

MIND THE GAP

Grant Simmons

Work at: **Waikay**, **InLinks**, **Fiat Growth**

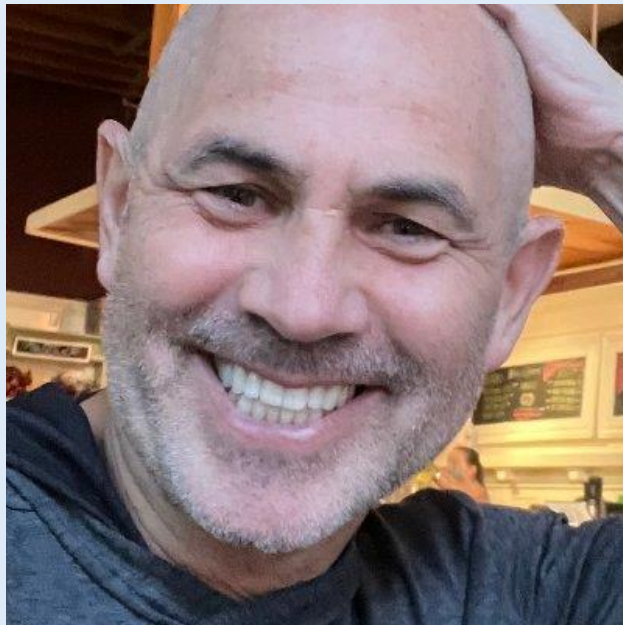
Former VP of Search at **Homes.com**

Spoken at **20 Digital Summits** & around the world

LinkedIn: [/in/simmonet](#)

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Web: grantsimmons.com



I represent

waikay



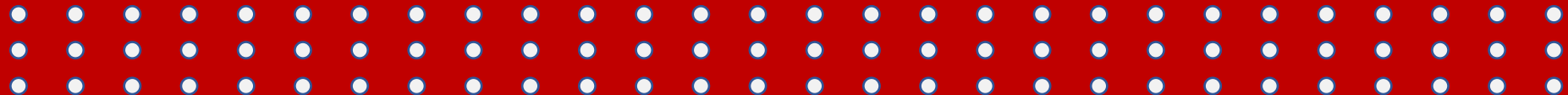
MARS

TOSHIBA



AMGEN





CONTEXT

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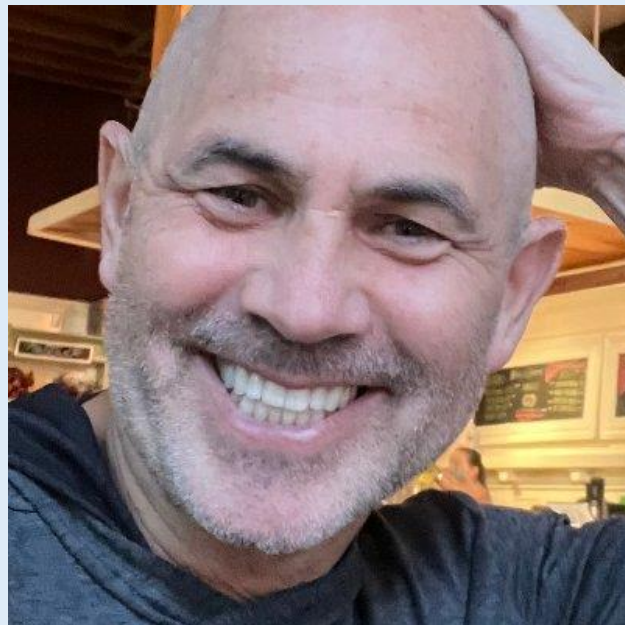


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TOSHIBA



AMGEN



Filling the gaps:

Who I am

What I do / what I've done

Why you should care

Why you should trust me

CONTEXT IS KING

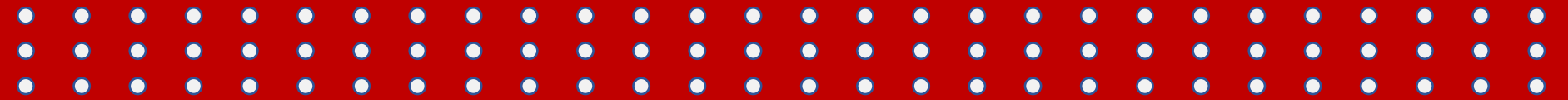
I represent

waikay





**CONTEXT FILLS
THE GAP**



MIND THE GAP

LONDON UNDERGROUND, SINCE 1968.

ENGLISH

**We're British.
Tell us what
we should do!**

MIND THE GAP



AMERICANS
This is so
quaint!

MIND THE GAP

FRENCH

Ze roast
beefs are so
stupid, why ze
gap?

MIND THE GAP

A red train car is shown in motion, blurred in the background. In the foreground, a blue speech bubble with a white outline contains the text 'THE WORLD English people are strange'. Below the speech bubble, a yellow horizontal line with the words 'MIND THE GAP' in bold yellow capital letters is visible. The background is a solid red color.

THE WORLD
English people
are strange

MIND THE GAP

GAPS ARE EVERYWHERE

MIND THE GAP

OFTEN. GAPS ARE PROBLEMATIC





SEARCH MARKETERS?

MIND THE GAP

SEARCH MARKETERS?

