

SEARCH ENGINE OPTIMIZATION

Central Entity SEO Strategy

A Complete Framework for Building Topical Authority

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This book presents a strategic framework for organizing SEO around a clearly defined central entity. It reflects the author's professional practice and study. Search engines do not publish a complete formula for how entities are weighted, and no topical map, sentence pattern, entity mention, or link structure guarantees rankings. Test every idea against your own data.

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INTRODUCTION

Preface

This strategy focuses on the central entity, entity attributes, semantic relationships, topical maps, internal linking, external corroboration, and content architecture. It is designed to be adaptable to almost any website, including SaaS, e-commerce, publishing, affiliate marketing, local businesses, and online tools.

The central idea is to organize SEO around a clearly defined entity and its relationships to the topics, attributes, problems, products, people, and concepts that matter to its audience.

Rather than treating every keyword as an independent opportunity, build a connected information system that consistently explains what the website is about, what it offers, and which subject areas it can credibly cover.

One important distinction: entity-focused SEO is a useful way to plan information architecture and semantic coverage, but search engines do not publish a complete formula for how entities are weighted. No particular topical map, sentence pattern, entity mention or link structure guarantees rankings.

CHAPTER 1

Define the Central Entity

A central entity is the primary subject around which a website's content and information architecture are organized.

Depending on the website, it may be:

- A company or brand.
- A product or software platform.
- A professional or expert.
- A publication or media organization.
- A specific service.
- A major subject area for a specialist website.

The central entity should represent the website's real identity and purpose, not merely its most profitable keyword.

Example: a project-management software company

Central Entity	Project-management software company
Product	Tasks, projects, collaboration
Audience	Teams, managers, businesses
Problems solved	Planning, accountability, deadlines
Related concepts	Agile, workflows, reporting

These relationships help define which topics belong on the website and how its pages should connect. They do not imply that every related concept deserves a separate article.

How to identify your central entity

Answer these questions:

- 1 What is the primary thing this website represents?
- 2 What product, service, expertise or information does it provide?
- 3 Who needs it?
- 4 What problems does it solve?
- 5 What attributes distinguish it from alternatives?
- 6 Which topics must users understand before they can evaluate or use it?
- 7 What evidence demonstrates the website's knowledge or capability?

Write a concise internal definition of the entity. Use it to guide the site architecture, content plan, branding, structured data and external communications.

For a broad publication, the central entity might be the publication itself, while a particular section has a more focused subject entity. For an online store, the company can be the central brand entity, while product categories and individual products form related entities.

The goal is a coherent hierarchy, not forcing every page to revolve around a single keyword.

CHAPTER 2

Build the Entity Attribute Model

Once the central entity is defined, identify its important attributes and the relationships between them.

An entity attribute is a characteristic, capability, property, fact or association that helps describe an entity. For a business, attributes might include its services, location, pricing, expertise, customers, products, and areas of specialization.

The objective is to build content that explains these attributes accurately and thoroughly.

The five attribute groups

- 1 Defining attributes.** These explain what the entity is, what it does and how it differs from similar entities. Example: a CRM platform's core functions, target users and primary purpose.
- 2 Functional attributes.** These describe how the entity works, its features, processes, benefits, use cases and limitations. Example: CRM contact management, automation, reporting and integrations.
- 3 Audience and problem attributes.** These connect the entity to the people it serves and the problems they need to solve. Example: CRM software for small businesses, sales teams and customer-support teams.
- 4 Comparative attributes.** These cover alternatives, competitors, differences, trade-offs and situations where the entity may or may not be appropriate. Example: CRM versus spreadsheet, or CRM versus a customer-support platform.
- 5 Trust and evidence attributes.** These concern verifiable expertise, authorship, company identity, documentation, case studies, sources, reviews and demonstrated results. Example: published case studies, transparent pricing, product documentation and identifiable experts.

These categories are a planning framework, not a fixed taxonomy used by search engines.

Create an entity attribute matrix

For each important attribute, document the information needed to explain it properly.

