

Episode 2: What Is An Entity?

Understanding why keywords alone aren't enough anymore in 2026





🤔 "I search 'Apple' – why does Google sometimes show me fruit and sometimes show me a phone?"

Same Word. Different Meanings.

Why keywords alone aren't enough anymore

The Problem – Words vs Meaning

🤔 "I've been adding keywords to my website for 10 years. Why is that not working anymore?"

| Word | Can Mean |
|--------|-----------------------------|
| Apple | Fruit or Technology Company |
| Jaguar | Animal or Car |

Answer: One word = Many meanings.

Old SEO: Match keywords on a page

New SEO: Help Google understand which meaning YOU are

📌 **Google doesn't rank words. Google ranks THINGS (Entities).**

Real Example – The "Michael Jordan" Confusion

🤔 "Has Google actually confused two real people with the same name?"

Answer: Yes. For years, Google confused:

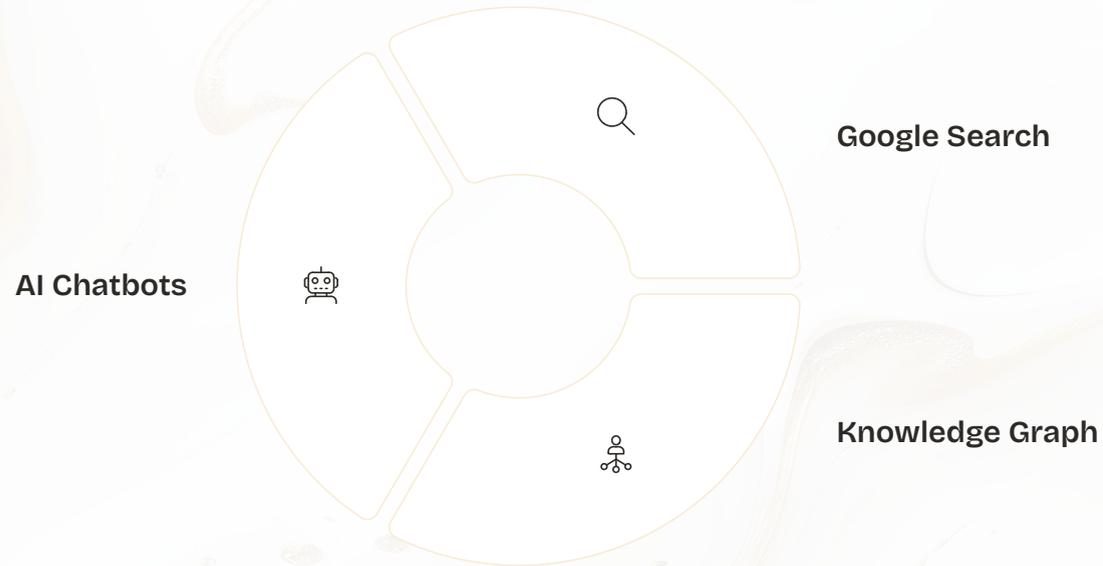
- Michael Jordan the basketball player
- Michael Jordan the renowned machine learning researcher

Academic papers were attributed to the basketball player. This is a documented case.

If Google confuses two famous Michael Jordans, your business can get lost too.

Fresh 2026 – Why This Matters NOW

🤔 "I rank #1 on Google. Why am I not showing up in ChatGPT or Gemini answers?"



Answer: 2026 Reality: Every AI (ChatGPT, Gemini, Perplexity) uses:

- **Search** to find pages
- **Knowledge Graph** to VERIFY facts

📌 **You can rank #1 on page 1 and still be invisible to AI.**

If your business isn't a clear entity in the Knowledge Graph, AI won't RECOMMEND you.

Source: BrightEdge, 2025

What Is An Entity? (Simple Definition)

🤔 "Everyone says 'entity' – but what does it actually mean in simple words?"

Answer: Entity = A Unique Person, Place, Thing, or Concept that has its own identity.

Examples:

 **Person**

Taylor Swift

 **Place**

Eiffel Tower

 **Thing**

iPhone 16

 **Concept**

Artificial Intelligence

Simple Rule: If you can point to it or name it as something specific → It's an entity.

The 3 Parts of Every Entity

🤔 "My business has a name. Isn't that enough for Google?"

01

Type

02

Details

03

Name

Old SEO: Just Name

Entity SEO: Type + Details + Name

| Part | Example (Taylor Swift) |
|---------|------------------------------------|
| Type | Singer, Songwriter |
| Details | 14 Grammys, "Eras Tour", born 1989 |
| Name | Taylor Swift |

📌 Name alone = Invisible. Type + Details = Google knows exactly who you are.

Why Type Matters – Elon Musk Example

🤔 "My company does multiple things. Should I create separate websites for each?"

Answer: No! One entity can have multiple types.

Elon Musk is:

 CEO of SpaceX

Type 1

 CEO of Tesla

Type 2

 Owner of X

Type 3

If Google only knew him as "Tesla CEO," you'd miss his space and social media work.

Your one business can have multiple types. Don't split your authority.

Why Details Matter – Dentist Example

🤔 "I'm a dentist. Other dentists near me have the same degree. How do I stand out?"

| Dr. Smith A | Dr. Smith B |
|-----------------------|-------------|
| Dentist | Dentist |
| Chicago | Chicago |
| Open Saturdays | — |
| Speaks Spanish | — |

Answer: Patient searches: "Dentist near me open Saturday speaks Spanish"

Both are dentists. Both are in Chicago. But only one added the details: "**Open Saturdays**" + "**Speaks Spanish**"

📌 **One detail = One more patient chooses YOU.**

Fresh 2026 – You Don't Need #1 Ranking

🤔 "Big companies spend millions on #1 rankings. How can small businesses compete?"