WE ARE GAP FILLERS

MIND THE GAP

OUR GAPS (HISTORICALLY & TODAY)

CONTENT

TECHNICAL

LINKS

**MEANING
KNOWLEDGE
CONTEXT**

WHY?

MIND THE GAP

WHY?

LLMS

We are not
smart

MIND THE GAP

WHY?

Prompts are
not keywords

MIND THE GAP

OUR GAPS (TODAY)

~~CONTENT~~

~~TECHNICAL~~

~~LINKS~~

**MEANING
KNOWLEDGE
CONTEXT**

OUR GAPS (TODAY)

ENTITIES

~~TECHNICAL~~

~~LINKS~~

**MEANING
KNOWLEDGE
CONTEXT**

OUR GAPS (TODAY)

ENTITIES

SCHEMA

LINKS

**MEANING
KNOWLEDGE
CONTEXT**

OUR GAPS (TODAY)

ENTITIES

SCHEMA

GRAPH

**MEANING
KNOWLEDGE
CONTEXT**

OUR GAPS (TODAY)

ENTITIES

SCHEMA

GRAPH

**MEANING
KNOWLEDGE
CONTEXT**

MIND THE PROMENTITY GAP

*A search marketing leader's framework for
visibility when prompts replace keywords.*

PROMENTITY

Prompts + Entities

PROM**ENTITY**

Yes. I made that word up!

A blurred red train car is moving past a platform. The platform has a white and yellow striped edge. The text "MIND THE GAP" is painted in yellow on the white stripe. The background is a solid red color, likely the side of the train car.

MIND THE GAP

WHO IS THIS?



Filling gaps is what humans do.

LLMs need help with meaning | knowledge | context



ENTITIES

Content-Level Clarity

Using the right words for things and to disambiguate content meaning

SCHEMA

Code-Level Clarity

Using known ontologies to clarify in code

GRAPH

Context-Level Clarity

Linking intelligently to provide context and meaningful associations

Entities

Known &
Cataloged

Unambiguous

Ted Lasso

30 languages

Article Talk

Read Edit View history Tools

From Wikipedia, the free encyclopedia

Ted Lasso (/ˈlæsoʊ/ *LASS-oh*) is an American sports comedy-drama television series developed by Jason Sudeikis, Bill Lawrence, Brendan Hunt, and Joe Kelly. It is based on a character Sudeikis portrayed in a series of promotional media for NBC Sports' coverage of England's soccer Premier League. The show follows Ted Lasso, an American college football coach who is hired to coach an English soccer team whose owner secretly hopes his inexperience will lead it to failure; instead, Lasso's folksy, optimistic leadership proves unexpectedly successful. The first season of ten episodes premiered on Apple TV+ on August 14, 2020, with the first three episodes releasing immediately. A second season of twelve episodes followed on July 23, 2021, with the third season released on March 15, 2023. It was announced in March 2025 that the series had been renewed for a fourth season, which is set to premiere on August 5, 2026.^{[1][2]}

The series has received critical acclaim, with particular praise for its performances (notably Sudeikis, Hannah Waddingham, Phil Dunster, Brett Goldstein, Nick Mohammed, and Juno Temple), humor, writing, themes, and uplifting tone. Among other accolades, its first season was nominated for 20 Primetime Emmy Awards, becoming the most nominated first-season comedy in Emmy history. Sudeikis, Waddingham, and Goldstein won for their performances, and the series won the 2021 Primetime Emmy Award for Outstanding Comedy Series. Sudeikis also won the Golden Globe Award for Best Actor – Television Series Musical or Comedy and the Screen Actors Guild Award for Outstanding Performance by a Male Actor in a Comedy Series. The series repeated all three of those awards the next year.

Ted Lasso



Genre	Sports comedy drama
Based on	Format and characters from NBC Sports
Developed by	Jason Sudeikis Bill Lawrence Brendan Hunt Joe Kelly
Showrunners	Jason Sudeikis Bill Lawrence Brendan Hunt Joe Kelly
Starring	Jason Sudeikis Hannah Waddingham Jeremy Swift Phil Dunster Brett Goldstein Brendan Hunt Nick Mohammed Juno Temple



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Known &
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Starring	Jason Sudeikis Hannah Waddingham Jeremy Swift Phil Dunster Brett Goldstein Brendan Hunt Nick Mohammed Juno Temple ...



I'M ME.

