

Entity Authority for AI Optimisation: Complete Guide 2026

Build brand and expert entities that AI knowledge graphs recognise, trust, and cite

37%

Higher citation rate with strong
entity auth

100%

Target sameAs consistency

6 mo

Full entity authority timeline

3.2x

More citations with expert
attribution

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What is Entity Authority?

Entity authority is the degree to which AI knowledge graphs recognise your brand as a verified, distinct, and trustworthy entity. It's built through consistent identity signals (name, logo, description), third-party validation (Wikipedia, Crunchbase, LinkedIn), and cross-web coherence (sameAs signals).

Research finding: Brands with high entity authority see 37% higher citation rates in AI responses compared to low-authority brands — regardless of content quality.

Why Entity Authority Matters for AI

AI platforms maintain knowledge graphs of entities — organisations, people, products, and concepts. When your brand is a well-defined node in these graphs with strong connections to related entities, AI platforms cite you more confidently. An ambiguous or inconsistently named entity is skipped — AI prefers certainty.

The 4 Components of Entity Authority

| Component | What It Means | Implementation |
|------------------------|---|--|
| Identity Consistency | Identical name, description, logo across all platforms — zero variation | Audit all profiles. Update simultaneously when anything changes. |
| Third-Party Validation | Wikipedia entry, Crunchbase, industry directories — external confirmation | Claim Crunchbase. Submit to relevant industry directories. Build press coverage. |
| SameAs Network | LinkedIn, Twitter/X, Companies House all pointing to the same entity | Add sameAs array to Organisation schema with all major profile URLs. |
| Co-Citation Network | Being mentioned alongside credible industry entities | Publish alongside authoritative sources. Earn co-mentions in press and research. |

Building SameAs Signals

SameAs properties in your Organisation schema tell AI crawlers that your website, LinkedIn page, Twitter/X profile, and other profiles are all the same entity. This cross-platform identity coherence is one of the strongest entity authority signals available.

Essential sameAs URLs for most UK businesses:

- LinkedIn company page ([https://linkedin.com/company/\[your-company\]](https://linkedin.com/company/[your-company]))
- Twitter/X company profile ([https://x.com/\[handle\]](https://x.com/[handle]))
- Crunchbase organisation profile ([https://crunchbase.com/organization/\[name\]](https://crunchbase.com/organization/[name]))
- Companies House entry ([https://find-and-update.company-information.service.gov.uk/company/\[number\]](https://find-and-update.company-information.service.gov.uk/company/[number]))
- Wikipedia (if available — include even if your article is a stub)
- Industry-specific directories relevant to your sector (G2, Trustpilot, etc.)

Expert Entity Authority

Named expert authors with verifiable credentials dramatically increase entity authority. When an article is attributed to a real person with a verified LinkedIn profile, published research, and speaking engagements, AI models treat the content as more reliable — a direct parallel to E-E-A-T.

- Create a canonical author profile page at /authors/[name] on your domain
- Implement Person schema with name, jobTitle, sameAs (LinkedIn, Twitter/X), and worksFor
- Link all published content back to the canonical author profile
- Build third-party mentions: conference talks, podcast appearances, press quotes, co-authored research
- Keep job title and name spelling identical across all platforms at all times

Measuring Your Entity Authority

| Signal | How to Check | Target |
|------------------------|--|--------------------------|
| Google Knowledge Panel | Search your brand name in Google — panel appears on right | Panel present |
| Schema Completeness | Google Rich Results Test on your homepage | 100% pass rate |
| sameAs Consistency | Check each sameAs URL; verify brand name matches exactly | 100% match |
| AI Recognition | Ask ChatGPT and Perplexity 'What is [brand]?' — check accuracy | Accurate, cited response |
| AI Share of Voice | UltraScout AI platform — track mentions across all platforms | Track trend over time |

Frequently Asked Questions

Q: How do I know if I have good entity authority?

Check if your brand has a Google Knowledge Panel. Test whether AI platforms like ChatGPT and Perplexity consistently recognise your brand name. Validate your schema completeness with Google's Rich Results Test. Count your sameAs connections.

Q: Do I need a Wikipedia page for entity authority?

Wikipedia helps but isn't essential. Crunchbase, LinkedIn company page, Companies House, and consistent schema markup can build strong entity authority without Wikipedia. Focus on the platforms most relevant to your industry.

Q: How often should I update entity signals?

Keep your identity information (name, logo, description) permanently consistent — never change these without updating all platforms simultaneously. Review sameAs links and schema completeness quarterly.

About the Author

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Founder of UltraScout AI with 16+ years in technology — spanning research and industry, building enterprise AI solutions with large language models (LLMs). Specialises in GEO, AEO, entity authority, and AI acquisition intelligence.

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