Attribute	Questions to answer	Possible page
Definition	What is the entity?	Main overview
Features	What can it do?	Features page
Audience	Who benefits from it?	Audience-specific landing pages
Problems	What needs does it solve?	Problem-solution pages
Process	How does it work?	Guide or tutorial
Alternatives	What other options exist?	Comparison page
Limitations	When is it unsuitable?	FAQ or evaluation guide
Evidence	What supports its claims?	Case studies, documentation or research

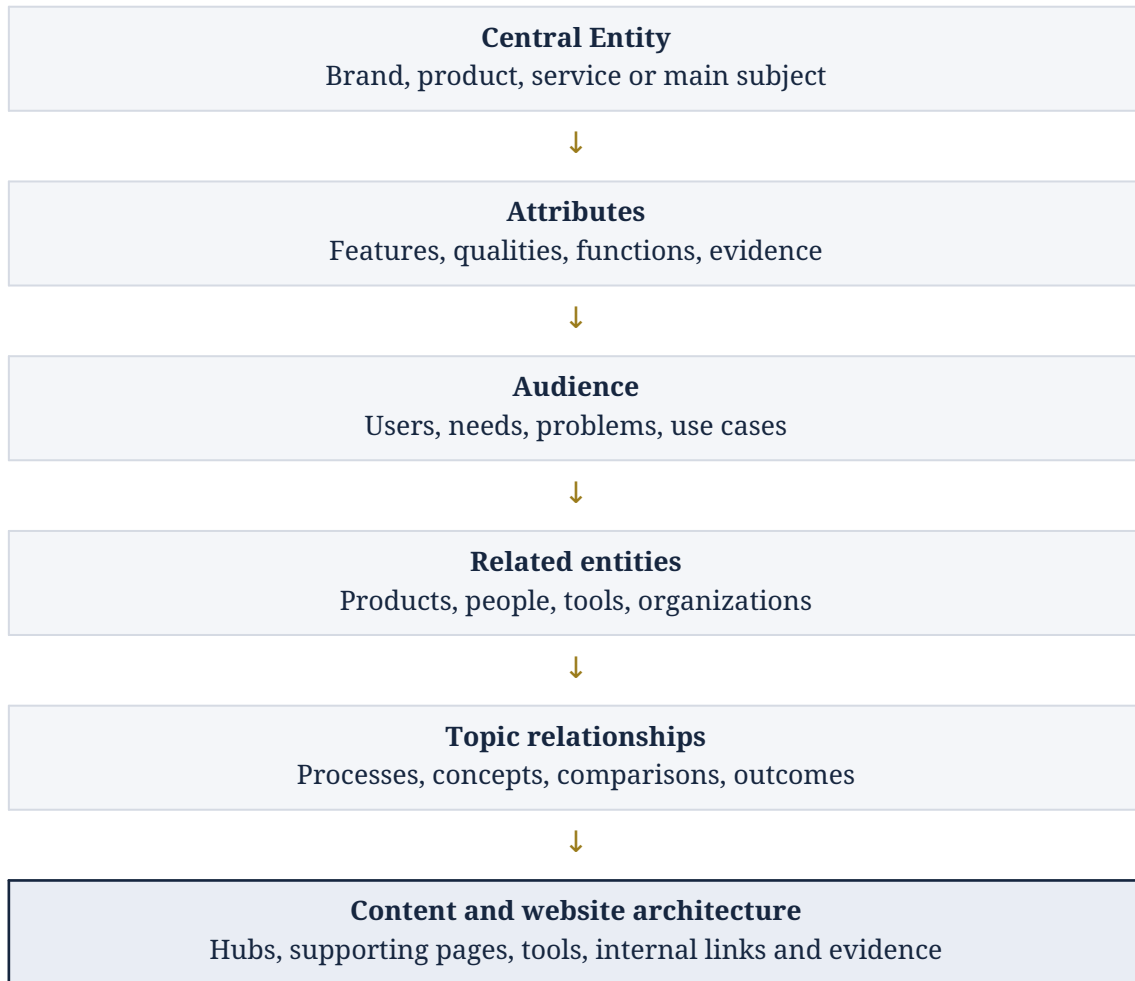
Do not create one URL for every cell. Several attributes can be covered on one page when they satisfy the same user intent. Separate pages are appropriate when the information warrants a distinct resource.

