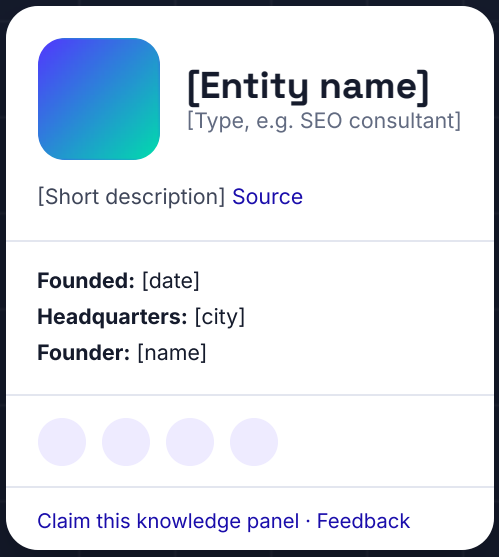
# How to Get a Knowledge Panel

A realistic, six-stage roadmap for people and organizations: define the entity, build its home, mark it up, corroborate it, connect it to open records, then check and claim.

Teaching series · Lesson 9 · practical

WHAT YOU'RE WORKING TOWARD




A knowledge panel appears when Google is **confident it knows who or what an entity is**. This guide is about building that confidence with real evidence, in six stages.

Illustrative mock-up, not a real panel.

| 6 | 90 | 0 |
|---|---|---|
| stages | day plan | guarantees, honestly |

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Before you start

# What this lesson covers

Lesson 8 explained knowledge graphs. This lesson is the **practical follow-up**: what a person or organization can actually do to make a knowledge panel more likely, and what to do once one appears.

### By the end of this lesson you can

- Tell an **entity knowledge panel** from a **Business Profile** panel, and know which one you need.
- Explain how Google says panels are **generated, verified and corrected**.
- Work through the **six-stage roadmap** with concrete deliverables.
- Diagnose common problems: **no panel, wrong panel, wrong photo, outdated facts**.
- Plan a realistic **90-day** programme, and avoid the shortcuts that backfire.

