Introduction to Entity Hub

The Key to Optimizing Entities for AI Search

July 24, 2025

Schema App

Agenda

- Why Entity Optimization Matter In Today's Search Landscape
- Introducing Entity Hub
- Why we build Entity Hub
- Entity Hub Tools Overview
- Live Demo of Entity Hub
- Q&A

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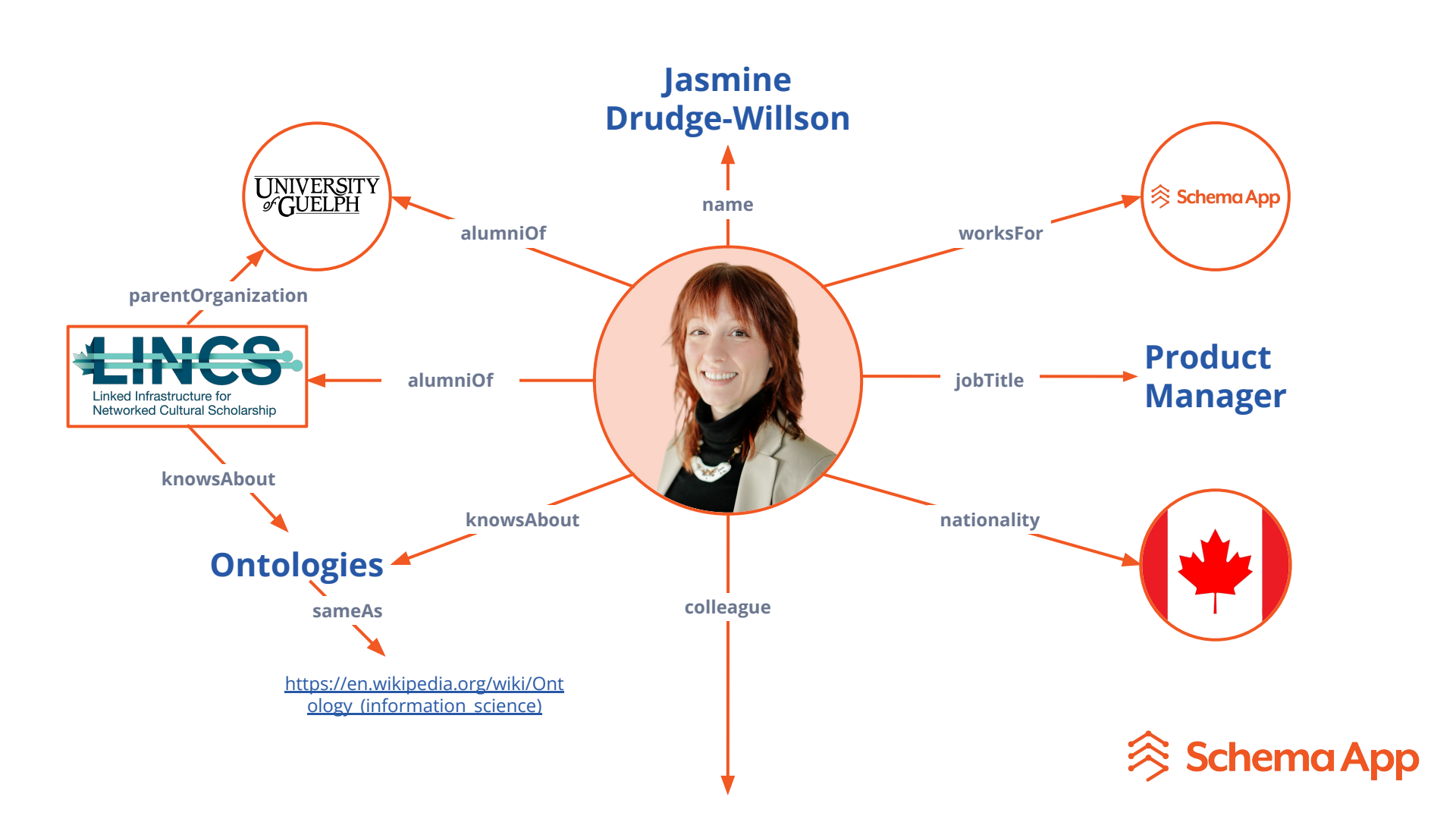
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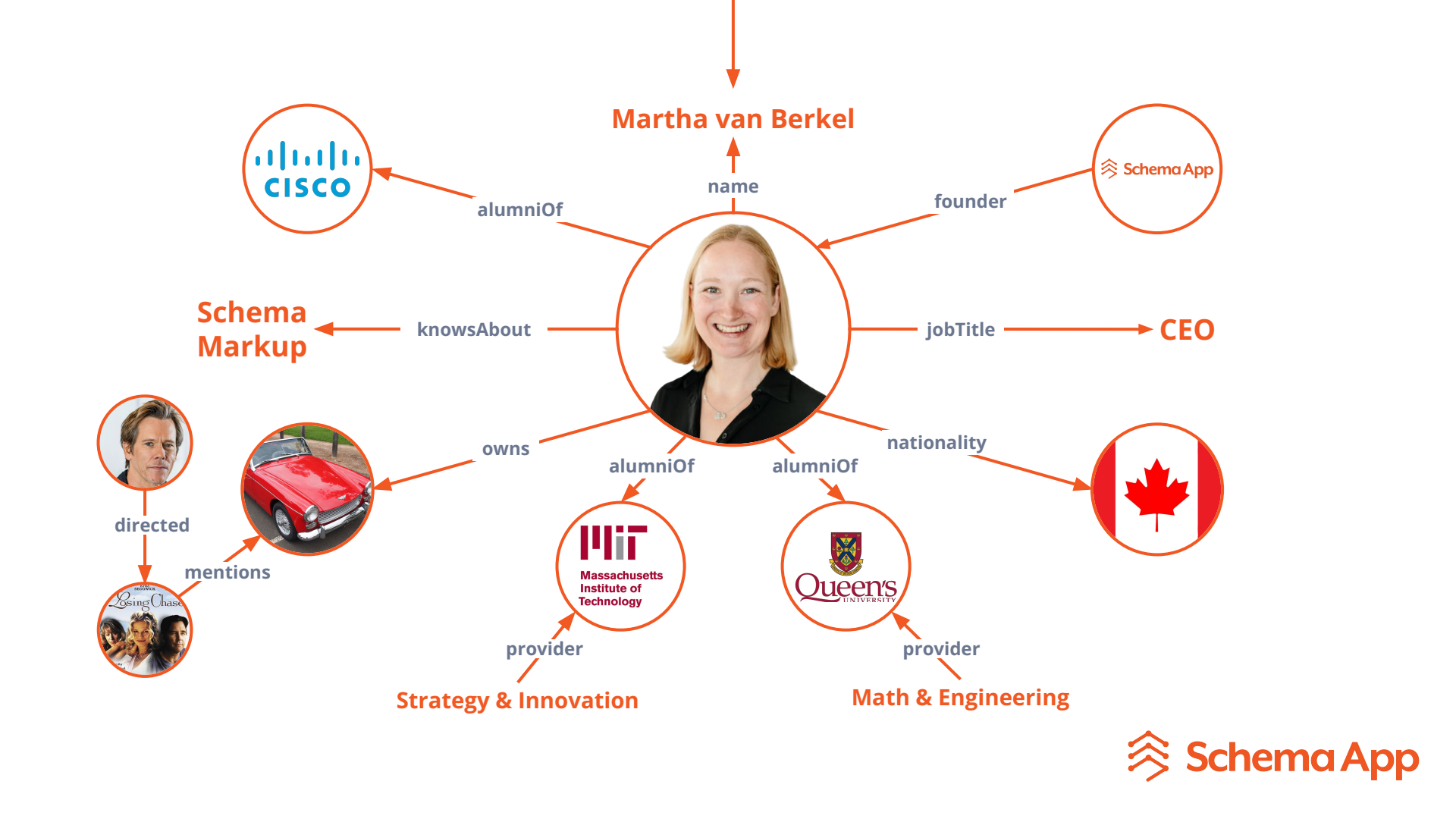
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Queen's University
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Strategy & Innovation
Math & Engineering
Losing Chase

