Why run an entity audit?

AI search doesn't "read" the way humans do. Instead of indexing strings of keywords, it maps entities (discrete objects like people, products, organizations, and events), into **knowledge graphs.**

If your entities are incomplete, inconsistent, or unverified, AI systems will:

Misattribute your products or executives.

Default to citing competitors or analysts.

Exclude your content from AI-generated overviews.

This audit creates a single source of truth for your organization's entities. Of all the new responsibilities your marketing team has acquired in the GenAI era, this is one of the most important, because keeping your entities sound is simply the price of admission to the new market of AI search.

Let’s take your entity inventory

Step 1: Create your core entity list

Entity Type	Entity Name	Source of Truth (URL or File)	Last Update	Synonyms/ Variations
Brand	Inspired Marketing	https://www.inspiredmarketing.co.il/	06/25	Inspired, Inspired Marketing Israel
Product/ Service	B2B Digital Marketing Services	inspiredmarketing.co.il/services/content-marketing/	05/25	B2B Tech Content Marketing
Product/ Service	Website Maintenance	https://www.inspiredmarketing.co.il/services/website-maintenance/	08/25	
Executive	Daniela Morein Bar (Founder & CEO)	https://www.inspiredmarketing.co.il/about/	05/25	
Framework/ Model	Marketing Team As A Service	https://www.inspiredmarketing.co.il/services/marketing-management-as-a-service/	06/25	Marketing Management As A Service
Channel/ Asset	The Inspired Marketer Podcast	inspiredmarketing.co.il/podcasts/	08/25	IM Podcast, Inspired Marketing Podcast

Tips

- Capture every variation used internally (product codes, legacy names).
- Include proprietary terms for frameworks, branded methodologies, internal acronyms.
- Treat executives as entities (bios, consistent job titles, affiliations).

Run searches for each entity across Google, Bing, Perplexity, Gemini, and optionally ChatGPT or Claude. Record whether the entity is found, cited, or missing.

Entity	Google SERP / Knowledge Panel	Bing	Perplexity	Gemini	Notes
[CEO Name]	Wrong title in KP	Correct	Missing	Correct	Update LinkedIn + Crunchbase
[Product A]	Correct	Correct	Correct	Not found	Add schema + FAQPage
[Framework]	No presence	Missing	Correct	Correct	Update LinkedIn + Crunchbase

Advanced Check

- Use the Google Knowledge Graph API or Bing Entity Search API to see if your entity is indexed.
- Check Wikidata or DBpedia for public entity references (common for executives or products).
- Document gaps and prioritize fixes.

AI search engines often cite third parties when your entities lack authority. Track competitor visibility for your core entities.

Entity	Competitor Cited	Source Type Analyst, Blog, Media)	Why Cited	Fix / Opportunity
[Product A]	Competitor X	Gartner report	Published benchmark	Publish original comparative test
[CEO Name]	Competitor Y	Wikipedia	Better entity ecognition	Improve schema + submit Wikidata

Immediate Fixes

- Create entity hub pages: authoritative landing pages for brand, products, executives, proprietary terms.
- Apply structured data (Organization, Person, Product, FAQPage, Article).
- Standardize across directories: LinkedIn, Crunchbase, G2, press bios.
- Ensure facts match across schema markup and visible content.

Ongoing Maintenance

- **Update cadence:** Run entity checks quarterly.
- **Ownership model:** Assign a content owner for each entity.
- **Update log:** Track all fact updates (job titles, product pricing, partner logos).
- **Alerts:** Set Google Alerts or Mention.com for new citations.

Advanced Practices

- Align with Open Metadata sources (Wikidata, Schema.org extensions).
- Cross-link entities in content (e.g., executive names linking to bios).
- Build an internal entity map in Neo4j, Airtable, or Notion to visualize connections.

AEO success starts with entity clarity. When every product, person, and category in your business has a canonical, machine-readable source of truth, AI search engines cite you before your competitors.