Schema

*Machine-
readable
clarification of
meaning,
based on
known
ontologies*

schema.org

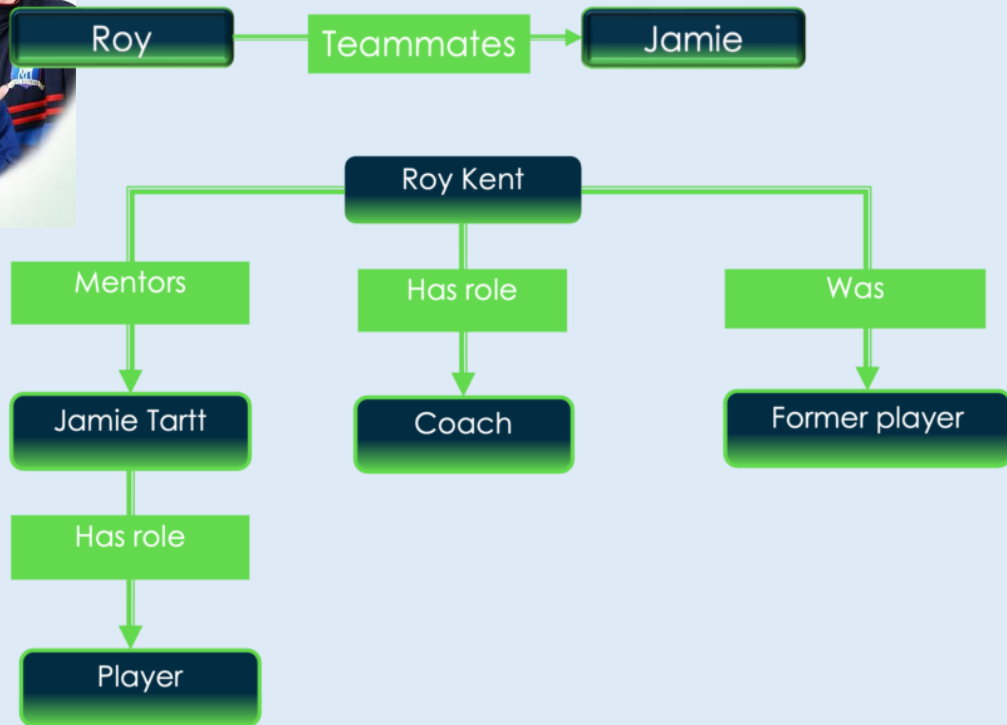


Schema

OOH.

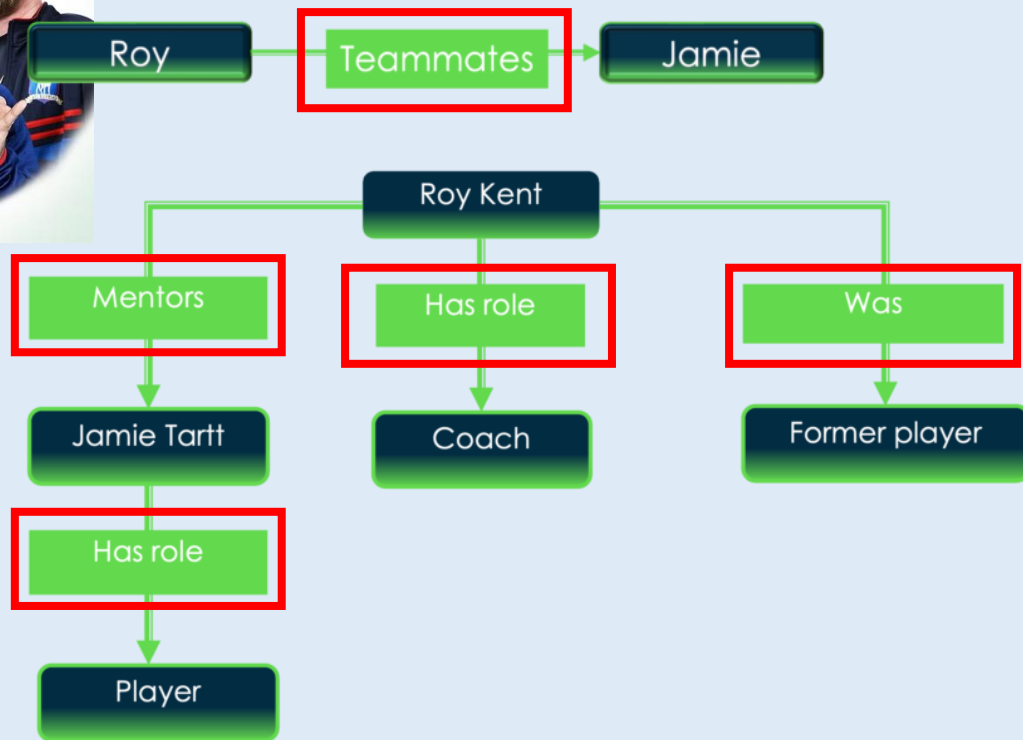
Graph

Context with relationships, connections & associations to relevant, related and clarifying concepts or content



Graph

Context with relationships, connections & associations to relevant, related and clarifying concepts or content



Graph

**TED
LASSO**

Hold my beer.

Entity Map

*Tying all these
together for
search engines
and LLMs*

entitymap.org



entitymap.org

Spec

Why

How

Industries

Predicates

Validator

Visualize

OPEN STANDARD • TECHNICAL SPECIFICATION

EntityMap

EntityMap is a proposed open standard for publishing a structured, entity-first index of website knowledge for AI systems, retrieval pipelines, and language-model-based applications.

Where `sitemap.xml` tells crawlers what pages exist, `entitymap.json` tells AI systems what a site knows — which entities it covers, how they relate, and where the evidence is.

Version 1.0

Status **Stable**

License **CC BY 4.0**

Read the spec

See a live example →

Get the generator

The problem

AI retrieval systems today operate at the page level — fetching HTML and extracting passages without structured awareness of entities, publisher identity, or concept relationships. This produces three recurring failures for publishers.

