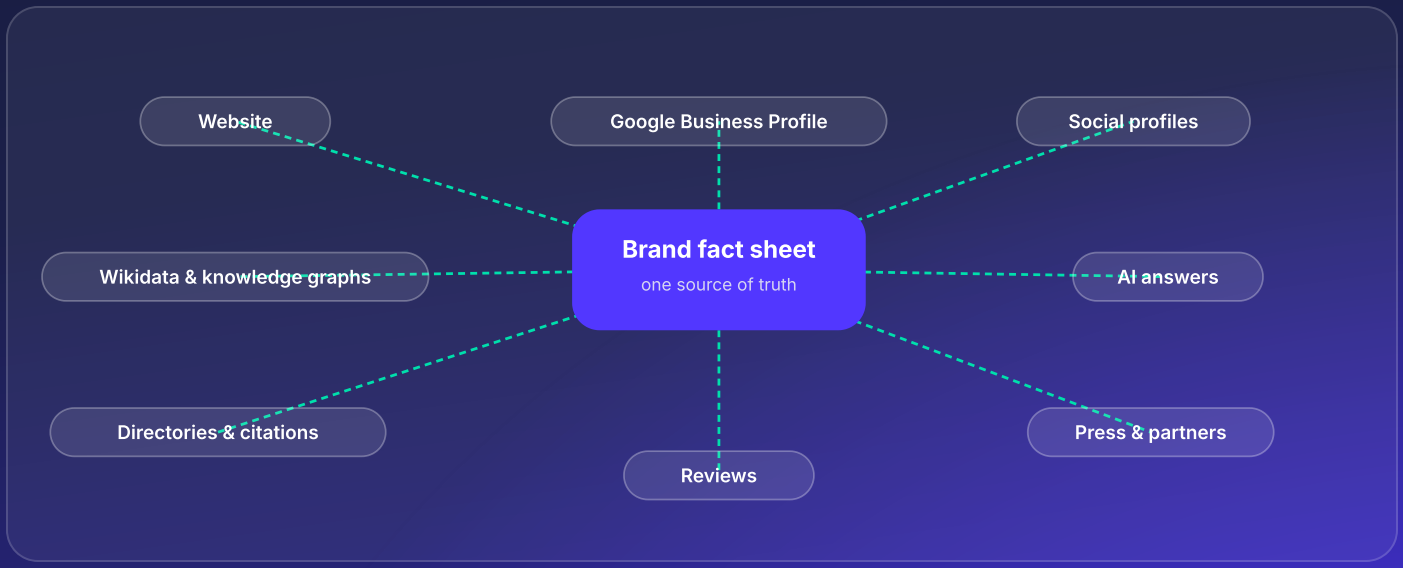
Brand Consistency Across Every Surface

How to make your website, Google Business Profile, social profiles and off-site mentions describe the same brand, so search engines and AI systems can recognise it, trust it and recommend it.

Guide · Entity SEO and generative engine optimization

EVERY SURFACE TELLS THE SAME STORY



1	8	5
brand fact sheet	surfaces to align	step audit

Ameneh Saeednia
Senior SEO and Generative Search Strategist

Why it matters

AI builds a profile of your brand from fragments

Search engines and AI assistants don't read your brand in one place. They piece it together from your website, profiles, directories, reviews and articles. **If those pieces agree, the picture is sharp. If they don't, you get left out.**

What Olaf Kopp's research says

An LLM assembles a **composite profile** of a brand from fragments across the website, reviews, Wikipedia, social media, forums and news. [1]
Consistent fragments produce a **clear characterization**. Contradictory ones make the model uncertain, and it **defaults to better-characterized competitors**. [1]
Kopp calls the discipline of shaping this **brand context optimization**: making sure the AI names your brand when a request matches what you offer. [1][2]

What Google says

A Business Profile name should reflect the business's **real-world name**, as used consistently on the storefront, website and stationery. [3]
Adding unnecessary words to the name **isn't permitted** and can lead to suspension. [3]
Organization structured data helps Google understand **administrative details** about an organization. [4]

Kopp's example

A boutique hotel's About page says **luxury**, the Rooms page says **budget hostel rates**, and reviews call it **mid-range**. Faced with three answers, an AI either leaves the hotel out or describes it wrongly, and it loses both the luxury and the budget searches. [1]

The goal of this guide

One **brand fact sheet**, written as clear **identity blocks**, published the same way on every surface you control, and reinforced by the sources you don't.