CHAPTER 3

Create a Central Entity Map

The entity map is the conceptual foundation of the website. It connects the main entity to its attributes, audiences, related entities and topics.

A useful model looks like this:



This map helps prevent two common problems:

- **Fragmentation:** publishing many disconnected pages that cover related concepts without connecting them.
- **Over-expansion:** covering every remotely related topic, even when it has little relevance to the website's purpose.

A strong map prioritizes relationships that help users understand the central entity or accomplish a relevant task.

CHAPTER 4

Build a Topical Map Around Attributes, Not Just Keywords

Traditional keyword research often starts with search volume and keyword variations. An entity-focused approach begins with the central entity and its important attributes, then identifies the search queries and user needs associated with each.

Both approaches are useful. Search demand validates which topics deserve investment.

A practical research process

- 1 **Step 1: Extract the entity's attributes.** List the product features, services, use cases, problems solved, alternatives, audience types and related concepts.
- 2 **Step 2: Expand each attribute into questions.** For a project-management platform, the attribute “task management” could generate questions about task assignment, recurring tasks, deadlines, dependencies, workload, reminders and reporting.
- 3 **Step 3: Identify search intent.** Determine whether each query requires a definition, tutorial, comparison, product page, tool, transaction or current information.
- 4 **Step 4: Research the competitive landscape.** Review relevant competitor sitemaps, landing pages and ranking results. Identify which attributes they cover well, which they omit and where their answers are inadequate.
- 5 **Step 5: Cluster queries by intent.** Queries that can be satisfied by the same resource should generally be grouped together. Different intents may justify separate pages even when they contain similar words.
- 6 **Step 6: Assign each cluster to a URL.** Use existing URLs where possible. Create new pages only when a distinct and worthwhile information need exists.
- 7 **Step 7: Define the internal relationships.** Decide which hub links to the page, which related pages should link to it and which links will help visitors move to the next useful resource.

Example topical map

Main entity: Project-management software

Primary overview and product value proposition

Task management

Task assignment, recurring tasks, dependencies, prioritization

Project planning

Timelines, milestones, resource planning, project templates

Team collaboration

Comments, notifications, approvals, communication workflows

Comparisons and selection

Alternatives, pricing, feature comparisons, use-case suitability

This structure gives the website a coherent subject model. However, every proposed page should still be evaluated for intent, demand, originality and usefulness.

CHAPTER 5

Design the Website Around Semantic Relationships

A topical map becomes useful when it is reflected in the actual website architecture.

Use a structure in which important hub pages summarize a subject and direct visitors to detailed supporting resources. Supporting pages should answer specific questions and link back to the appropriate hub where that link is useful.

For example:

- A product overview links to feature pages.
- A feature page links to relevant tutorials and use cases.
- A tutorial links to related features and the next logical step.
- A comparison page links to the products or features being compared.
- A research page links to its methodology, evidence and relevant explanations.

Internal linking rules

- 1 Link because the destination is relevant, not simply because a keyword appears.
- 2 Use descriptive anchor text that explains the destination.
- 3 Ensure important pages are reachable through crawlable links.
- 4 Avoid creating hundreds of repetitive sitewide links solely to influence rankings.
- 5 Keep navigation and breadcrumbs consistent with the real hierarchy.
- 6 Update links when new, more useful resources replace older ones.
- 7 Consolidate competing pages when they serve substantially the same intent.

Internal links help discovery and clarify relationships, but a particular link structure does not guarantee that search engines will interpret the site exactly as intended.

CHAPTER 6

Build an External Entity and Attribute Map

Internal content explains an entity on its own website. External references can provide independent evidence of how that entity is recognized and discussed elsewhere.

This is where entity-focused SEO goes beyond ordinary internal linking.

The objective is not merely to acquire backlinks. It is to build a credible, consistent body of information around the entity and its important attributes.

