QUICKSPROUT

How to Get Search Traffic from Google's Knowledge Graph

But before we get started, let's take a look at what the Knowledge Graph is:

What is the Knowledge Graph?

The Knowledge Graph is Google's way of answering questions and delivering information in a direct way.

How the Knowledge Graph works

Under the hood of the Knowledge Graph, you'll find several fascinating algorithmic features. Here are a few of them:

- **Semantic search** – the driving force behind Knowledge Graph's input understanding is semantic search. KG considers a variety of data points — word variation, synonyms, concept matching, natural language, IP location, and search context — to deliver more specific results. Many of Google's recent algorithm updates have further pushed the power of semantic search.

- **Entity indexation and disambiguation** – the Knowledge Graph is a grand attempt to catalog everything — i.e., noun, object, or entity — and connect it to every other thing. These "things" are technically called "entities." The process of entity mapping is called Entity Recognition and Disambiguation, or ERD. As we'll see below, understanding the power of entities is a key component of KGO.

- **User behavior** – what I find interesting is that the Knowledge Graph depends heavily on user behavior. In response to the query "what is the knowledge graph," the graphed SERP comes from Wikipedia, not Google, even though "knowledge graph" is a branded term of Google. This fact alone shows that Google is algorithmically preferring (as far as we can tell) Wikipedia results over its own page, in part, due to the fact that Wikipedia is the go-to resource for most users. Search traffic, including CTR, organic, and direct, indicates that Wikipedia contains the best answer to a user's query.

Continue your content marketing using entity keywords

- At the most basic level, use keywords. The Knowledge Graph, as an entity recognition and disambiguation system, thinks of your keywords as "entities." It attempts to recognize a particular entity, disambiguate it, and then relate it to the millions of other entities within the database.

- Without the use of keywords, it would be very difficult for Google to connect pages on your website to specific search queries.

Use schema markup everywhere possible

- Schema markup is the quickest and most effective way to help the Knowledge Graph return your results in graph boxes.
- Markup options are available for hundreds of entities on your website. Since the Knowledge Graph depends heavily on this markup to produce helpful results, you should be using it for your site entities.

Optimize your Google+ pages

- The Knowledge Graph draws much of its information directly from Google+. Businesses and organizations with optimized Google+ pages have an advantage for KGO. To optimize for Google+ is to optimize for the Knowledge Graph.

- Google+ allows you to set up your business' hours of operation, menu, and other important details. Searchers will see this in the Knowledge Graph results.

Invite customer reviews

- One of the most common KG results is the reviews. Google depends on the review text to create graph displays in search and map search results.

- The art and science of inviting business reviews is outside the scope of this article, but keep in mind that they do impact search relevancy and, more to the point, Knowledge Graph results.

Use Freebase MIDs (sameAs)

- Freebase is an entity database that assigns an MID (Machine Identification) to every one of its millions of entities. Anything that is relatively well known probably has an ID in Freebase.

- If your entity (person, thing, business, etc.) is not part of the Freebase database, you can easily add it.

Help Wikipedia

You can help contribute to Wikipedia's accurate, reliable, and helpful information. Wikipedia, however, is not a means to SEO/KGO, but rather a data source for the Knowledge Graph, which is a component of a successful web presence.

Help Google

Finally, you can actually help Google refine the results of the Knowledge Graph by labeling them as “not useful,” “useful,” or “awesome.” Here’s how you can tell Google what you think:

1. Within a Knowledge Graph box, usually at the bottom, you can find the word “Feedback.” You can click on the word and tell Google what you think about the results.

2. Occasionally, you will receive a pop-up asking you for your response.

3. Submit your valuable feedback, so that it can help Google improve its search capacity.