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Why Does Entity Optimization Matter In Today's Search Landscape?

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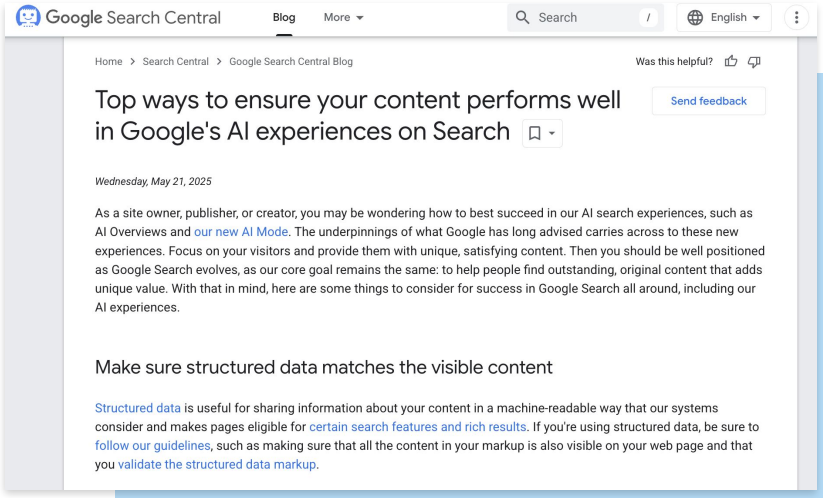
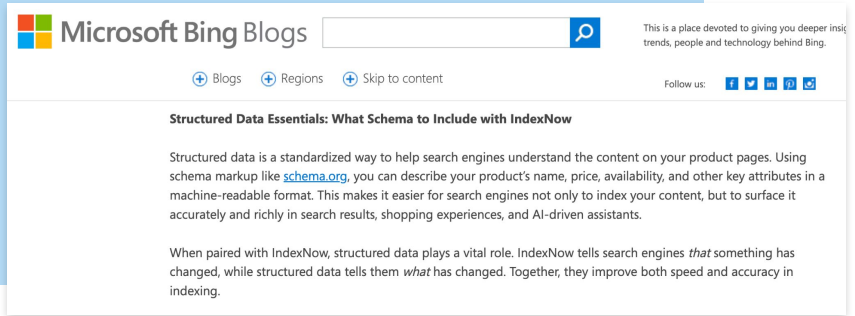
This May, **Google** & **Microsoft** both reiterated the importance of Structured Data for ensuring your content performs well on their AI experiences

Source: Google Search Central Blog, May 21, 2025 – Top ways to ensure your content performs well in Google's AI experiences on Search

Source: Microsoft Bing Blogs, May 19, 2025 – IndexNow Enables Faster and More Reliable Updates for Shopping and Ads





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Schema Markup Is the Bridge Between Your Brand and AI Understanding.

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aiso

Pages with Schema Markup were more accurately understood, summarized, and sourced by AI.