How external corroboration works

Suppose a company wants to be recognized for cybersecurity software designed for small businesses. It can strengthen that positioning through:

- Product documentation explaining its security features.
- Independent reviews evaluating those features.
- Case studies describing real implementations.
- Interviews with qualified experts from the company.
- Industry publications discussing the company's research.
- Relevant professional profiles and legitimate business listings.

These sources may establish different aspects of the entity. One source may verify that the company exists; another may evaluate its product; another may document its expertise.

The value comes from credible, independently produced evidence—not simply from repeating the same marketing language across multiple websites.

Map attributes to evidence sources

Target attribute	Evidence to establish it	Suitable external references
Product capability	Documentation and demonstrated functionality	Independent technical reviews and tutorials
Industry expertise	Original research and qualified contributors	Relevant trade publications and expert interviews
Customer outcomes	Verifiable case studies and methods	Genuine customer stories and independent evaluations
Local presence	Accurate business identity and location	Legitimate directories and local coverage
Brand identity	Consistent company information	Official profiles and credible independent references
Product comparisons	Transparent, reproducible evaluations	Independent reviewers and specialist publications

The external authority workflow

- 1 Choose the attributes that matter most.** Identify the capabilities, subject areas or expertise the brand genuinely wants to be known for.
- 2 Create evidence on your own website.** Publish documentation, research, demonstrations, case studies or original reporting that supports those attributes.
- 3 Find relevant independent publishers.** Research journalists, reviewers, professional organizations and industry websites that cover those subjects.
- 4 Earn legitimate references.** Offer original findings, expert commentary, useful tools or information that genuinely contributes to their work.
- 5 Monitor the results.** Track referring domains, accurate brand mentions, referral traffic and changes in relevant organic search performance.

Do not manufacture independent consensus through fake reviews, coordinated promotional pages or networks of websites under common control. Nor should you expect an exact-match anchor text or repeated phrase to make a search engine accept a claim.

CHAPTER 7

Apply Visual Semantics and Centerpiece Annotations

The design of a page should communicate its purpose immediately. Prominent elements such as the main heading, product image, search field, calculator, price, upload control or primary call to action help users identify the page's function.

The most important element depends on the page's intent.

Online tool

Show the functional interface first. Make supported formats, cost, privacy limitations and account requirements clear. Avoid burying the tool beneath a lengthy introduction.

E-commerce page

Show the product, price, availability, key attributes and purchase action prominently. Supporting specifications and comparisons can follow.

Informational page

Show a clear title, direct answer or definition, and the information most likely to satisfy the query. Use diagrams, tables or examples where they improve understanding.

Practical implementation rules

- Make the main purpose visually obvious.
- Use headings and labels that accurately describe the content.
- Keep the primary action easy to find.
- Ensure that visual elements support, rather than contradict, the page's actual purpose.
- Avoid unnecessary text that delays access to the main function.
- Provide meaningful alt text for informative images and accessible labels for interactive controls.
- Test the experience on mobile and desktop.

The idea that Google evaluates visual structure is worth considering when designing pages. However, do not assume that a particular element, CSS arrangement or annotation is a

confirmed standalone ranking factor. The primary goal is to make the page useful, accessible and consistent with the user's intent.

CHAPTER 8

Structure Content Using Semantic Information Patterns

A well-organized page communicates the relationship between a subject, its attributes and the facts associated with it.

For example, a page about cloud storage might answer:

- What is cloud storage?
- How does it work?
- What are its main features?
- What are its benefits and limitations?
- How does it compare with local storage?
- What security considerations apply?
- Which use cases does it suit?

This is more useful than repeatedly inserting the phrase “cloud storage” into unrelated sentences.

Recommended page structure

A flexible template

H1: Main topic — Clearly identify the page's subject and intent.

H2: Direct answer or definition — Explain the topic concisely and accurately.

H2: How it works — Explain the mechanism, steps or relevant attributes.

H2: Benefits, limitations and comparisons — Address important decisions and related questions.

