



From Knowledge Graphs to Knowledge Panels

Building a Beeline between Entities, Authority, & Traffic that converts in the era of AI





 **Made up information**

 **Damage to reputation**

 **Dangerous because it's fake**

 **Concerning privacy issues**



write a brief description of Beatrice Gamba and Aiswarya Menon



Beatrice Gamba and Aiswarya Menon are two prominent individuals who have made significant contributions in their respective fields.



Beatrice Gamba is a renowned scientist and researcher. She is widely recognized for her groundbreaking work in the field of genetic engineering and molecular biology. With a passion for exploring the complexities of human genetics, Gamba has dedicated her career to advancing our understanding of genetic diseases and developing innovative treatments. Her research has led to significant breakthroughs in gene therapy, with the potential to revolutionize healthcare and improve the lives of countless individuals worldwide. Gamba's expertise and commitment to scientific advancement have earned her numerous accolades and made her a highly respected figure in the scientific community.

Aiswarya Menon, on the other hand, is a talented actress and rising star in the entertainment industry. Hailing from India, Menon has made a remarkable impact on the world of cinema with her exceptional acting skills and versatile performances. She gained widespread recognition for her roles in critically acclaimed movies, where she effortlessly portrays diverse characters with depth and authenticity. Menon's ability to captivate audiences with her nuanced performances has garnered her a loyal fan base and has firmly established her as one of the most promising talents in the film industry. Her dedication to her craft and remarkable talent continue to propel her career to new heights.



write a brief description of Beatrice Gamba and Aiswarya Menon based on the following facts:



- Beatrice was born in Rome, Italy
- Beatrice is Head of Agency at WordLift
- WordLift is based in Rome, Italy
- WordLift is an AI-based SEO agency
- Beatrice is an AI-based SEO expert
- Aiswarya was born in Kerala, India
- Aiswarya is SEO project manager at WordLift
- WordLift is an AI-based SEO agency
- Aiswarya is an AI-based SEO expert

→ **Accurate information used in the completion**



Triples from the Knowledge Graph as prompt



Beatrice Gamba, born in Rome, Italy, is a highly skilled professional in the field of AI-based SEO. As the Head of Agency at WordLift, a prominent AI-based SEO agency based in Rome, Beatrice plays a crucial role in leading and managing the agency's operations. With her expertise in AI and SEO, Beatrice brings a wealth of knowledge and experience to her role, driving the agency's success in helping clients optimize their online presence and improve search engine rankings. Her deep understanding of AI algorithms and SEO strategies makes her a sought-after expert in the industry.



Aiswarya Menon, born in Kerala, India, is a talented SEO project manager at WordLift. With her expertise in AI-based SEO, Aiswarya plays a pivotal role in overseeing and coordinating various SEO projects for clients at WordLift. Her profound knowledge of AI algorithms and SEO practices enables her to develop effective strategies that enhance clients' online visibility and drive organic traffic to their websites. Aiswarya's meticulous approach and commitment to delivering exceptional results make her an invaluable asset to the agency and position her as an esteemed AI-based SEO expert.

Both Beatrice Gamba and Aiswarya Menon contribute significantly to the success of WordLift, an AI-based SEO agency in Rome, Italy. Their expertise in AI and SEO, combined with their dedication to staying at the forefront of industry trends, allows them to provide innovative solutions that empower clients to thrive in the digital landscape.



Running it on an Open Source application



Hugging Face

write a brief description of two people named Beatrice Gamba and Aiswarya Menon based on the following facts:

- Beatrice was born in Rome, Italy
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- Beatrice is an AI-based SEO expert
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- Aiswarya is SEO project manager at WordLift
- WordLift is an AI-based SEO agency
- Aiswarya is an AI-based SEO expert



Triples from the Knowledge Graph as prompt

Beatrice Gamba and Aiswarya Menon are both highly qualified and experienced in the field of SEO. They both work at WordLift, an AI-based SEO agency located in Rome, Italy. Beatrice is the Head of Agency, while Aiswarya is a project manager. They are both experts in AI-based SEO and have a deep understanding of the technical aspects of the field. They both have a strong work ethic and are dedicated to providing the best possible SEO services to their clients.



Accurate information used in the completion

more knowledge
less parameters

We can use the Knowledge Graph and the information inside it as a database for language models.