83.3%

of AI answers

come from pages NOT in top 10

A small bakery's blog on page 3 can get quoted in AI if it has:

- Clear location
- Clear speciality (gluten-free cakes)
- Clear details (price, hours, phone)

You don't need to outspend giants. You just need to be CLEAR.

Source: BrightEdge, 2025

Local Business Example – Coffee Shop

🤔 "I run a small coffee shop. How does this help ME get customers?"

Visual: Small shop sign: "Downtown Coffee – Open 7am-7pm, Free WiFi, Accepts Cards"

Answer: Customer searches: "Coffee shop near me open now with WiFi"

Google checks:

- ✓ Type: Coffee shop
- ✓ Location: Near searcher
- ✓ Open now?
- ✓ Has WiFi?

Result: You appear. Customer comes.

📌 This works exactly for YOUR business – coffee shop, salon, or repair shop.

Fresh 2026 – Your "Entity Home" Page

🤔 "Where on my website should I put all this information?"

Answer: Your **"About" page** is your **Entity Home** – where AI comes to VERIFY you.

This ONE page must clearly tell:

| Element | Example |
|---------|--|
| Who | Your Business Name |
| Type | What category? (Institute, Restaurant, Clinic) |
| Where | Your full address |
| What | Products or services |
| Hours | When you're open |
| Contact | Phone, email |
| Team | Key people |

📄 **Schema markup confirms this. It doesn't replace it.**

Person Example – Jijo Joseph

🤔 "Can you show me a real person doing this?"

Answer: Meet **Jijo Joseph**. He is a **Person** entity.

| Part | Information |
|---------|--|
| Type | Person / SEO Expert / Growth Hacker |
| Details | 10+ years experience, 300+ projects, YouTube educator, Co-founder of Clear My Course |
| Name | Jijo Joseph |

This is what Google's Knowledge Graph should know.

I practise what I teach.

Organisation Example – ClearMyCourse

🤔 "I want ClearMyCourse to rank for 'Digital Marketing Institute in Kochi'. How?"

Answer: Meet **ClearMyCourse**. It is an **Organisation** entity.

| Part | Information |
|----------|--|
| Type | Educational Organisation / Digital Marketing Institute |
| Details | 7+ years, 2000+ students, 100+ expert trainers, 1000+ placements, AI-powered curriculum, EMI options, 45 days free internship, placement assistance, located in Edappally, Kochi |
| Name | ClearMyCourse |
| Founders | Jijo Joseph & Manu Joseph (20+ years combined experience) |

For your keyword, Google must connect:

- ClearMyCourse → offers → Digital Marketing courses
- ClearMyCourse → located in → Kochi

Well-Written Entity-Based Content (Example)

🤔 "What does GOOD entity-based content look like?"

Bad Content (Just Keywords)

"Best digital marketing institute in Kochi. Join our courses. SEO, SMM, Google Ads. Placement available."

Good Content (Entity-Based) →

ClearMyCourse is a leading **Digital Marketing Institute in Kochi**, located in **Edappally**. Co-founded by industry veterans **Jijo Joseph** and **Manu Eapen Joseph** with **20+ years combined experience**, we've trained **2000+ happy students** over **7+ years**.

Our **AI-powered curriculum** covers:

- **Search Engine Optimisation (SEO)** with expert **Jijo Joseph**
- **Social Media Marketing (SMM)** with **Vidya**
- **Google Ads (SEM)** with **Vyshnav**
- **Google Analytics 4 (GA4)** with **Vivek**
- **Content Marketing** with **Anagha**

We offer:

- **✓ 1000+ student placements** globally
- **✓ 45 days free internship** on live projects
- **✓ EMI options** available
- **✓ 100+ expert trainers** worldwide
- **✓ 150+ hours of classes**
- **✓ Job-oriented training** with placement assistance

Our students work at companies like **Infig ContentHub** (CEO Anjit VS hired 70% candidates from CMC). Join **Kerala's most advanced digital marketing institute** and start your career today.

📌 **Google now knows EXACTLY who you are.**

Quick Check – Does Google Know YOU?

🤔 "How can I check RIGHT NOW if Google recognises my business?"

Answer:

Step 1: Google "ClearMyCourse Kochi" or your business name.

Step 2: Look on the right side. Ask:

- Is my address (Edappally, Kochi) correct?
- Are my founders listed? (Jijo Joseph, Manu Joseph)
- Are my courses shown?
- Do student reviews appear?

📌 **If No → Google doesn't fully "see" you yet.** Start with your About page.

What To Do Next (Simple Steps)

🤔 "What should I do right now to fix this?"

01

Create Your Entity Home Page

Write an About page with:

- Your Type (Institute, Restaurant, Clinic)
- Your Details (years, location, team, services)
- Your Name (consistent everywhere)

02

Write One Page Per Entity

Create content for:

- Each location you serve
- Each service you offer
- Each trainer/team member
- Each student type (freshers, professionals)

03

Check Consistency

Ensure your Name, Address, Phone are SAME everywhere:

- Website
- Google Business Profile
- Social Media
- Directories

Summary – 3 Things + Next Episode

🤔 "What are the 3 most important things to remember?"

 Type

 Details

 Name

-
1. **Old SEO:** Keywords. **2026 SEO:** Entities – real things Google and AI use to understand you.
 2. Every entity has **Type + Details + Name**. The name alone is NOT enough.
 3. **You can rank #1 and still be invisible to AI** without clear entity signals.
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Next Episode:

"How To Build Your Entity Home Page (Without Coding)"

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