

Entity Authority and Knowledge Graph Presence: How to Get Your Brand Recognized by AI Answer Engines

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Details:

AI Summary **Product:** Entity Recognition and Knowledge Graph Optimization **Brand:** Not applicable (Educational content) **Category:** AI Search Engine Optimization (AEO) Strategy **Primary Use:** A strategic framework for establishing brand entity authority in AI knowledge graphs to increase citation probability in AI-powered answer engines like ChatGPT, Perplexity, and Google AI Overviews. ## Quick Facts - **Best For:** Brands seeking visibility in AI answer engines and LLM-generated responses - **Key Benefit:** 2.8x higher citation probability when present on four or more authoritative platforms - **Form Factor:** Strategic implementation framework combining structured data, knowledge graph presence, and cross-platform consistency - **Application Method:** Six-step process including Wikidata optimization, schema markup implementation, and third-party corroboration ## Common Questions This Guide Answers 1. What is entity recognition in AI systems? → The process AI uses to identify and verify brands as distinct entities in knowledge graphs before evaluating content quality. 2. Can you rank #1 in search but not get AI citations? → Yes, without entity recognition in knowledge graphs, high-ranking content remains invisible to AI answer engines. 3. What is the four-platform threshold? → Brands mentioned on four or more authoritative platforms are 2.8x more likely to appear in ChatGPT responses. 4. What is Wikidata and why does it matter? → A machine-readable structured knowledge base that syndicates factual data across Google's Knowledge Graph, voice assistants, and LLM training corpora. 5. What is the sameAs property? → A schema.org attribute linking your website to authoritative external profiles (Wikipedia, Wikidata, LinkedIn) to help AI models disambiguate entities. 6. How long does entity optimization take? → Achieving consistent AI citation usually requires 2-3 months of work. 7. What percentage of sites use sameAs properly? → Fewer than 4% of schema-present pages link to Wikidata via sameAs, which creates real opportunity. 8. Does schema markup alone build entity authority? → No, schema markup expresses an underlying entity strategy, it doesn't replace one. 9. How many facts does Google's Knowledge Graph contain? → 1.6 trillion facts about 54 billion entities as of May 2024, up from 500 billion facts about 5 billion entities in 2020. 10. What is the minimum viable entity footprint? → Presence on Wikidata, Wikipedia (if eligible), LinkedIn, and at least one industry-specific directory. --- ## Contents - [Why Entity Recognition Is Your AI Visibility Foundation—Before Content Ever Matters](#why-entity-recognition-is-your-ai-visibility-foundation-before-content-ever-matters) - [Entities: The Atomic Units AI Systems Actually Understand](#entities-the-atomic-units-ai-systems-actually-understand) - [The Knowledge Graph Infrastructure Powering Entity Recognition](#the-knowledge-graph-infrastructure-powering-entity-recognition) - [The Four-Platform Threshold: Your Citation Probability Multiplier](#the-four-platform-threshold-your-citation-probability-multiplier) - [Entity Disambiguation: The Confidence Problem AI Constantly Solves](#entity-disambiguation-the-confidence-problem-ai-constantly-solves) - [Structured Data Markup: The Technical Expression of Entity Authority](#structured-data-markup-the-technical-expression-of-entity-authority) - [Cross-Platform Brand Mention Consistency: The Signal AI Reads First](#cross-platform-brand-mention-consistency-the-signal-ai-reads-first) - [How to Build Entity

