

Entity Optimisation in 2019

Kevin Indig

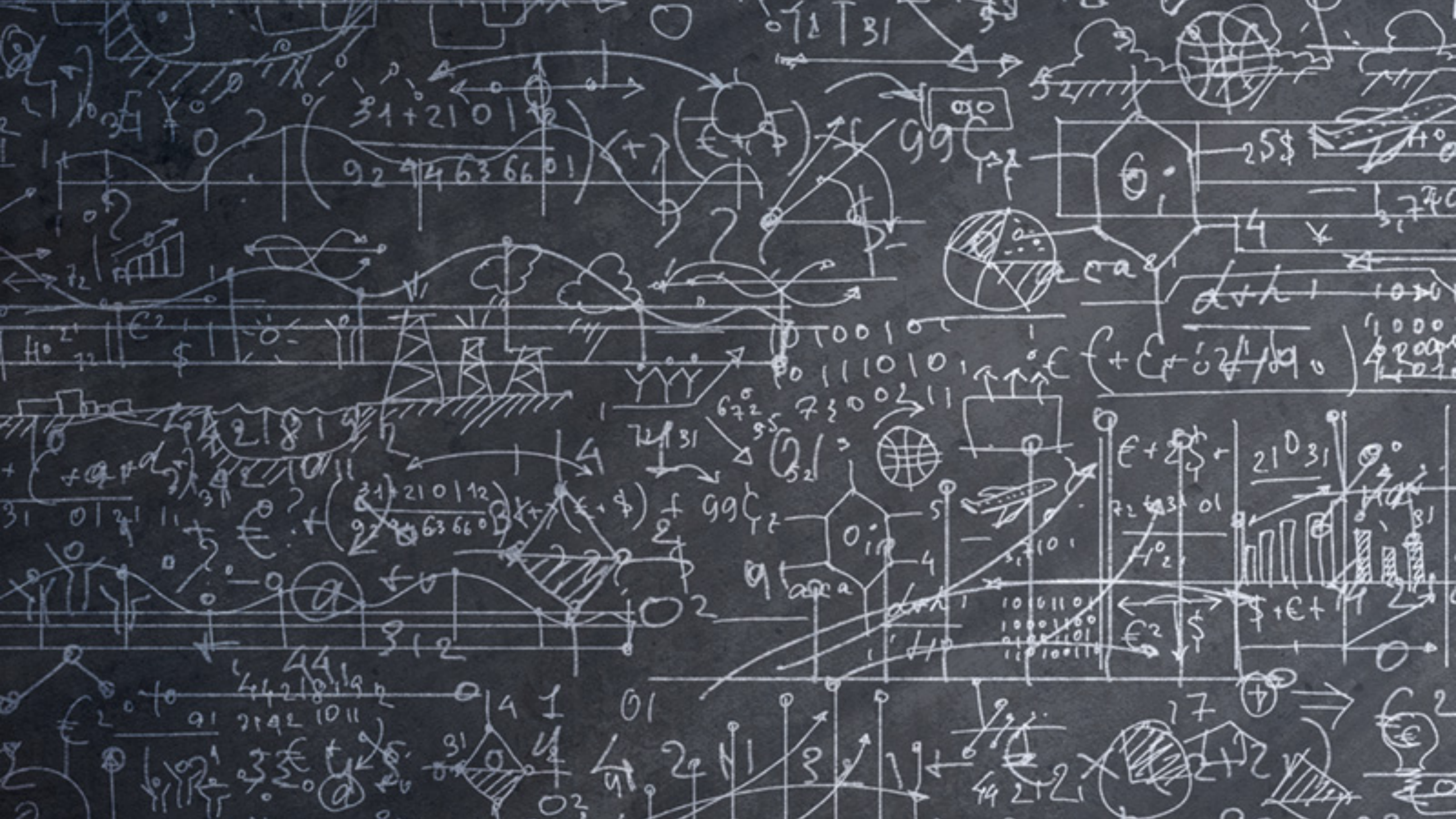
Entity Optimization in 2019

Kevin Indig

WHY?

3 reasons SEO is getting harder

1



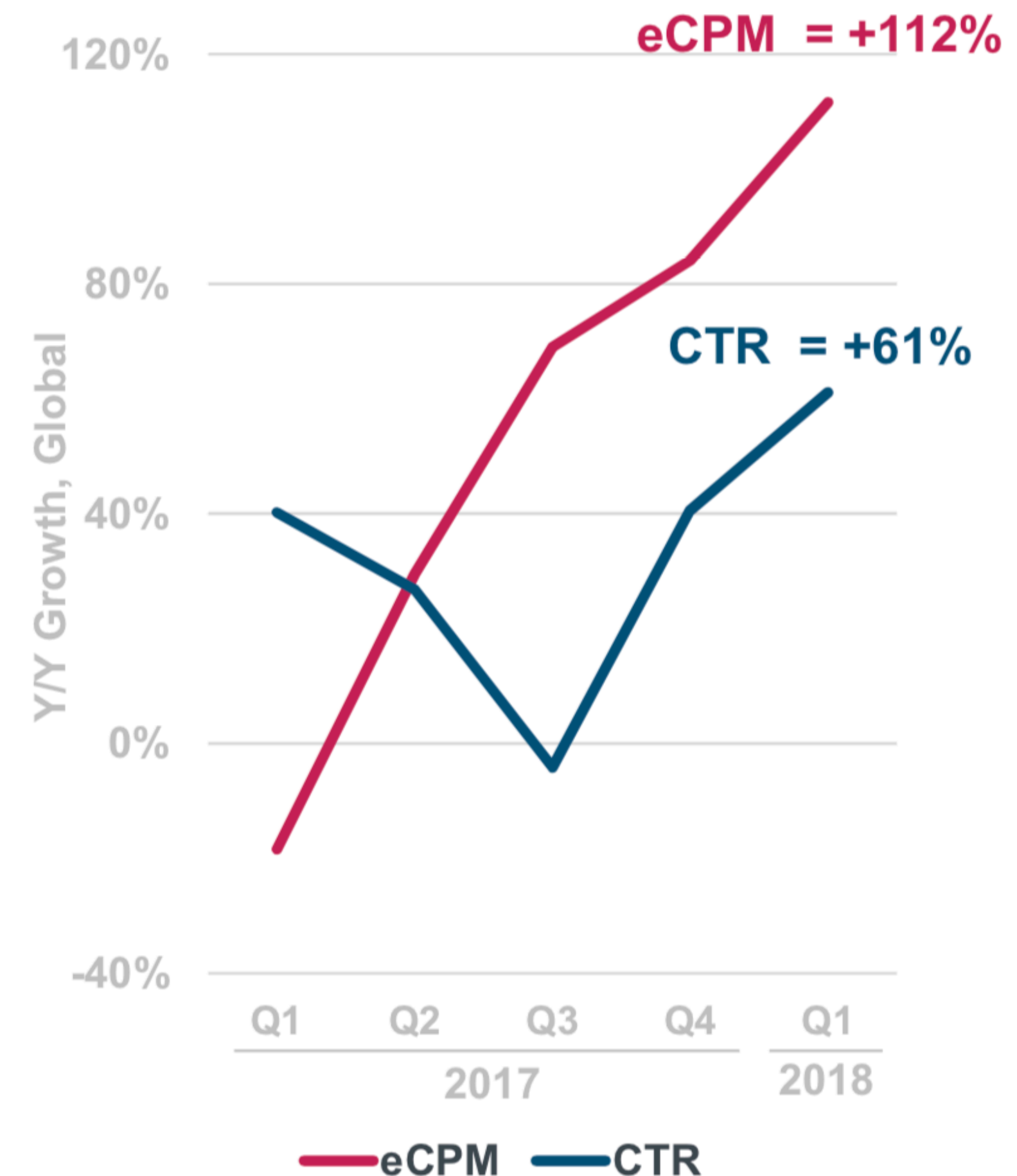
2

Return on Ad Spend = Cost Rising @ Faster Rate than Reach

*In performance-based
[digital advertising] channels,
competition for top placement has
reduced ROIs over the years &
been a source of margin pressure...*

- Glenn D. Fogel, CEO & President, Booking Holdings
Q3:17 Earnings Call, (11/17)

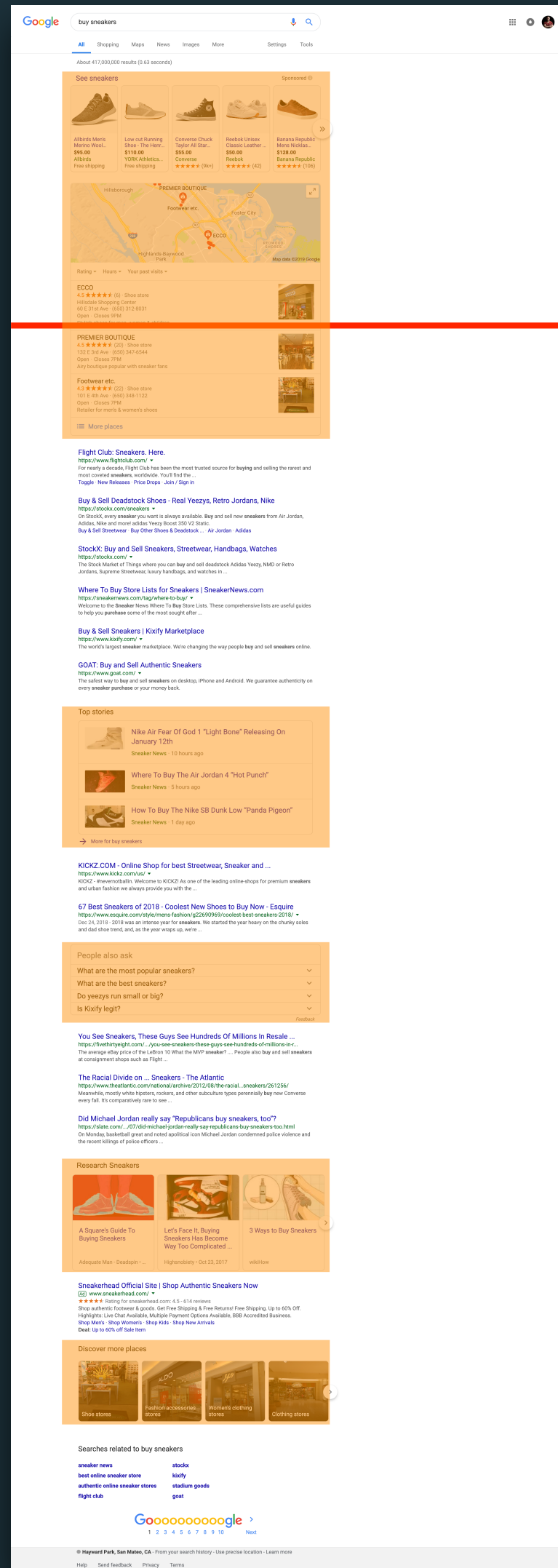
Facebook E-Commerce
eCPM vs. CTR Y/Y Growth