Source: Get AISO, January 6 2025, [Schema Markup vs No Schema: A Real ChatGPT Experiment Reveals Surprising Results]

📊 Experiment Results

We asked ChatGPT identical questions about both versions and analyzed the responses for accuracy, completeness, and presentation quality.

Results Summary

Company Overview	Product Pricing	CEO Background	Awards & Recognition	Contact Information
7/10 Without Schema	6/10 Without Schema	7/10 Without Schema	6/10 Without Schema	7/10 Without Schema
VS	VS	VS	VS	VS
9/10 With Schema	9/10 With Schema	8/10 With Schema	9/10 With Schema	8/10 With Schema

Schema Markup Average: 8.6/10

No Schema Average: 6.6/10

📈 **30% Improvement with Schema Markup**

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BRIGHTEDGE

Essential AI Search Metric:

Citation Authority

- Pages with robust Schema Markup see higher citation rates in AIO.
- Adopt Entity-Based SEO to build comprehensive topic authority.
  - **Authoritative content is 3x more likely to be cited in AI responses** than narrowly focused pages.
  - Use Schema Markup to help search engines understand your brand and content / increase authority.

Source: Search Engine Journal / BrightEdge, May 12, 2025 – The Triple-P Framework: AI & Search Brand Presence, Perception & Performance

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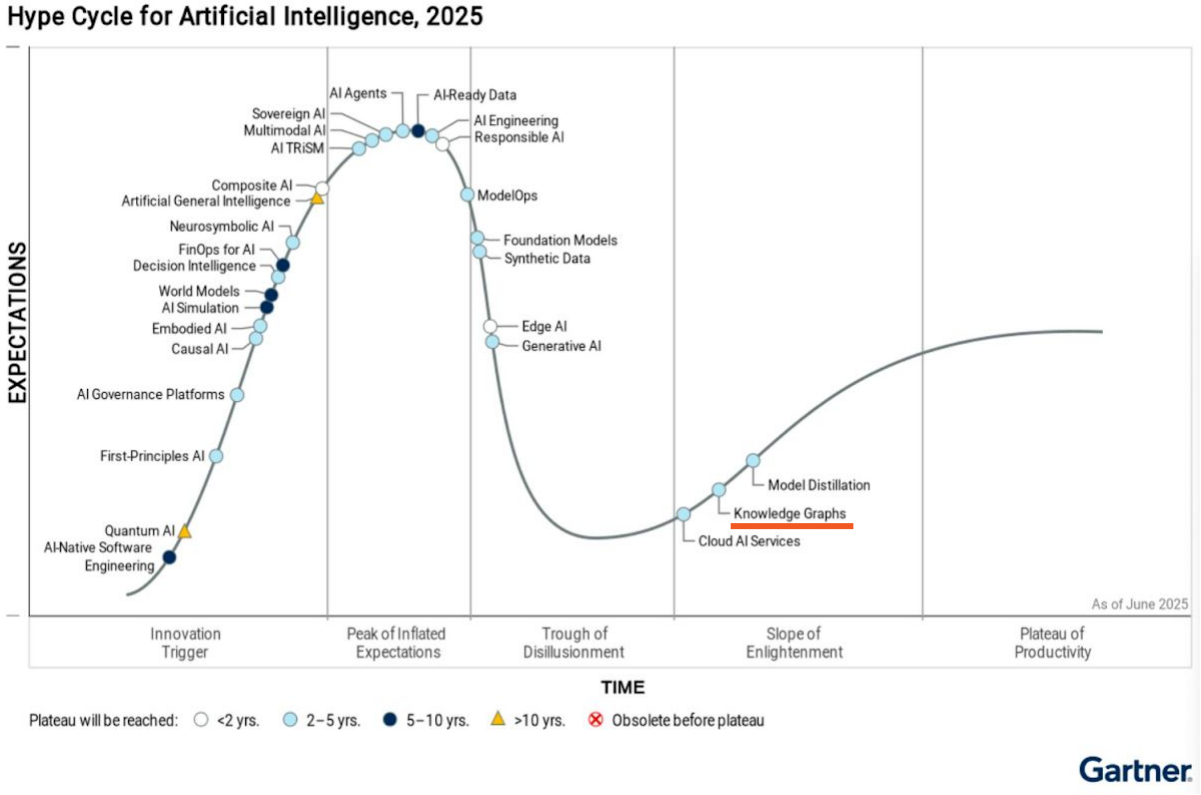
Gartner

