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Entity SEO Full Checklist (2026)

Entity Foundation

- Define primary business entity
- Create unique brand identity
- Verify business information consistency
- Establish entity relationships
- Optimize About Us page

Google Business Profile

- Claim and verify profile
- Complete all business details
- Add services and products
- Upload high-quality images
- Collect and respond to reviews

Schema Markup

- Local Business Schema
- Organization Schema
- Person Schema for authors
- FAQ Schema
- Review Schema
- Breadcrumb Schema

Content Entity Optimization

- Create topical clusters
- Use semantic keywords
- Link related entities
- Add expert author profiles
- Build topical authority

Brand Authority

- Earn brand mentions
- Get featured on industry websites
- Build local citations
- Create PR campaigns
- Monitor brand sentiment

Technical Entity SEO

- Optimize internal linking
- Create entity-based site architecture
- Implement structured navigation
- Improve Core Web Vitals
- Ensure crawlability

Local Entity SEO

- Consistent NAP across platforms
- Kerala-focused citations
- Local service pages
- Location-specific schema
- Geo-tagged images

AI Search Optimization

- Build knowledge graph signals
- Strengthen E-E-A-T
- Create expert-led content
- Optimize for AI Overviews
- Monitor AI visibility

Measurement & Tracking

- Track branded searches
- Monitor entity mentions
- Analyze knowledge panel visibility
- Measure local rankings
- Audit schema regularly