H2: Examples, evidence and next steps — Provide practical application, citations and relevant links.

Use this as a flexible template. A product page, breaking-news article and interactive calculator need different structures.

A factual paragraph can begin with a definition, then explain an action or property, but every paragraph does not need exactly three sentences. Natural writing and accurate

information are more important than rigid sentence formulas.

CHAPTER 9

Connect the Entity Strategy to Structured Data

Structured data helps describe supported information about a page in a machine-readable format. It can clarify relationships among an organization, its website, its products, authors and articles.

Choose the schema type based on what the page actually represents.

Page or entity	Potential structured data
Organization	Organization
Website	WebSite
Identifiable author	Person
Editorial article	Article or NewsArticle
Product listing	Product
Breadcrumb navigation	BreadcrumbList
Relevant local business	Appropriate LocalBusiness subtype

Implementation principles

- 1 Use stable identifiers for entities where appropriate.
- 2 Reference the same real entity consistently across relevant pages.
- 3 Use sameAs only for profiles that genuinely represent the same entity.
- 4 Ensure structured data agrees with visible content.
- 5 Avoid marking up unsupported ratings, claims or relationships.
- 6 Validate the markup and monitor relevant search enhancements.

Structured data can help search engines interpret information and establish relationships, but it does not guarantee rich results, knowledge panels, rankings or AI citations. A schema declaration is not a substitute for external evidence of reputation.

CHAPTER 10

Use AI-Assisted Content Production Without Losing Topical Coherence

An entity-focused content strategy can be especially useful when producing content at scale because it provides a consistent research and editorial framework.

Instead of generating articles from a flat keyword list, use the entity map and attribute matrix as the starting point.

Recommended production pipeline

- 1 **Central entity.** Define the website's purpose and subject boundaries.
- 2 **Attribute map.** List important features, audiences, problems and relationships.
- 3 **Search research.** Validate demand, intent and competitive coverage.
- 4 **Content assignment.** Map each distinct user need to an appropriate URL.
- 5 **Research and drafting.** Use reliable sources and create original, useful content.
- 6 **Human review.** Check accuracy, completeness, originality and trustworthiness.
- 7 **Technical validation.** Review indexing, links, canonicals and structured data.
- 8 **Measurement.** Monitor performance and refine the topic map.

Quality gates before publishing

Every page should pass these questions:

- Does it serve a clearly defined user need?
- Does it contribute to the website's central subject or a justified adjacent topic?
- Does it offer something useful beyond rephrasing existing search results?
- Are its claims supported by suitable evidence?
- Is its intent distinct enough to justify a separate URL?
- Does it connect to the relevant parts of the website?
- Does it have a clear purpose and appropriate presentation?
- Can the website maintain its accuracy over time?

A website can publish at high volume when it has the editorial resources and systems to maintain quality. There is no universal safe daily article count, fixed three-month waiting period or need to randomize publishing frequency. Publishing decisions should follow actual capacity, user demand and quality controls.

CHAPTER 11

Build a Central Entity Strategy for Different Business Models

The framework changes according to the website's primary entity and business objective.

SaaS and software

Center the map on the product and the problems it solves. Connect features to workflows, integrations, user roles, use cases, alternatives and implementation guides.

E-commerce

Organize around the store brand, product categories and individual products. Map product attributes, specifications, use cases, comparisons, availability and purchase needs.

News and publishing

Establish the publication's identity, editorial standards and subject expertise. Organize coverage into topics and continuing stories, supported by original reporting, reliable sourcing and accurate updates.

Local businesses

Center the strategy on the real business, its services, service area, expertise and customer needs. Support the information through accurate listings, relevant local references and genuine customer evidence.

Online tools

Center the map on the function performed, inputs, outputs, use cases, limitations and related problems. Put the working tool first and provide supporting explanations where needed.

The principle is the same across these models, but the appropriate content, evidence and page design differ.

CHAPTER 12

Measure Entity and Topical Performance

No single metric tells you whether a search engine has fully understood a central entity. Instead, evaluate a collection of observable outcomes.

