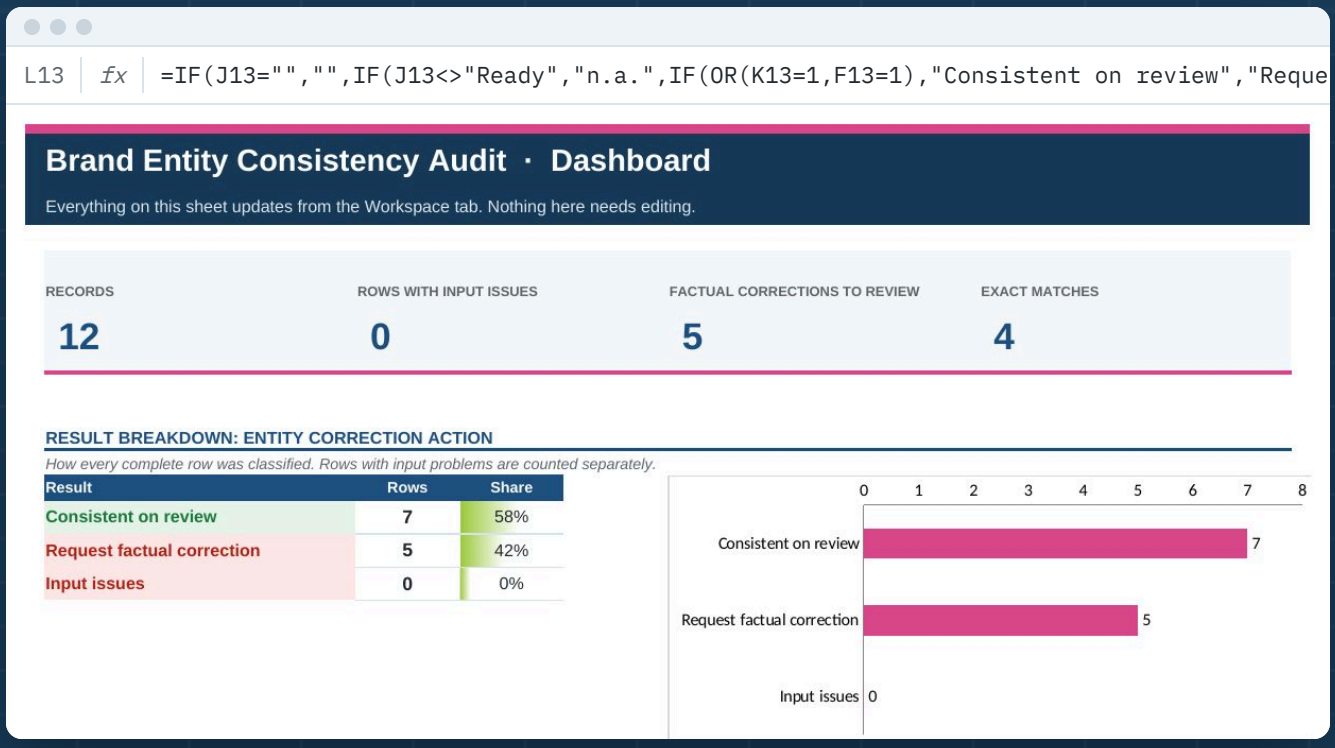
OptimizationTheory.com

AI Visibility & GEO Toolkit, resource 29

# Brand Entity Consistency Audit

Compare your official brand facts with Wikidata, LinkedIn, GBP, Yelp and more, and log every correction request.

**Built for the DataForSEO API: AI Optimization: LLM Mentions**




Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

# What this template decides

Which third-party profiles state your brand facts incorrectly, and which corrections to request and from whom.

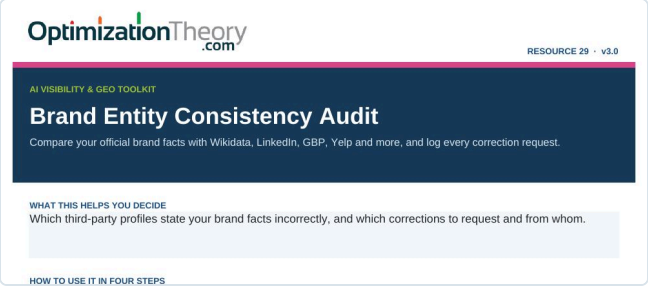
Search engines and AI systems build their picture of your brand from many sources at once: your site, Google Business Profile, Wikidata, LinkedIn, Crunchbase, review sites, directories. When those sources disagree on your founding year, phone number or return policy, AI answers can repeat the wrong one with confidence.