3

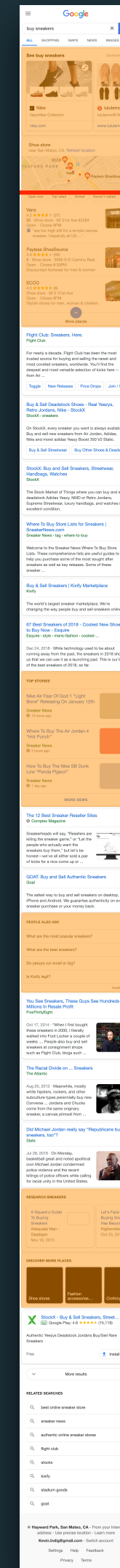
Desktop

Fold →



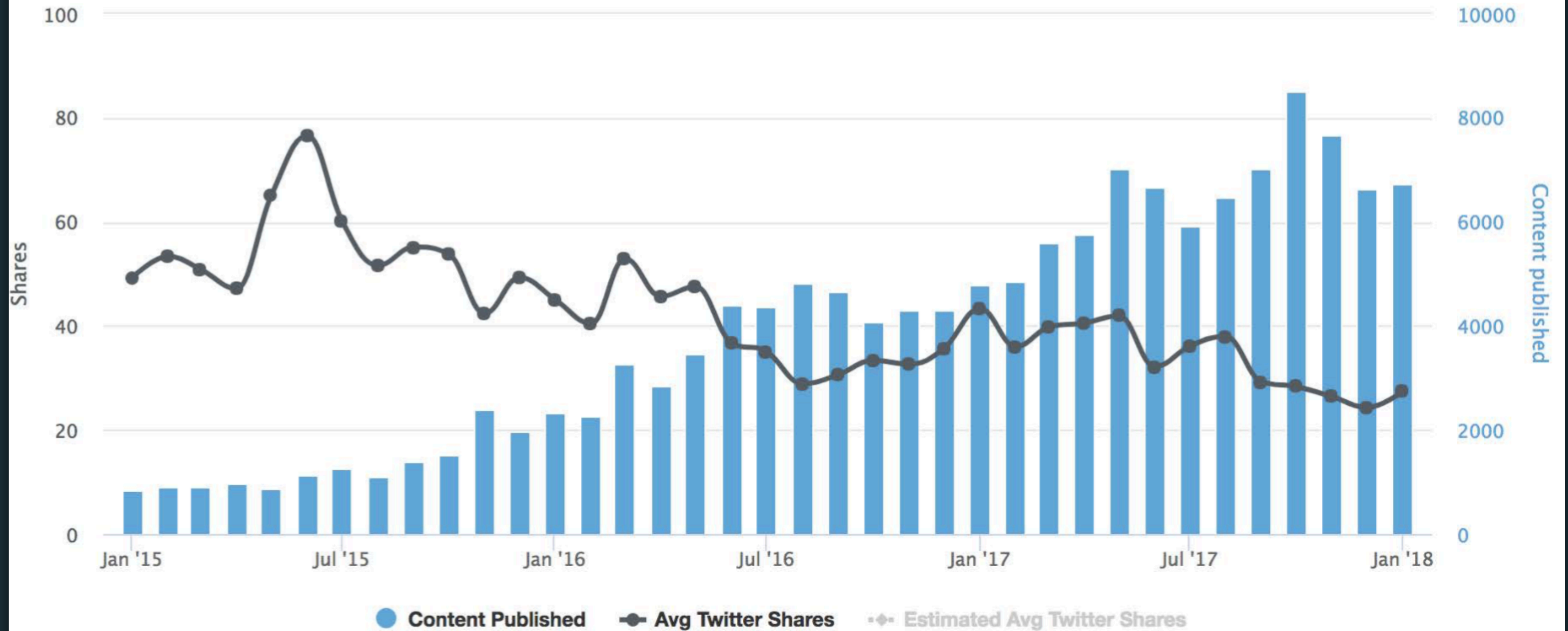
Mobile

Fold →



We need to be more efficient!

Articles Published on Machine Learning And Average Twitter Shares



Entity Optimization



www.kevin-indig.com



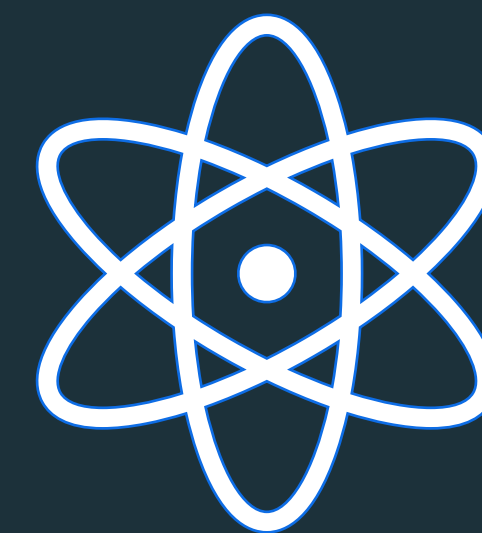
Events



Ideas



Books



More



People



Places



Companies



Products

When **Sebastian Thrun** PERSON started at **Google** ORG in **2007** DATE , few people outside of the company took him seriously. “I can tell you very senior CEOs of major **American** NORP car companies would shake my hand and turn away because I wasn’t worth talking to,” said **Thrun** PERSON , now the co-founder and CEO of online higher education startup Udacity, in an interview with **Recode** ORG **earlier this week** DATE .

A little **less than a decade later** DATE , dozens of self-driving startups have cropped up while automakers around the world clamor, wallet in hand, to secure their place in the fast-moving world of fully automated transportation.

*Semantic, interconnected objects
that help machines to understand
explicit and implicit language.*

Why entities?

- Shift away from link graph to **organize index**
- **Group** different content formats from same brand
- **Language**-agnostic
- Empower **voice-search**