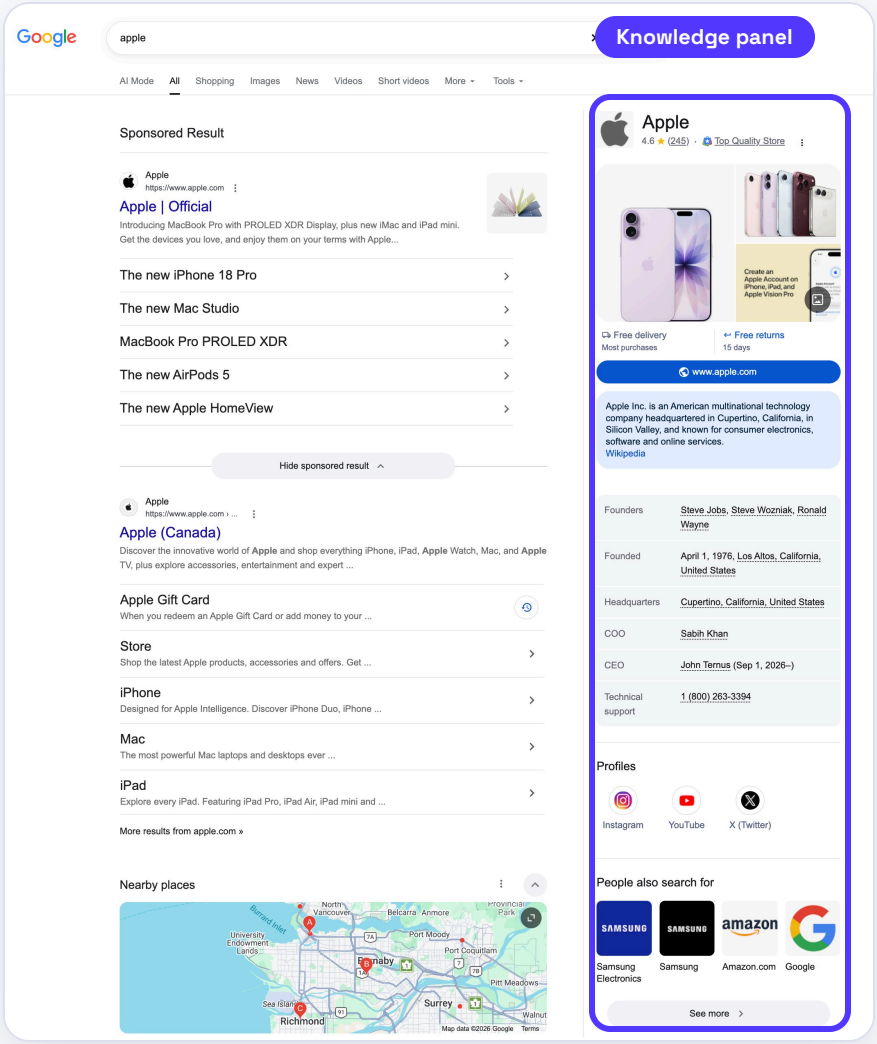
### Honest expectations

**Nobody can guarantee a knowledge panel**, and Google doesn't sell them. Panels are generated automatically when Google has enough consistent, independent information about an entity. [1] Anyone promising one for a fee is selling something Google doesn't offer.

A real example

# What a knowledge panel looks like

Search for a well-known entity on desktop and the panel appears on the **right side of the results**. Here is Apple's. Every part of it comes from somewhere.




Screenshot: Google Search for "apple", desktop, Vancouver, November 2026. Panels change by location, device and date.

1. **Name and logo**
   The **canonical name** and logo. Organization markup such as `logo` can influence these. [4]

2. **Images**
   Images Google links to the entity, here its products.

3. **Store details**
   Rating, "Top Quality Store", delivery and returns come from **shopping data**. A panel can **blend entity and business data**.

4. **Official website**
   The button points to the **entity home** (Stage 2).

5. **Description and source**
   A short summary with its source, here **Wikipedia**. Make good sources exist (Stage 5).

6. **Facts**
   Founders, HQ, COO, CEO: **entity, attribute, value** facts. "John Ternus (Sep 1, 2026–)" shows panels update.

7. **Profiles**
   Instagram, YouTube and X: the official accounts, mirroring `sameAs` links.

8. **People also search for**
   Samsung, Amazon, Google: the entities Google sees as **related**.

Part 1

# Which panel do you need?

“Knowledge panel” is used for two quite different things. The route to each is different.

| | Entity knowledge panel | Business Profile (local) panel |
|---|---|---|
| **Who it's for** | People, organizations, brands, works, places of note | Businesses serving customers at a location or in an area |
| **Where the data comes from** | Google's **Knowledge Graph**, built from sources across the web [1] | The **Google Business Profile** the business manages |
| **How you get it** | **Earned**: Google has to recognize the entity | **Created**: add or claim the profile and verify the business [2] |
| **How you edit it** | Claim it, then **suggest changes** with evidence | Edit the profile directly |
| **Typical example** | A consultant, an author, a software company | A café, a dentist, a tour office |

### If you're a local business

Start with **Google Business Profile**. It's the fastest, most controllable route. A business can have both panels, but the local one comes first.

### If you're a person or a brand

This lesson is for you. The rest focuses on the **entity knowledge panel**, which has to be earned through evidence.

Part 2

# How Google says panels work

Google has explained the basics publicly. Everything else you read is inference, so start here.

1

### Automatically generated

Panels draw on the **Knowledge Graph**, which compiles information from many sources across the web. [1]

2

### Based on confidence

A panel appears when Google can **identify the entity reliably** for a search.