Part 1

Start with one brand fact sheet

Consistency is impossible without a single source of truth. Before touching any profile, write down the **canonical facts**. Everything else is copied from here.

Field	Rule	Example
Canonical brand name	Exactly as customers see it. No keywords or locations added	Harbour & Pine
Legal name and alternates	List them so they can be connected, not used at random	Harbour and Pine Hotel Ltd; H&P
Category	The plain-language category people search for	Boutique hotel
One-line description	Brand + category + main differentiator, under 160 characters	Harbour & Pine is a 24-room boutique hotel on the Vancouver waterfront.
Core attributes	3 to 5 attributes you want AI to repeat	Waterfront, quiet rooms, pet-friendly, local breakfast
Address, area, phone, hours	One format everywhere	123 Example St, Vancouver BC · +1 604 000 0000
Founded, founders, leaders	Dates and full names	Founded 2015 by [Name]
Website, handles, IDs	Main URL, social handles, GBP, Wikidata, Crunchbase	@harbourandpine on every network
Logo and colours	One current logo file and hex values	Square logo for profiles, wide logo for site

Owner and rhythm

Give the fact sheet **one owner**. Review it **quarterly** and after any change: move, rename, new service, new leadership.

Example brand is fictional. Use the same columns for a person (consultant, author) or a product.

Part 2

Write brand identity blocks

Olaf Kopp recommends turning brand messages into **brand identity blocks**: short, self-contained nuggets written so machines can extract them. [2]

1

Use the canonical name

Write **Harbour & Pine offers...**, not **we offer...**. Pronouns make the AI work out who "we" is. [2]

2

Subject, verb, object

Short sentences keep the brand **close to its attributes**. Nested clauses blur who does what. [2]

3

One relationship each

Keep each block under about **400 characters** and about **one** brand-topic relationship. [2]

We've been welcoming guests for ten years and we love helping travellers, families and their pets enjoy the waterfront in our cosy rooms.

Harbour & Pine is a boutique hotel on the Vancouver waterfront. Harbour & Pine opened in 2015. Harbour & Pine welcomes dogs in all ground-floor rooms.

Name as subject, one fact per sentence, attributes stated

Attribute completeness

List the attributes AI already gives your **competitors**: "quiet", "family-friendly", "award-winning". [2]
Find the ones **missing** from your brand.
Write a block for each, **if it's true** and you can prove it.

Where to use them

About page, homepage intro, press page
Business Profile description
Social bios and LinkedIn "About"
Directory listings, partner pages, speaker bios

Same facts, not the same words

Consistency means the **facts and positioning** match. Each surface can phrase them for its audience, as long as the name, category and core attributes don't change.

Part 3

On your website

Your website is the **entity home**: the place every other profile should point back to (Lesson 9).

Element	What consistent looks like
Homepage	The canonical name, category and one-line description above the fold
About page	Identity blocks: who, what, where, since when, led by whom. Links to official profiles
Contact and footer	Name, address and phone in the **exact** fact-sheet format, on every page
Location pages	One per real location, matching each Business Profile
Team and author pages	Real people, consistent job titles, links to their profiles (Lesson 12)
Title tags and logo	The same brand name and current logo site-wide
Structured data	`Organization` or `LocalBusiness` with one `@id`, `logo`, `address`, `telephone` and `sameAs` to official profiles [4]
Press or media page	Approved boilerplate, logos and facts for journalists to copy

Watch out for

Old names in **image alt text, PDFs and blog posts**. Different phone numbers on **landing pages** and tracking numbers without a canonical one. Contradicting claims between pages, like Kopp's **luxury vs. budget** example.

One rule

If a fact appears on more than one page, it should come from **one template or one source**, so a change updates everywhere at once.

Part 4

Google Business Profile

For local businesses, the Business Profile is often the **first thing** people and AI see. Google's rules make consistency a requirement, not a nice-to-have.