DISAMBIGUATION

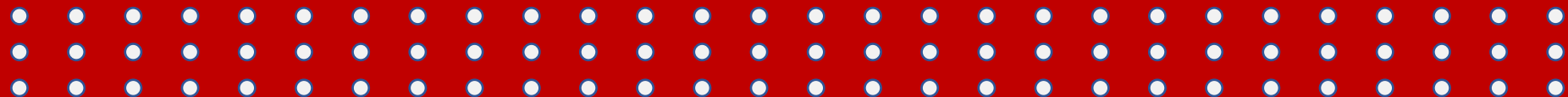
The same concept under different surface forms is treated as separate signals rather than one entity.

ATTRIBUTION

Publisher identity is absent from retrieved content and does not survive aggregation into AI answers.

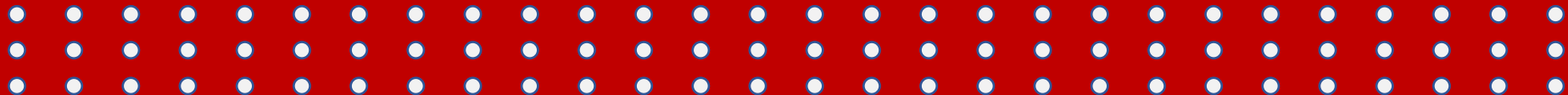
RELATIONSHIPS

Connections between concepts are buried in prose rather than declared as explicit, typed relations.



WE'RE GONNA TALK ENTITIES

AND LIKELY TOUCH ON A FEW OTHER THINGS 😊



ONE REQUEST

A man with a mustache, wearing a dark blue sweater over a collared shirt, is shown from the chest up, looking slightly to his right and speaking. He is in the foreground, and behind him is a blurred crowd of people in what appears to be an indoor setting with warm lighting. The text "BE CURIOUS, NOT JUDGMENTAL." is overlaid at the bottom of the image in a bold, sans-serif font. The words "BE" and "NOT" are blue, while "CURIOUS," "JUDGMENTAL.", and the comma are white.

**BE CURIOUS,
NOT JUDGMENTAL.**

TODAY'S ARGUMENT

**LLMS ONLY KNOW WHAT IS
TOLD THEM, THEN THEY GUESS**

TODAY'S ARGUMENT

LLMS ONLY KNOW WHAT IS TOLD THEM, THEN THEY GUESS

Your (or client's) brand may not be known

What is “known” about you (or them) may not be right

TODAY'S ARGUMENT

LLMS ONLY KNOW WHAT IS TOLD THEM, THEN THEY GUESS

Your (or client's) brand may not be known

What is “known” about you (or them) may not be right

Our Goal is to fill in the knowledge gaps

A man with a mustache, wearing a dark blue sweater over a white collared shirt, is speaking and looking slightly to his left. In the background, another man wearing a dark cap and a dark jacket with his arms crossed is visible. The background is a whiteboard with some faint writing and a sign that partially reads "US RIA".

WORD.

From Keywords to Prompts.

What we typed. What we ask. What's _____.

KEYW  RD

*missing words. missing
letters. missing meaning.*

“MIND THE GAP”

25+ years of optimizing for what people typed.

KEYWORDS

“best CRM for startups”

“running shoes flat feet”

Proxy for meaning.

PROMPTS

“I run a 12-person SaaS, B2B, mid-ACV. Which CRM should we move to off HubSpot Free?”

“200lb runner, low arches, shin splints at mile 4 - what shoes?”

Meaning itself.

Still optimizing for what people: Type. Say. Imply.

**But now...
Optimizing
for meaning**

PROMPTS

“I run a 12-person SaaS, B2B, mid-ACV.
Which CRM should we move to off
HubSpot Free?”

“200lb runner, low arches, shin splints
at mile 4 - what shoes?”

Meaning itself.

LEVERAGING ENTITIES FOR MEANING

How the models answer (The RAG Underground Line)



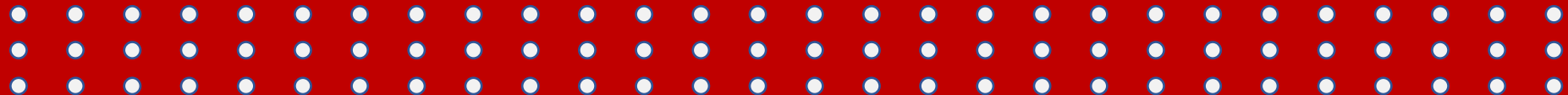
The model isn't picking pages by keyword.

*It's picking passages with meaning (leveraging entities)
- and assembling those passages into answers.*

A promotional image for the TV show Ted Lasso. It features the main character, Ted Lasso, a man with a mustache, smiling and gesturing with his right hand. He is wearing a dark blue V-neck sweater with a small crest on the left chest over a white collared shirt. The background is a blurred office setting with large windows.

**TED
LASSO**

Yes!



THE HISTORY OF GAPS

(LLM HISTORY)

Born From Gaps.

The models didn't learn from sentences. It learned from _____.

Ted Lasso is from

[MASK]

Born From Gaps.

The models didn't learn from sentences. It learned from _____.

