MODULE 00 · LESSON 0.1

What you'll build, and who it's for

Start here. What this course produces, how it runs, and whether it is for you.

Three years of “do entity SEO”.
Almost no way to
measure it.

THE PROBLEM THIS COURSE SOLVES

Advice without a finish line

“Optimise for entities” has been standard advice since roughly 2023. Almost none of it came with a way to check whether it worked.

What you have now

- A list of things you changed
- No before, no after
- No way to prioritise what is left
- A client asking if it worked

What you will have

- A score, out of fifteen
- A baseline you can re-run
- A ranked backlog
- A number you can show

IN THIS LESSON

What we'll cover

1. **What you'll build** Four things you keep, and the practicals with Claude.
2. **Who this is for** And where the course stops.
3. **The demo site** Real, live, full of problems, and then fixed.
4. **How the course runs** Eight modules, and how it fits with the rest of the academy.

PART 1

What you'll build

BY THE END OF THIS COURSE

Four things you keep

A diagnosis

Five dimensions, 0–3 each, at page level and site level.

A ranked backlog

Every fix scored on impact against effort, tagged by pattern.

A roadmap

A 30/60/90 plan, sequenced so early work is not redone.

AND THE FOURTH

A toolkit you keep

Entity Extractor & Salience Profiler	**Module 2**	pulls entities out of your content
Knowledge Graph Reconciler	**Module 3**	matches them to Google's graph
Entity Consistency Checker	**Module 3**	finds one thing under several names
Entity Gap Matrix	**Module 4**	compares you to competitors
Entity Audit Scorecard	**Module 1**	turns all of it into the score
Entity Brief Generator	**Module 5**	turns findings into a writer's brief

All six run in your browser, your keys stay in the tab, and they are yours to keep. **Plus the Claude Entity Analyst** (Module 2), for what the NLP API cannot see.

17 STEP-BY-STEP PRACTICALS

Practicals with Claude

Run the crawl with the Screaming Frog MCP	**Module 2**	your corpus, from a saved setup
Find competitors with the DataForSEO MCP	**Module 4**	three lists, every call costed
Entity-first meta descriptions at scale	**Module 5**	drafted, checked, re-measured
Extraction checks and section rewrites	**Module 5**	five checks on any list of URLs
A link plan and a rules engine	**Module 5**	internal links from your audit
JSON-LD from an entity registry	**Module 5**	plus a WordPress starter plugin

Every script, prompt and plugin is public on GitHub: lazarinastoy/mlforseo-code

The score is the point.
Re-run it in ninety days and show movement.

PART 2

Who this is for

WHO THIS IS FOR

No prior entity knowledge assumed

This is for you if

- You run SEO for an agency, freelance or in-house
- You have been told to “do entity SEO”
- You want to measure it, not just do it
- You are comfortable with a spreadsheet

You do not need

- Any prior knowledge of entities or NLP
- To write code yourself
- A big budget: the demo audit cost $0 in API fees
- A large site

SCOPE, STATED PLAINLY

What it covers, and where it stops

Small and mid-size sites, up to ~50K pages	**main path**	Modules 0–5 and 7
Enterprise scale	**optional**	Module 6, opens end of November
Structured data	**one lesson**	plus a practical; scale is its own course
Knowledge graph building	**not covered**	this course diagnoses, it does not build
Brand strategy	**not covered**	measured in Module 3, not designed

Module 6 is optional and free for everyone on the course. Skip it and the course still works end to end.

PART 3

The demo site

NOT A FICTIONAL CLIENT

We audit mlforseo.com, live

Entity audits look easy on a made-up example. They get hard on a real one, where the data is messy and the answers inconvenient. So this course audits my own site, with every problem it actually has.

647

pages crawled across both properties

102,752

entity mentions analysed

$0.00

what the whole audit cost to run

A PREVIEW OF WHAT WE FIND

Google cannot classify the brand

102	36	10
typed PERSON	typed OTHER	typed ORGANIZATION

“MLforSEO”, across 148 mentions on its own website. Google's language model reads the bare brand name as a person seven times out of ten, and as a company ten times in 148. Add one word — “MLforSEO Academy” — and it is an organisation in all 92. We find out why, and fix it, in Module 3.

Frozen audit snapshot, 2026-08-20 — bundled with this course, so your numbers match the video.

Google knows the person.
It does not know the company.

"Lazarina Stoy" resolves to a stable Knowledge Graph identifier. "MLforSEO" has no Knowledge Graph entry of its own.

THEN WE FIX IT, ON THE SAME SITE

What changed after the audit

MEASURE	BEFORE		AFTER	
Salience of the page's subject	0.0115	→	**0.2311**	*three measured rounds*
The subject's rank on that page	3rd	→	**1st**	*Lesson 5.2*
Intended vs detected	MISMATCH	→	**MATCH**	*the verdict from 2.3*
Types on the brand's schema node	two	→	**one**	*owned structured data*

Every fix in Module 5 is made on this site, and measured before and after.

Lesson 5.2 page re-measured with the live NLP API, 2 November 2026. Structured data live on mlforseo.com since 26 October 2026.

PART 4

How the course runs

8 MODULES · 48 LESSONS · 17 PRACTICALS

Eight modules, forty-eight lessons

0 · Start here	3 lessons	setup, costs, course map
1 · Entity foundations	4 lessons	the 5C scorecard
2 · Diagnostics	9 lessons	extraction and page profiles
3 · Knowledge Graph auditing	8 lessons	reconciliation and naming
4 · Competitive gap analysis	9 lessons	the gap matrix and backlog
5 · Remediation	10 lessons	six fix patterns, measured
6 · Enterprise scale	3 lessons	opens end of November
7 · Roadmap and reporting	2 lessons	your 30/60/90 plan

SO YOU KNOW WHAT IS NOT REPEATED

Where this sits

	This course	Entity SEO & Knowledge Graphs	Intro to ML for SEO
Question	What is broken?	What should we build?	How does the technique work?
Output	A score and a backlog	A brand entity programme	Working knowledge of NER
Needs the others?	No	No	No

THE IMPORTANT PART

This course stands on its own

Every concept is defined before it is used	**yes**	no prerequisites
The audit runs on free browser tools	**yes**	and Google's free tier
Every external reference is open-access	**yes**	papers and official docs
Every script and prompt is public	**yes**	on GitHub
Other MLforSEO courses	**optional depth**	never required

If this is the only course you ever buy from us, it works completely. Other courses go deeper in specific directions. They do not fill gaps in this one.

BEFORE YOU START · FREE

Worth bookmarking now

PLAIN DEFINITIONS

→ Entity
→ Entity Extraction (NER)
→ Knowledge Graph
→ MLforSEO Glossary — all terms

IF YOU WANT A HEAD START

→ What entity extraction is, and where it fits
→ What is a knowledge graph?
→ How to audit entity structure

THE TOOLS AND THE CODE

→ The six tools + Claude Entity Analyst
→ Course code on GitHub
→ MLforSEO Resource Library

COMMUNITY

→ MLforSEO Slack — ask questions as you go

Nothing on this slide costs anything or needs an account. The Slack community is where to ask when you get stuck.

UP NEXT · LESSON 0.2

Setup, and what it costs

- Two Google APIs on one key, plus an optional Anthropic key
- The billing setting that catches everyone out
- Real cost maths, so you can quote a client a number