This entity SEO audit template records the official value for each entity attribute and the value observed on each third-party source. It checks for an exact text match, lets a reviewer confirm semantic matches (Albany, NY vs Albany, New York), and flags everything else as Request factual correction, with an owner and review date.

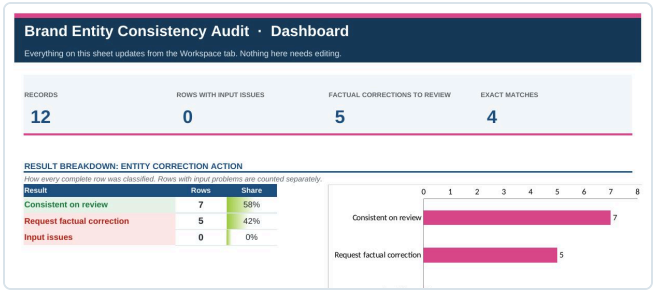
## Who it's for

- Brand and SEO teams managing knowledge panels and AI answers
- Local businesses keeping NAP data consistent
- Companies after a rebrand, move or policy change
- Agencies running entity audits for clients

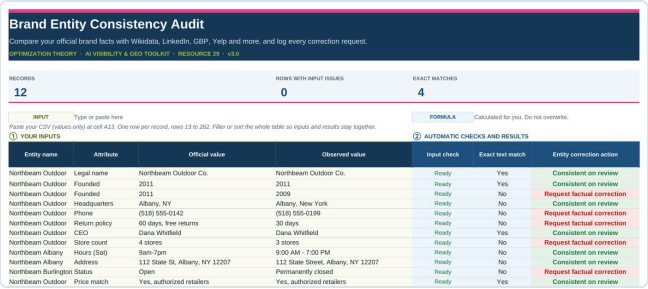
## What's in the workbook



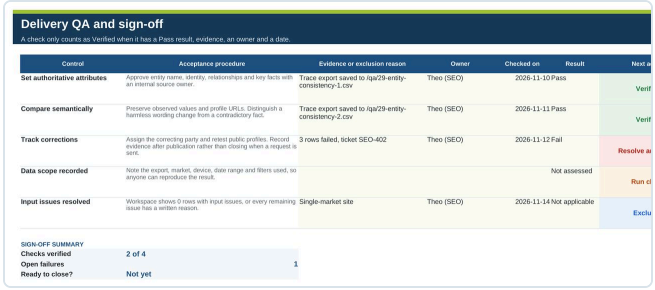

**Start Here.** Purpose, four-step setup and colour key.




**Dashboard.** KPIs, charts, Top 10 and an automatic action list.




**Workspace.** The working table, room for 250 rows.




**Delivery QA.** Evidence, owner and date for each validation step.

# How the calculation works

Exact text match = 1 when the official and observed values are identical (case-sensitive). The action is Consistent on review when there's an exact or confirmed semantic match, otherwise Request factual correction.

## The key formula, as written in the workbook

```
=IF(J13="","",IF(J13<>"Ready","n.a.",IF(OR(K13=1,F13=1),"Consistent on review","Request factual correction")))
```

| Result column | Plain-English formula | What it tells you |
|---|---|---|
| **Exact text match** | IF(EXACT(Official value,Observed value),1,0) | Case-sensitive text comparison. |
| **Entity correction action** | IF(OR(Exact text match=1,Human semantic match=1),"Consistent on review","Request factual correction") | Uses human semantic review before treating text differences as contradictions. |

## The results you'll see

Consistent on review  Request factual correction

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

# How to use it, step by step

1

## Write the official facts

List each entity (company, locations, people) and attribute with the authoritative value.

2

## Collect observed values

Check each source: Google Business Profile, Apple, Bing, Wikidata, Wikipedia, LinkedIn, Crunchbase, Yelp, BBB, industry directories.