Ted Lasso is from

[MASK]

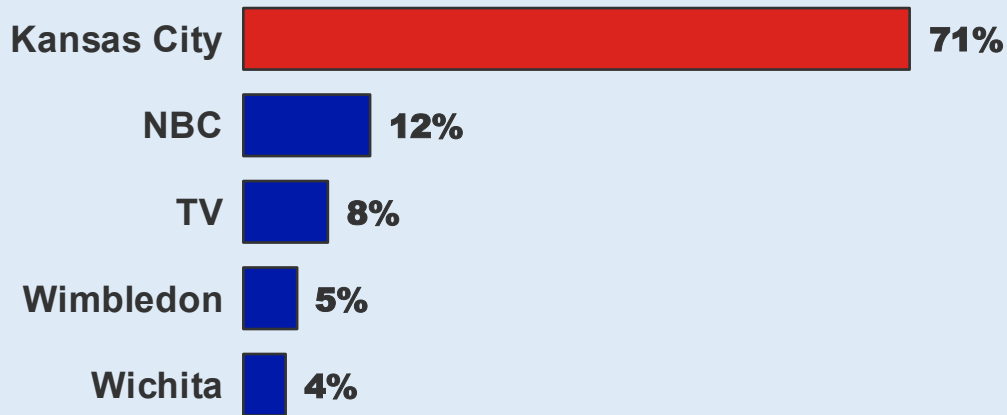
...Kansas City?

FILL IN THE GAPS · BILLIONS OF TIMES · BERT

Masked Language Modeling, in one slide.

Ted Lasso is from **[MASK]**

model's prediction:



Bidirectional Encoder Representations from Transformers

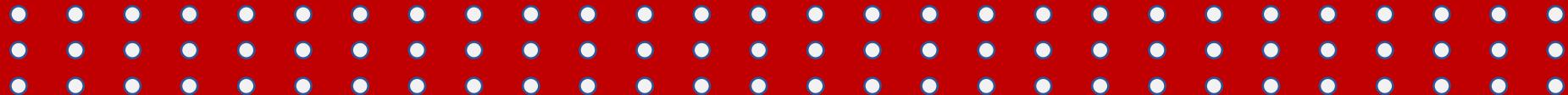
THE IRONY

The models are gap-filling machines.

We're using gap-filling machines to ask about our brand.

Of course it can see our gaps.

It was built by seeing them.



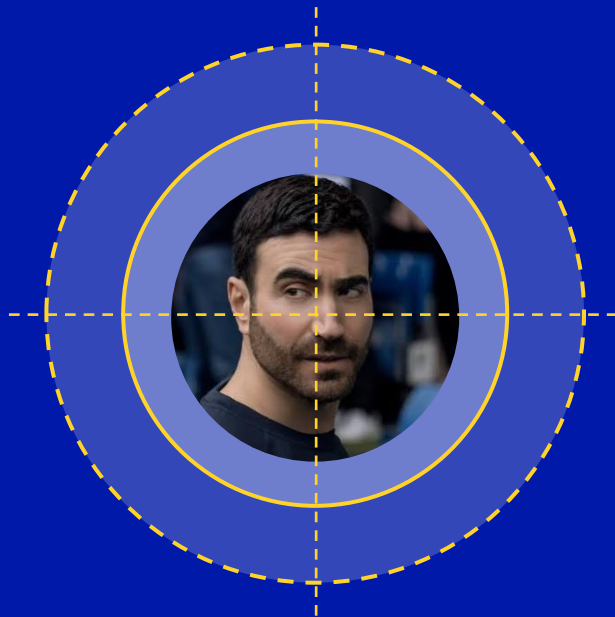
FILLING MEANING GAPS

ARE YOU CLEAR? (AND DO LLMS UNDERSTAND?)

The Prominently Meaning Gap.

What does the model say?

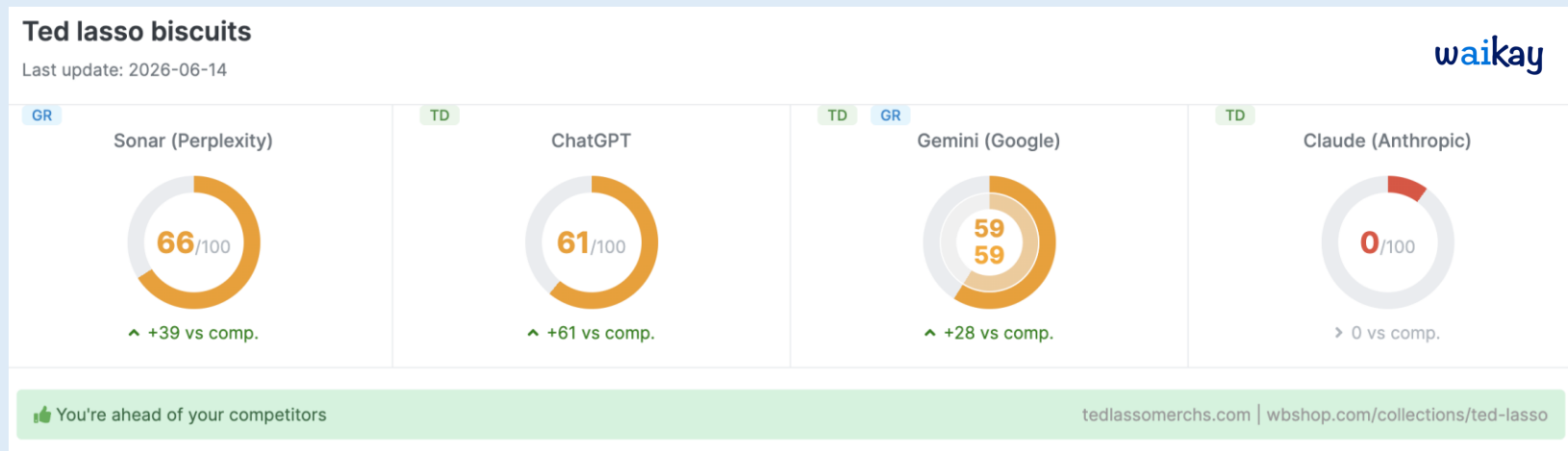
Does it match what you _____?



