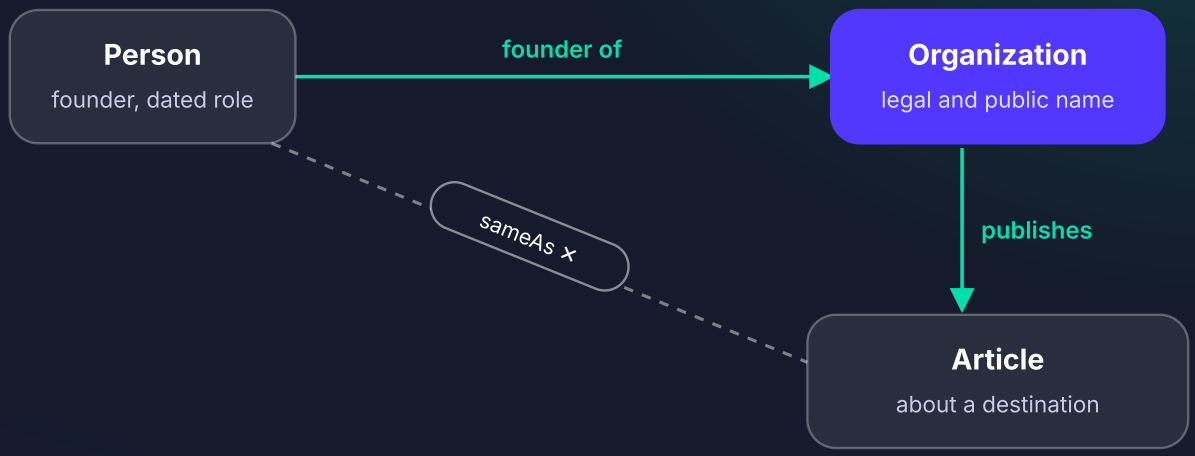
seogirl

Entity Clarity
Identity to Evidence

A practical audit for the names, profiles and structured data that describe the same real-world person or organization.

Working draft · v0.1 · research-informed method

THREE RECORDS, THREE DIFFERENT RELATIONSHIPS



A person is not the company, and a page about a topic is not the business. **Decide the relationship first**, then choose the markup.

08	03	01
verification checks	record types	real self-audit

Ameneh Saeednia
Senior SEO and Generative Search Strategist

Research synthesis

Identity is a claim to verify

A repeated name can conceal **different organizations, former roles or unrelated people**. Start with a clearly scoped entity and compare the evidence behind each identity claim before changing profiles or markup.

Primary-source finding	Practical implication
Google describes Organization markup as useful for administrative detail and disambiguation. [1]	Keep relevant organization facts accurate. Do not promise a Knowledge Panel or AI recommendation.
Schema.org defines sameAs as an unambiguous identity reference. [2]	A page about a topic is not an identity link for the business that writes about it.
Google distinguishes author-identifying URLs and ProfilePage use cases. [3, 4]	Separate a person from their employer, and a profile page from a multi-purpose home page.

Part two of the Entity Clarity workbook

The workbook gives you a **canonical fact sheet** and a consistency check. This part goes one level deeper: **claim-level identity decisions**, the entity versus page distinction, and a **correction log**.

Three records, three jobs

Entity record: the person or organization. **Page record:** a URL describing that entity. **Claim record:** a dated statement, such as a role or trading name, supported by a source.

Watch for false agreement

Two profiles that copied each other agree, but that is **not independent corroboration**. Trace where each fact first came from.

The eight audit checks

Establish the identity, then connect the records

Checks 1 to 4 decide who the subject is. Checks 5 to 8 decide which records and relationships actually belong to it.

1

Define the exact subject

State whether the subject is a **person, company, trading brand, branch or product**. Give the audit a scope and owner.

Evidence: Entity type, primary website, relevant location and scope note.

2

Separate legal and public names

Record the legal and public-facing names only when verified. Do not force a **brand and its parent** into one record.

Evidence: Approved business record, public name and relationship source.

3

Resolve namesakes

Check name, domain, role, location and other discriminating facts together. **Leave uncertain matches unresolved.**

Evidence: Comparison of candidate identities and the reason a match is accepted or rejected.

4

Put time on changing facts

Roles, locations and services change. Distinguish **historical statements** from claims about the present.

Evidence: Publication date, observation date, effective date if known and current owner.

5

Verify external profiles

Open the original profile and confirm it refers to the scoped entity. **Link ownership** alone does not make every statement true.

Evidence: Profile URL, matching facts, conflicts and reviewer decision.

6

Match the relation to the claim

Use **sameAs** for identity, **about** for subject matter and **mentions** for a reference in a CreativeWork. [2, 5]

Evidence: A sentence explaining each relationship before choosing its markup.

7

Compare markup with visible facts

Keep organization, author and page descriptions consistent with what visitors can verify. **A validator pass is not factual validation.**

Evidence: Inspected JSON-LD, visible page section and source record.

8

Assign and recheck corrections

Change sources you control through their normal workflow. Log external corrections **without assuming adoption**.

Evidence: Owner, requested change, status and dated readback.

Fictional worked example

A founder is not the company

Illustrative scenario only. **Harbour Route Travel** and **Maya Lee** are fictional, and no client outcome is reported.