3

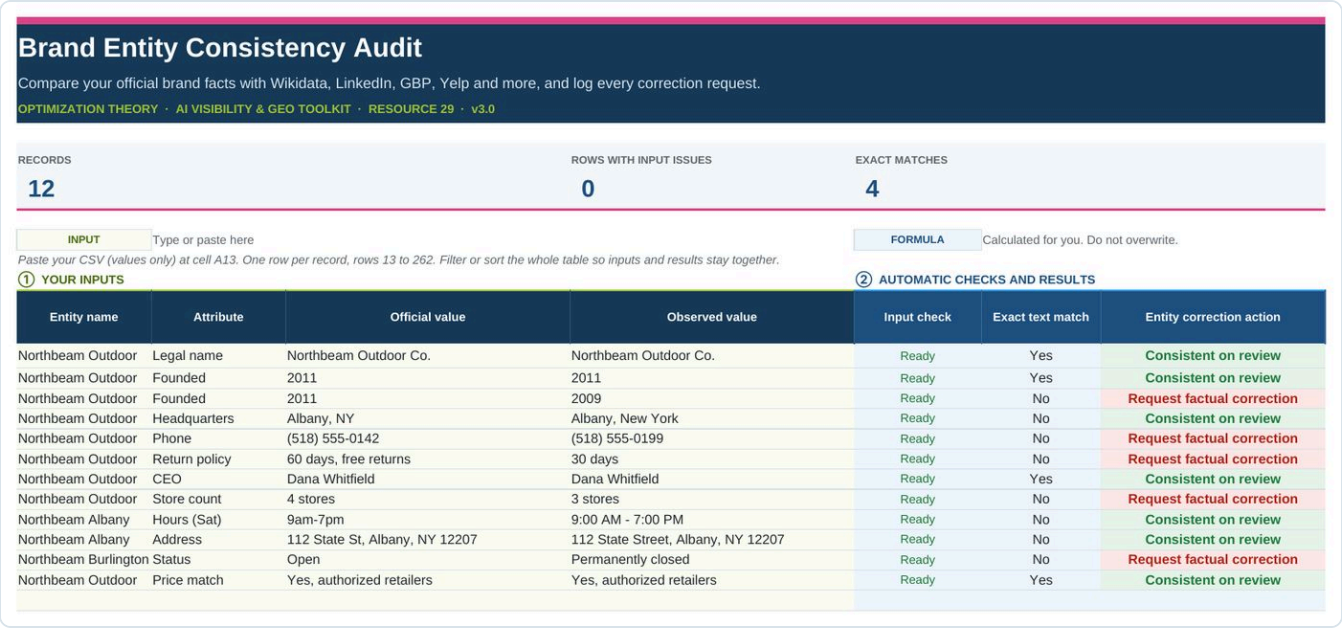
## Confirm semantic matches

Mark 1 where the wording differs but the fact is the same.

4

## Request corrections

Work the action list. Log the request, the owner and the date; recheck later.



**Brand Entity Consistency Audit**

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| RECORDS | ROWS WITH INPUT ISSUES | EXACT MATCHES |
|---|---|---|
| 12 | 0 | 4 |

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

*Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.*

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

| Entity name | Attribute | Official value | Observed value | Input check | Exact text match | Entity correction action |
|---|---|---|---|---|---|---|
| Northbeam Outdoor | Legal name | Northbeam Outdoor Co. | Northbeam Outdoor Co. | Ready | Yes | Consistent on review |
| Northbeam Outdoor | Founded | 2011 | 2011 | Ready | Yes | Consistent on review |
| Northbeam Outdoor | Founded | 2011 | 2009 | Ready | No | Request factual correction |
| Northbeam Outdoor | Headquarters | Albany, NY | Albany, New York | Ready | No | Consistent on review |
| Northbeam Outdoor | Phone | (518) 555-0142 | (518) 555-0199 | Ready | No | Request factual correction |
| Northbeam Outdoor | Return policy | 60 days, free returns | 30 days | Ready | No | Request factual correction |
| Northbeam Outdoor | CEO | Dana Whitfield | Dana Whitfield | Ready | Yes | Consistent on review |
| Northbeam Outdoor | Store count | 4 stores | 3 stores | Ready | No | Request factual correction |
| Northbeam Albany | Hours (Sat) | 9am-7pm | 9:00 AM - 7:00 PM | Ready | No | Consistent on review |
| Northbeam Albany | Address | 112 State St, Albany, NY 12207 | 112 State Street, Albany, NY 12207 | Ready | No | Consistent on review |
| Northbeam Burlington | Status | Open | Permanently closed | Ready | No | Request factual correction |
| Northbeam Outdoor | Price match | Yes, authorized retailers | Yes, authorized retailers | Ready | Yes | Consistent on review |

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

# Fill it with DataForSEO

This template is built to run on **DataForSEO AI Optimization: LLM Mentions**: AI answers (ChatGPT or Google AI Overviews) that mention a domain or keyword, with their cited sources.