Less costs

Accuracy

Safe AI

Your Money Your Life Site



Before

Total clicks

275K

2/19/22 - 8/31/22

Total impressions

21.9M

2/19/22 - 8/31/22

Average CTR

1.3%

2/19/22 - 8/31/22

Average position

19.1

2/19/22 - 8/31/22

After

310K

9/1/22 - 3/19/23

28.8M

9/1/22 - 3/19/23

1.1%

9/1/22 - 3/19/23

17.7

9/1/22 - 3/19/23

Traffic for a cluster of thousands of pages with AI-generated introduction texts.

The texts were created using a Language Model that leverages on the Knowledge Graph of the client.

Clicks

3K

2K

1K

0

25

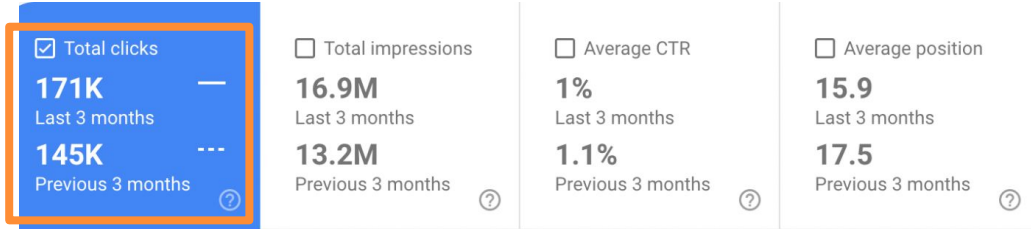
50

75

100

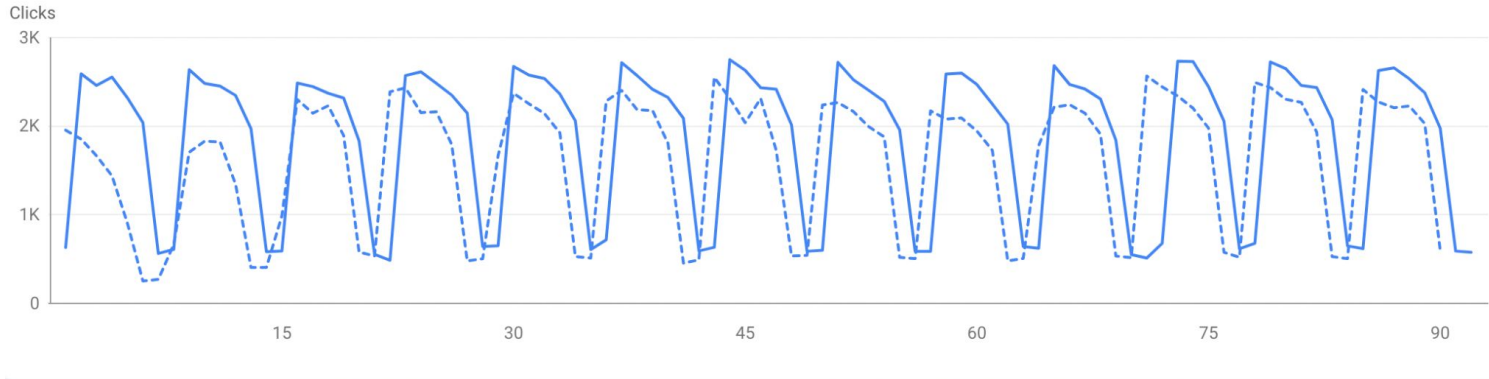


Your Money Your Life Site



Traffic continues to grow even today!

Chart totals and table results might be partial when filters are applied. [Learn more](#)





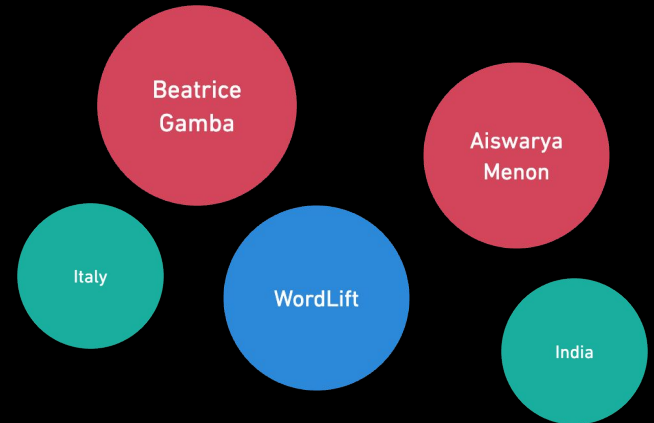
**Knowledge Graphs
influence the digital
branding of people &
organizations**

Entities

Entities are the smallest unit of information in a knowledge graph.