Field	Google's rule or best practice	Consistency check
Business name	Real-world name, as used on storefront, website and stationery. No extra keywords [3]	Identical to the fact sheet
Address or service area	Accurate, real location	Same format as website footer
Phone and website	Direct line; link to the matching location page	Same number as the site
Categories	Primary category that best describes the business	Matches the fact-sheet category
Description	What the business is and offers	Built from your identity blocks
Hours	Regular and special hours kept current	Same as website and social
Products, services, photos	Real offerings and real photos	Match the website's offer

Multiple locations

One profile per real location. Duplicates split signals and break the rules.
Each profile links to **its own** location page.
Use the **same naming pattern** across locations.

Keyword stuffing backfires

"Harbour & Pine Boutique Hotel Vancouver Pet Friendly" breaks the naming guideline and can get the profile **suspended**. [3] Put attributes in the **description and categories** instead.

Part 5

Social profiles

Social profiles are among the most-crawled pages about a brand, and AI systems use them to **corroborate** who you are.

Element	Make it consistent
Handle	The same handle everywhere, or the closest available version
Display name	The canonical brand name, not a slogan
Bio	A short identity block: name, category, location, one differentiator
Link	The website or the matching location page
Category and location fields	Same category and address as the fact sheet
Profile image	The same current logo or headshot
Pinned post or featured section	What the brand is known for, in plain words

Network notes

LinkedIn: company page fields (industry, size, founded, HQ) must match.
YouTube: the About tab and channel links count as profile data.
Instagram, TikTok, X, Facebook: bios are short. Use the one-line description.

Personal brands

Use **one name form** and **one job title** everywhere. If you go by a nickname, state both once: **"Full Name (Nickname)"**.
Link profiles to each other and to the same website.

Repeat the context

Kopp's research stresses **co-occurrence**: the brand name appearing repeatedly next to the right category terms. [1] Social posts that pair the name with your core topics build that association over time.

Part 6

Off-page: directories, press and partners

Authority and expertise are **given from outside**, says Kopp: through references, mentions and recommendations that connect your name to your topics. [5]

Source	What to align	Priority
Major directories and maps	Name, address, phone, website, category, hours (Apple, Bing, Yelp, industry platforms)	High
Industry directories and associations	Category, services, description, logo	High
Booking and review platforms	Name, category, description, photos, policies	High
Business databases	Crunchbase, chamber of commerce: founding date, leaders, HQ	Medium
Wikidata	Only if notable: label, aliases, official website, identifiers (Lesson 9)	Medium
Press and boilerplates	The approved description and facts	Medium
Partner, supplier and speaker pages	Correct name, link and short bio	Medium

Build co-occurrence on purpose

Get mentioned **with the right topics**, not just mentioned. Kopp lists PR in thematic contexts as a core lever. [5]
Unlinked mentions still count for **association**.
Make sure coverage is **crawlable**: not hidden in PDFs, images or paywalls only.

Clean up the past

Old addresses and phone numbers in **directories**.
Previous brand names on **partner sites**.
Outdated bios on **conference and podcast** pages.

Part 7

Reviews and user-generated content

You can't write your reviews, but they are part of the profile AI builds. In Kopp's hotel example, the reviews' "mid-range" was one of the three conflicting signals. [1]

1

Earn specific reviews

Ask guests or customers about the **things that make you different**. Specific reviews repeat your attributes in their own words.

2

Reply consistently

Use the **canonical name** and confirm facts in replies: "Harbour & Pine welcomes dogs in all ground-floor rooms."

3

Fix the cause

If reviews keep contradicting your positioning, **the positioning or the product** may need to change, not the copy.

4

Watch forums

Reddit, Tripadvisor forums and community groups are frequent AI sources. **Answer factually** where appropriate, and disclose who you are.

5

Never fake it

Fake or incentivized reviews break platform rules and are **deceptive**. They also teach AI the wrong things.

6

Track themes

Collect the words people use about you. They show which **attributes** the market already associates with you.

Part 8

The five-step consistency audit

Run this once in full, then quarterly on the surfaces that matter most.