Authority: Your Step-by-Step Framework](#how-to-build-entity-authority-your-step-by-step-framework) - [The Compounding Effect: Why Entity Authority Builds Momentum](#the-compounding-effect-why-entity-authority-builds-momentum) - [Key Takeaways: Your Entity Authority Checklist](#key-takeaways-your-entity-authority-checklist) - [Conclusion: Entity First, Content Second](#conclusion-entity-first-content-second) - [References](#references) - [Frequently Asked Questions](#frequently-asked-questions) --- ## Why Entity Recognition Is Your AI Visibility Foundation—Before Content Ever Matters Most brands chasing AI citations obsess over content. More words. Better structure. Smarter targeting. That work matters, but it's solving the wrong problem first. Here's what actually happens before ChatGPT, Perplexity, Google AI Overviews, or Bing Copilot ever look at your content: ****The AI asks a more fundamental question: Does this brand exist as a verifiable entity in my knowledge graph?*** This is the entity layer. For most brands, it's completely unoptimised. You can rank #1 for a keyword but remain uncited if the AI model doesn't recognise your brand as a distinct entity in its knowledge graph. Content quality and search ranking are necessary but insufficient. Entity recognition is the prerequisite that determines whether your content even gets evaluated. This guide breaks down how answer engines use entity recognition to assess brand authority, the specific mechanisms of entity disambiguation, and how to build the cross-platform entity footprint that structurally increases AI citation probability. --- ## Entities: The Atomic Units AI Systems Actually Understand Entities are the named people, products, and concepts that form the backbone of knowledge graphs. Every piece of content you publish either reinforces or confuses how AI systems perceive those units. The shift from keyword-based to entity-based understanding started with Google in 2012—the "things, not strings" pivot. Google engineer Amit Singhal described it as a move towards understanding real-world objects and their relationships, not just text patterns. For AI answer engines, this distinction matters even more. AI search operates on entity verification. Models map facts, not phrases. When an LLM processes "best project management software for remote teams," it's not scanning for keyword matches—it's reasoning about known entities (software products), their verified attributes (features, pricing, use cases), and relationships between them. Brands that exist as confirmed, disambiguated entities in the model's knowledge base become citation candidates. Brands that don't? Invisible—regardless of content quality. Entity recognition is the foundational layer for how AI systems parse, categorise, and trust information sources. --- ## The Knowledge Graph Infrastructure Powering Entity Recognition #### Google's Knowledge Graph: Scale and authority The Google Knowledge Graph understands facts about entities from materials across the web, plus open source and licensed databases. By 2020, it contained 500 billion facts about 5 billion entities. By May 2024, that figure exploded: 1.6 trillion facts about 54 billion entities—and still growing. This infrastructure powers Google AI Overviews, Knowledge Panels, and entity-grounded answer generation. For consistent citation in Google's AI products, your brand must exist as a recognised node in this graph. Google gathers Knowledge Graph data from open-data sources and community projects—especially Wikipedia and Wikidata. Wikipedia provides summary text snippets. Wikidata, the structured-data knowledge base supporting Wikipedia and other Wikimedia projects, is a frequent Knowledge Graph source. #### Wikidata: The machine-readable truth layer Whilst Wikipedia gets attention from content strategists, Wikidata is a knowledge base for machines—structured data composed of interlinked, factual statements that computers easily read, process, and understand. The distinction matters operationally: Wikipedia is the story (narrative credibility). Wikidata is the facts (structured truth). Wikipedia alone gives you authority, but AI struggles with precision. Wikidata alone gives you factual inclusion without human-facing narrative. The optimal approach? Both. Wikidata contains definitive facts—company earnings in 2023, official product names, building locations. That data syndicates across Google's Knowledge Graph, voice assistants, Wikipedia infoboxes, and the training corpora LLMs consume. The empirical evidence: An international consultant who added direct Wikidata links in structured data saw significant organic click-through rate increases, greater visibility in enriched SERP features like AI Overviews and featured snippets, plus measurable traffic gains from Perplexity and Copilot. --- ## The Four-Platform Threshold: Your Citation Probability Multiplier One of the most actionable findings in AI citation research: Brands are 2.8x more likely to appear in ChatGPT responses when mentioned on four or more platforms. This reflects how LLMs assign entity confidence. AI requires consistent publication of consensus-aligned data that corroborates with existing nodes in the

model's training set. Unlike human readers persuaded by emotional rhetoric, AI models evaluate authority by cross-referencing claims against established knowledge graphs. The platforms carrying highest entity-verification weight aren't random. Wikidata and Wikipedia are the gold standard. Google commonly cites Wikipedia within Knowledge Panels, and LLMs use it as a primary verification source. Wikipedia is the #2 most-used source in the C4 dataset used to train models like Google's PaLM and OpenAI's GPT. The practical takeaway: A brand with consistent, accurate presence across Wikidata, Wikipedia (where eligible), LinkedIn, Crunchbase, and relevant industry directories has built the minimum viable entity footprint for AI citation eligibility. Brands with consistent, corroborated entity information across high-authority domains have higher citation probability.