What you need for entity extraction

ID



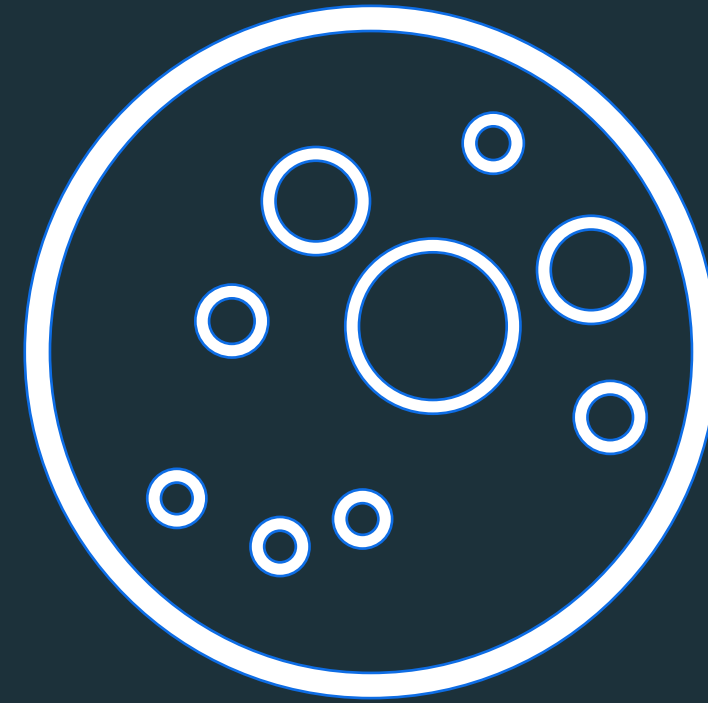
MREIDs

Tons of data



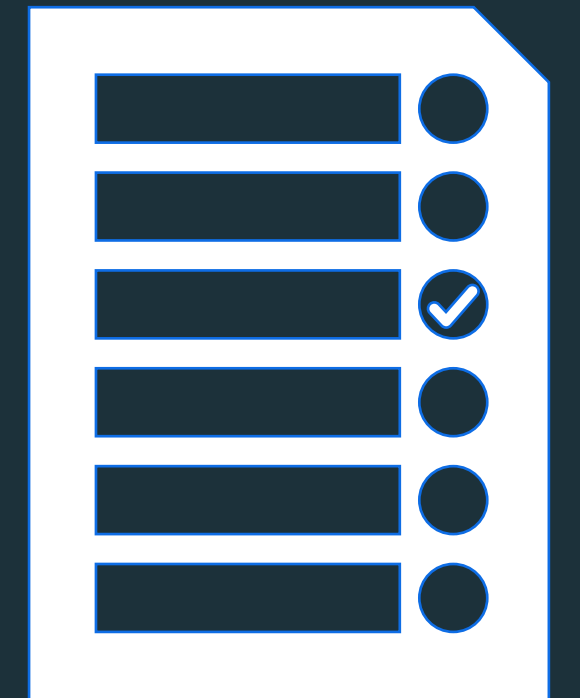
Google Corpus

Knowledge Base



Freebase
Wikipedia

Attributes



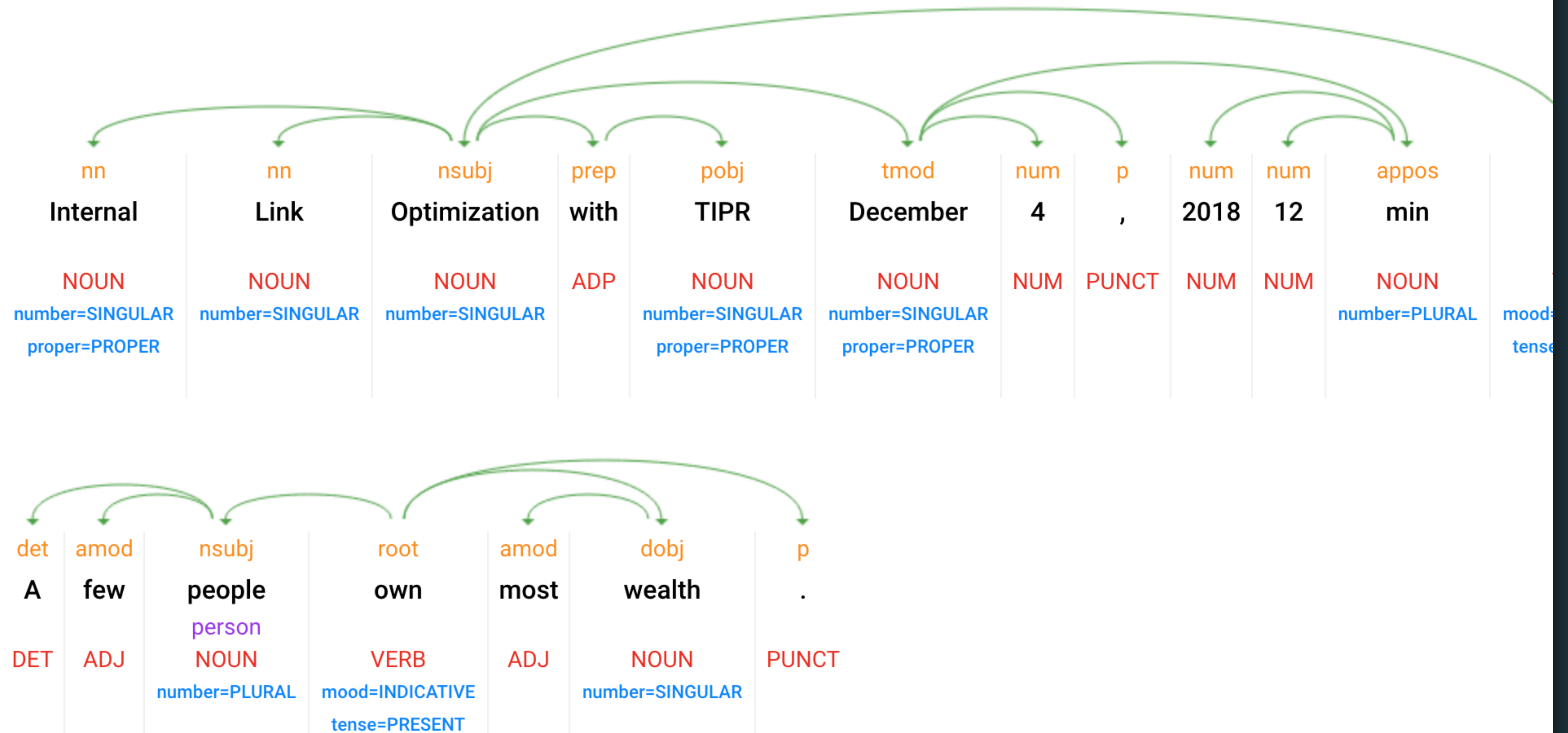
Word2Vec

2012: 500 objects, 3.5b facts

Word2Vec

Identifying relationships with CBOW

✓ Dependency ✓ Parse Label ✓ Part of Speech ✓ Lemma ✓ Morphology