YOUR MEANING GAP

MEANING: METRIC NUMBER ONE

Topic overlap. AI vs what you say.



*Not **IF** you show up, but if your meaning is clear
(based on what **YOU** say about yourself) vs. what the LLMs say!*

FREEBIE!

Download a prompt I use!

Entity Page Analysis – SEO & GEO Audit Workflow

When asked to analyze a webpage for SEO, GEO, entity clarity, schema markup, or LLM comprehension

Inputs

Accept screenshots, URLs (web_fetch first), pasted HTML, or body copy.

Analyze these 6 areas in order, tagging each finding as Critical / High / Medium / Low

1. **Core entity declaration** – Does the page ever explicitly state what the product IS used for?
2. **Entity inventory** – Identify entities that should appear but don't: product category, audience, etc.
3. **Heading structure** – H1 must contain product category + audience signal. H2s should contain product benefits.
4. **Schema markup** – Recommend the right schema types for the page (SoftwareApplication, Product, etc.)
5. **Missing content blocks** – Flag: no "what X is" definitional sentence, bureau/integration, etc.
6. **CTA & anchor text** – Generic CTAs ("Get started", "Learn more") carry no semantic value.

Priority definitions

- **Critical** – Foundational. Fix before other work. Page cannot rank for category.
- **High impact** – Strong ROI. Address in next sprint.
- **Medium** – Accumulative value. Batch with other work.
- **Lower priority** – Nice to have.

Output – always produce both:

1. **Interactive audit widget** using the visualize tool: color-coded priority findings.
2. **Word document** (.docx) the user can import to Google Docs: cover page, findings, recommendations.

Tone & scope

- Scope is SEO and GEO only – not CRO or brand messaging. Note when copy directly impacts conversion.
- Be specific – name the exact missing entity/phrase, not "add more keywords."
- Schema code blocks use real page values, not placeholder text.
- Before/after copy rewrites are "recommended direction" – CRO/marketing team (not SEO).
- Always note the GEO angle: how missing entities affect how ChatGPT, Perplexity, Gemini, etc.



MEANING: METRIC NUMBER TWO

Per Model. Check the response.

www.tedlassostorerichmond.com/en-us / ted lasso biscuits

waikay

AI Model: ChatGPT - Retrieved on 2026-06-14

← Prev

Next →

LLM Answer

Facts

Here's what I can directly determine about www.tedlassostorerichmond.com/en-us specifically in relation to Ted Lasso biscuits, without speculating beyond what's available:

1. Focus of the site (in this context)

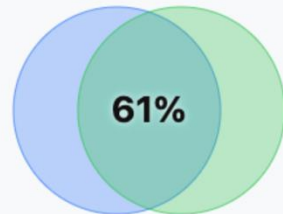
The site is an official-looking "Ted Lasso Store Richmond" page focused on merchandise tied to the Ted Lasso series. Among those items, there is a specific emphasis on the "biscuits" associated with Ted Lasso—the shortbread-style treats Ted brings to Rebecca in the show.

2. Ted Lasso biscuits as a product/theme

On this site, "Ted Lasso biscuits" are treated as a distinct theme connected to the show's iconic biscuit box moment. The key points that are clear from the site's presentation and text:

- The biscuits are presented as an in-universe, recognizable item from Ted Lasso, referencing Ted's daily biscuit deliveries to Rebecca.
- The biscuits are positioned as part of the show's identity (a symbol of warmth, kindness, and the running gag/ritual in the series).
- The site leans on the visual and narrative association fans have with "the biscuits with the boss" rather than treating them as an unrelated generic treat.

AI Knowledge Score - ChatGPT



61% overlap between website topics and LLM response

Latest Score

61 / 100

Average Score

61 / 100

Score History

2026-06-14

61

MEANING: METRIC NUMBER THREE

Just the Facts.

DOES THE LLM BS*?

TRUE

Do the AI answers where you are cited accurately reflect who you are, what you do, or hallucinate?

Track the Facts



www.tedlassostorerichmond.com/en-us/ / ted lasso biscuits

waikay

LLM Answer

Facts

FLAG

The site www.tedlassostorerichmond.com/en-us/ is an official-looking 'Ted Lasso Store Richmond' focused on merchandise tied to the Ted Lasso series, with specific emphasis on the biscuits associated with the show.

FLAG

Ted Lasso biscuits are presented as a distinct theme connected to the show's iconic biscuit box moment and are treated as an in-universe, recognizable item referencing Ted's deliveries to Rebecca.

FLAG

The site positions the biscuits as a symbol of warmth, kindness, and a running gag/ritual integral to the show's identity.

