

Knowledge Graph Optimisation: Complete Guide 2026

Achieve Knowledge Panel presence — the strongest entity signal across all AI systems

3–5x

More AI citations with
Knowledge Panel

500B

Facts in Google's Knowledge
Graph

5B

Entities in Google's Knowledge
Graph

90%

Panels backed by Wikipedia

Yuliya Halavachova

Founder & Chief AI Officer | UltraScout AI

linkedin.com/in/yulyaai | x.com/YHalavachova

ultrascout.ai

What Is the Knowledge Graph and Why Does It Matter?

Google's Knowledge Graph is a database of entities and their relationships — containing over 500 billion facts about 5 billion entities. When your brand is a node in this graph with a Knowledge Panel, it means Google (and AI systems that rely on Google's knowledge) has validated your existence, your attributes, and your relationships. This is the strongest entity signal available.

Research finding: Brands with Knowledge Panels receive 3–5x more AI citations than those without — across ChatGPT, Gemini, Perplexity, and Claude.

How Entities Enter the Knowledge Graph

Google doesn't accept submissions for Knowledge Graph inclusion. Entities are added algorithmically based on a combination of signals — primarily notability, consistency, and verifiability:

Signal Category	Signals	Weight
Identity signals	Consistent brand name, logo, description across all platforms; Organisation schema with sameAs	Very High — foundation
Authority signals	Wikipedia page, news coverage in authoritative publications, industry awards, expert mentions	Very High — notability proof
Schema signals	Complete Organisation schema with @id, sameAs, foundingDate, areaServed on every page	High — direct entity declaration
Relationship signals	Clear connections to founders/leaders via Person schema; associations with industry topics	High — context and credibility
Co-citation signals	Mentioned alongside other recognised entities in authoritative sources	Medium-High — trust by association
Third-party databases	Crunchbase, Wikidata, Companies House, industry directories	High — external verification

The Wikipedia Pathway

Wikipedia is the single strongest signal for Knowledge Graph inclusion — over 90% of organisation Knowledge Panels have a Wikipedia page. However, Wikipedia has strict notability requirements. Here is how to qualify and how to get listed correctly:

1 Build notability first
 Earn coverage in at least 3 independent, reliable publications (national press, major trade publications, or authoritative news sites). Wikipedia requires verifiable notability.

2 Create Wikidata first
 Wikidata has lower barriers than Wikipedia. Create a Wikidata item for your organisation. This alone can trigger Knowledge Graph inclusion before a full Wikipedia article.

3

Submit or write carefully

Never write your own Wikipedia article with promotional content. Hire an experienced Wikipedia editor or work with your PR team. Neutral, factual, cited content only.

4

Maintain with citations

Every claim on Wikipedia must have a citation to an independent source. Keep the article updated as your organisation grows, using talk pages for suggested changes.

Building Knowledge Graph Presence Without Wikipedia

Wikipedia helps but is not essential. Brands can achieve Knowledge Graph inclusion through a combination of other strong signals:

Alternative Signal	How to Build It	Timeline
Wikidata entity	Create Wikidata item; add statements (founded, headquarters, key people); link to website	1–2 weeks
Crunchbase profile	Complete profile with funding rounds, team, description, website link	Immediate — index in 2–4 weeks
Companies House (UK)	Ensure legal name in schema matches Companies House exactly	Already exists — link via sameAs
Press coverage	Secure coverage in 3+ independent, authoritative publications with brand name	2–6 months
Industry directory listings	G2, Capterra, Trustpilot, sector-specific directories	1–4 weeks per listing
Google Business Profile	Claim and fully complete GBP — direct Knowledge Graph integration	1–2 weeks

Maintaining and Improving Your Knowledge Panel

- Verify your Knowledge Panel via Google Search — claim it if available
- Suggest edits for inaccurate information directly through the Knowledge Panel interface
- Keep all sameAs URLs current — broken links weaken entity coherence
- Update Wikidata whenever key company information changes (leadership, HQ, products)
- Monitor your Knowledge Panel monthly — AI can affect it as it updates its knowledge graphs
- Add new media coverage to press page and ensure it's indexed — freshness signals help

Frequently Asked Questions

Q: How long does it take to get a Knowledge Panel?

With all signals in place (Wikidata, Crunchbase, press coverage, complete schema), a Knowledge Panel can appear in 3–6 months. Wikipedia accelerates this significantly. Without notability signals, a panel may never appear — focus on earning the coverage first.

Q: What if my Knowledge Panel has incorrect information?

Claim the panel via Google Search and use the 'Suggest an edit' option. Update Wikidata and Crunchbase with correct information. Correct inaccuracies on your own website. AI pulls from these sources, so fixing them at the source is the most durable solution.

Q: Can I get a Knowledge Panel for an individual, not a company?

Yes — Person Knowledge Panels work the same way. The individual needs sufficient notability (Wikipedia eligibility helps), complete Person schema, LinkedIn, Twitter/X presence, and press coverage that independently references them by name and role.

About the Author

Yuliya Halavachova

Founder & Chief AI Officer at UltraScout AI

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.

Connect: [linkedin.com/in/yuliyaaai](https://www.linkedin.com/in/yuliyaaai) | x.com/YHalavachova | ultrascout.ai

Start Improving Your AI Visibility Today

Knowledge Graph Presence — Free

ultrascout.ai/free-ai-visibility-check

Knowledge Graph Strategy Session

ultrascout.ai/demo

Advanced Knowledge Graph Guide

[ultrascout.ai/downloads/knowledge-gra](https://ultrascout.ai/downloads/knowledge-graph)

© 2026 UltraScout AI. This guide is for educational purposes. AI platform behaviour changes frequently. Strategies should be adapted to your specific industry and goals.