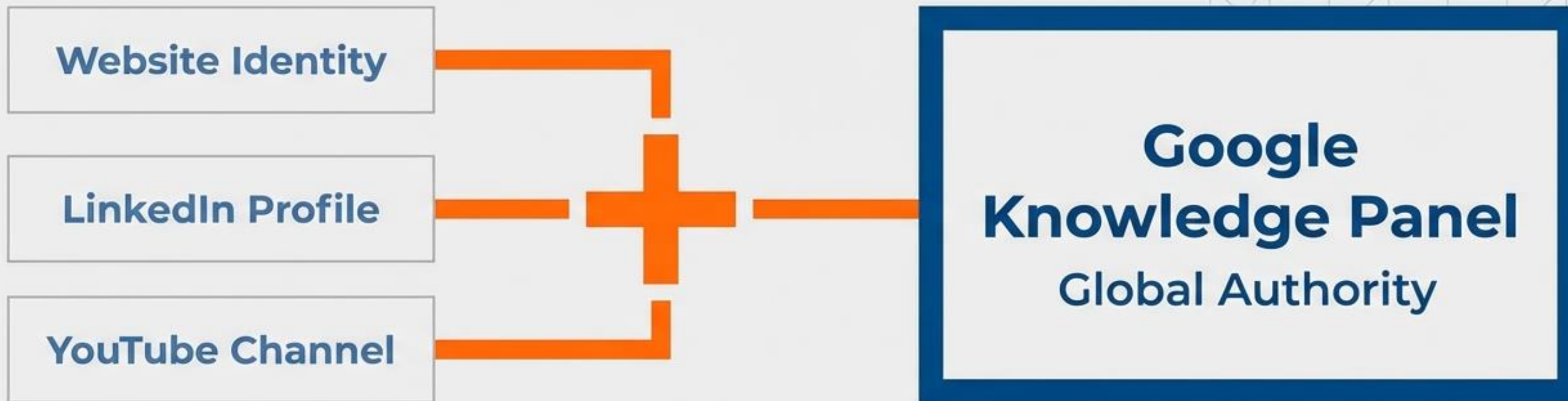




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B2B DIGITAL MARKETING

Building a Global Digital Entity via Wikidata

A Step-by-Step Guide to Establishing International Authority and Securing a Google Knowledge Panel



Key Insight

The Law of Consistency

Google does not guess; it verifies. To earn Entity status, your data must be 100% identical across all platforms:

Business Name:	Service Description:	Contact Info:
Identical spelling everywhere.	Consistent core keywords.	Exact match to official documents.

Case Study: Helionexa Energy Systems



Industry Context

Developer of control components for solar panels.



Market Position

Exporting globally to international smart grid markets.




The Goal

Transition from an unverified website to a globally recognized digital entity to win international trust.