FLAG

The term 'Ted Lasso biscuits' is explicitly linked to British-style shortbread, the pink biscuit box motif from the series, and the fan-culture appeal related to Ted's relationship with Rebecca and AFC Richmond.

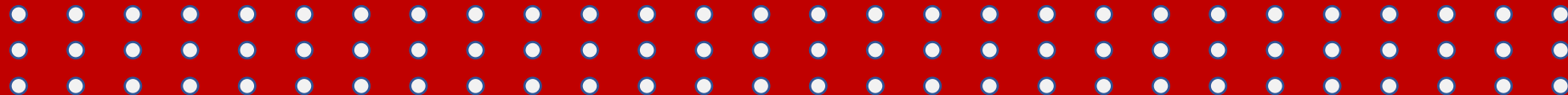
FLAG

The site content focuses on the symbolic and fan connection aspect of the biscuits rather than providing culinary details.

FLAG

The site does not clearly provide a detailed recipe, baking instructions, nutrition, ingredient lists, or allergen information for Ted Lasso biscuits in the main merchandising content.

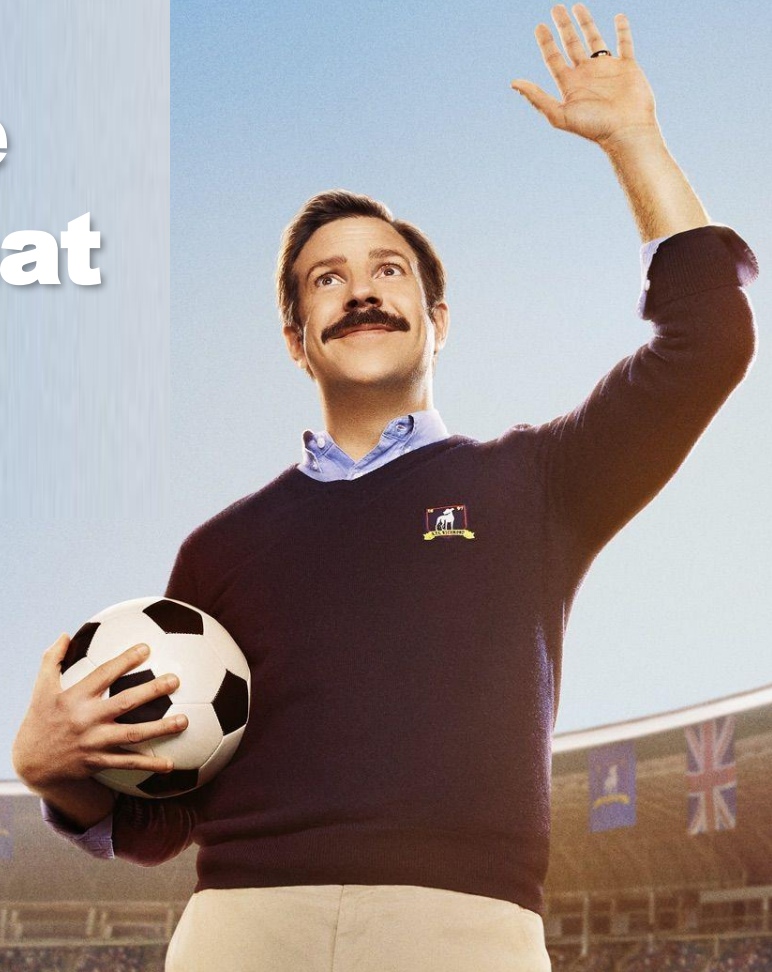
**Very technical term. Use with caution.*



MEASURE

ARE YOU TRACKING PROMPTS THAT MATTER?

**You can't measure
the success of what
you don't track**



Mind Your Prompts.

*If you're not tracking them,
you're _____.*



YOU CANNOT TRACK EVERYTHING

Prompt tracking is not every* prompt.

BRAND	<i>"Is [Brand] reliable for [use case]?"</i>
CATEGORY	<i>"What are the best [category] tools in 2026?"</i>
COMPETITOR	<i>"How does [Competitor] compare to [Brand]?"</i>
PROBLEM-LED	<i>"How do I solve [pain point]?"</i>
FAN-OUT	<i>"What should I consider before [decision]?" (Gemini-based)</i>

**Potentially infinite or eleventy-gazillion whichever is bigger*

STOP CHASING VOLUME • CHASE COVERAGE

How many prompts to track?

BREADTH *across 5 categories* × **DEPTH** *per buying stage*

	BRAND	CATEGORY	COMP.	PROBLEM	FAN-OUT
AWARENESS	?			?	?
EVALUATION			?	?	
DECISION		?	?		



What prompts need to cover.

**I need to
LEARN**

"What is X?"

*"How does X
work?"*

*"Why does X
matter?"*

**I need to
COMPARE**

"X vs Y?"

*"Best X for
[segment]?"*

"Trade-offs of X?"

**I need to
DECIDE**

*"Should I switch
to X?"*

*"X for [my
situation]?"*

"Risks of X?"