Clustering content into topics

Cloud Natural Language API



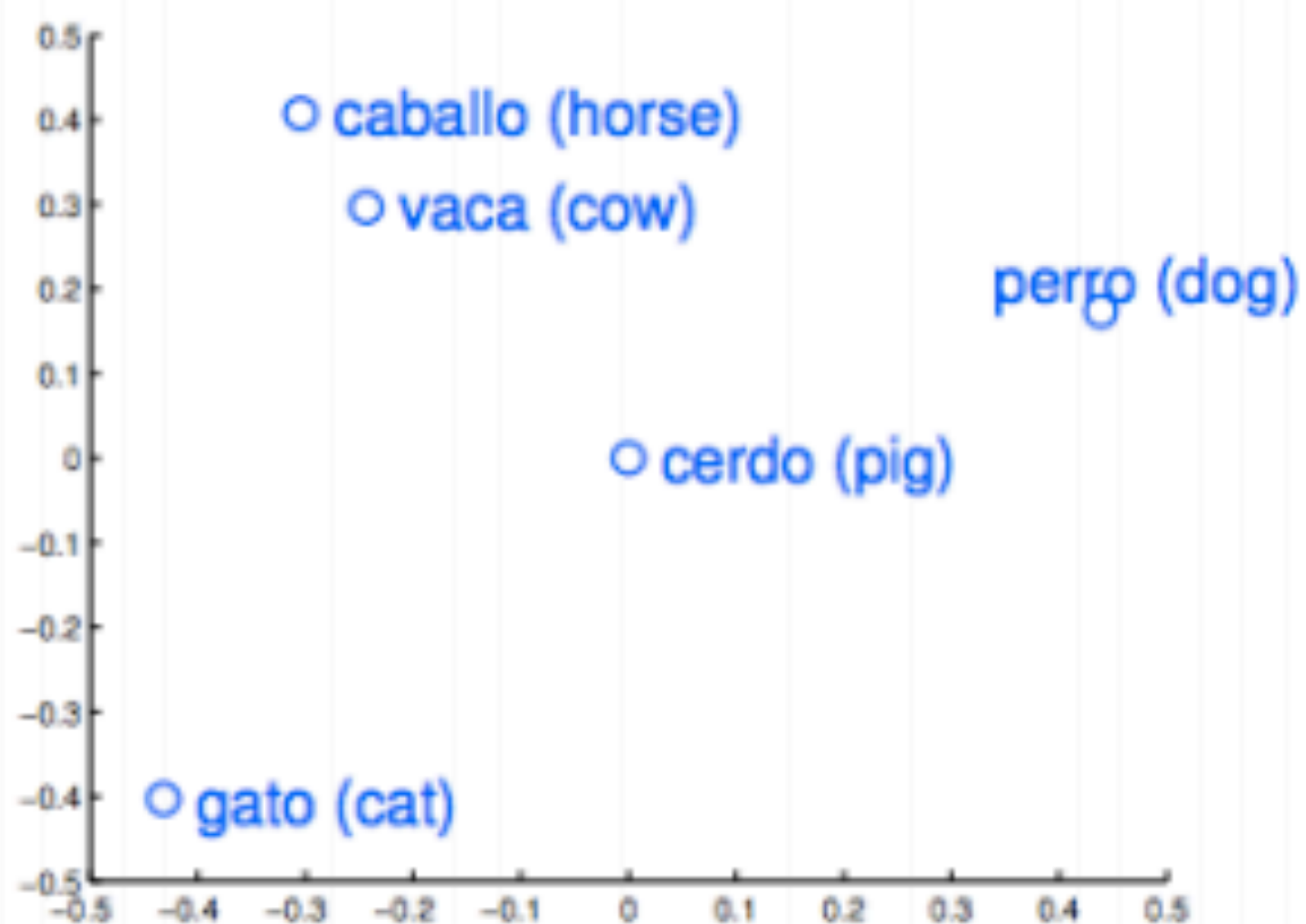
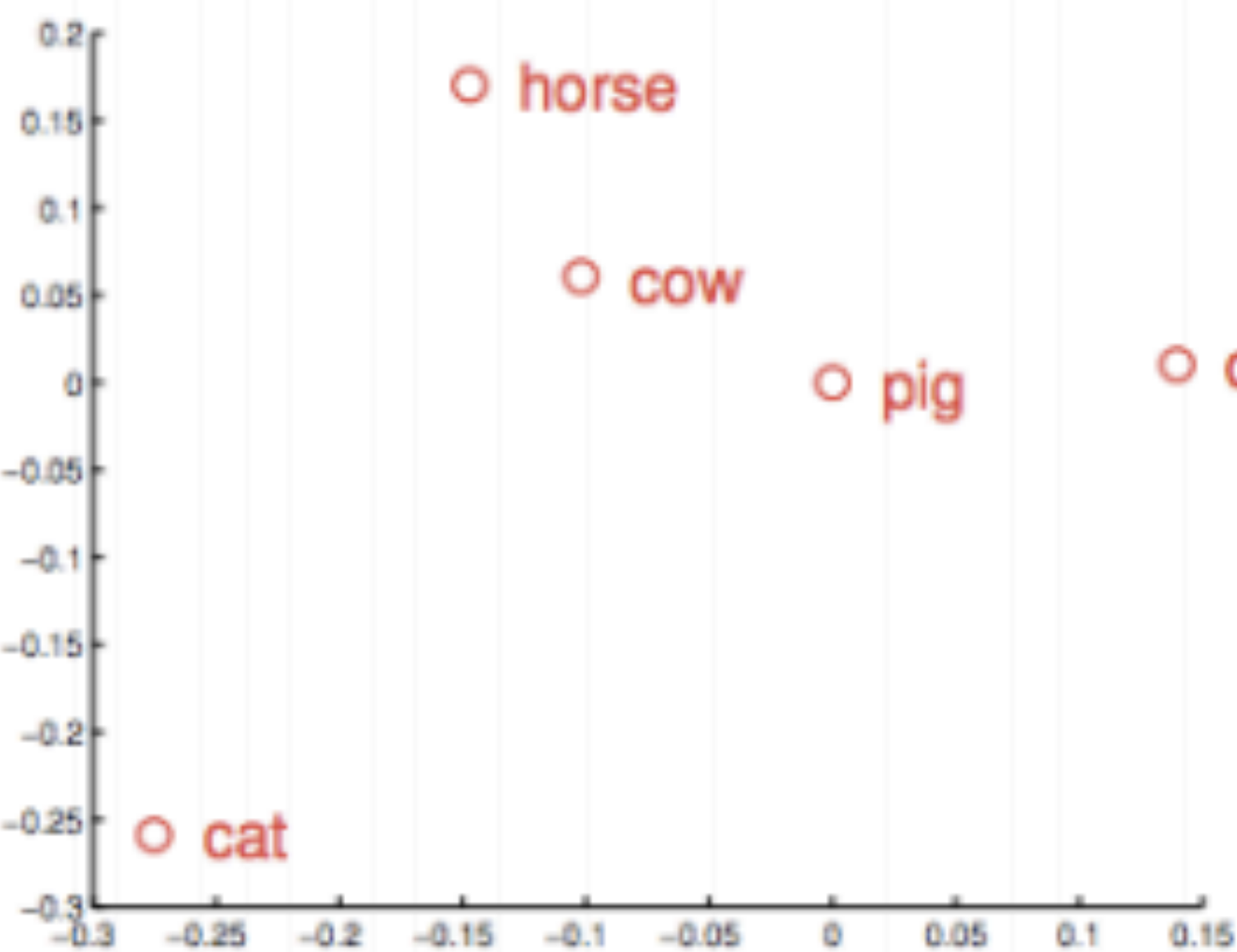
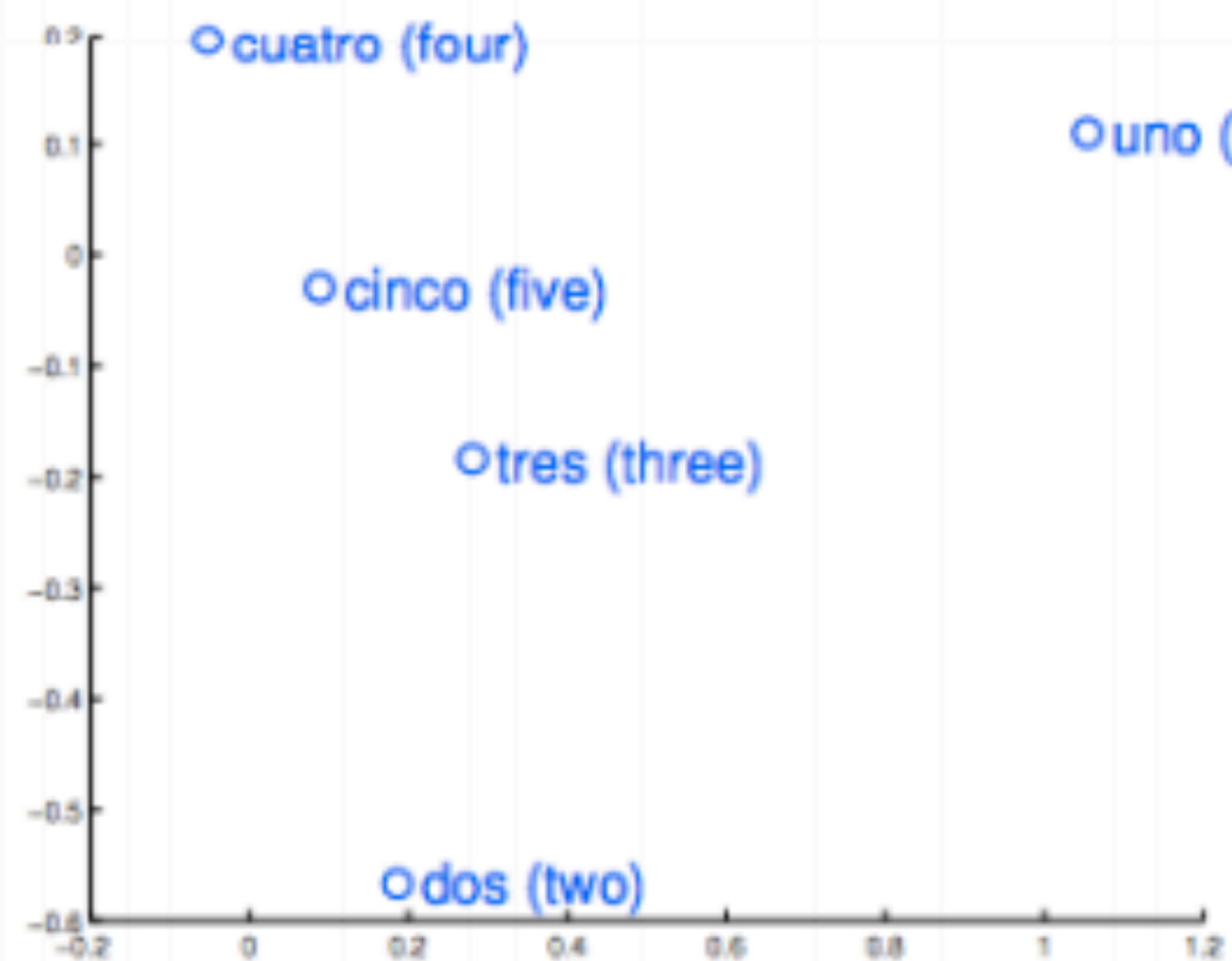
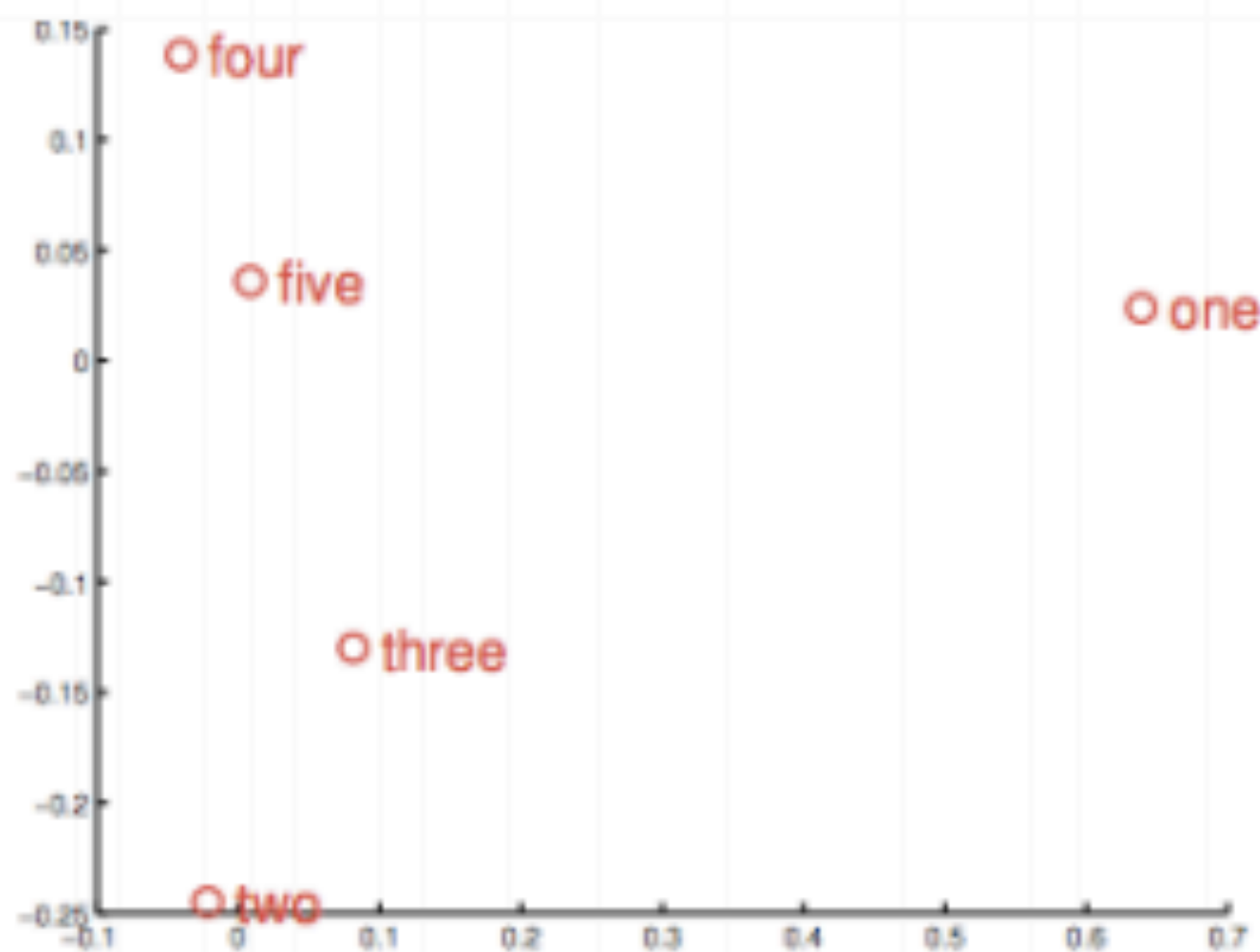
Content Categories

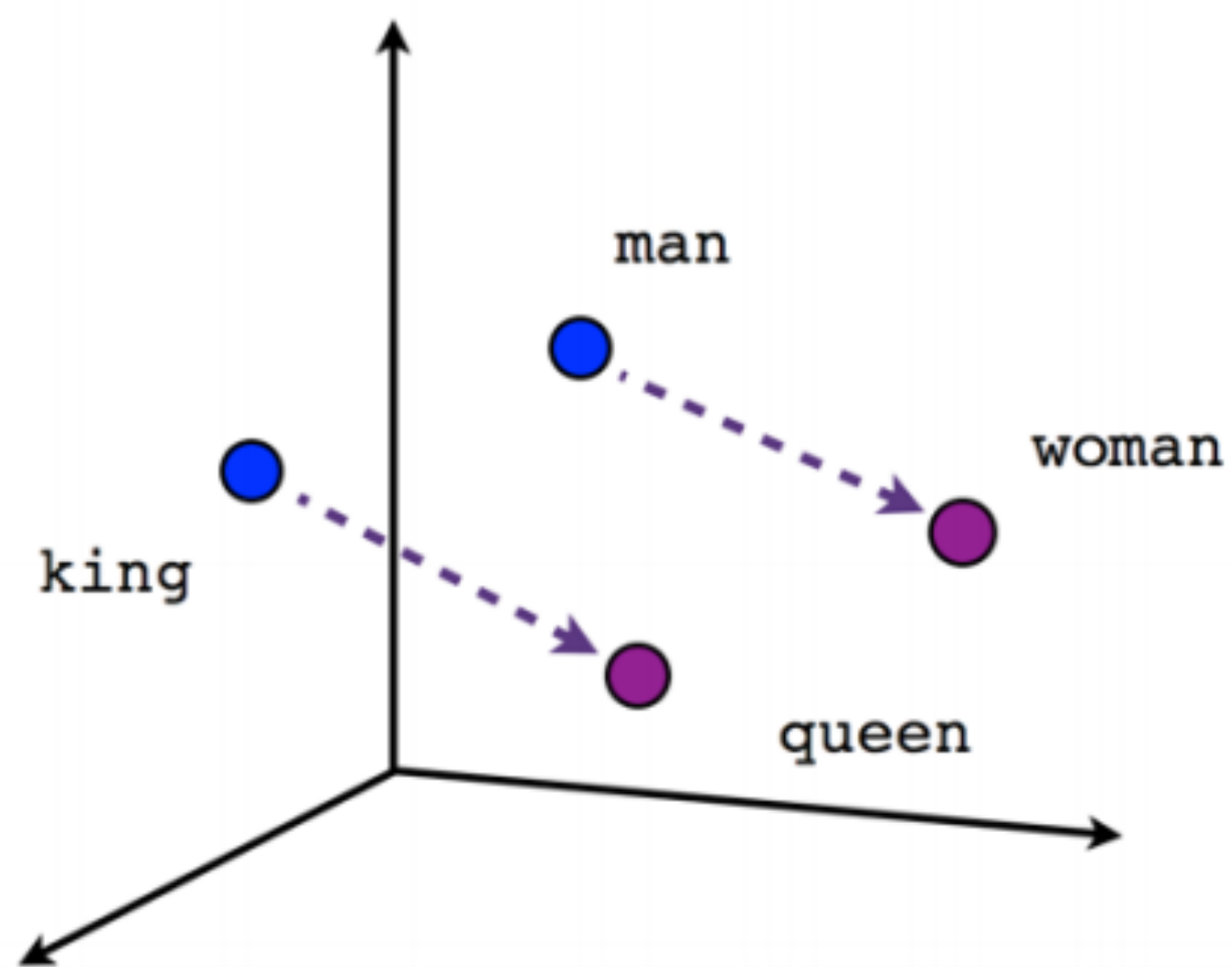
[SEND FEEDBACK](#)

A complete list of content categories returned for the `classifyText` method are shown below.