Step	What to do	Output
1 · Inventory	List every surface: site pages, GBP, social, directories, platforms, Wikidata, press, partners	Surface list
2 · Extract	Copy each fact (name, category, description, address, phone, hours, founded) into a grid	Fact grid
3 · Compare	Mark each cell as **matches, differs or missing** against the fact sheet	Conflict map
4 · Fix	Website and schema first, then GBP, then high-authority third parties, then the long tail	Fix list with owners
5 · Check AI	Ask AI tools how they describe you, and test with an NLP tool (Part 9)	AI characterization notes

Fact	Website	GBP	LinkedIn	Instagram	Directory	Wikidata
Brand name	✓	✓	✓	×	✓	–
Category	✓	✓	×	✓	×	–
Address / area	✓	✓	✓	–	×	–
Phone	✓	×	–	–	✓	–
One-line description	✓	×	×	×	×	–
Founded	✓	–	✓	–	–	×

✓ matches the fact sheet · × differs · – not listed. Illustrative audit.

Prioritize by reach

A wrong phone number on your **Business Profile** costs more than one on a minor directory. Fix the surfaces people and AI **see most** first.

Part 9

Check how AI characterizes you

The last step is to see the result the way an AI does.

Ask the AI directly

"What is **[brand]**?" Does it get the **category and attributes** right?
"Who are the best **[category]** in **[city]** for **[need]**?" Are you named?
"Compare **[brand]** with **[competitor]**." Which attributes does it give each?
Repeat in **several tools** and save the answers with dates.

Test your own text

Kopp recommends an **NLP positioning audit**: check which entities a text emphasizes and their **salience**. [2]
If your brand isn't the most salient entity on your About page, **restructure** the text.
Google's Natural Language API demo shows entities and salience (Lessons 5 and 6).

What you find	What it means	What to do
AI gets your category wrong	Category signals are weak or mixed	Fix the one-line description everywhere
AI names competitors, not you	Weak co-occurrence with the category	PR, directories and content pairing name and category
AI repeats an old fact	Outdated sources still dominate	Update the sources, then wait for recrawl
AI says nothing about you	No clear entity	Strengthen the entity home, schema and corroborating profiles (Lesson 9)

Be patient

Websites change in days, directories in weeks, AI training data in **months**. Grounded AI answers (with search) improve sooner than the model's built-in memory.

Checklist and sources

Brand consistency checklist

Checklist

[ ] One **fact sheet** with an owner and review date
[ ] **Identity blocks** with the canonical name as subject
[ ] Website: homepage, About, footer, location pages aligned
[ ] `Organization` / `LocalBusiness` markup with `sameAs`
[ ] Business Profile name, category, hours and description match
[ ] Same handle, name, bio and logo on every social network
[ ] Top directories and platforms corrected
[ ] Press boilerplate and partner bios updated
[ ] Review replies use the canonical name and facts
[ ] AI characterization checked in at least three tools

01 **Guide to Brand Context Optimization for GEO. Olaf Kopp, Feb 2026**
Composite brand profiles, co-occurrence, consistent vs. contradictory characterization.
kopp-online-marketing.com/guide-to-brand-context-optimization-for-generative-engine-optimization-geo

02 **What is brand context optimization for GEO? Olaf Kopp, Feb 2026**
Brand identity blocks, canonical names, SVO, attribute completeness, NLP audit.
kopp-online-marketing.com/what-is-brand-context-optimization-for-geo

03 **Guidelines for representing your business on Google. Google Business Profile Help**
Real-world name used consistently; no unnecessary information.
support.google.com/business/answer/3038177

04 **Organization structured data. Google Search Central**
Administrative details, logo, sameAs.
developers.google.com/search/docs/appearance/structured-data/organization

05 **E-E-A-T and topical brand positioning. Olaf Kopp**
Authority comes from outside; co-occurrence; PR in thematic contexts.
kopp-online-marketing.com/e-a-t-topical-brand-positioning

Guide by **Ameneh Saeednia**, seogirl.ca, drawing on published work by **Olaf Kopp** (Aufgesang) and Google documentation, prepared with AI assistance. Brand examples are fictional. Some of Kopp's full guides are members-only; this guide uses his public material.