

Entity SEO: Moving from Strings to Things

In the world of search engine optimization (SEO), the focus has traditionally been on optimizing for keywords. This means targeting specific words and phrases that people are likely to search for, and then incorporating those keywords into your website's content, title tags, and meta descriptions.

While keyword optimization is still important, it's no longer the only factor that search engines consider when ranking websites. In recent years, search engines have become increasingly sophisticated, and they now take into account a wider range of factors when determining which websites to show for a given search query.

One of the most important factors that search engines now consider is the entity of a website. An entity is a real-world object or concept, such as a person, place, thing, or event. When search engines understand the entity that a website is about, they can better determine whether it is relevant to a particular search query.



Entity SEO: Moving from Strings to Things by Dixon Jones

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For example, if you search for "pizza near me," Google will show you a list of pizzerias that are located in your area. Google knows that you are looking for a place to eat pizza, and it uses its knowledge of the entity "pizza" to find the most relevant results.

In the past, Google would have simply looked for websites that contained the keyword "pizza." However, now Google is able to understand that you are looking for a place to eat pizza, and it can use its knowledge of the entity "pizza" to find the most relevant results.

Entity SEO is the practice of optimizing your website for entities. This means creating content that is about real-world objects or concepts, and then using structured data to help search engines understand the entity of your website.

There are a number of benefits to optimizing your website for entities. First, it can help you to rank higher in search results for relevant queries. Second, it can help you to attract more targeted traffic to your website. And third, it can help you to build a stronger brand identity.

There are a number of things you can do to optimize your website for entities. Here are a few tips:

- **Create content that is about real-world objects or concepts.** This could include blog posts, articles, product descriptions, and more.
- **Use structured data to help search engines understand the entity of your website.** Structured data is a way of organizing your content so that it is easier for search engines to understand. There are a

number of different structured data formats, but the most common is Schema.org.

- **Use internal linking to connect your content to other pages on your website.** This will help search engines to understand the relationship between your different pages, and it will also help users to navigate your website more easily.
- **Promote your website on social media.** This will help you to reach a wider audience, and it will also help search engines to understand the entity of your website.

Entity SEO is a powerful way to improve your website's visibility and traffic. By optimizing your website for entities, you can help search engines to understand what your website is about, and you can attract more targeted traffic to your website.



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