3

### Can be claimed

The subject or an official representative can **get verified** and claim the panel. [3]

4

### Can be corrected

Verified owners can **suggest changes**; anyone can send feedback from the panel. [1]

5

### Logos and details

Google says some **Organization structured data** properties, such as logo, can influence visual elements like knowledge panels. [4]

6

### Sources vary

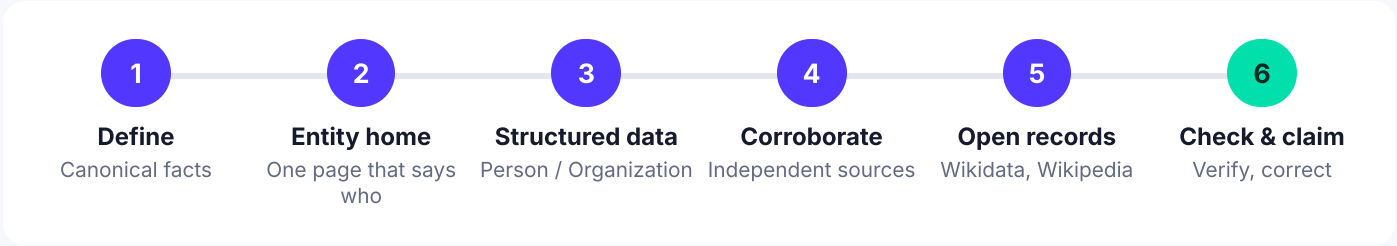
Descriptions often cite **Wikipedia or another source**. You can't choose the source, but you can make good ones exist.

**The principle**

Every stage of the roadmap does one thing: **makes the same facts about the same entity easy to find, in many trustworthy places**.

Part 3

# The six-stage roadmap




| Stage | Deliverable | Done when |
|---|---|---|
| **1. Define** | A canonical fact sheet | Name, type, one-line description, dates, location and key people are **agreed and written down** |
| **2. Entity home** | One page that defines the entity | The About page **states the facts in the first paragraph** and links to official profiles |
| **3. Structured data** | Person or Organization JSON-LD | Markup on the entity home **matches the page**, with sameAs to verified profiles |
| **4. Corroborate** | Consistent independent mentions | Profiles, directories and coverage **repeat the same facts** |
| **5. Open records** | Accurate Wikidata, and Wikipedia if notable | Records exist **with independent references**, created within community rules |
| **6. Check & claim** | A monitoring log | You check monthly, **claim** any panel and correct errors with evidence |

Stages 1 and 2

# Define the entity, then give it a home

Most panels go wrong because the entity was never clearly defined. Fix that first.

### The canonical fact sheet

**Name**, and any alternate names or former names
**Type**: person, company, nonprofit, product, event
**One-line description** you'll reuse everywhere
**Dates**: founded, born, launched
**Place**: headquarters or base
**People**: founders, leaders, or employer and role
**Official URLs**: website and verified profiles
Store it where everyone who writes about you can find it.

### The entity home checklist

The **first paragraph** says who or what, what it does, where, and for whom.
The **name** matches the fact sheet exactly.
A clear **logo or headshot** with descriptive alt text.
Links to every **official profile**, and those profiles link back.
Facts that **change** (titles, leaders) are kept current.
For a person: a dedicated **About or profile page**, not just a homepage bio.

### A common gap

Many personal brands use **two names** (a nickname on the site, a legal name on LinkedIn) with nothing connecting them. State both once: "**[Full name] ([known as])**."

Stage 3

# Mark up the entity home

Structured data tells Google, in its own vocabulary, which entity the page is about and where else it lives online.

**ProfilePage with a Person main entity**

```
{
  "@context": "https://schema.org",
  "@type": "ProfilePage",
  "@id": "https://example.com/about/#webpage",
  "url": "https://example.com/about/",
  "mainEntity": {
    "@type": "Person",
    "@id": "https://example.com/#person",
    "name": "[Full name]",
    "alternateName": "[Short or known name]",
    "jobTitle": "[One consistent job title]",
    "description": "[One-sentence summary, same as
page]",
    "image": "https://example.com/headshot.jpg",
    "worksFor": {"@type": "Organization",
                 "name": "[Employer or own
company]"},
    "knowsAbout": ["[Topic 1]", "[Topic 2]"],
    "sameAs": [
      "https://www.linkedin.com/in/[profile]",
      "https://github.com/[profile]",
      "https://orcid.org/[id]",
      "https://www.wikidata.org/wiki/[Q-number]"
    ]
  }
}
```

### Notes

Use **Organization** instead of Person for a company, on the About page or homepage. [4]

Give the entity **one @id** and reuse it as author or publisher across the site (Lesson 7).