They describe everyday ideas, concepts, places and people univocally.

Each entity is a web page and corresponds to a data point that WordLift creates in the web of data.





Simple



Simple

Accessible



Simple

Accessible



Distinct



Simple

Accessible



Distinct

Uniform

Don't make your
Website an
Escape Room

for Crawlers



Control over information

who is Beatrice Gamba?

✓ Searching for: **who is Beatrice Gamba?**

✓ Generating answers for you...

Beatrice Gamba is the Head of agency & SEO Strategist at WordLift. She is responsible for leading the agency's strategy, operations, and growth, overseeing all aspects of the agency's operations, including budgeting, client management, team development, and marketing campaigns ¹. She has over 7 years of experience in digital marketing and SEO ¹.

Learn more: [1. wordlift.io](#) [2. knowledgegraph.tech](#) [3. crunchbase.com](#)

What is WordLift?

✓ Searching for: **What is WordLift?**

✓ Generating answers for you...

WordLift is a start-up founded in 2017 and based in Rome, Italy. The company developed the WordPress plugin of the same name, which, through the use of semantic technologies and artificial intelligence, optimizes the writing and organization of content and the findability of websites ¹ ². WordLift analyzes the content of your article and identifies matching entities organized in 4 categories: Who, What, When and Where ³.

Learn more: [1. en.wikipedia.org](#) [2. wordlift.io](#) [3. wordlift.io](#) [4. wordlift.io](#)

3 of 30 ●



From keywords to user intents

Person Schema

Reference as much information about the achievements as possible, from both internal and external sources.

name	Beatrice Gamba
alternateName	Beatrice Gamba
birthDate	1990-06-07
email	beatrice@wordlift.io
sameAs	https://www.linkedin.com/in/beatrice-g/
sameAs	https://twitter.com/geatricebi
sameAs	https://www.crunchbase.com/person/beatrice-gamba
sameAs	https://wordlift.io/ng/author/beatrice/
sameAs	https://voicesofsearch.com/episode/knowledge-graph-seo-beatrice-gamba-wordlift-beatrice-gamba-wordlift-beatrice-gamba-wordlift/
sameAs	https://data.wordlift.io/wl82991/entity/beatrice-gamba-11090
sameAs	https://data.wordlift.io/wl82989/entity/beatrice-gamba-9910
sameAs	https://www.knowledgegraph.tech/speakers/beatrice-gamba/
url	https://wordlift.io/blog/en/entity/beatrice-gamba/
url	https://about.me/beatricegamba/
url	https://www.linkedin.com/in/beatrice-g/
url	https://twitter.com/geatricebi
url	https://www.crunchbase.com/person/beatrice-gamba
url	https://voicesofsearch.com/episode/knowledge-graph-seo-beatrice-gamba-wordlift-beatrice-gamba-wordlift-beatrice-gamba-wordlift/
url	https://wordlift.io/ng/author/beatrice/
url	https://brandedsearchandbeyond.com/entity/beatrice-gamba/
url	https://kalicubetuesdays.com/entity/beatrice-gamba/
url	https://www.knowledgegraph.tech/speakers/beatrice-gamba/
url	https://fast.wistia.com/embed/channel/fj0vyg0l2j?wchannelid=fj0vyg0l2j&wmediaid=pk97yne3t2
image	
@type	ImageObject
url	https://wordlift.io/blog/en/wp-content/uploads/sites/3/2023/02/Beatrice.Gamba_v4.jpg



The **more Google recognizes**
the Author name as an *Expert*
on the topic, **the better the**
authority of their content
online.

Organization Schema

Structure the information that represents your brand.

Provide proof of existence especially if you are in digital.



