



BE A THING, NOT A STRING

Google, Bing, and AI answer engines stopped thinking in keywords and started thinking in things. Six cumulative, unglamorous steps turn your hotel from a fuzzy string into a recognized entity.

6 steps

You cannot buy or force a Knowledge Panel. You can only remove every reason Google withholds one - and that takes **six ordered steps**, starting with the most boring: **NAP consistency**.

THE 6-STEP ENTITY BUILD, BY LEVERAGE

Fix your NAP (name, address, phone)



Step 1

Mark up with Hotel schema (JSON-LD)



Step 2

Wire up the sameAs graph



Step 3

Create your Wikidata item



Step 4

Build corroborating references



Step 5

Claim and reconcile the panel



Step 6

The Wikidata item is free, DIY, and nobody tells hoteliers they can do it.

Unlike Wikipedia, editing an item about your own hotel is fine - if every claim is factual, neutral, and sourced. It feeds Google's Knowledge Graph, Siri, Alexa, and the AI answers now deciding which hotels get named.

Source: HotelSEO Lab analysis; step order and relative leverage are illustrative, drawn from the post's own priority ('the highest-leverage hour you will spend' is NAP). Directional; not business, legal, or financial advice. Full study →

hotelseolab.com/blog/entity-seo-wikidata-knowledge-panel-hotels