**sameAs** lists only profiles that are **genuinely this entity**, and that link back.

Only include a **Wikidata** link if an item exists and is accurate.

Every value must match the **visible page**. [5]

Validate with the **Schema Markup Validator** and **Rich Results Test**.

Stage 4

# Corroborate with independent sources

Google trusts what **other sources** say more than what you say about yourself. Build a consistent footprint.

| Source type | Examples | What to check |
|---|---|---|
| **Official profiles** | LinkedIn, GitHub, YouTube, X, Crunchbase, ORCID | Same name, title, description; links to the entity home |
| **Industry directories** | Professional associations, partner listings, speaker pages | Facts match the fact sheet; no outdated roles |
| **Author bylines** | Guest articles, columns, research | Byline links to your entity home; consistent author name |
| **Media and talks** | Interviews, podcasts, conference programmes | Described the same way; ideally linked |
| **Business records** | Registries, chambers of commerce | Legal name and address consistent with public name |

### Quality over quantity

Ten **consistent, relevant** mentions beat a hundred thin directory listings. Low-quality citation farms add noise, not confidence.

### Where this connects

My *Entity Clarity: Identity to Evidence* playbook gives a **register** for tracking each claim and source, and a worked self-audit.

Stage 5

# Open records: Wikidata and Wikipedia

Open records are among the most reused sources. They also have **strict community rules**. Follow them, or your work gets deleted.

### Wikidata

Items must meet **Wikidata's notability policy**, for example by being described in serious, publicly available references, or by filling a structural need. [6]

Add statements with **references** to independent sources.

Use your real **official website** (P856) and identifiers.

Don't add promotional descriptions or unsourced claims.

### Wikipedia

Articles need **notability**: significant coverage in reliable, independent sources. [7]

If you have a **conflict of interest**, don't write about yourself; propose changes on the talk page. [8]

**Paid editing must be disclosed** under Wikimedia's terms.

If you aren't notable yet, **build the coverage first**. Wikipedia follows the world, not the other way round.

### The realistic view

Many people and companies **don't qualify** for Wikipedia, and still get knowledge panels from other well-corroborated sources. Don't force it.

Stage 6

# Check, claim and correct

Once the groundwork is in place, check monthly and act when a panel appears.

| Check | How |
| --- | --- |
| **Does Google have an entity ID?** | Query the **Knowledge Graph Search API** for your name (Lesson 8). Note the @id, type and description. [9] |
| **Does a panel appear?** | Search your name, name plus role, and name plus company, **signed out** or in a private window. |
| **Is it the right entity?** | Check type, description, photo and facts against your **fact sheet**. |

### Claiming a panel

Search for the entity and find its panel.
At the bottom, select **Claim this knowledge panel**.
Follow Google's verification steps, which can include signing in to an **official site or profile** linked to the entity. [3]
Once verified, use **Suggest edits**, with a public source for each change.

### Correcting without a claim

Use **Feedback** on the panel, citing a public source.
Fix the **underlying source** first: your entity home, Wikidata or the profile the panel quotes.
Corrections can take **weeks**. Log the date you submitted each one.

Troubleshooting

# Common problems and what to do

| Problem | Likely cause | What to do |
|---|---|---|
| **No panel after months** | Too little **independent** corroboration, or the entity isn't distinct enough | Strengthen Stage 4; make the entity home's first paragraph more specific |
| **The panel shows a namesake** | Google matched a better-known entity with the same name | Add **disambiguating context** (role, location, company) everywhere; use alternateName consistently |
| **Wrong photo or logo** | Google picked an image from another source | Claim the panel and suggest a **featured image**; for organizations, add logo markup |
| **Outdated title or facts** | A source the panel relies on is old | Update the **source**, then suggest the edit with a link to it |
| **Panel appeared, then vanished** | Confidence dropped, often after **conflicting** information | Look for recent changes: rebrand, new profiles, conflicting bios |
| **Two panels for one entity** | Two **records** for the same entity | Make all sources consistent; suggest a merge via feedback with evidence |

What not to do

# Shortcuts that backfire

1

### Buying a panel

Google doesn't sell panels. **“Guaranteed knowledge panel”** offers are scams or fake-press schemes.