NewsMediaOrganization / Organization

0 ERRORI 0 AVVISI ^

ID: https://data.globalnewsgraph.org/gng/entity/ippen_digital

@type	NewsMediaOrganization
@type	Organization
@id	https://data.globalnewsgraph.org/gng/entity/ippen_digital
description	Ippen Digital ist eine Tochtergesellschaft der Ippen Publishing Group in Deutschland, die eine Plattform für die Aggregation von Inhalten, das Wachstum von Abonnements und die Verwaltung von Werbung für digitale Inhalte anbietet. Das Unternehmen ist bekannt dafür, Verlagen bei der Umstellung auf neue digitale Einnahmequellen durch fortgeschrittene Nutzung von Publikumsdaten und Empfehlungen für Inhalte zu...
mainEntityOfPage	https://www.ippen-digital.de/
name	Ippen Digital
legalName	Herausgeber Ippen Digital GmbH & Co. KG
email	info@ippen-digital.de
sameAs	https://www.crunchbase.com/person/jan-ippen
sameAs	https://de.linkedin.com/in/janippen
affiliation	
@type	NewsMediaOrganization
@type	Organization
@id	https://data.globalnewsgraph.org/gng/entity/ippen_digital
address	
@type	PostalAddress
streetAddress	Paul-Heyse-Straße
postOfficeBoxNumber	2-4
postalCode	80336
addressLocality	München
addressRegion	Bayern
addressCountry	
@type	Country
name	Deutschland

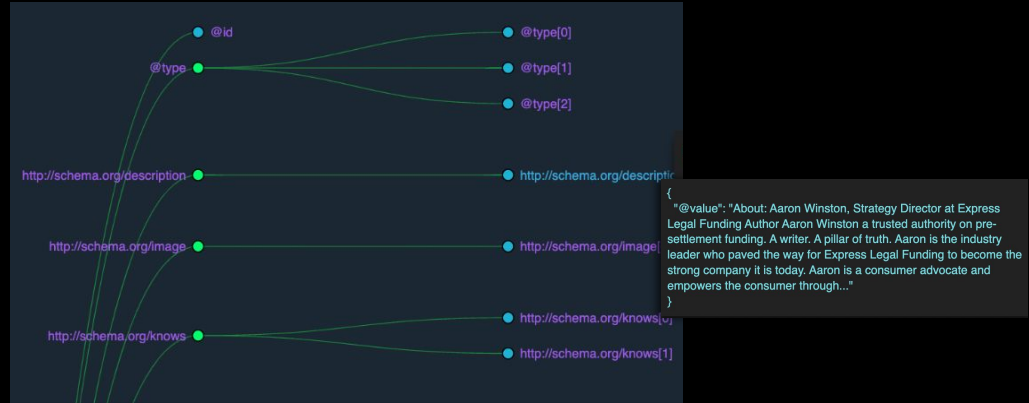


**Information is
good but what
about context?**

🌐 **The Knowledge Graph adds an extra layer to structured data, as it permits the interlinking of entities.**

✂️ **Thousands of triples, with interconnected and hyper-contextualized concepts.**

🥤 **Super juicy for AI-eco systems & search engines.**



schema:knows	https://data.wordlift.io/wl156383/entity/eric-schuller
schema:knows	https://data.wordlift.io/wl156383/entity/joshua-schwadron
schema:knows	https://data.wordlift.io/wl156383/entity/anthony-sebok-7467

The main entity is connected to other entities in the website's KG

schema:publisher	https://data.wordlift.io/wl156383/entity/expresslegalfunding
----------------------------------	---



Google

Aaron Winston



Aaron Winston

Author



aaronwinston.com

https://aaronwinston.com

Aaron R. Winston: Strategy Director & The Legal Funding ...

Aaron Winston is an author and entrepreneur who embodies Benjamin Disraeli's Dark Horse metaphor and is an expert legal content author, Consumer Advocate in the ...



aaronwinston.com

https://aaronwinston.com/about-aaron-winston

Aaron R. Winston | Official About Page

Aaron Winston is the Strategy Director of Express Legal Funding. As "The Legal Funding Expert," Aaron has more than ten years of experience in the consumer ...



LinkedIn

https://www.linkedin.com/aaron-winston

Aaron Winston - Express Legal Funding

Dallas, Texas, United States · Strategy Director & "The Legal Fur Funding

He is more than just "The Legal Funding Expert." Aaron is a co more than ten years of experience in the consumer finance in

About

Aaron R Winston was born in Lubbock, TX, where he spent the first eight years of his life. He attended Akiba Academy of Dallas, TX. Aaron Winston is the Strategy Director at Express Legal Funding. ... Google Books

Books: A Word for the Wise. a Warning for the Stupid: Canons of Conduct

Feedback

Profiles



LinkedIn

Entities in a knowledge graph are re-used by AI-ecosystems and shown to users in different forms.



who is Aaron R. Winston?

