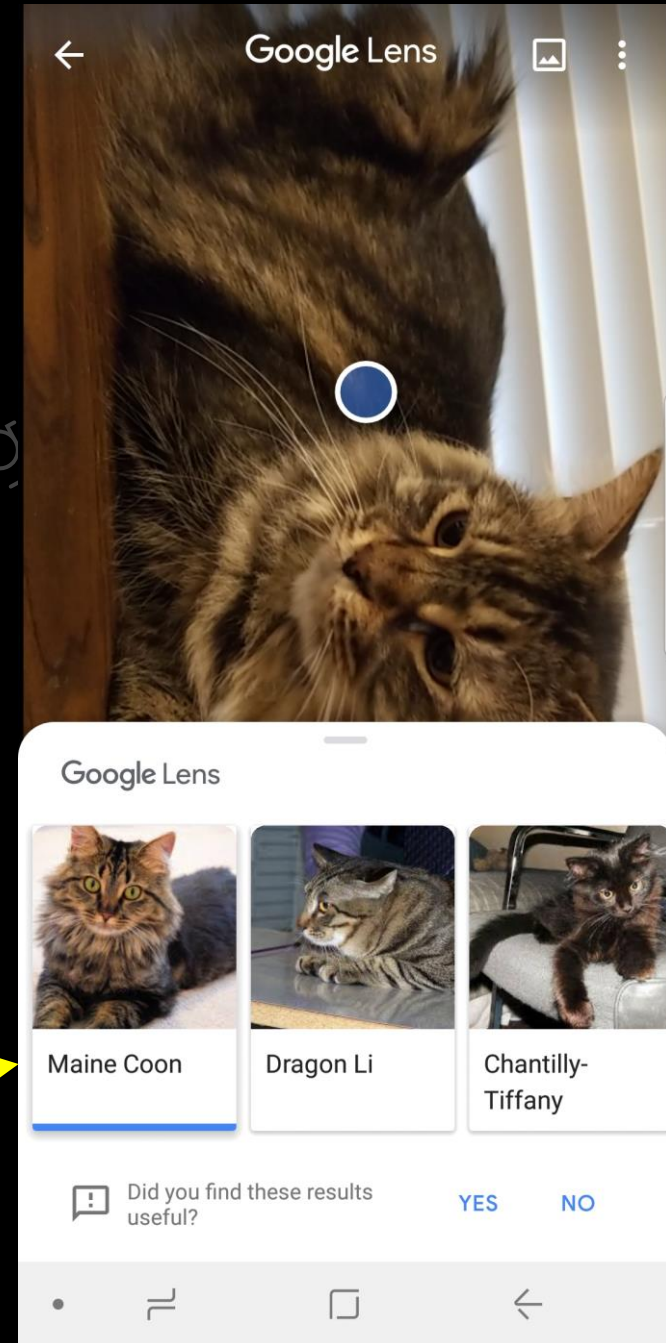
CREATE RELATIONSHIPS

Your entity

universe of
known entities



GOOGLE LENS



ENTITY RELATIONSHIPS

- Define your entities
- Tell search engines about relationship with known entities
 - Schema & content
 - Builds up G's KG entity cards

ENTITY CARDS

<https://www.google.com/search?q=Ham+sandwich&kgmid=/m/011l66xp>

<https://www.google.com/search?q=Dallas&kgmid=/m/0f2rq>

https://www.google.com/search?q=Clear+aligners&kgmid=/m/04_55p



Ham sandwich

Food

The ham sandwich is a common type of sandwich. The bread may be fresh or toasted, and it can be made with a variety of toppings including cheese and vegetables like lettuce, tomato, onion or pickle slices. Various kinds of mustard and mayonnaise are also common. [Wikipedia](#)

Main ingredients: Two pieces of [sliced bread](#), sliced ham

Place of origin: [United Kingdom](#)