Knowledge Graphs are on the rise

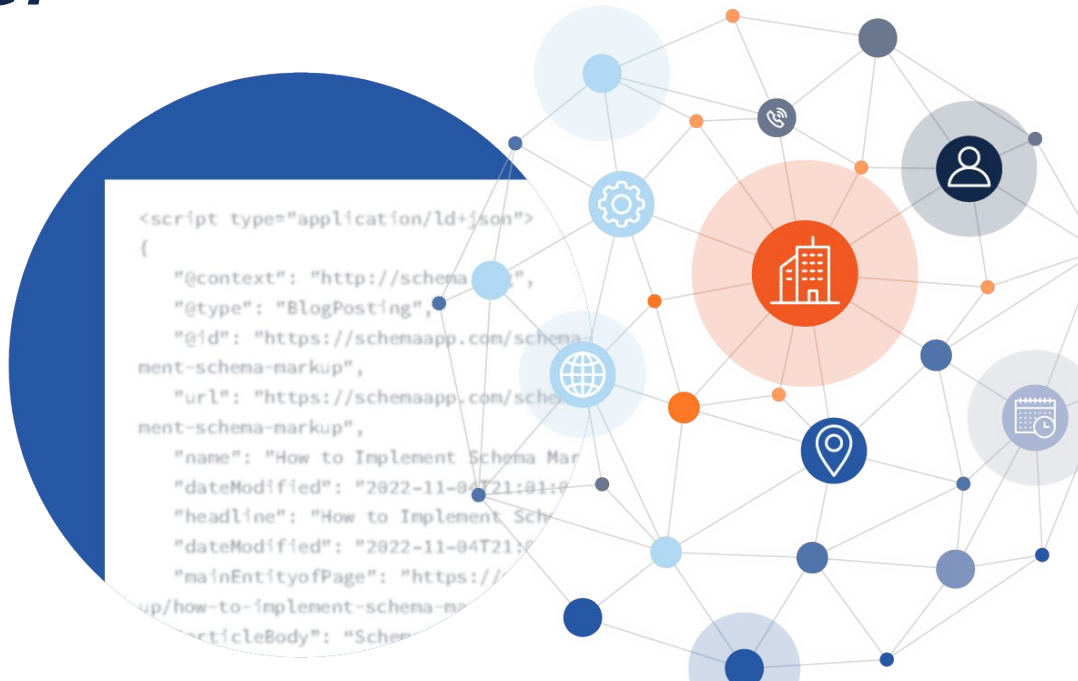
GraphRAG = Gen AI + KG

- Enhances accuracy and contextual relevant of AI outputs
- Supported by **MCP**



Source: Gartner Research, 11 June 2025, Hype Cycle for Artificial Intelligence

Your Content Knowledge Graph is the ***data layer*** that powers AI



Content Optimization

SEO

Rich Results, Non Branded Queries, AI Overview

Outcomes:

- Clicks from Rich Results
- Traffic from non-branded queries

Content

Entity Insights, Content Opportunities

Outcomes:

- Quality website traffic
- Website conversions

AI / Innovation

AI efficiencies through reusable data layer: MCP or Knowledge Graph.

Outcomes:

- Higher accuracy in LLM responses
- Ready Data Source for Agents

Content Knowledge Graph

Entity Linking

Schema Markup

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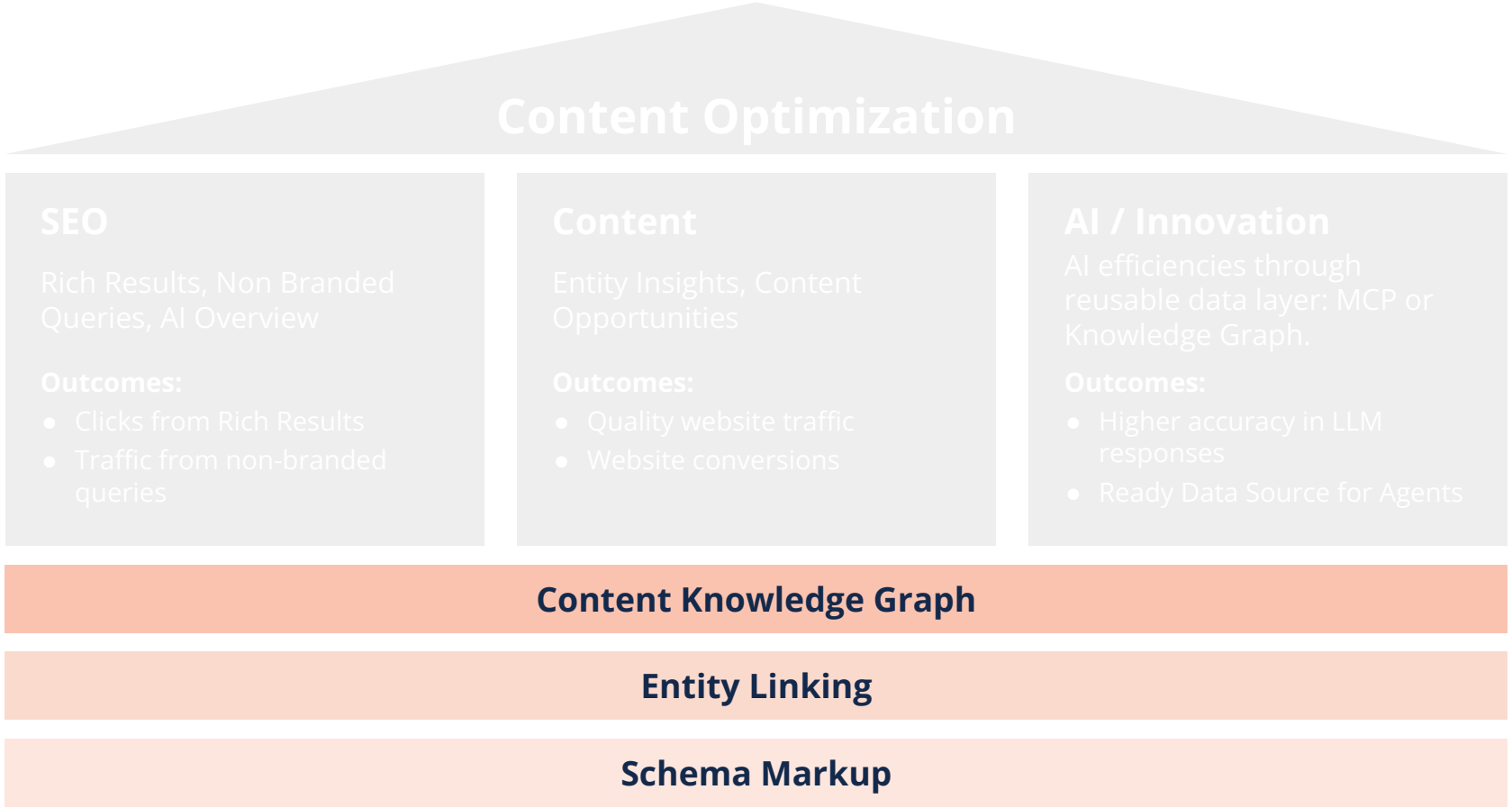
Content Optimization
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Ready Data Source for Agents
Content Knowledge Graph
Entity Linking
Schema Markup