Aaron R. Winston is the Strategy Director and self-proclaimed Legal Funding Expert of Express Legal Funding, with more than ten years of experience in the consumer finance industry ¹. He is also the author of the book "A Word For The Wise. A Warning For The Stupid." Additionally, he is known for his high-level knowledge of search engine optimization (SEO) and content writing for legal funding ², law firm, and attorney website blogs.

aaronwinston ¹

aaronwinston ²



The client has great content on the site. 🥰

What **NEXT?** How can we make it **BETTER?**

- Created the KG
- Added person & org markup
- Annotated the blogs with entities

The client has great content on the site. 🥰

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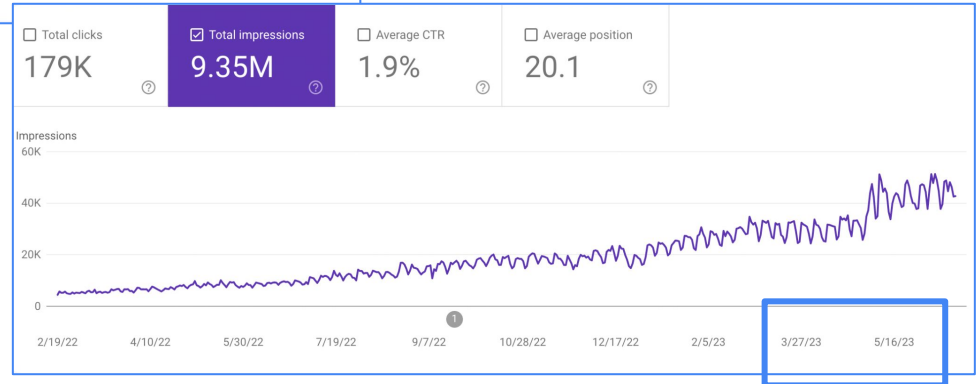
Did
It
Help?

Entities To Traffic



The traffic showed a promising start, from end of Oct 2022, right after we made the changes 🎉

The growth began to accelerate after we bagged the client's KP in March 2023



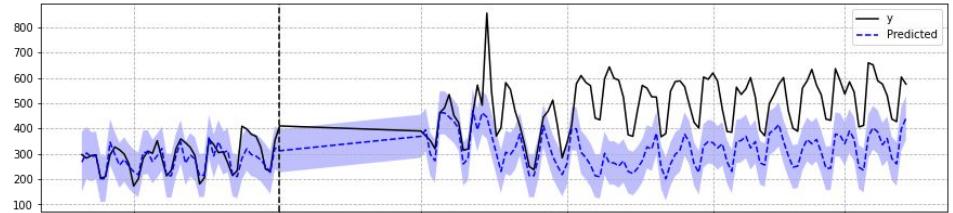
Correlation does not imply Causation

Did these changes actually help in improving the traffic?



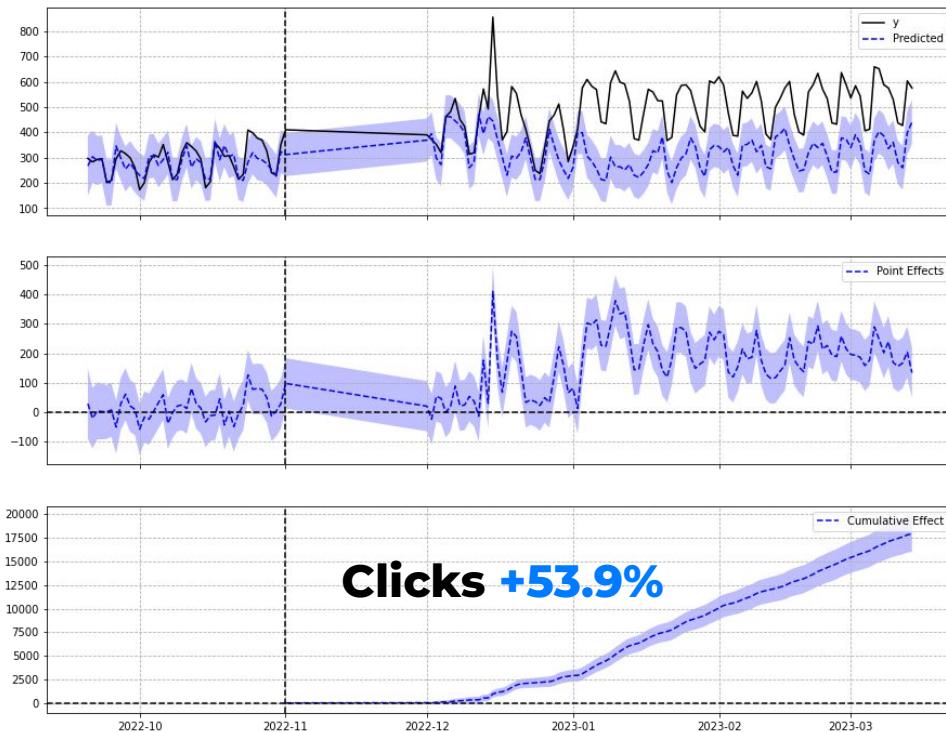
Traffic Surge?