This is a sign-off workflow. DataForSEO responses are the evidence you attach; the human checks stay manual by design.

## 1. Request the data

```
POST https://api.dataforseo.com/v3/ai_optimization/llm_mentions/search_mentions/live
[
  {
    "target": [
      {
        "domain": "yourdomain.com"
      }
    ],
    "platform": "chat_gpt",
    "location_code": 2840,
    "language_code": "en",
    "limit": 100
  }
]
```

## 2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

## 3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 29 --csv --input my-filled.csv --output my
-inputs.csv
```

| Fills automatically | You add |
|---|---|
| Observed source URL | Entity name, Attribute, Official value, Observed value, Human semantic match, Owner, Review date |

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

# Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

| CSV field | Column | Meaning and rule | Typical source |
|---|---|---|---|
| `entity` | Entity name | Exact organization, person or product being audited. | Your records or manual review |
| `attribute` | Attribute | One field such as official name, address, product name or service area. | Your records or manual review |
| `official_value` | Official value | Verified value from the authoritative record. | Your records or manual review |
| `observed_value` | Observed value | Value found in the cited profile or answer. | Your records or manual review |
| `source_url` | Observed source URL | URL of the profile or source being audited. | DataForSEO: url |
| `semantic_match` | Human semantic match | 1 only after checking whether harmless formatting differences preserve meaning. 1 = Yes, 0 = No. | Your records or manual review |
| `owner` | Owner | Person accountable for the next action. | Your records or manual review |
| `review_date` | Review date | Date the claim was checked. | Your records or manual review |
| `source_ref` | Source reference | Task ID, export filename and observation scope. Retain the untouched source response separately. Optional. | DataForSEO: source_ref |

# The worked example

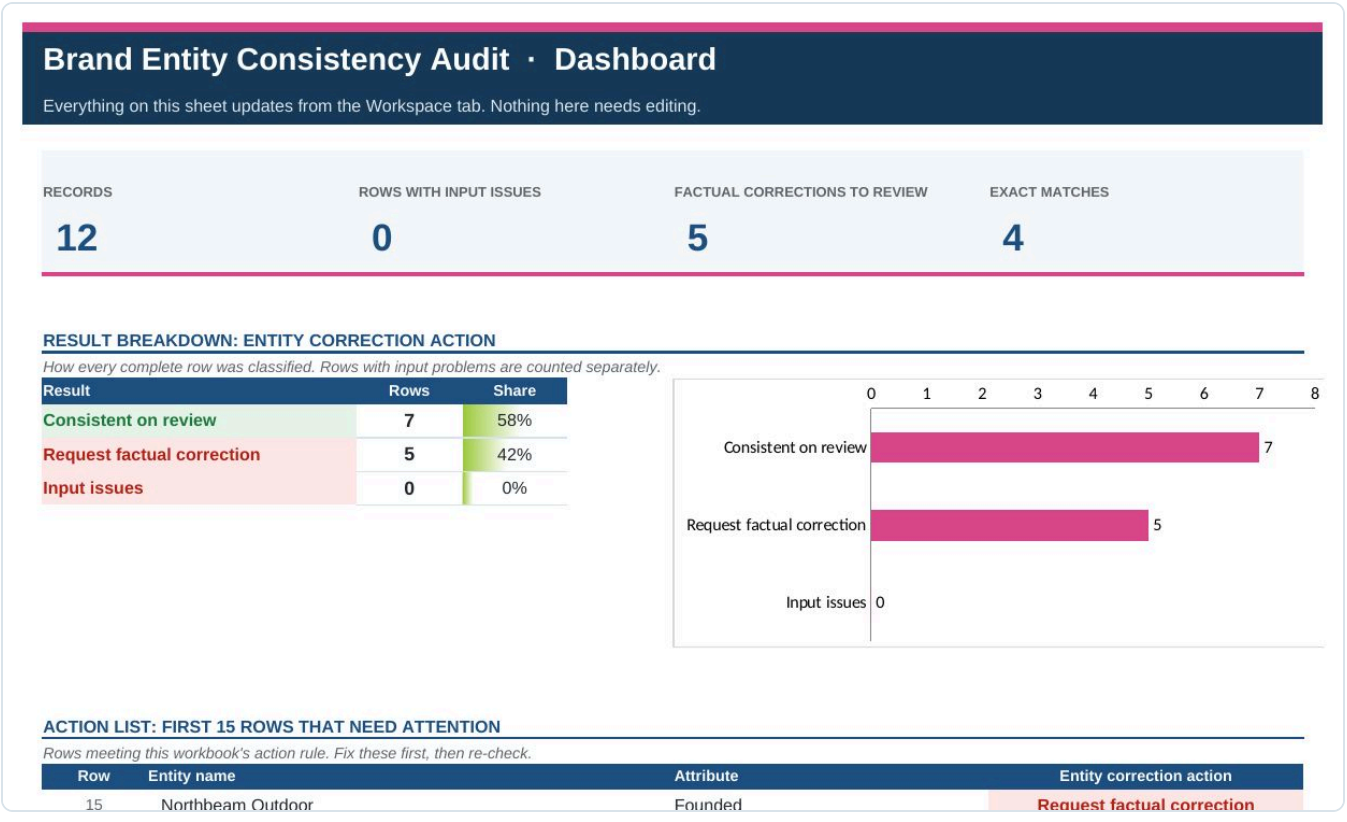
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 12 example rows.

| 12 | 0 | 5 | 4 |
|---|---|---|---|
| Records | Rows with input issues | Factual corrections to review | Exact matches |

Five example corrections are needed, including a store Bing still shows as permanently closed and a 30-day return policy quoted on BBB when the real policy is 60 days, which is exactly what an AI answer about returns would repeat.

## Result breakdown

| Result | Rows | Share |
|---|---|---|
| Consistent on review | 7 | 58% |
| Request factual correction | 5 | 42% |
| Input issues | 0 | 0% |