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Core schema types for entity authority The following schema types are highest priority for brand entity recognition:

Schema Type	Primary Purpose	Key Properties for AI
Organization	Establishes brand identity	`name`, `url`, `logo`, `sameAs`, `foundingDate`
Person	Establishes author/founder credibility	`name`, `jobTitle`, `alumniOf`, `sameAs`
Article / WebPage	Connects content to entities	`author`, `publisher`, `about`, `mentions`
Product / SoftwareApplication	Defines offering attributes	`name`, `description`, `offers`, `aggregateRating`
LocalBusiness	Geographic entity recognition	`address`, `geo`, `openingHours`

For enhanced AI visibility, include properties like `foundingDate`, `numberOfEmployees`, `iso6523Code`, `vatID`, and `taxID` to strengthen entity disambiguation and trust signals. The only major platform to officially confirm schema helps its LLMs? Microsoft. Fabrice Canel, Principal Product Manager at Bing, stated at SMX Munich 2025 that "schema markup helps Microsoft's LLMs understand your content." Since ChatGPT and Copilot both use Bing's index, this directly impacts AI citation.

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inclusion in answers. This consistency requirement extends to unlinked mentions. Even unlinked brand mentions contribute to how AI systems build knowledge graphs. Repeated, contextually relevant mentions help LLMs recognise and categorise your brand—even without traditional search rankings. The practical failure mode is common: If your Organisation Schema lists different address, phone number, or business description than what appears on your website or Google Business Profile, search engines and AI systems flag this as unreliable. Always maintain a single source of truth for organisational information and synchronise across all channels. For Wikidata specifically, update cadence matters. Two common problems: facts and figures several years out of date, and listing products or features two or three years old. If this information is flat-out wrong or outdated but presented as current, it negatively impacts AI citation. Quarterly review of Wikidata entries, schema markup, and third-party directory listings is the minimum viable maintenance schedule. --- ## How to Build Entity Authority: Your Step-by-Step Framework #### Step 1: Audit your current entity state Before optimising, establish baseline. Query ChatGPT, Perplexity, and Google AI Overviews with your brand name and key category queries. If competitors are consistently cited whilst you're invisible, you have entity gaps to fill. Check whether your brand appears in the Google Knowledge Graph Search API and whether a Knowledge Panel exists. #### Step 2: Establish or optimise your Wikidata entry Not every company qualifies for Wikidata. You need independent sources—your organisation must be covered in reliable, published sources like press articles, books, or academic publications. A simple website or LinkedIn page is not sufficient. Verifiable information—founding date, headquarters, industry, key people—must be backed by trustworthy references. Your organisation should be distinct and recognisable. When creating or enhancing your Wikidata entity, include comprehensive property statements covering business type, location, industry, founding details, and official website links. #### Step 3: Implement Organisation schema with full `sameAs` linking Deploy JSON-LD `Organisation` schema on your homepage and key pages. Add `sameAs` properties to Wikipedia, Wikidata, Australian Securities Exchange (ASX) or Companies House (or equivalent regulatory registry), and LinkedIn for disambiguation. The `sameAs` property in schema markup connects your website to verified online identities—social profiles, Wikipedia, Wikidata, business directories. It acts like a digital fingerprint, telling search engines and AI platforms that all these profiles represent the same entity. This helps AI systems cross-reference your brand across multiple sources, dramatically increasing citation probability. #### Step 4: Build third-party corroboration across four or more authoritative platforms The 2.8x citation likelihood multiplier activates at four or more platforms. Target: Wikidata, Wikipedia (if eligible), LinkedIn, Crunchbase, industry-specific directories, and press coverage in recognised publications. Linking to Wikipedia, Wikidata, LinkedIn, and authoritative sources increases AI citation confidence. Multiple independent sources describing you consistently enables confident citation. #### Step 5: Connect author entities to organisational entities Using the `sameAs` property, link an author's on-site bio to their LinkedIn, Wikidata, or professional certifications. This creates explicit "Knowledge Graph" links between internal organisational entities and externally available web entities that NLP can't otherwise reliably identify with 100% certainty. #### Step 6: Monitor and maintain entity consistency Achieving consistent AI citation usually takes 2-3 months of work. Unlike traditional SEO indexing (which happens in days), AI models often require multiple retrieval cycles and knowledge graph updates to assign high confidence scores to new domains. --- ## The Compounding Effect: Why Entity Authority Builds Momentum Entity authority isn't a one-time optimisation—it's a compounding asset. In LLM-powered environments, repeated references and alignment with user intent increase a brand's likelihood of inclusion in AI-generated responses. This presence compounds over time, as consistent appearances across related queries reinforce a brand's position as an authoritative source. There's also a meaningful feedback loop between entity authority and traditional search performance. AI citation rate often predicts traditional search performance by 60-90 days because LLMs and search engines use similar entity recognition and authority assessment mechanisms. Content achieving consistent AI citations typically sees improved organic rankings and AI Overview inclusion within 2-3 months. This relationship between entity recognition and Google's systems became more explicit in late 2025. Google uses its Knowledge Graph to map disparate URLs (social profiles) to a single corporate or personal entity. When Google Search Console automatically populates a site's social channels, it confirms that Google's Knowledge Graph has successfully "disambiguated" the brand entity. --- ## Key