Measurement area	What to track
Topical visibility	Impressions, clicks and ranking queries across related topic clusters
Entity discovery	Relevant branded searches and accurate references to the entity
Content architecture	Internal-link coverage, orphan pages and competing URLs
External corroboration	Relevant referring domains, citations and independent brand mentions
Content usefulness	Engagement, return visits and meaningful conversions
Technical health	Indexing status, canonical consistency, crawl errors and performance
Business outcomes	Leads, sales, registrations, subscriptions or other primary goals

Use Google Search Console to examine query and page performance. Use analytics tools to understand visitor behavior, and a crawler to inspect internal links, duplicate titles, canonical tags and site structure.

Measure the results of specific improvements instead of assuming that a completed topical map or a larger number of entity mentions automatically produces better rankings.

CHAPTER 13

A 90-Day Implementation Roadmap

The following sequence turns the framework into an actionable project.

Days 1–15: Entity definition — Foundation

- Define the central entity and website purpose.
- Document the five main attribute groups.
- Identify primary audiences and the problems they need solved.
- Review existing pages, business information and brand descriptions.
- Establish baseline organic search and conversion metrics.

Deliverable: central entity brief and attribute matrix.

Days 16–30: Topical architecture — Planning

- Research competitors and relevant search queries.
- Map attributes to search intents and existing URLs.
- Identify content gaps, duplication and missing resources.
- Design topic hubs and contextual internal links.
- Prioritize pages according to user value and feasibility.

Deliverable: topical map and URL assignment spreadsheet.

Days 31–60: Content and architecture — Execution

- Improve priority pages to satisfy their intended search purpose.
- Create missing high-value resources.
- Connect related pages through meaningful internal links.
- Implement accurate structured data and resolve technical problems.
- Create original evidence supporting the website's most important claims.

Deliverable: improved pages, stronger internal architecture and technical fixes.

Days 61–90: External authority and evaluation — Expansion

- Pitch original research, useful resources or expert commentary to relevant publishers.
- Pursue legitimate citations, reviews and professional references.
- Review search queries, indexing and page-level performance.
- Improve weak pages and expand promising topic clusters.
- Plan the next quarter around measured results.

Deliverable: external outreach plan and evidence-based expansion roadmap.

CHAPTER 14

The Complete Strategic Model

The entire approach can be summarized as a connected system:

- 1 **Central entity.** Define what the website represents.
- 2 **Entity attributes.** Identify important characteristics, functions and relationships.
- 3 **Topical map.** Translate those attributes into relevant information needs.
- 4 **Content architecture.** Assign needs to appropriate pages and connect them.
- 5 **External corroboration.** Earn credible, independent references and recognition.
- 6 **Technical accessibility.** Make important resources crawlable, understandable and maintainable.
- 7 **Measurement and refinement.** Use real results to improve coverage, quality and priorities.

The central entity provides the organizing principle. Attributes determine what needs to be explained. The topical map translates those attributes into user needs. Content and internal links create a coherent information system. External evidence establishes credibility beyond the website. Technical SEO makes the system accessible, while measurement identifies what to improve.

The ultimate objective is not to mention an entity as frequently as possible. It is to build the most useful, coherent and credible body of information that the website can reasonably maintain around its central subject. That is the foundation of a sustainable entity-focused SEO strategy.

About the Author

Yukesh Chaudhary

Yukesh Chaudhary is the founder and CEO of Niguro (niguro.com), Nepal's first native search engine and news portal. He is a practicing SEO strategist with a deep focus on topical authority, semantic SEO, and entity-based information architecture.

Since February 2024 he has studied the Semantic SEO methodology of Koray Tuğberk Gübür's Holistic SEO school, applying its principles to real products and publishing operations. He writes about search, publishing systems, and building on the web at yukesh.com.np.

Central Entity SEO Strategy distills the framework he uses to plan websites around a clearly defined central entity — from attribute mapping and topical architecture to external corroboration and measurement — into a single, practical system adaptable to SaaS, e-commerce, publishing, local businesses, affiliate sites, and online tools.

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