Dallas

City in Texas



Dallas, a modern metropolis in north Texas, is a commercial and cultural hub of the region. Downtown's Sixth Floor Museum at Dealey Plaza commemorates the site of President John F. Kennedy's assassination in 1963. In the Arts District, the Dallas Museum of Art and the Crow Collection of Asian Art cover thousands of years of art. The sleek Nasher Sculpture Center showcases contemporary sculpture. — Google

Weather: 6°C, Wind NW at 24 km/h, 91% Humidity [More on weather.com](#)

Population: 1.288 million (2021)

Local time: Sunday 18:26

Area codes: 214, 469, 945, 972

Demonym: Dallasite

Elevation: 420 ft (130 m)

Incorporated: February 2, 1856

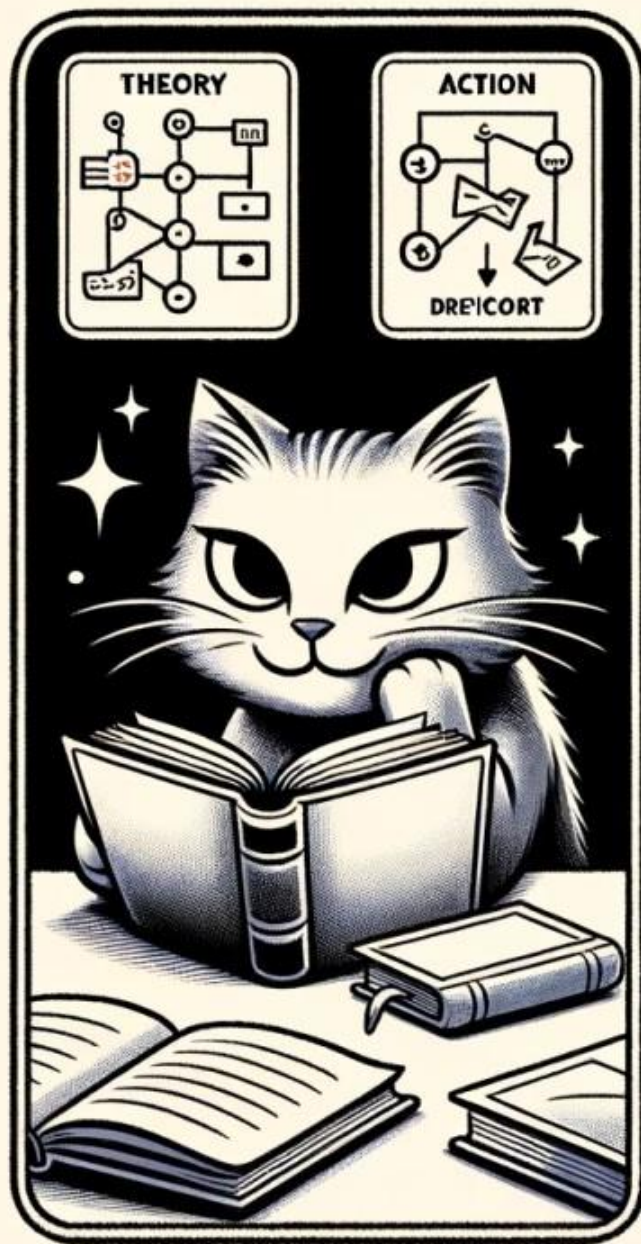
Clear aligners

Clear aligners are orthodontic devices that are a transparent, plastic form of dental braces used to adjust teeth. Clear aligners have undergone changes, making assessment of effectiveness difficult. A 2014 systematic review concluded that published studies were of insufficient quality to determine effectiveness. [Wikipedia](#)

Invisalign Care Kit [View 1+ more](#)



[Invisalign Aligner and Retainer...](#) [Invisalign Cleaning Crystals ...](#) [Clear Aligner Removal...](#) [Invisalign Cleaning Crystals ...](#)



ENOUGH WITH
THE THEORY...
PUT IT TO USE

EXAMPLE – INVISALIGN SERVICE PAGE

- Be the authority on the topic of Invisalign
- Cover more than any competitor
- Keep the page's focus on topic
 - Features, benefits and outcomes
- If too long, break up into pages using a silo approach

HIGH LEVEL STRATEGY (1)