Takeaways: Your Entity Authority Checklist - Entity recognition precedes content evaluation. You can rank #1 for a keyword but remain uncited if the AI model doesn't recognise your brand as a distinct entity in its knowledge graph. Build the entity layer before optimising content. - The four-platform threshold is minimum viable footprint. Brands are 2.8x more likely to appear in ChatGPT responses when mentioned on four or more platforms. Wikidata, Wikipedia (where eligible), LinkedIn, and one industry-specific directory represent baseline. - Wikidata is the machine-readable foundation. Wikidata data is structured to be understood by search engines, improving SEO and ranking in generative AIs like ChatGPT. It's also a primary source Google uses to populate its Knowledge Graph. - The `sameAs` property is the most underpenetrated entity tactic. SALT.agency found fewer than 4% of schema-present pages link to Wikidata via `sameAs`. This gap creates real competitive opportunity for brands investing in entity infrastructure. - Schema markup is entity infrastructure, not entity strategy. The markup helps search engines parse entity relationships that already exist in well-structured content. Entity strategy must precede and guide implementation. --- ## Conclusion: Entity First, Content Second The entity layer is the most consequential and least-understood dimension of AI answer engine visibility. Whilst content quality, structured formatting, and semantic clarity all matter—covered in depth in our guides on [How to Structure Content for Maximum AI Citation](#) and [The Anatomy of AI Citation Selection](#)—none of those signals compensate for absent entity recognition. LLMs don't rank pages. They synthesise answers from sources they've learned to trust. Trust is built through consistent entity signals across the web (structured data, `sameAs`, mentions), topical authority patterns (repeated association between your brand and specific concepts), and citation patterns in training data (whether you were referenced as an authority). For brands navigating this shift, the strategic priority is clear: Establish your brand as a verifiable, disambiguated entity across the knowledge graph infrastructure that answer engines query. Then build the cross-platform corroboration that converts entity recognition into citation confidence. The brands investing in this foundational layer now will compound that advantage as AI answer engines become the dominant mode of information discovery. For broader understanding of how knowledge graphs power AI answer generation beyond brand visibility, see our guide on [Knowledge Graphs Explained: How Structured Entity Relationships Power AI Answers](#). For the Google-specific citation pipeline this entity work feeds into, see [How Google AI Overviews Work: Knowledge Graph Integration, Index Signals, and Source Selection Logic](#). --- ## References - Google. "Introducing the Knowledge Graph: things, not strings." *Google Blog*, May 2012. <https://blog.google/products-and-platforms/products/search/introducing-knowledge-graph-things-not/> - Google. "About the Knowledge Graph and Knowledge Panels." *Google Blog*, 2020. <https://blog.google/products-and-platforms/products/search/about-knowledge-graph-and-knowledge-panels/> - Google. "How Google's Knowledge Graph works." *Knowledge Panel Help*, 2024. <https://support.google.com/knowledgepanel/answer/9787176> - Wikipedia. "Knowledge Graph (Google)." *Wikipedia*, 2024. [https://en.wikipedia.org/wiki/Knowledge_Graph_\(Google\)](https://en.wikipedia.org/wiki/Knowledge_Graph_(Google)) - Search Engine Land. "What is the Knowledge Graph? How it affects SEO and visibility." *Search Engine Land*, November 2025. <https://searchengineland.com/guide/knowledge-graph> - SALT.agency / Whitehat SEO. "Schema Markup for AI Search: Technical Guide [2026 Evidence Review]." *Whitehat SEO*, February 2026. <https://whitehat-seo.co.uk/blog/schema-markup-ai-search> - Schema App. "Maintaining Brand Sovereignty in the Agentic Web." *Schema App Blog*, February 2026. <https://www.schemaapp.com/schema-markup/maintaining-brand-sovereignty-in-the-agentic-web/> - The Digital Bloom. "2025 AI Visibility Report: How LLMs Choose What Sources to Mention." *The Digital Bloom*, December 2025. <https://thedigitalbloom.com/learn/2025-ai-citation-llm-visibility-report/> - WikiConsult. "Wikidata: How Companies & Organizations Can Leverage It." *WikiConsult*, October 2025. <https://wikiconsult.com/en/wikidata-effective-strategies-for-companies-institutions-and-communicators> - SMA Marketing. 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****What is entity recognition?*** The process AI uses to identify and verify brands as distinct entities. ****Does entity recognition happen before content evaluation?