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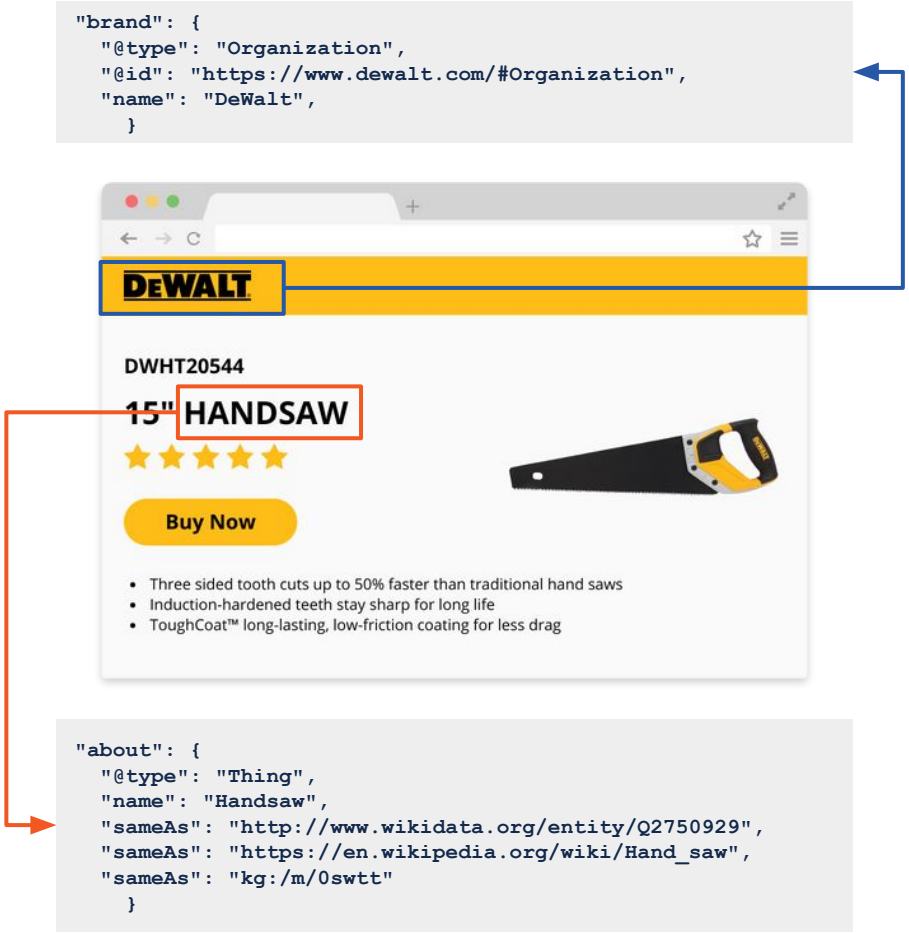
Entity Linking is the process of **identifying the entities** mentioned in your content and **connecting them to corresponding entities** on the web.

This ensures you have a highly descriptive Content Knowledge Graph.



Entity Hub: Built From the Voice of Our Customers

I want to know ***what entities have been identified on my website and where***.

Content Team

I want to be able to ***edit and block incorrect entities***.

SEO Team

I want to know how ***entity linking is impacting my SEO performance***.

I want to ***optimize my site for AI search***.

I want to ***have confidence in how my content is understood by AI and search engines***.

Director / VP of Marketing

Entity Hub

A powerful Entity Optimization solution that enables users to **build a high-quality, reusable content knowledge graph** that enhances entity SEO performance, identifies strategic content gaps, and prepares content for AI applications.

What makes Entity Hub unique

Entity-First Optimization

Focuses on entities—not just keywords or URLs—to improve how AI and search engines understand content.

Reusable, Quality Knowledge Graph

Automatically builds a high quality machine-readable content knowledge graph for reuse across SEO and LLM applications.

Entity-Based Performance

Connects entity data with Google Search Console metrics—directly tying entity optimization to measurable SEO outcomes.