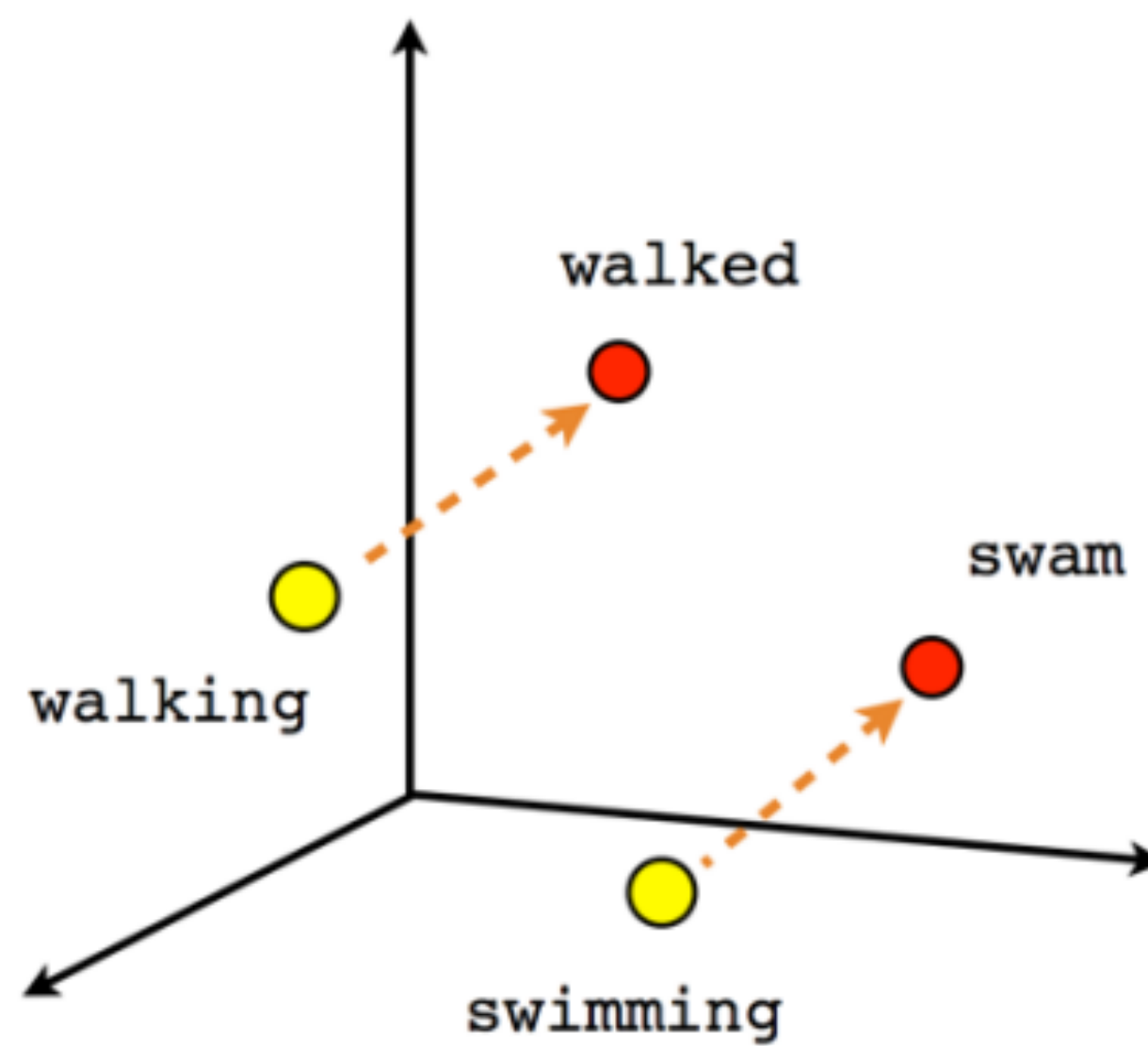
The Natural Language API filters the categories returned by the `classifyText` method to include only the most relevant categories for a request. For instance, if `/Science` and `/Science/Astronomy` both apply to a document, then only the `/Science/Astronomy` category is returned, as it is the more specific result.

Content Category	
/Adult	/Hobbies & Leisure
/Arts & Entertainment	/Hobbies & Leisure/Clubs & Organizations
/Arts & Entertainment/Celebrities & Entertainment News	/Hobbies & Leisure/Clubs & Organizations/Youth Organizations & Resources
/Arts & Entertainment/Comics & Animation	/Hobbies & Leisure/Crafts
/Arts & Entertainment/Comics & Animation/Anime & Manga	/Hobbies & Leisure/Crafts/Fiber & Textile Arts
/Arts & Entertainment/Comics & Animation/Cartoons	/Hobbies & Leisure/Merit Prizes & Contests
/Arts & Entertainment/Comics & Animation/Comics	/Hobbies & Leisure/Outdoors
/Arts & Entertainment/Entertainment Industry	/Hobbies & Leisure/Outdoors/Fishing
/Arts & Entertainment/Entertainment Industry/Film & TV Industry	/Hobbies & Leisure/Outdoors/Hiking & Camping
/Arts & Entertainment/Entertainment Industry/Recording Industry	/Hobbies & Leisure/Paintball