2

### Paid fake press

Press-release wires and paid “features” aren't **independent** coverage.

3

### Self-written Wikipedia

Undisclosed paid or COI editing breaks the rules and **gets reverted**, often publicly.

4

### Fake profiles

Creating profiles you don't maintain adds **inconsistent** information.

5

### Inflated facts

Exaggerated titles or awards get **contradicted** by other sources.

6

### Frequent rebranding

Changing names, titles and bios often **resets confidence**. Decide once.

Exercise

# Your 90-day plan

Fill this in for one person or organization. Review it at day 90.

| Weeks | Focus | Deliverables | Owner |
|---|---|---|---|
| **1 to 2** | Define | Canonical fact sheet; choose one name format and one title | |
| **3 to 4** | Entity home | Rewrite About page opening; add profile links; fix headshot or logo | |
| **5** | Structured data | Person or Organization JSON-LD with @id and sameAs; validate | |
| **6 to 9** | Corroborate | Update all profiles to match; fix 5 outdated listings; pitch 2 relevant interviews or bylines | |
| **10 to 11** | Open records | Check Wikidata eligibility; add referenced statements if eligible | |
| **12 to 13** | Check & claim | KG API check; search checks; claim or correct; log results | |

### What good looks like at day 90

Every source states **the same core facts**, the entity home is marked up, and you have a **log** of checks, even if no panel has appeared yet.

### Discussion question

Which **single source** is most likely to be quoted in your panel, and is it accurate today?

Check your understanding

# Quick quiz

**1. A dental clinic wants a panel. Where should it start?**

a) Wikipedia
b) Google Business Profile
c) Buying press coverage

**2. Entity knowledge panels are:**

a) Purchased from Google
b) Generated automatically from sources across the web
c) Created by adding schema

**3. The best first paragraph on an entity home:**

a) Tells a founder story
b) States who or what, what it does, where and for whom
c) Lists awards

**4. A person with a conflict of interest wants a Wikipedia article. They should:**

a) Write it themselves
b) Build independent coverage and propose edits transparently
c) Pay an agency without disclosure

**5. Your panel shows a namesake. The best fix is:**

a) Add disambiguating context consistently everywhere
b) Create more profiles
c) Change your name

# Answer key and sources

## Answer key

1: **b** · 2: **b** · 3: **b** · 4: **b** · 5: **a**. **Entity home:** the page that best defines an entity. **Corroboration:** independent sources repeating the same facts. **COI:** conflict of interest.


01 **A reintroduction to our Knowledge Graph and knowledge panels. Google, 2020**
https://blog.google/products/search/about-knowledge-graph-and-knowledge-panels/

02 **Google Business Profile Help**
https://support.google.com/business/

03 **Get verified on Google. Google Help**
Claiming a knowledge panel.
https://support.google.com/knowledgepanel/answer/7534902

04 **Organization structured data. Google Search Central**
https://developers.google.com/search/docs/appearance/structured-data/organization

05 **General structured data guidelines. Google Search Central**
https://developers.google.com/search/docs/appearance/structured-data/sd-policies

06 **Wikidata: Notability**
https://www.wikidata.org/wiki/Wikidata:Notability

07 **Wikipedia: Notability**
https://en.wikipedia.org/wiki/Wikipedia:Notability

08 **Wikipedia: Conflict of interest**
https://en.wikipedia.org/wiki/Wikipedia:Conflict_of_interest

09 **Knowledge Graph Search API. Google for Developers**
https://developers.google.com/knowledge-graph


Lesson by Ameneh Saeednia, prepared with AI assistance. The panel and profile examples are placeholders. Follows Lesson 8, Knowledge Graphs.