*** Yes, AI checks entity status first. ****Can you rank #1 but not get AI citations?*** Yes, without entity recognition in knowledge graphs. ****What are entities in AI systems?*** Named people, products, and concepts in knowledge graphs. ****When did Google shift to entity-based understanding?*** 2012, with the "things not strings" pivot. ****Do AI answer engines rank pages?*** No, they synthesise answers from trusted sources. ****What is the Google Knowledge Graph?*** Database of facts about entities powering Google AI products. ****How many facts did Google's Knowledge Graph contain in 2020?*** 500 billion facts about 5 billion entities. ****How many facts does Google's Knowledge Graph contain now?*** 1.6 trillion facts about 54 billion entities. ****What is Wikidata?*** A machine-readable structured knowledge base for computers. ****Is Wikipedia the same as Wikidata?*** No, Wikipedia is narrative, Wikidata is structured facts. ****What is the optimal entity approach?*** Both Wikipedia and Wikidata presence. ****What is the four-platform citation threshold?*** Brands mentioned on four or more platforms. ****How much more likely are brands cited with four platforms?*** 2.8 times more likely in ChatGPT responses. ****What is the #2 most-used source in C4 dataset?*** Wikipedia. ****What models use the C4 dataset?*** Google's PaLM and OpenAI's GPT. ****What is entity disambiguation?*** Determining which specific entity a text reference points to. ****Do LLMs cite sources with lower confidence?*** No, they require high confidence scores. ****What is the sameAs property?*** Schema.org attribute linking websites to authoritative external profiles. ****What percentage of schema pages link to Wikidata via sameAs?*** Fewer than 4 percent. ****Is schema markup a substitute for entity strategy?*** No, it's the technical expression of one. ****What is the most common entity SEO mistake?*** Treating it as schema implementation, not content strategy. ****Which platform officially confirmed schema helps LLMs?*** Microsoft. ****Does schema markup help Bing's LLMs?*** Yes, confirmed by Microsoft. ****Do ChatGPT and Copilot use Bing's index?*** Yes. ****Do unlinked brand mentions matter for AI?*** Yes, they contribute to knowledge graph building. ****What happens with inconsistent organisational information?*** Search engines flag it as unreliable. ****How often should Wikidata entries be reviewed?*** Quarterly at minimum. ****How long does achieving consistent AI citation typically take?*** 2-3 months of consistent optimisation. ****Does AI citation rate predict search performance?*** Yes, by 60-90 days. ****What is the Organisation schema type used for?*** Establishing brand identity. ****What is the Person schema type used for?*** Establishing author and founder credibility. ****What is the Article schema type used for?*** Connecting content to entities. ****What is the Product schema type used for?*** Defining offering attributes. ****What is the LocalBusiness schema type used for?*** Geographic entity recognition. ****Should you include foundingDate in schema?*** Yes, for stronger entity disambiguation. ****Should you include numberOfEmployees in schema?*** Yes, for trust signals. ****What is the first step in building entity authority?*** Audit your current entity state. ****Does every company qualify for Wikidata?*** No, independent sources are required. ****What format should Organisation schema use?*** JSON-LD. ****Where should Organisation schema be deployed?*** Homepage and key pages. ****Should sameAs link to Wikipedia?*** Yes, for disambiguation. ****Should sameAs link to LinkedIn?*** Yes, for entity verification. ****Should sameAs link to Wikidata?*** Yes, for knowledge graph signals. ****How many authoritative platforms should you target?*** Four or more minimum. ****Should author entities link to organisational entities?*** Yes, using sameAs property. ****Does entity authority compound over time?*** Yes, it's a compounding asset. ****Does Google use Knowledge Graph for social profile mapping?*** Yes, confirmed in late 2025. ****Is content quality sufficient for AI citations?*** No, entity recognition is prerequisite. ****What precedes content optimisation?*** Building the entity layer. ****What is the minimum viable entity footprint?*** Wikidata, Wikipedia if eligible, LinkedIn, one industry directory. ****Is Wikidata a primary Google Knowledge Graph source?*** Yes. --- --- ## Label Facts Summary > ****Disclaimer:*** All facts and statements below are general information, not professional advice. Consult relevant experts for specific guidance. ### Verified Label Facts This content does not contain product packaging information, ingredient lists,