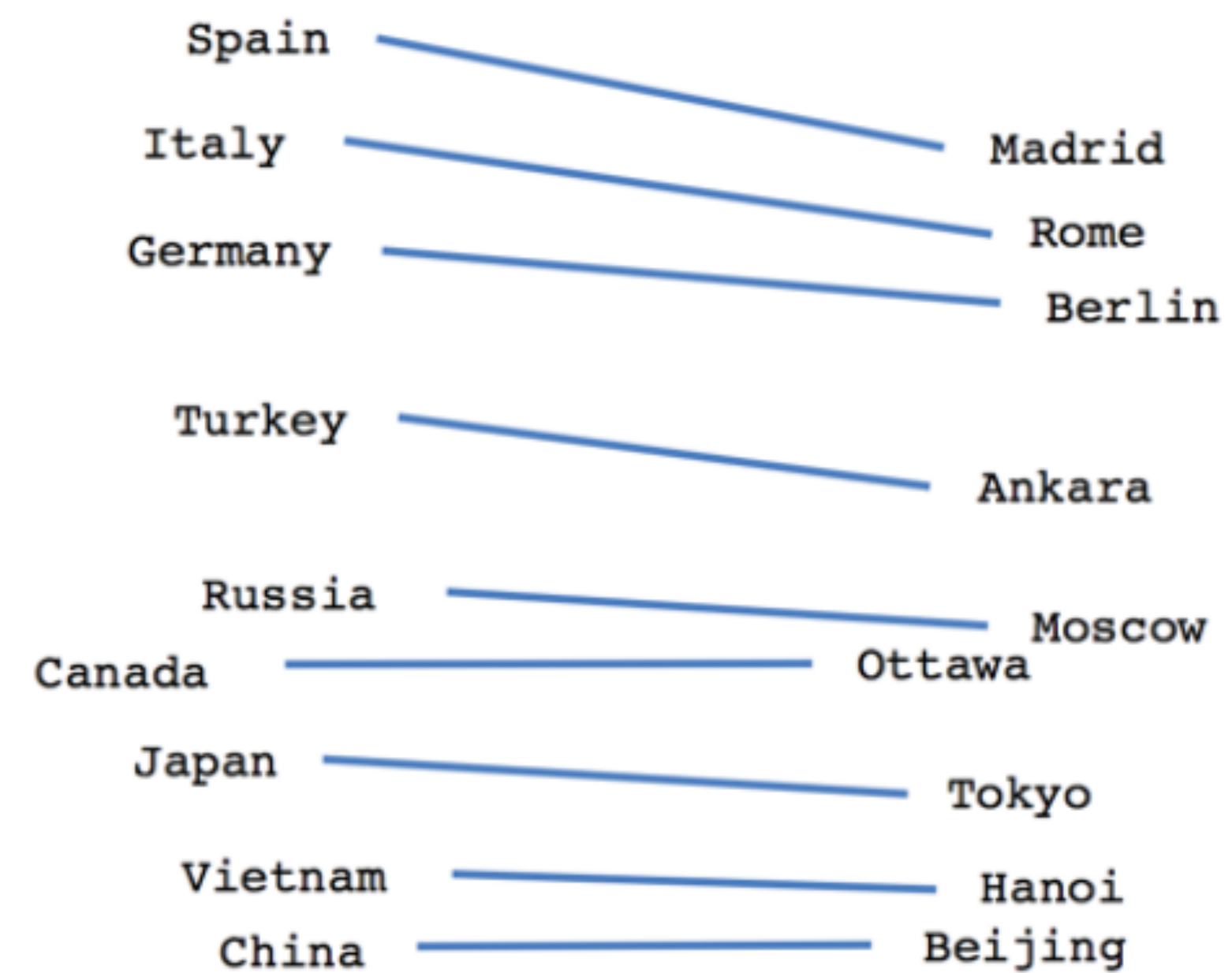




Male-Female



Verb tense

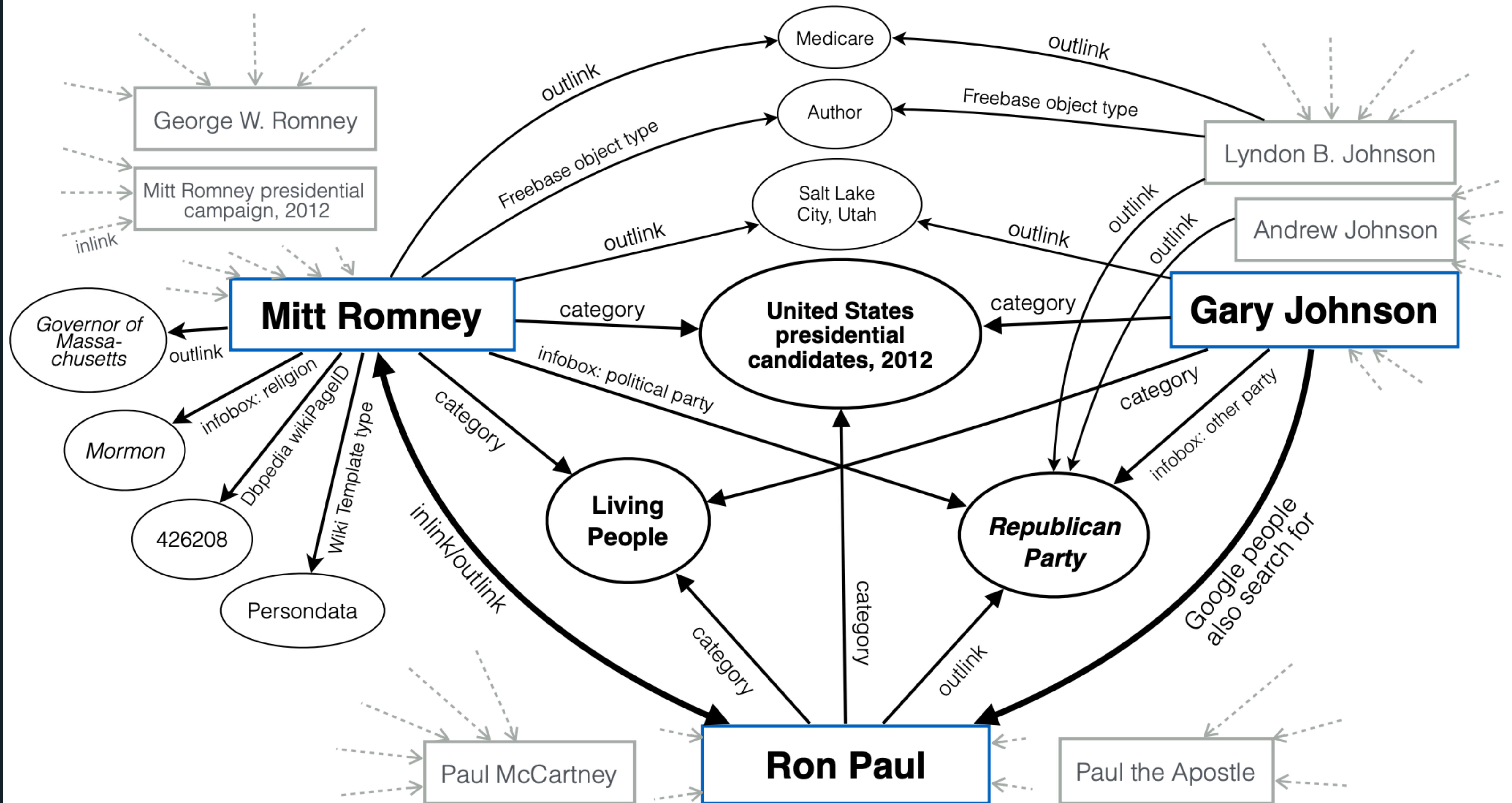


Country-Capital

King - Man + Woman = Queen

Entities = nodes

Relationships = edges





About 544.000.000 results (0,71 seconds)

[? About this result](#) [! Feedback](#)

Feedback



project management software

[All](#)
[Images](#)
[Shopping](#)
[News](#)
[Videos](#)
[More](#)
[Settings](#)
[Tools](#)

Software / project management



Microsoft
Project
Proprietary s...



Trello



OpenProject
GNU Gener...



JIRA
Proprietary s...



Redmine
GNU Gener...



Smartsheet



Zoho Office
Suite
Proprietary s...



Freedcamp

Project Tracking Software | Give Next Level Client Work | accelo.com

[Ad] www.accelo.com/ ▼

Set Up Milestones & Timelines To Easily Track Your Progress. Start A Free Trial! Client Portal.

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Award Winning Cloud-Based **Management Software** for Enterprise Businesses. Custom Demo Available. Collaborate On Work. Instant Status Updates. End Marketing Work Chaos.

“Take a query like [taj mahal]. For more than four decades, search has essentially been about matching keywords to queries. To a search engine the words [taj mahal] have been just that—two words.

But we all know that [taj mahal] has a much richer meaning. You might think of one of the world’s most beautiful monuments, or a Grammy Award-winning musician, or possibly even a casino in Atlantic City, NJ. Or, depending on when you last ate, the nearest Indian restaurant. **It’s why we’ve been working on an intelligent model—in geek-speak, a “graph”—that understands real-world entities and their relationships to one another: things, not strings.”**

Jan

Google Algorithm Update Chatter & Signals

February 20th

Feb 22, 2018 • 8:45 am | (94)
by [Barry Schwartz](#) | Filed Under

Feb

Google Confirmed Weekend Algorithm Ranking Shift As "Core Update"

Mar 13, 2018 • 7:43 am | (62)
by [Barry Schwartz](#) | Filed Under

Apr

Google confirms rolling out a broad core search algorithm update earlier this week

Google has confirmed rumors that a search algorithm update took place on Monday. Some sites may have seen their rankings improve, while others may have seen negative or zero change.

Barry Schwartz on April 20, 2018 at 2:52 pm

Is Another Google Update Happening In May?

May 24, 2018 • 8:28 am | (67)
by [Barry Schwartz](#) | Filed Under

May

Google Search Algorithm Update Saturday July 21st?

Jul 23, 2018 • 8:02 am | (48)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)

Jul

Sep

Google Confirms An Algorithm Update Occurred September 27

 [Matt Southern](#) / September 29, 2018

Oct

October 16, 2018 Google Search Algorithm Update

Oct 17, 2018 • 8:17 am | (79)
by [Barry Schwartz](#) | Filed Under

Nov

Google Thanksgiving Search Algorithm Ranking Update

Nov 26, 2018 • 8:23 am | (40)
by [Barry Schwartz](#) | Filed Under

Jan

Google Search Ranking Algorithm Update Around January 6th

Jan 7, 2019 • 8:48 am | (42)
by [Barry Schwartz](#) | Filed Under [Google Search Algorithm Updates](#)

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Nov

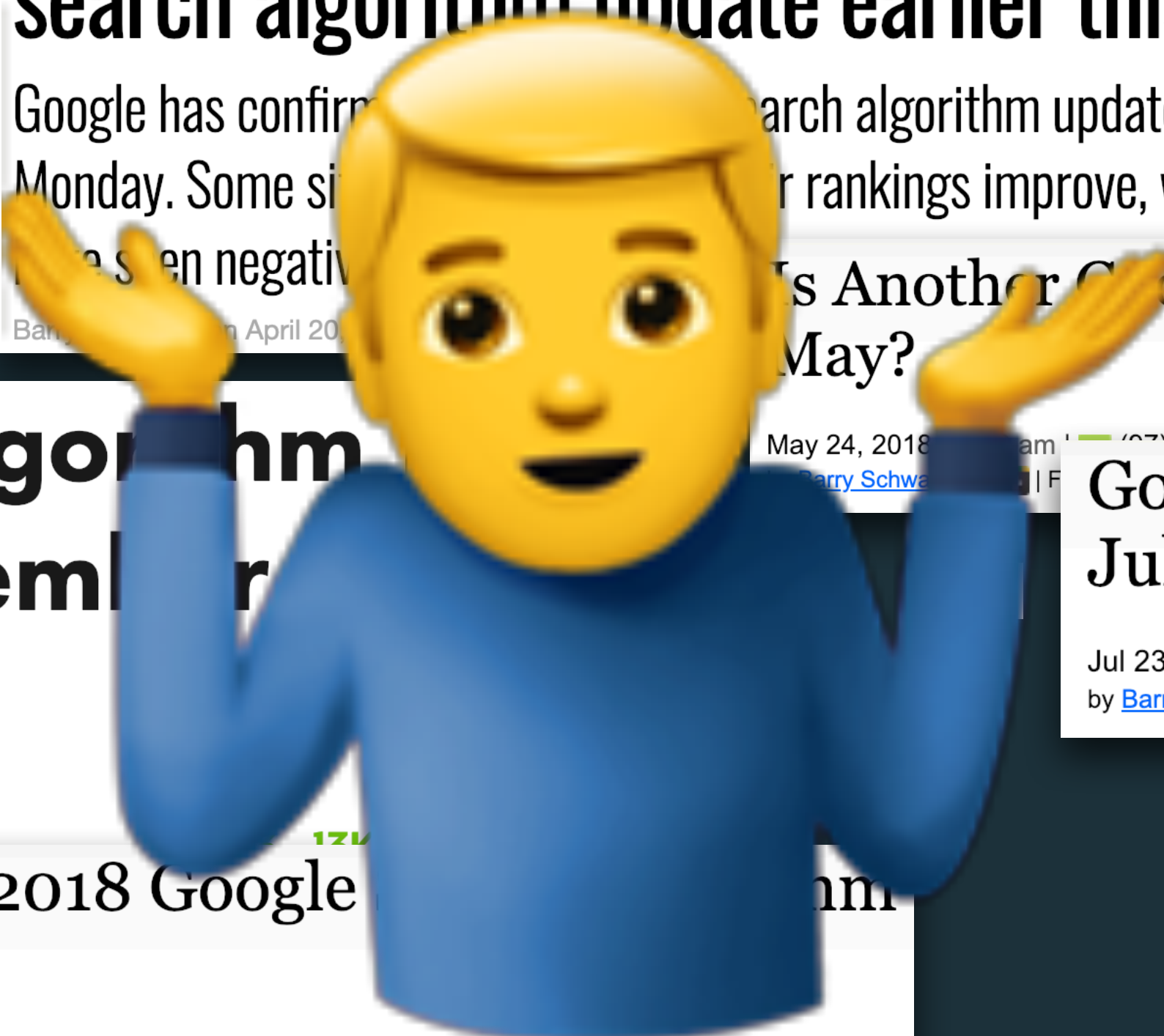
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by [Barry Schwartz](#) | Filed Under

Jan

Google Search Ranking Algorithm Update Around January 6th

Jan 7, 2019 • 8:48 am | (42)
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ALGORITHM ANALYSIS IN THE AGE OF EMBEDDINGS

// AJ KOHN // NOVEMBER 19TH 2018 // ANALYTICS + SEO

On August 1st, 2018 an algorithm update took 50% of traffic from a client site in the automotive vertical. An analysis of the update made me certain that the best course of action was ... to do nothing. So what happened?