Competitor research

1. Search for Invisalign + city
2. Get all of the inner pages for local dentists that are about Invisalign
3. What entities do they mention on their Invisalign pages?
4. Combine all of these entities into one list
5. Remove semantically distant / irrelevant entities

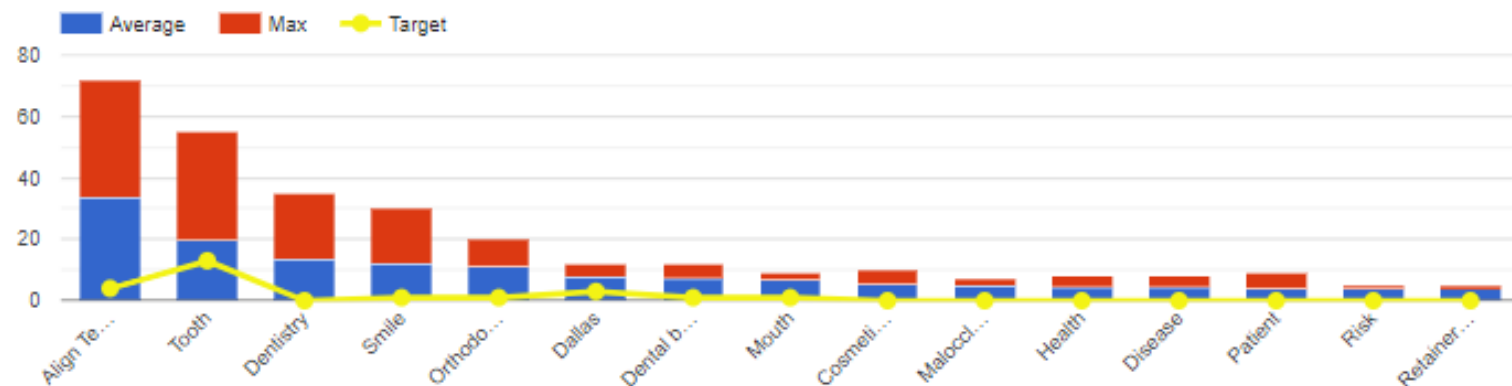
URLs to Analyze (each URL = 1 credit)

<https://midwaydentalsolutions.com/service/invisalign/>

<https://www.orthodontistdallastx.com/invisalign/>
<https://www.hporthodallasbraces.com/invisalign-info/>
<https://orthodontics.mintdentistry.com/services/orthodontics/invisalign-teeth-straightening-dallas-tx>
<https://www.dallascosmeticdentist.us/invisalign-clear-aligners/>
<https://www.mariyabarnetdds.com/orthodontics.html>

SUBMIT

Entity Frequency



Entity Distribution

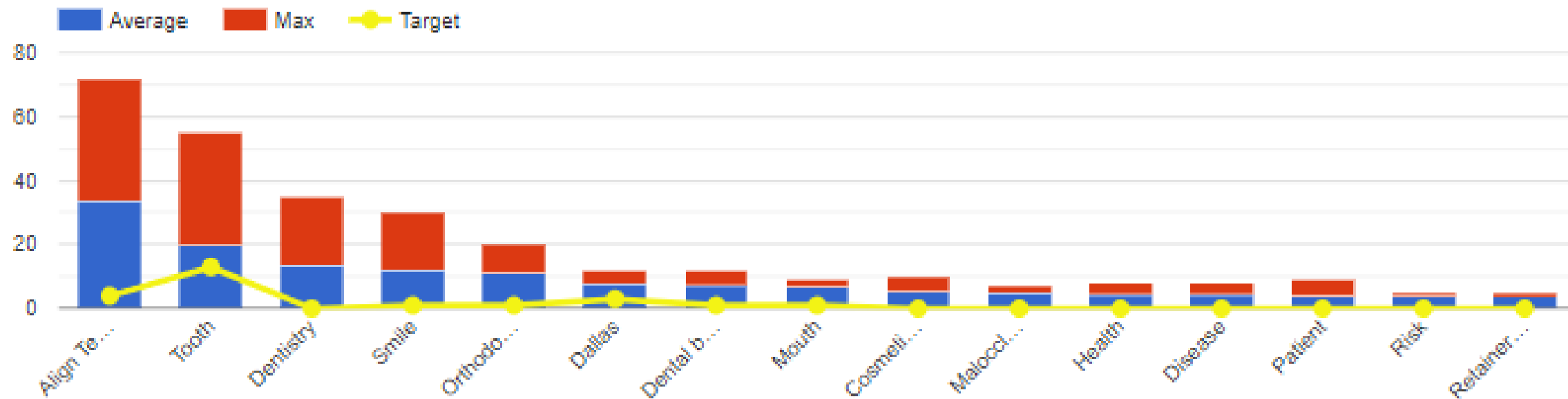
Entity	T	1	2	3	4	5
Tooth	13	4	5	14	55	21
Clear aligners	3	2	2	8	2	2
Computer	-	1	-	-	-	-
Technology	-	2	1	1	-	-
Dental floss	-	2	2	1	2	3
Dental braces	1	3	4	4	12	12