The Dashboard updates automatically from the Workspace tab.

# Reading the result honestly

Fix actual contradictions before polishing harmless name or URL formatting variations.

**Limits.** Mention discovery does not establish truth. Official records, product data and authorized business owners supply authoritative facts.

## Mistakes to avoid

**Fixing your own site last.** Your site and structured data should be the canonical source others can verify against.

**Ignoring Wikidata.** Many knowledge systems draw on it. If your entry is wrong or missing, fix it with sources.

**Requesting once and forgetting.** Third-party corrections take time. Set a review date and recheck.

## Tips from the field

Add Organization and LocalBusiness schema with sameAs links to verified profiles.

Ask AI platforms about your brand facts in the citation tracker to see which errors surface.

Re-run after any change to hours, address, policies or leadership.

# Questions people ask

### What is entity SEO?

Optimizing how search engines and AI systems understand your brand as an entity: its attributes, relationships and the sources that describe it.

### What is NAP consistency?

Keeping your business name, address and phone number identical across listings. It's part of a wider entity consistency audit.

### Why does AI give wrong facts about my company?

Often because third-party sources disagree or are outdated. Fixing those sources is the most reliable correction.

### Which sources matter most?

Your own site, Google Business Profile, Wikidata and Wikipedia where applicable, LinkedIn, major directories and review sites in your industry.

## Templates that work well with this one

**Schema Markup Audit Template**
Check presence, syntax, required fields, visible-content match and policy for every structured data type you ship.

**Answer Evidence Audit Template**
Check every claim for a supporting source, original value, clarity and freshness, so AI answers can quote and cite it.

**AI Citation Tracker**
Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

**Local Rank Grid Tracker**
Log rankings across a geo grid, see a colour heatmap and measure weighted top-3 coverage for any local keyword.

**Hreflang Audit Template**
Validate every hreflang relationship: alternate status, self-reference, return tags, canonical match and locale codes.

**SEO Client Onboarding Checklist**
Track every access, definition and baseline export a new SEO engagement needs, with owners and blockers.

Read the full tutorial online: **optimizationtheory.com/download-view/brand-entity-audit-template/**
Get all six templates in the **AI Visibility & GEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.