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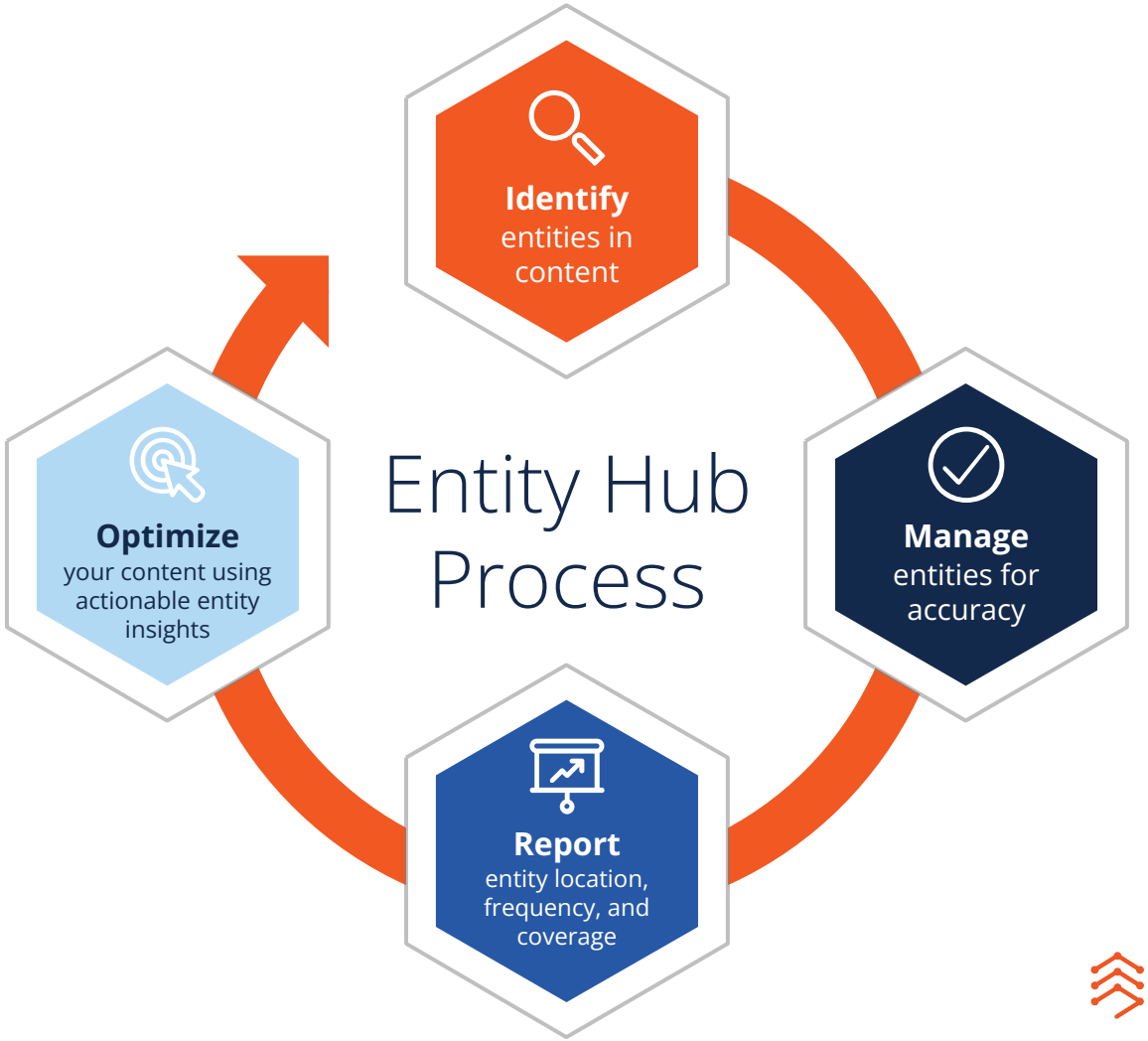
Schema App's Entity Hub

Build a robust knowledge graph of your content so you can...

Optimize for topics that matter

Show up in AI and search results

Drive measurable performance across your digital ecosystem


Identify
entities in
content
Manage
entities for
accuracy
Report
entity location,
frequency, and
coverage
Optimize
your content using
actionable entity
insights
Entity Hub
Process

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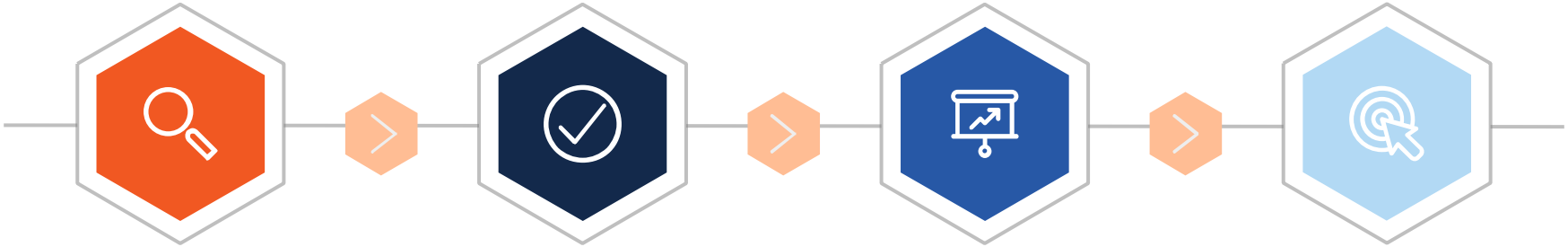
Entity Hub Tools



Identify

Identify entities in content

Entity Linking

Manage

Manage entities to increase accuracy

Entity Manager

Report

Entity location, frequency, coverage

Entity Report

Optimize

Get actionable insights to optimize your content

Entity Performance Analytics

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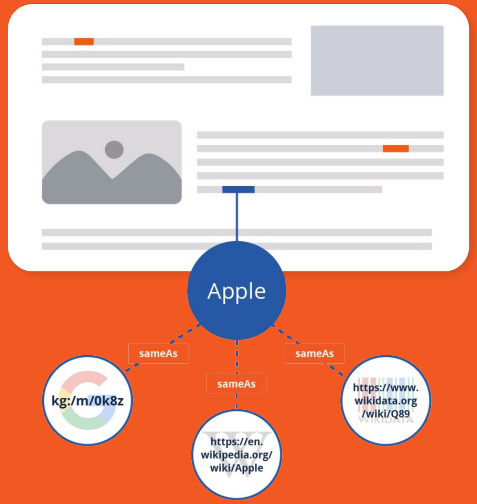
Identify

Entity Linking



Description

- A Highlighter template tag
- Identifies external entities from Wikipedia, Wikidata, and Google's Knowledge Graph
- Embeds entities in Schema Markup

Outcomes

- Supports SEO for non-branded queries related to entities
- More robust Knowledge Graph

