

HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON ENTITY SEO!

**WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:**

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR WEBSITE AND FIND OUT MORE:

VISIT THE WEBSITE

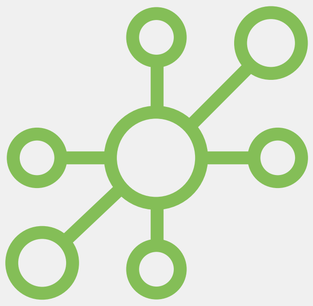
What measures are part of entity SEO?

Entity SEO involves measures that clearly describe entities and present their characteristics and relationships in a way that search engines can understand (e.g., through consistent information, clear links, and structured markup of relevant content).



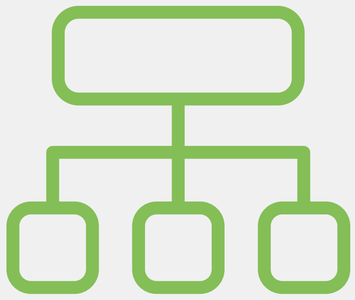
Clear and consistent information

Present key information about companies, individuals, products, locations, or other important entities in a clear and consistent manner.



Relationships between Entities

Depict relationships between entities. Content and internal links can help achieve this.



Structured Data

Structured data according to Schema.org can also mark existing information as machine-readable.



External References

External sources can help to clearly classify an entity. The relevance and reliability of the source in question are crucial.

CC BY

https://www.dreikon.de/aktuell/glossar/entity-seo/

DREIKON