With Causal Impact Analysis, a Bayesian structural time series model, compared the blogs where annotations were added & structured data was in place VS articles where all of it were absent.



Traffic Surge? Yes!

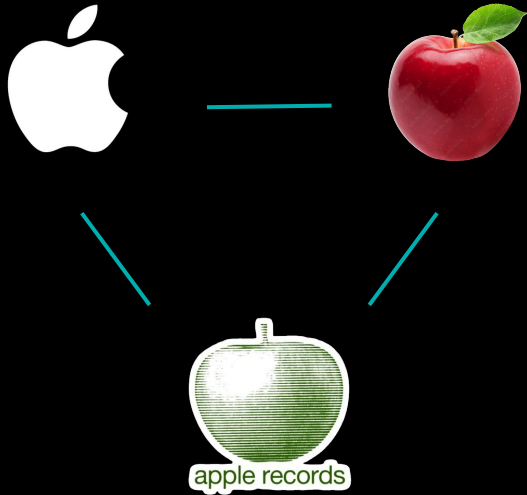
The blogs where we made the changes performed **53%** better than the ones without it.





Securing A Knowledge Panel

Disambiguate Entity



Any Unique Identifier

apple (Q89)

Apple Records (Q213710)

Apple (Q312)

- **We created a Wikidata instance for the client**

- **We created a Wikidata instance for the client**
- **We gathered all the information about the client in the structured data**

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- **We turned the “AboutPage” into an *entity collector***

- **We created a Wikidata instance for the client**
- **We gathered all the information about the client in the structured data**
- **We turned the “AboutPage” into an *entity collector***
- **We worked on building a coherent digital identity**

A photograph of a messy art studio floor. The floor is covered in a chaotic pattern of colorful paint splatters in red, blue, yellow, and green. Various art supplies are scattered around, including a red paint jar, a green paint jar, a blue paint jar, and a white plate with yellow and green paint. A black box with the 'aques' logo and a barcode is visible in the upper right corner. The text 'Things got messy' is overlaid in a large, bold, black font on a white background.

**Things got
messy**

**Wikidata instance was removed
on November 20th 2022. 😞**



We start losing the panel, bit by bit... 😱

No picture
No description
No mention to
his activity



The screenshot shows a Google search for "Aaron R. Winston". The search results include a profile card for "Aaron R. Winston" with the following details:

- Author: [Redacted]
- Profile link: <https://mobile.twitter.com/aaronrwinston>
- Profile name: [Aaron R. Winston \(@aaronrwinston\) / Twitter](#)
- Description: "Aaron R. Winston is the Strategy Director of Express Legal Funding. As 'The Legal Funding Expert.' Aaron has more than ten years of experience in the consumer ..."
- Profile link: <https://instagram.com/aaronrwinston>
- Profile name: [Aaron R. Winston \(@aaronrwinston\) • Instagram photos and ...](#)
- Description: "Strategy Director at Express Legal Funding. Aaron Winston, 'The Legal Funding Expert.' The consumer advocate in the pre-settlement funding industry."