Observed statement	Decision	Next action
The About page names Maya as founder; an old directory calls her current CEO.	Founder and current executive role are **different claims**. The role is unresolved.	Ask the business fact owner for the current role and a dated supporting source.
Organization sameAs points to Maya's personal profile.	This connects **different subjects**.	Keep the person and company distinct. Add the correct verified company profile if one exists.
A Peru destination article is listed as the company's sameAs.	Topic coverage does not make a page **the business identity**.	Remove the identity relation. Assess an appropriate topic relation on the article.
A schema validator reports no syntax errors.	Syntax validity does not resolve **identity mistakes**.	Recheck entities and relationships against the source register.

The relationships, spelled out

Maya Lee (Person): founder of Harbour Route Travel.
Harbour Route Travel (Organization): offers private tours.
Peru guide (Article): about a destination, published by the organization.

Why it matters

Each line is a **different relationship**, not an interchangeable identity. Collapsing them is how AI answers end up describing the founder's old job as the company's current leadership.

Real example: auditing my own entity

Three names, three job titles

I ran checks 1 to 7 on **myself**: seogirl.ca's homepage, About page and a blog post, plus the profiles they link to. Observed 3 November 2026. This is the audit I'd want a client to see me do first.

What I found	Decision	Correction
The site says Ami Saeednia; the footer, LinkedIn and GitHub URLs say Ameneh Saeednia.	**Confirmed** same person. The link between the two names is never stated.	Say it once on the About page (“Ameneh (Ami) Saeednia”) and list both names in Person markup.
Job title appears as SEO Strategist, SEO / GEO Strategist and, in my PDFs, Senior SEO and Generative Search Strategist.	**Conflicting.** Three titles for one role.	Pick one canonical title and use it on the site, LinkedIn, PDFs and bylines.
Brand written as SEOgirl (logo alt text) and SEO Girl (site name).	**Minor conflict.**	Choose one spelling for the brand name and alt text.
Links to LinkedIn, GitHub, ORCID and the podcast I co-host.	**Confirmed** for identity; each is my own or a collaborator's profile.	Use these as sameAs on the Person record. The podcast page is a collaboration, so it supports identity, not independence.
JSON-LD (Person, Organization, Article author).	**Not assessed.** My fetch tool couldn't see script blocks.	Inspect the live markup and compare it with the visible facts (check 7).

What it shows

Even a one-person site **drifts**. Nothing here is wrong, but three titles and two name forms with no stated link is exactly the kind of ambiguity this audit exists to catch, before an AI answer has to guess.

Template

The identity evidence register

One claim per row, with a decision and an owner. This is the record you return to when an AI answer gets the entity wrong.

Field	Entry rule
Entity key / type	A stable local record key. Record Person, Organization or another appropriate type.
Preferred name / aliases	The chosen public name. Preserve historical names with dates.
Claim and timeframe	One statement per row, with a current or historical scope.
Source URL / source owner	The original source and who maintains it. Note copied or dependent sources.
Observed / effective date	Separate when you saw a statement from when it applies.
Decision	Confirmed for scope / Conflicting / Unresolved / Outdated / Not assessed.
Relationship decision	Same entity, affiliation, topic or mention, decided before choosing markup.
Correction and owner	Specific change, responsible person, destination, due date and readback evidence.

Summary without a visibility score

Count **confirmed, conflicting and unresolved** claims in the reviewed sample. Report scope and unreviewed sources. Do not convert agreement across your own profiles into a search-engine confidence score.

Suggested review triggers

A **leadership change, rebrand, relocation, changed service, new official profile** or recurring identity error should trigger a targeted review. A quarterly review is an operating choice, not a Google requirement.

Pilot and measurement

Test the method on a small sample

Run it by hand on one entity before turning it into a Skill.

Stage	Action	Success condition
Scope	Choose one entity, five important identity claims and the relevant official and external sources.	No unresolved ambiguity about what is being audited.
Independent review	Two reviewers classify the same claims before discussing them.	Disagreements are documented and decision rules clarified.
Correct	Fix approved inaccuracies in controlled sources. Request external changes through normal processes.	A dated readback shows what actually changed.
Observe	Repeat a small set of AI identity questions under recorded conditions.	Exact answers, model or platform, session, date, locale and citations are recorded.

Keep two outcomes separate

Operational: fewer unresolved conflicts in the audited sources. **Observational:** how sampled AI answers describe the entity. A change in AI answers after your edits doesn't prove the edits caused it.

Before turning it into a Skill

Test a **namesake, former executive, trading brand and copied directory entry**. Keep a human approval step before any identity claim changes.

Sources, checked 2 November 2026

Evidence and boundaries

01 **Organization structured data. Google Search Central**
Supports the limited disambiguation purpose and relevant organization details. Not evidence of a guaranteed search appearance.
https://developers.google.com/search/docs/appearance/structured-data/organization

02 **sameAs. Schema.org**
Defines identity references. Apply only after the subject has been resolved.
https://schema.org/sameAs

03 **Article structured data. Google Search Central**
Explains author-identifying URLs and the distinction between author records.
https://developers.google.com/search/docs/appearance/structured-data/article

04 **ProfilePage structured data. Google Search Central**
Describes eligible profile-page contexts and the mainEntity relationship.
https://developers.google.com/search/docs/appearance/structured-data/profile-page

05 **about. Schema.org**
Describes subject matter, as distinct from identity.
https://schema.org/about

06 **mentions. Schema.org**
A reference within a CreativeWork, as distinct from its main topic.
https://schema.org/mentions

Scope

A method playbook by Ameneh Saeednia, prepared with AI assistance, extending the SEO Girl *Entity Clarity* workbook. The self-audit is real; Harbour Route Travel is fictional. Not a study or a ranking score.