Start Blueprint

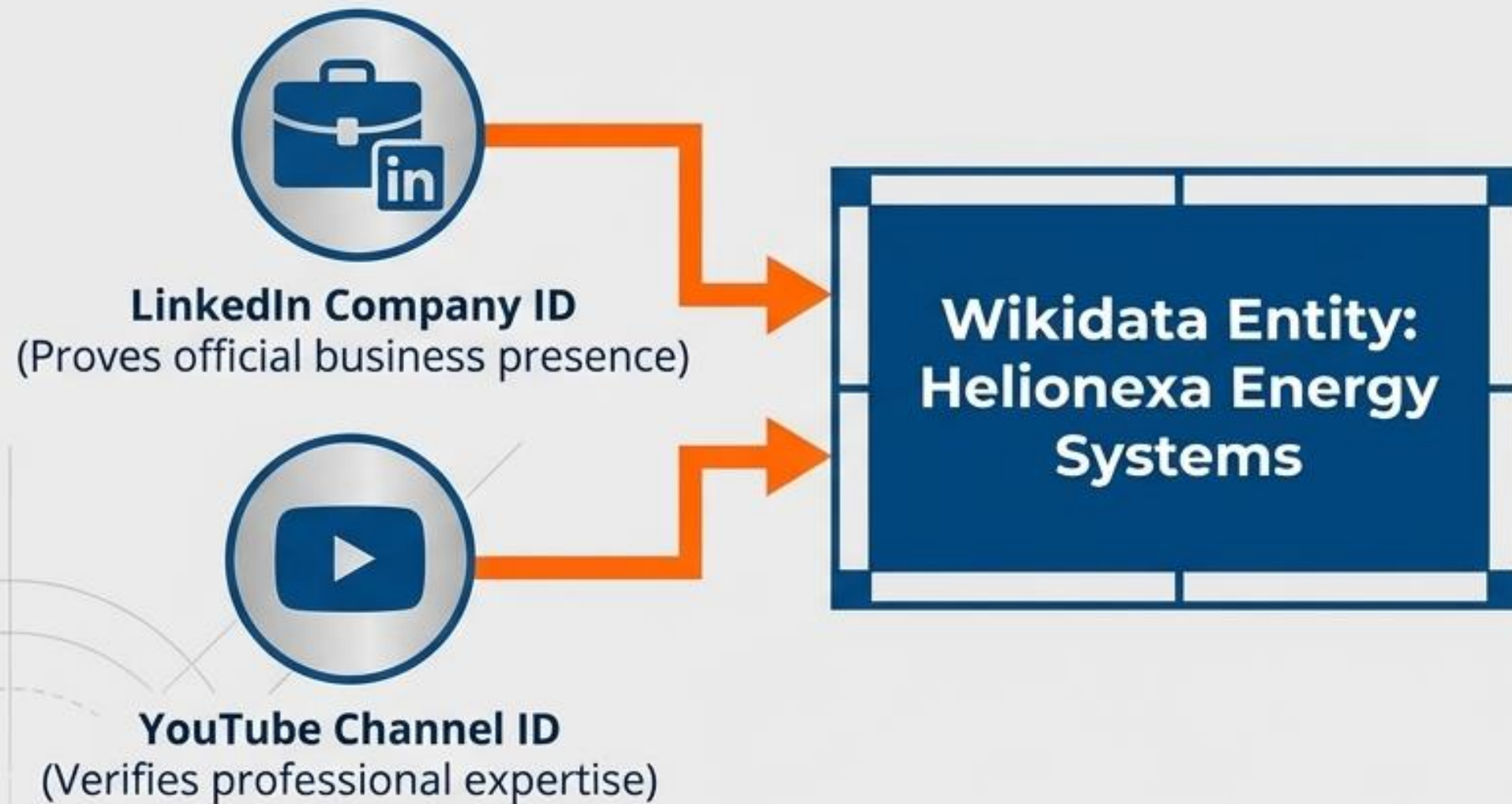


Step 1: Identity Definition in Wikidata









Label:	Helionexa Energy Systems <i>(Defines the global brand name)</i>
Instance of:	Business / Organization <i>(Crucial: Not defined as a person)</i>
Field of Work:	Solar Energy / Smart Grid <i>(Connects the brand to specific industry keywords)</i>
Headquarters:	Tel Aviv, Israel <i>(Anchors the official corporate location)</i>
Official Website:	helionexaenergy.com <i>(The central data anchor)</i>

Step 2: Connecting Identifiers & Verifying Authority



By explicitly linking these unique IDs to the Wikidata item, you provide mathematical proof to Google that all assets belong to a single, verified entity.

Step 3: Ethics, Editing, and Conflict of Interest

DO	DON'T
 Explicitly declare your professional affiliation on your Wikidata user page.	 Edit anonymously or hide that you work for/represent Helionexa.
 Input only objective, dry data (e.g., incorporation year, official address).	 Use superlatives, pitch language, or promotional phrasing.
 Back every claim with independent, highly credible sources (government registries, financial press).	 Rely solely on your own website to prove your company's existence.

Step 4: Implementing Schema Code

```
{
  "@context": "https://schema.org",
  "@@type": "Corporation",
  "name": "Helionexa Energy Systems",
  "url": "https://helionexaenergy.com",
  "sameAs": [
    "https://www.wikidata.org/wiki/Q_EXAMPLE",
    "https://www.linkedin.com/company/helionexa-energy-global",
    "https://www.youtube.com/@HelionexaEnergy"
  ]
}
```

Defines the entity type.

The critical connection: explicitly tying your site to your verified Wikidata and social nodes.

The Business Impact of Verification



E-E-A-T Score

Google's algorithm prioritizes verified entities, artificially boosting your trust, authority, and ranking potential over unverified peers.



Brand Protection

Securing your Knowledge Panel eliminates background noise and competitor overlap in direct brand searches.



Global Competitiveness

Official entity recognition acts as a global equalizer, allowing you to compete head-to-head with entrenched local brands in foreign markets.

The Entity Execution Checklist



Is your business name spelled identically across LinkedIn, your Website, and Wikidata?



Is your Wikidata item explicitly categorized as an Organization (not a person)?



Are all Wikidata claims backed by external references, with proper conflict-of-interest disclosures on your profile?



Does your website's JSON-LD Schema code include the Wikidata, LinkedIn, and YouTube URLs in the sameAs array?

STOP BEING
A GHOST.
START BUILDING
AUTHORITY.



Prepared by **Talia Gertman** | **B2B Digital Marketing Agency**
Connect your manufacturing power to Google's Knowledge Graph