Entities used in the corpus - found in 2 or more documents

Entity	Avg Count	Max Count	Target Delta	Related words
Align Technology (Wiki)	33.6	72	30	invisalign
Tooth (Wiki)	19.8	55	7	teeth , tooth , dental
Dentistry (Wiki)	13.5	35	14	dentistry , dental , oral health , dentist , dentists , dental work
Smile (Wiki)	11.8	30	11	smile
Orthodontics (Wiki)	11.2	20	10	orthodontic , straight teeth , orthodontics , orthodontist , orthodontists , teeth straightening

<https://schema.zone/>

Entity Frequency



© 2023 Simon CO

Entity	Related words
Align Technology	invisalign
Tooth	teeth , tooth , dental
Dentistry	dentistry , dental , oral health , dentist , dentists , dental work
Smile	smile
Orthodontics	orthodontic , straight teeth , orthodontics , orthodontist , orthodontists , teeth straightening
Dallas	dallas, tx , dallas , dallas, tx. , dallas,tx
Dental braces	braces , orthodontic treatment
Mouth	mouth , mouths
Cosmetic dentistry	cosmetic dentistry , cosmetic dentists , cosmetic dentist
Malocclusion	dental malocclusion , crooked teeth , misaligned teeth , malocclusion , crowded teeth , overbites , overbite , underbite
Health	health , healthy
Disease	health problems , disorder , disease , disorders
Patient	patients , patient

HIGH LEVEL STRATEGY (2)

- Create page outline for the service
 - Meets the user's search intent (why are they searching for Invisalign?)
 - Don't mention stuff that is of no interest to the searcher (ex. causes of underbite)
- Research other known entities that are related to Invisalign
 - Align Technology
 - Competitors of Invisalign (ClearCorrect, SmileDirect Club etc) pros & cons
- Conditions treated (known entities)
 - Overbite, underbite, diastemas etc
- Create content around this list of entities
- Add footnote that the content was approved by a respected authority with link to their bio page