Sure enough, on October 5th, that site regained all of its traffic. Here's why I was sure doing **nothing** was the right thing to do and why I dismissed any E-A-T chatter.

That's nice but ...

...what now?

10 tips for creating content that ranks in 2019

1. Build a brand, not a site

Logo

Topics

Location

Domain {Brand} Social accounts

App

People

AdWords account?

Topics

Location

Logo

Domain

{Brand}

Social accounts

App

People

AdWords account?

2. Create expert-level content



The Agile Coach

Atlassian's no-nonsense guide to agile development

Browse topics

Project management

Advantage

Scrum

Kanban

What is Agile?

Agile is an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a "big bang" launch, an agile team delivers work in small, but consumable, increments. Requirements, plans, and results are evaluated continuously so teams have a natural mechanism for responding to change quickly.



Browse topics

Project management

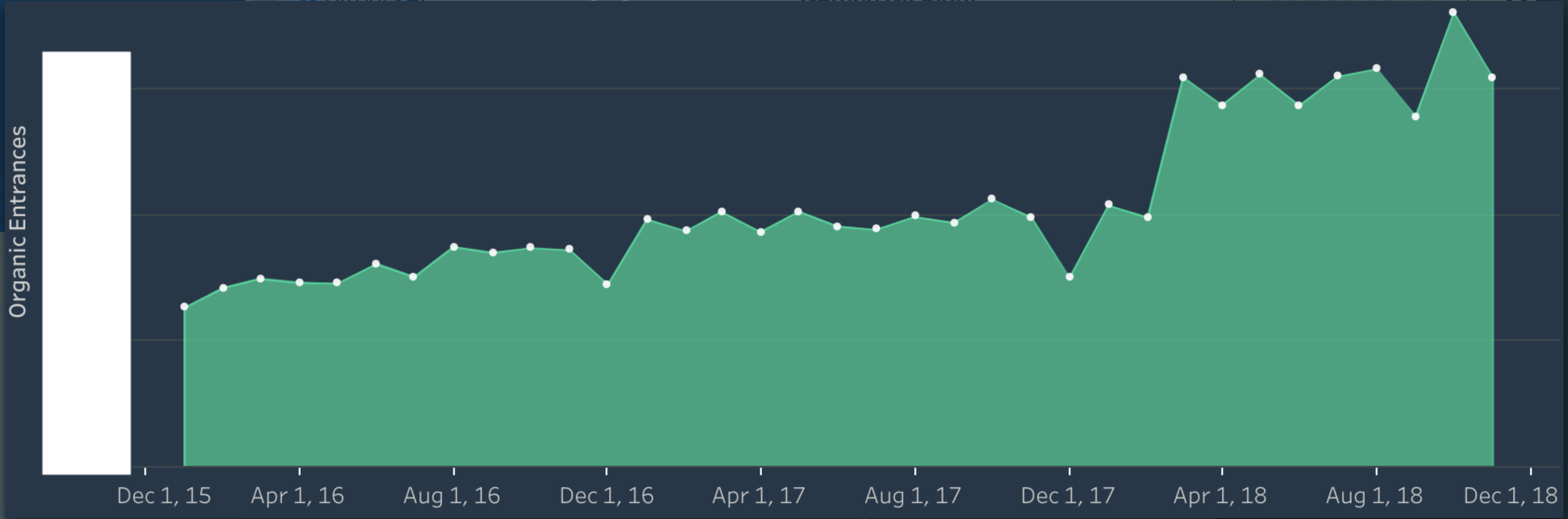
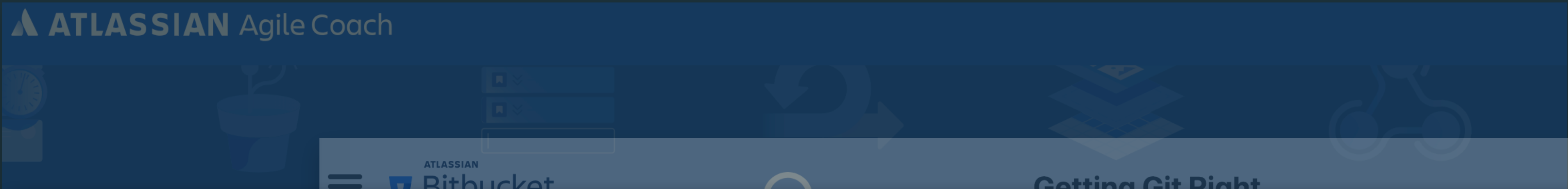
Advantage

Scrum

Kanban




Getting Git right, with
tutorials, news and tips.





Kanban

Getting Git right, with
tutorials, news and tips.

3. Use Google's NLP API

Why GoogleSolutionsProductsPricingGetting started

DocsSupportConsole

AI & Machine Learning Products

Contact sales

Try the API

We need to collect the most accurate data and apply it to the business model. Our existing models of PR are based on internal link graph calculations that are incomplete without factoring backlinks in. Once an accurate model is established and changes are made, log files are a great tool to monitor success.

If you have applied TIPR or are planning to please feel free to reach out and share your results!

See supported languages

Entities

Sentiment

Syntax

Categories

Internal <Link Optimization>22 with <TIPR>1 December 4, 2018 12 min read Once you understand the <concept>26 of <power laws>28, you see them <everywhere>40. A few <people>59 own most <wealth>95. A few <startup investments>76 yield the highest <returns>96. They're also known <asPareto>164 <law>79 or 80/20 <rule>97. <Vilfredo Pareto>138 <Vilfredo Pareto>138 How is that relevant for <SEO>16? <Power laws>66 also exist in <SEO>16. A few short-head <keywords>86 have as much <search volume>83 as <thousands>69 of long-tail <keywords>80. A few <pages>17 bring in the most <traffic>98 and get the most <backlinks>31. And a few <pages>19 are crawled the most often. That <imbalance>11 is <something>11 we should seek to optimize, especially when it comes to the internal <link graph>43. We know <PageRank>2 is <one>2 of the biggest ranking <factors>60 in <SEO>16, but we often forget that it flows between and within <websites>99! The common <practice>74 is to optimize internal <linking>4 without taking <backlinks>35 into <account>100. That, however, can lead to making the wrong <decisions>77. In this <article>71, I present a <model>10 that seeks to fill the <gap>101 called "<TIPR>1". It's a <follow-up>8 from a <presentation>102 I held at <Tech SEO Boost>166 in <Boston>167 in November 2018. <Video>103 [<link>27 coming soon] <Slide Deck>168 Internal <link graph optimization>44 is <one>38 of the strongest <SEO levers>82 The forgotten <concept>48 of <CheiRank>5 The 3 <challenges>56 of internal <link graph optimization>2 <Internal PageRank>2 is incomplete without <Backlinks TIPR>1 – True Internal <PageRank>1 Optimizing your internal <link>29 <structure>47 for <conversion pages>21 The optimal <PageRank>2 <distribution>55 for distributed vs. centralized <conversion pages>20 Optimal internal <linking>30 depends on the right <data>46 and <business model>41 <Plz>169 <share>104 <THX>170 Read next Internal <link graph optimization>50 is <one>37 of the strongest <SEO levers>81 <SEO>16 has

Entities	Sentiment	Syntax	Categories
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Internal <Link Optimization>₂₂ with <TIPR>₁ December 4, 2018 12 min read Once you understand the <concept>₂₆ of <power laws>₂₈, you see them <everywhere>₄₀. A few <people>₅₉ own most <wealth>₉₅. A few <startup investments>₇₆ yield the highest <returns>₉₆. They're also known <asPareto>₁₆₄ <law>₇₉ or 80/20 <rule>₉₇. <Vilfredo Pareto>₁₃₈ <Vilfredo Pareto>₁₃₈ How is that relevant for <SEO>₁₆? <Power laws>₆₆ also exist in <SEO>₁₆. A few short-head <keywords>₈₆ have as much <search volume>₈₃ as <thousands>₆₉ of long-tail <keywords>₈₀. A few <pages>₁₇ bring in the most <traffic>₉₈ and get the most <backlinks>₃₁. And a few <pages>₁₉ are crawled the most often. That <imbalance>₁₁ is <something>₁₁ we should seek to optimize, especially when it comes to the internal <link graph>₄₃. We know <PageRank>₂ is <one>₂ of the biggest ranking <factors>₆₀ in <SEO>₁₆, but we often forget that it flows between and within <websites>₉₉! The common <practice>₇₄ is to optimize internal <linking>₄ without taking <backlinks>₃₅ into <account>₁₀₀. That, however, can lead to making the wrong <decisions>₇₇. In this <article>₇₁, I present a <model>₁₀ that seeks to fill the <gap>₁₀₁ called "<TIPR>₁". It's a <follow-up>₈ from a <presentation>₁₀₂ I held at <Tech SEO Boost>₁₆₆ in <Boston>₁₆₇ in November 2018. <Video>₁₀₃ [<link>₂₇ coming soon] <Slide Deck>₁₆₈ Internal <link graph optimization>₄₄ is <one>₃₈ of the strongest <SEO levers>₈₂ The forgotten <concept>₄₈ of <CheiRank>₅ The 3 <challenges>₅₆ of internal <link graph optimization>₂ <Internal PageRank>₂ is incomplete without <Backlinks TIPR>₁ – True Internal <PageRank>₁ Optimizing your internal <link>₂₉ <structure>₄₇ for <conversion pages>₂₁ The optimal <PageRank>₂ <distribution>₅₅ for distributed vs. centralized <conversion pages>₂₀ Optimal internal <linking>₃₀ depends on the right <data>₄₆ and <business model>₄₁ <Plz>₁₆₉ <share>₁₀₄ <THX>₁₇₀ Read next Internal <link graph optimization>₅₀ is <one>₃₇ of the strongest <SEO levers>₈₁ <SEO>₁₆ has become so much more complex in the last 5 years. To be successful in complex <environments>₁₀₅, you need to focus on <things>₂₃ that you know to be impactful. Internal <linking>₃ is <one>₃ of those <needle movers>₁₀₆. It's completely controllable, measurable and <yields>₁₀₇ compounding <results>₇₀ over time. The <key>₆ to optimizing internal <linking>₄ effectively lies in understanding how <PageRank>₂ flows through a <site>₁₂₉ and then skewing it towards <pages>₆₁ on which <users>₁₈₉ convert. The <key>₆ to optimizing internal <linking>₄ effectively lies in understanding how <PageRank>₂ flows through a <site>₁₃₀ and then skewing it towards <pages>₆₂ on which <users>₁₉₀ convert. CLICK TO TWEET Once a <site>₁₃₁ achieved a certain <size>₂₈₄, say >1,000

<log files>458 are a great <tool>391 to monitor <success>493. If you have applied <TIPR>1 or are planning to please feel free to reach out and share your <results>461!