On the right side of the profile card, there is an "About" section with the following information:

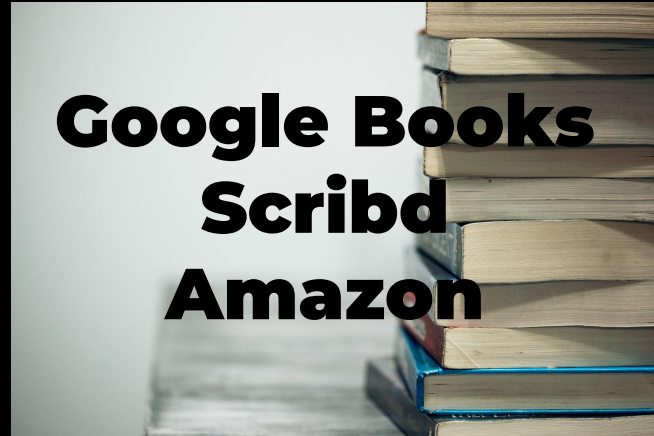
- Born: May 19, 1991 (age 31 years), Lubbock
- Feedback




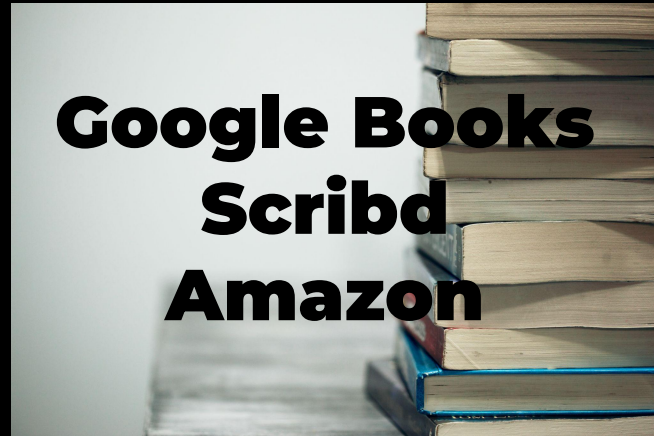


**We need external
sources of
information.**

 The client gets his book published a few months later, earning profiles as author on



 The client gets his book published a few months later, earning profiles as author on



**We add the profiles to the client's
AboutPage entity-collector** 

We leveraged on top authoritative website & portals.


We connected each profile to the single *Entity Collector*, where all the resources over the Person or Organization are semantically structured and univocally defined.


Aaron Winston

Tools


All News Images Shopping Videos More

About 1,34,00,000 results (0.42 seconds)


 **Aaron Winston**
Author

 LinkedIn
<https://www.linkedin.com/aaron-winston>


Aaron Winston - Express Legal Funding
Dallas, Texas, United States · Strategy Director & "The Legal Funding Expert" · Express Legal Funding
Strategy Director & "The Legal Funding Expert" at Express Legal Funding. **Aaron Winston** is the leading consumer advocate in the pre-settlement funding industry.

 Crunchbase
<https://www.crunchbase.com/person/aaronwinston>

Aaron Winston - Strategy Director & "The Legal Funding ...
Aaron Winston is the Strategy Director & "The Legal Funding Expert" at Express Legal Funding . Additionally, **Aaron Winston** has had 1 past job as the CMO at ...
LinkedIn: [View on LinkedIn](#)

 aaronwinston.com
<https://aaronwinston.com>



Aaron R. Winston: Strategy Director & The Legal Funding ...
Aaron Winston is an author and entrepreneur who embodies Benjamin Disraeli's Dark Horse metaphor and is an expert legal content author. Consumer Advocate in the ...

 Express Legal Funding
<https://expresslegalfunding.com/aaron-winston>

Aaron Winston: Strategy Director of Express Legal Funding
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About
Aaron R Winston was born in Lubbock, TX, where he spent the first eight years of his life. He attended Akiba Academy of Dallas, TX. Aaron Winston is the Strategy Director at Express Legal Funding. ... [Google Books](#)

Profiles

 LinkedIn
 Twitter

The panel is back for good!



The advantage in visibility and organic traffic lies at the intersection between Google's Knowledge Graph, your website's Knowledge Graph & AI.

Google KG

Google KG

Website KG

Google KG

Website KG

Artificial Intelligence

Google KG

Website KG

Visibility

Artificial Intelligence

The background features a large, abstract, multi-colored shape that resembles a stylized 'W' or a series of overlapping curves. The colors transition from dark brown at the top to bright yellow at the bottom, with a rainbow spectrum (red, orange, green, blue, purple) in the middle. A red, hand-like shape is positioned on the right side. The word 'Grazie!' is written in a bold, white, sans-serif font across the center of the image.

Grazie!





**Beatrice
Gamba**

**Head of
SEO Agency**



geatricebi



/beatrice-g/



**Aiswarya
Menon**

**SEO Project
Manager**



aiswarya95M



aiswarya-menon-9ba37a117/



W