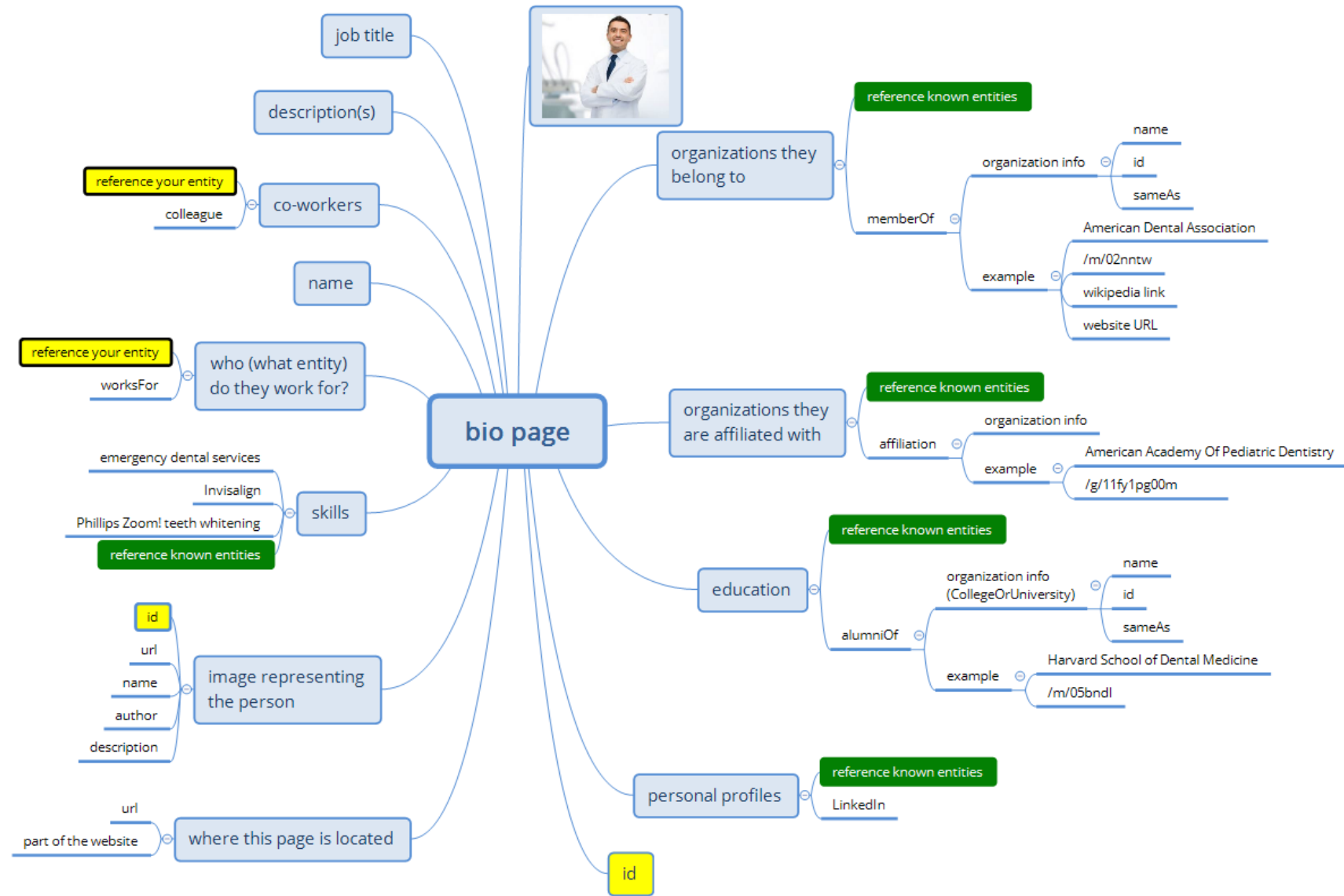
BIO PAGES (YMYL)

- Build for every practitioner
 - Doctor, lawyer, CPA
- Build out the entity card for the person.
- Think of it like a CV / resume
- Establishes EEAT
- Establish relationships to known entities
 - Schema

