

Understanding Entities

10 Point Checklist

Dixon Jones

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Entity SEO is not just about technical SEO like link-building or website optimization. It’s about strategically aligning your brand with narrow, well-defined ideas that resonate with your target audience.”

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Discover the power of entities for your brand. Store relevant concepts in a database to enhance search engine and user association. Elevate your brand's online presence by understanding and leveraging entity connections.
- Establish a knowledge panel to develop my brand as its own entity. Creating a Wikipedia page for my brand is a powerful way to achieve this.
- Harness authoritative sources like Crunchbase, IMDb, and industry directories. Registering in reputable directories boosts search engine visibility and provides valuable brand information.
- Implement Schema Markup to identify my brand on my web pages and provide structured data about my content. This helps search engines understand and display my brand more accurately.
- Concentrate on being known for my main assets and areas of expertise. Instead of trying to dominate every area, I specialize in my core offerings to establish a strong brand reputation.
- Keep learning and stay informed about the latest industry developments, algorithm changes, and SEO best practices. Entity SEO is an ever-evolving field, and it's vital that I keep up with it.
- Help my brand to stand out from unrelated entities. Incorrect associations can lead to confusion and dilute my online presence.
- Create a content plan specifically tailored to my brand. Social media planning involves knowing what to write and ensuring it aligns with my brand's expertise and strategy.
- Analyze my website's existing content and cluster important primary concepts. I can use social media tools to do this, such as [InLinks](#).
- Visit Dixon Jones' [website](#) to learn about digital marketing, link building, entity SEO, and more.