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Report

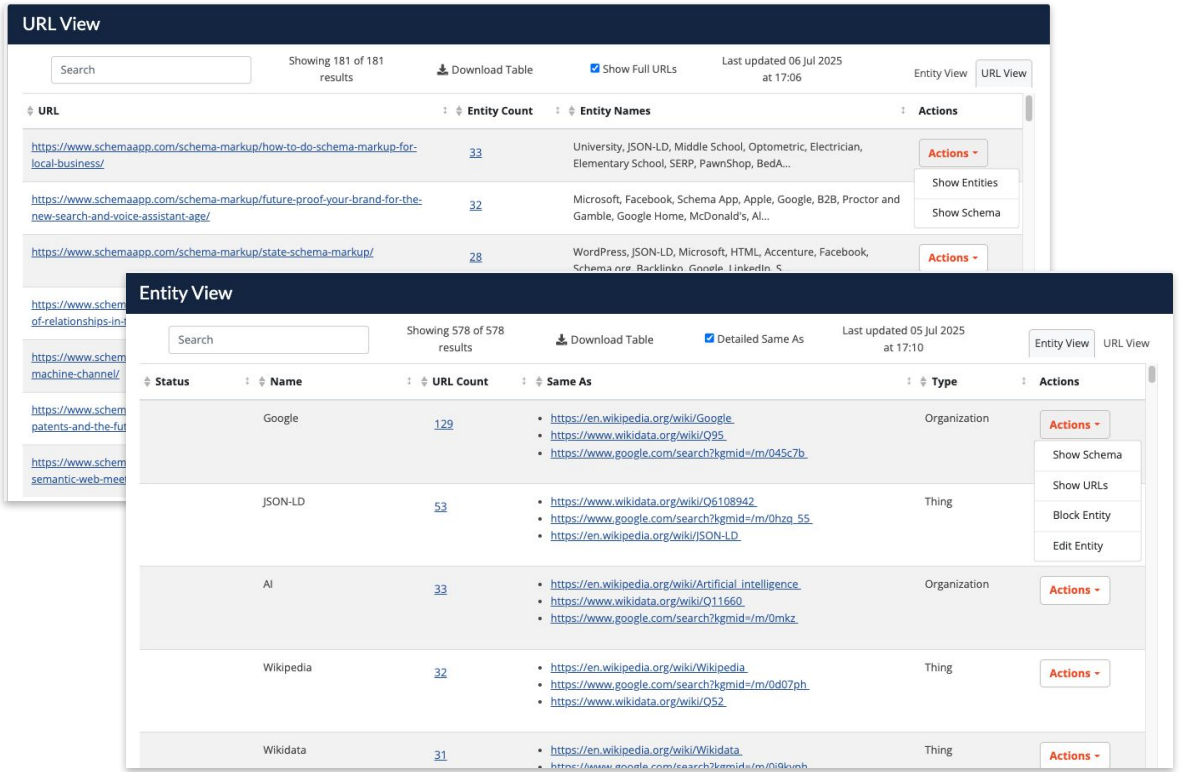
Entity Reports

Description

- A series of reports on external entities returned by Omni LER
- Surfaces identified entities by entity and by URL

Outcomes

- Supports reporting on entity coverage
- Assists in identifying incorrect entities that should be modified or omitted in the Entity Manager



Documentation: [Entity Reports (Beta)]

Manage

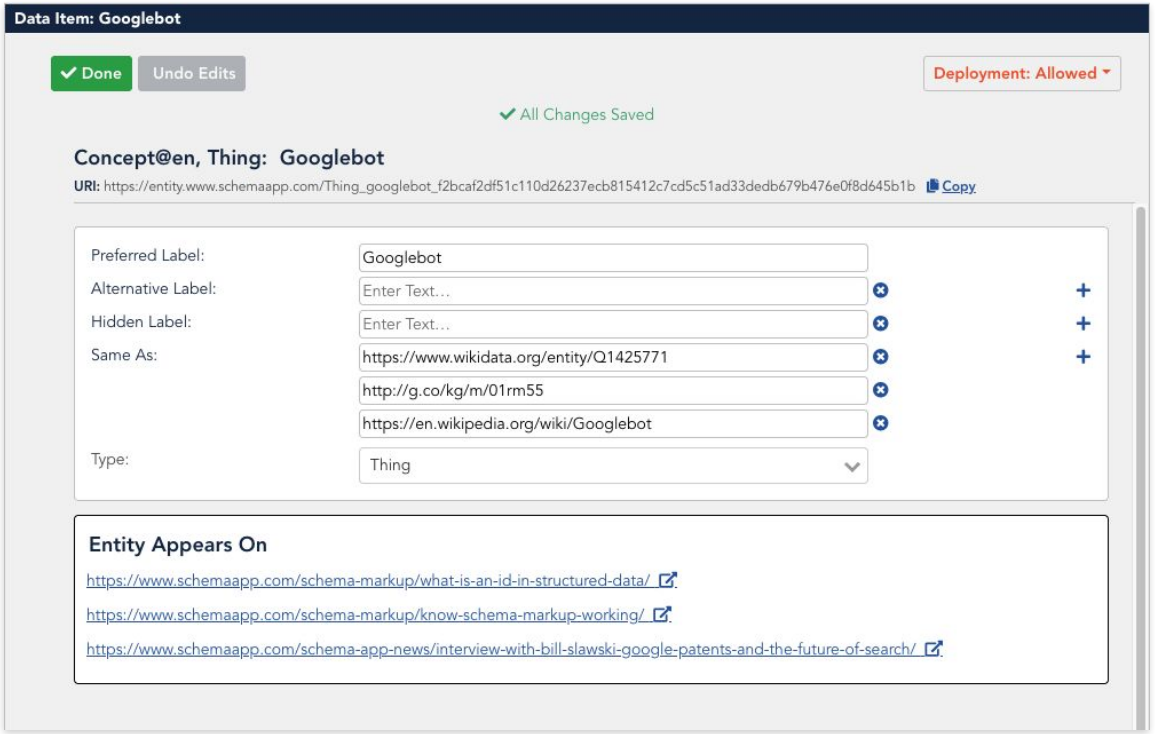
Entity Manager

Description

- Manage entities returned by External Entity Linking
- Edit or block entities

Outcomes

- Improves accuracy of auto-tagging for external entities
- Increases relevancy of entities in content analysis