PERSON ENTITY CARD

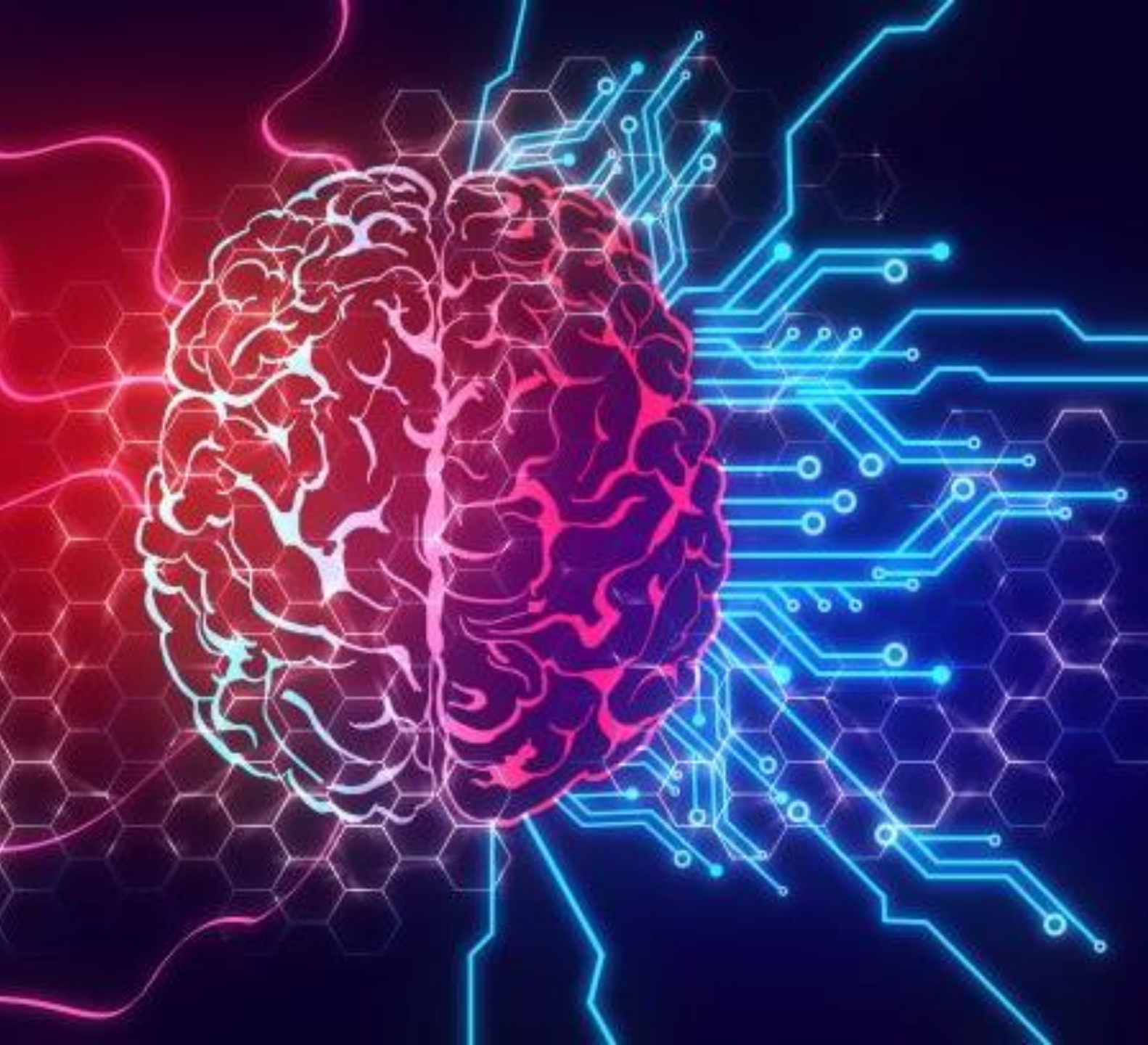
Attribute / Property	Value
Name	Dr John Smith
Graduate of	University of Gotham
Job title	Principal dentist
colleague	Dr Mary Jones
Professional credentials	DDS, DMD, etc
Occupation	Dentist

Attribute / Property	Value
description	Brief bio
image	Picture of the person
Social profiles	LinkedIn etc
Languages spoken	en, es
employer	ABC Dental
affiliation	American Dental Assoc.
Skills (knows about)	Teeth whitening, Invisalign, dental implants



RESOURCES

- textrazor.com
- schema.zone (entity and schema tools)
- ChatGPT (inspect what you expect!!!)
- Google NLP
- wordnet.princeton.edu
- <https://searchengineland.com/entity-seo-guide-395264>
- entityclouds.com
- contentsprout.ai



SCHEMA IMPORTANCE

- IMHO
- Create data points for the search engines
 - Create new entity card
 - Add to an existing entity card
- Helps the search engines understand the relationships between:
 - Your entity
 - One of more known entities

That's all
Folks!