1. Backlinks TIPR
OTHER

Sentiment: Score 0 Magnitude 2.6

Salience: 0.38

2. Internal PageRank
OTHER

Sentiment: Score 0 Magnitude 12

[Wikipedia Article](#)

Salience: 0.27

3. linking
OTHER

Sentiment: Score 0 Magnitude 0.3

Salience: 0.02

4. linking
OTHER

Sentiment: Score 0 Magnitude 1.2

Salience: 0.02

5. CheiRank
ORGANIZATION

Sentiment: Score 0 Magnitude 1

[Wikipedia Article](#)

Salience: 0.01

6. key
OTHER

Sentiment: Score 0 Magnitude 0

Salience: 0.01

7. links
OTHER

Sentiment: Score 0.4 Magnitude 1.8

Salience: 0.01

8. follow-up
WORK OF ART

Sentiment: Score 0 Magnitude 0

Salience: 0.01

Entities

Sentiment

Syntax

Categories

/Internet & Telecom/Web Services

Confidence: 0.97

/Business & Industrial/Business Services

Confidence: 0.77

[See a complete list of content categories.](#)

4. Structure your content

Related articles	Title
Author	Description
<div><div><h1></h1></div><div>Bacon ipsum dolor amet burgdoggen short loin flank cow sausage corned beef hamburger leberkas bacon doner turkey beef ribs turducken frankfurter. Cupim brisket turducken meatball meatloaf leberkas spare ribs</div><div><h2></h2></div><div><div>Coffee</div><div>Tea</div><div>Milk</div></div><div><h2></h2></div><div><table><div><tr><div><th>xxxx</th></div><div><th>xx</th></div><div><th>xxxxxx</th></div></tr></div></div></div>	

5. Reverse engineer optimal content through SERPs

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Ad www.emirates.com/ ▼

Fly with **Emirates** and find the best fares across our global network. Free Wi-Fi. Latest Movies & TV Shows. Mobile Connectivity. Live Sports* Destinations: Dubai, Sydney, Bali, Melbourne, Hong Kong, Colombo, Singapore.

Make a Booking Online

Book online, select your seat and
see what to expect on your flight

[Help Center](#)

Find essential information about
bookings, check-in and much more.

Book a Flight to Dubai

Book now, check-in and select
your seat online.

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 London (all airports)

 Enter a destination

Your recent flight searches

 Düsseldorf–Paris 14–17 Feb
  Cologne–Paris 14–17 Feb
  San Francisco–Frankfurt 27 Jan – 12 Feb

→ Search Emirates flights

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<https://www.emirates.com/uk/english/> ▼

... carry-on bags for US, Australia and New Zealand flights. Show more Show less Close. Accessibility information Skip to the main content. **Emirates** logo. BOOK.

Emirates

Airline



Emirates is an airline based in Dubai, United Arab Emirates. The airline is a subsidiary of The Emirates Group, which is wholly owned by the government of Dubai's Investment Corporation of Dubai. [Wikipedia](#)

Customer service: 0344 800 2777

Bag information: In economy, to/from Americas, two bags free. To other destinations, 20kg free, additional allowance depending on route. [More Emirates bag information](#)

Destinations: 180

Parent organization: The Emirates Group

Fleet size: 258

Hub: Dubai International Airport

Track flight status

Profiles



Twitter



Facebook



YouTube



Instagram



LinkedIn

People also search for

View 10+ more



airbus a380

airbus a380 **emirates**

airbus a380 **800**

airbus a380 **capacity**

airbus a380 **interior**

airbus a380 **jet**

airbus a380 **price**

airbus a380 **weight**

airbus a380 **inside**

airbus a380 **seating plan**

airbus a380 **cockpit**



[Report inappropriate predictions](#)

Searches related to airbus a380

airbus a380 **seating**

airbus a380 **price**

airbus a380 **emirates**

airbus **a380-800** **emirates**

airbus a380 **interior**

airbus a380 **weight**

airbus a380 **capacity**

airbus a380 **cockpit**



1 2 3 4 5 6 7 8 9 10

[Next](#)



Airbus A380

Wide-body jet airliner



The Airbus A380 is a double-deck, wide-body, four-engine jet airliner manufactured by Airbus. It is the world's largest passenger airliner, and the airports at which it operates have upgraded facilities to accommodate it. [Wikipedia](#)

Top speed: 1,020 km/h

Wingspan: 80 m

Length: 73 m

Unit cost: US\$445.6 million (2018)

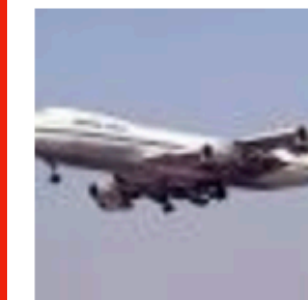
Engine types: Rolls-Royce Trent 900, Engine Alliance GP7000

Did you know: The A380 will be the first long-haul aircraft to consume less than three liters of fuel per passenger per 100 km.

[hydraulicspneumatics.com](#)

People also search for

[View 15+ more](#)



Boeing 747



Airbus A350
XWB



Airbus A330



Boeing 777



Boeing 787
Dreamliner

6. Schema the heck' outta this!

itemprop="sameAs" for people + organizations

- Wikipedia
- Facebook
- Twitter
- Google+
- Instagram
- YouTube
- LinkedIn
- Myspace
- Pinterest
- SoundCloud
- Tumblr

7. Optimize for search journey (previous + next steps)

User Journey



Step -2

Step -1

Query

Step 1

Step 2

Site



8. Satisfy intent or nothing

SERP feature	User Intent	Example
Maps	Visit-in-person	"sushi near me"
Local pack	Visit-in-person	"gas station"
Image pack	Know	"funniest memes"
Featured snippet	Know Simple	"car tire pressure"
"People Also Ask" box (PPA)	Know	"most expensive steak"
Knowledge Panel	Know Simple, Website	<u>"chris hemsworth"</u>
Knowledge Card	Know Simple, Website	"empire state building"
Mobile app	Website	<u>"instagram"</u>
Shopping results	Do	"cheap sneakers"
Twitter integration	Visit	"new <u>york</u> times"
Google Carousel	Know Simple (lists, comparison)	"agile software tools"
News box	Know, Know simple, Website	"white house"

9. Summarize and 1-up the top 5 search results

1

What Is the Carnivore Diet? Benefits, Risks, Food List, More | Everyday ...

<https://www.everydayhealth.com/diet.../diet/carnivore-diet-benefits-risks-food-list-mor...> ▼

10 Sep 2018 - Foods Okay on the Carnivore Diet. Here's what you'll be eating: Red meat (beef, pork, lamb), with an emphasis on **fattier** cuts of meat to take in enough **calories**.

[How It Works](#) · [Food List](#) · [Weight Loss Effect](#) · [Health Risks](#)

2

The Carnivore Diet - What to Eat | Meat Health

<https://meat.health/knowledge-base/carnivore-diet-what-to-eat/> ▼

What to Eat on The **Carnivore Diet**. "Eat meat. Drink water." It's deceptively simple. But from this simplicity many questions arise: What's allowed?

[What Can I Eat on The ...](#) · [What to Eat on the ...](#) · [How Much to Eat on the ...](#)

3

Carnivore Diet Results: Why It Works for Some People But Didn't for Me

<https://blog.bulletproof.com/carnivore-diet-results/> ▼

They eat mostly meat, fish, and fat — a way of eating people today call the carnivore diet. Their diet was higher in fat than today's typical carnivore diet experimenter — you could call it the “anti-**vegan** diet.”

4

The Carnivore Diet: Is the All-meat Diet Healthy or Crazy? - Onnit

<https://www.onnit.com/academy/the-carnivore-diet/> ▼

1 Jan 2019 - Meat. Steak, burgers, and red meat in general are the main food sources for carnivore dieters. Because you're not eating carbs—or any plant foods at all—it's crucial that you get enough **calories** to keep your energy up, so **fattier** cuts of meat are best.

5

90 Days on a Carnivore Diet: Results and Insights – Andy Lindquist ...

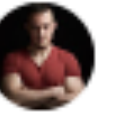
<https://medium.com/.../90-days-on-a-carnivore-diet-results-and-insights-8d07692869f...> ▼

4 Jan 2018 - This article was intended to shine light on my experience eating a **carnivorous diet** and some rudimentary explanations as to why I did it.

10. *Avoid weak CTR*

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Query	3/2/18 - 3/8/18 Impressions	3/9/18 - 3/15/18 Impressions	3/2/18 - 3/8/18 CTR	3/9/18 - 3/15/18 CTR
clenbuterol	230,666	37,026	4.9%	2.6%
vitamin d	80,039	15,002	0.4%	0.3%
magnesium	83,345	21,445	0.3%	0.3%
vitamin e	47,566	17,857	0.2%	0.2%
cla	26,461	0	0.1%	0%
zinc	25,138	0	0.2%	0%
iodine	23,981	0	0.2%	0%
spirulina	39,861	19,532	0.4%	0.6%
vitamin d3	26,776	8,268	0.5%	0.4%
ginseng	30,483	12,447	0.2%	0.4%

1. Brand
2. Expert-level content
3. NLP API
4. Structure content
5. Reverse engineer SERPs
6. Crucial data
7. Search journey
8. User Intent
9. Summarize and 1-up
10. CTR

More: <https://www.kevin-indig.com/10-factors-that-make-great-content-great/>

Newsletter: Tech Bound



Thanks!

Website: www.kevin-indig.com

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