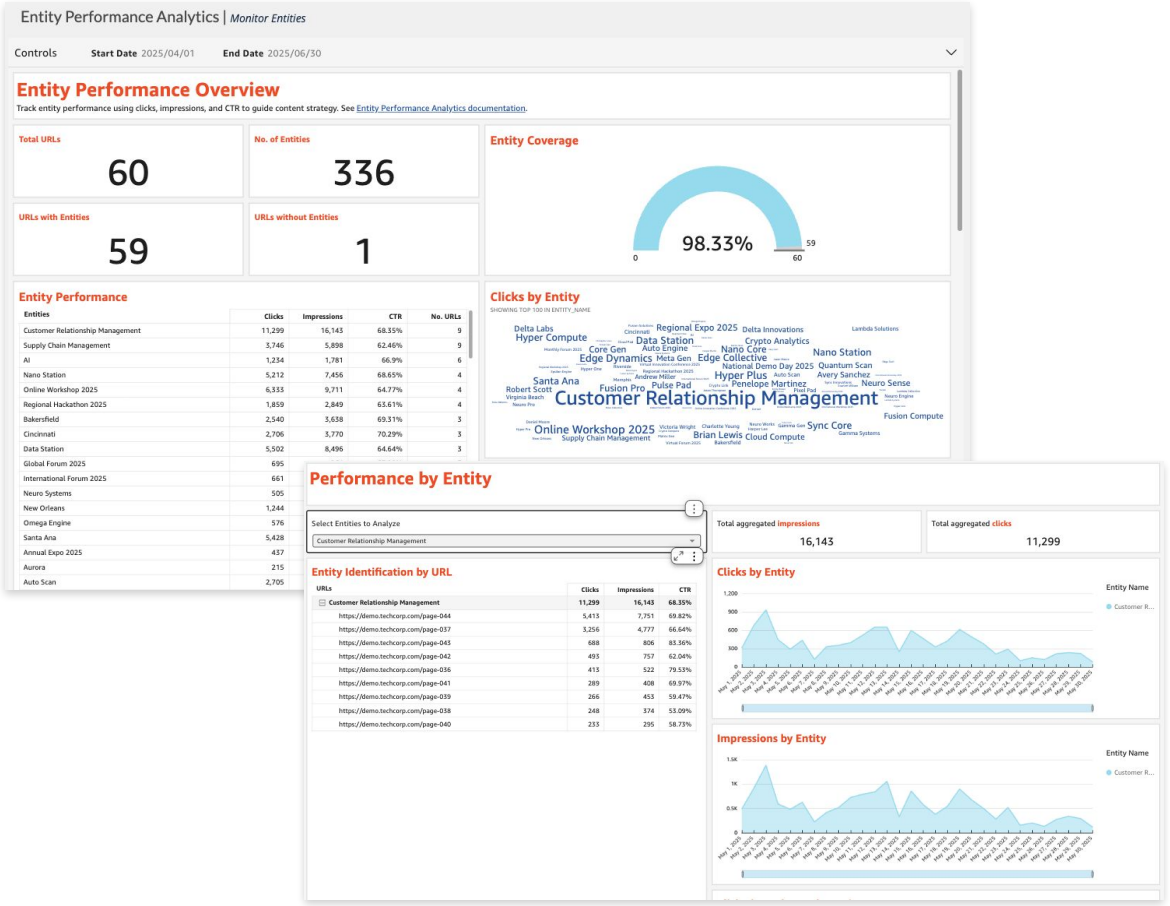
Documentation: Entity Manager

Report

Entity Performance Analytics

Dashboard containing data on:

- Entity coverage
- Aggregated SEO performance
- Entity performance over time
- Performance anomalies
- More to come!



Documentation: [Entity Performance Analytics]

A Day in the Life Demo:
SEO Manager with Entity Hub

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Entity Hub Roadmap: Future Tools

Topic Taxonomy

- Groups entities and queries into broader themes, enabling a more strategic approach to content planning by focusing on thematic content clusters.

Entity Performance Analytics V2

- Analyzes SEO performance of entities based on topic clusters to inform content strategy with quantitative data.

Graph Visualizations

- Visual tools for exploring your content knowledge graph, so you can easily spot relationships between entities and identify new content opportunities.

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Entity Hub drives value across your Enterprise

SEO

- Automate entity linking at scale
- Boost organic impressions and CTR for entity-rich pages
- Improve discoverability for non-branded

Content

- Identify content gaps using Entity Reports
- Increase efficiency in tagging, researching, and planning
- Collaborate better across SEO, content, and knowledge teams

AI Innovations

- Build a structured data layer for GenAI & BI tools
- Achieve higher accuracy and speed in LLM-generated responses

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Questions?

Thanks for joining us!

Have questions about Entity Hub pricing?

> Please reach out to your Schema App Customer Success Manager.
>
> If you're not yet a customer, contact our sales team at hello@schemaapp.com to learn more.

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