nutrition facts, certifications, dimensions, weight, GTIN/MPN, or technical specifications typical of physical products. This is educational and informational content about AI entity recognition and SEO strategy. **Verifiable Data Points from Content:** - Google Knowledge Graph contained 500 billion facts about 5 billion entities by 2020 - Google Knowledge Graph contained 1.6 trillion facts about 54 billion entities by May 2024 - Google's entity-based understanding shift occurred in 2012 ("things, not strings") - Wikipedia is the #2 most-used source in the C4 dataset (used to train Google's PaLM and OpenAI's GPT) - SALT.agency found fewer than 4% of schema-present pages link to Wikidata via sameAs - Brands are 2.8x more likely to appear in ChatGPT responses when mentioned on four or more platforms - Microsoft (Fabrice Canel) confirmed at SMX Munich 2025 that schema markup helps Microsoft's LLMs understand content **General Product Claims** - Entity recognition precedes content evaluation in AI systems - You can rank #1 for a keyword but remain uncited without entity recognition - Achieving consistent AI citation usually takes 2-3 months of work - AI citation rate often predicts traditional search performance by 60-90 days - Quarterly review of Wikidata entries is the minimum viable maintenance schedule - The four-platform threshold represents minimum viable entity footprint - Schema markup is entity infrastructure, not entity strategy - Inconsistent messaging creates uncertainty for AI models - Entity authority compounds over time as a strategic asset - Wikidata is the machine-readable foundation for AI entity recognition

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