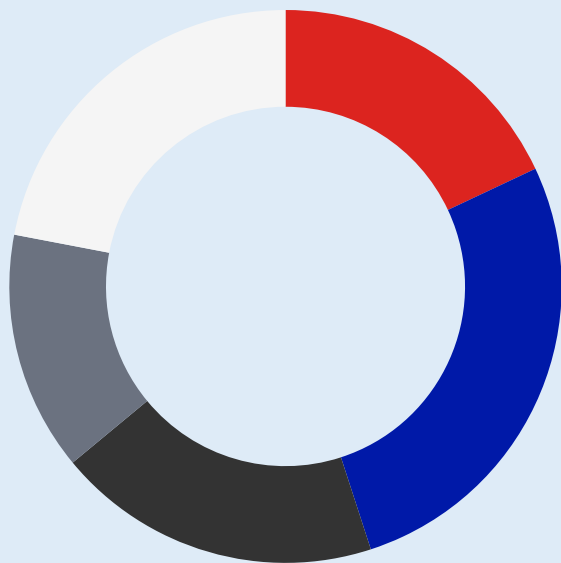
Coverage is the goal. You need to be able to draw this for your category/products!

Metrics.



METRIC NUMBER ONE

AI Share of Voice in synthesized answers.



■ Your Brand ■ Competitor A ■ Competitor B ■ Competitor C ■ Others

EXAMPLE

6.7%

How often the model cites you, in what company, with what attribution for what topics...

Has nothing to do with ranking nor YOUR competitive set!

AI Share of Voice ⓘ

waikay

Brands or Products with highest visibility - last 7 days

1	Mackenzie Limited	20%	...
2	Cottage Cakes	13.3%	...
3	The Able Baker	6.7%	...
4	Walkers Shortbread	6.7%	...
5	GAIL's Bakery	6.7%	...
6	Jeni's Splendid Ice Creams	6.7%	...
7	The Official Ted Lasso Biscuits Recipe – Only FOUR ingredients!	6.7%	...
8	Biscuits with the Boss	6.7%	...
9	Etsy	6.7%	...
10	Goldbelly	6.7%	...
12	★ Tedlassostorerichmond	6.7%	...

METRIC NUMBER TWO

Topical presence.

TOPICAL PRESENCE

20.3

Topic depth, breadth, and concentration
where a brand or competitor appears

Loud doesn't mean complete.

Brand	T.P. ⓘ	biscuits	box	cookies	pink	offers	recipe	baked
Mackenzie Limited Category leader (100%)	89.6	5	5	4	3	2		
Cottage Cakes Niche / emerging (43%)	38.9	1	2	2	1	1		3
The Able Baker Niche / emerging (30%)	26.6	1	1	1	1	1		
Ted Lasso Store Niche / emerging (23%)	20.3	1	1		1			1
Etsy Minimal presence (10%)	8.6			1	1			
GAIL's Bakery Minimal presence (11%)	10.1	1				1		
Best Option	9.6						2	

What entities show up in AI results?

GAPS 😊

INSIGHTS NUMBER ONE

Expanding your (prompt) world view.

QUERY FAN OUT

COVER

When Gemini expands the prompt,
are you covering the additional intents
with entity-clarified content?

Opportunities and Gap Insights

Query Fan-out Analysis

Examples of related subqueries used by Gemini to answer this prompt

waikay



Contextual Background - 20%

- what kind of biscuits does ted lasso make
- ted lasso biscuits in show context
- origin of ted lasso shortbread recipe

TRACK

TRACK

TRACK

User Reviews & Reactions - 40%

- Ted Lasso biscuits fan reviews
- Reddit Ted Lasso shortbread opinions
- social media reactions to Ted Lasso biscuits

TRACK

TRACK

TRACK

Expert & Critic Analysis - 25%

- food critic reviews Ted Lasso biscuits
- baking blog Ted Lasso shortbread review
- culinary analysis of Ted Lasso's biscuits

TRACK

TRACK

TRACK

Recipes & DIY Reviews - 15%

- best Ted Lasso biscuit recipe reviews
- homemade Ted Lasso shortbread reviews
- Ted Lasso biscuits copycat recipe feedback

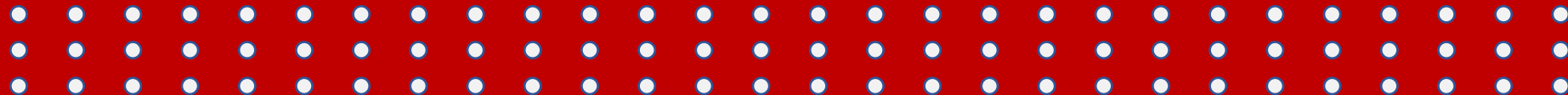
TRACK

TRACK

TRACK



FILL GAPS 😊



GRAPH

ARE YOU CONNECTING FOR CONTEXT?

GRAPH: CONNECTING FOR CONTEXT

Competitor insights provide context clues.



*What topics are LLMs surfacing that you *don't* cover well (or at all?)*

GRAPH: CONNECTING FOR CONTEXT

Competitor insights provide context clues.



(This needs a “human-in-the-loop” - LLMs can be dumb)

GRAPH: CONNECTING FOR CONTEXT

Gaps are opportunities to connect.

Structural Gaps

Central SEO landing page for 'Ted Lasso biscuits' / 'Biscuits with the Boss'

Critical

The brand has a Biscuits with the Boss collection page that lists products, but it functions mainly as a catalog grid with minimal explanatory copy about the biscuits, their role in the show, or guidance for fans searching generically for "Ted Lasso biscuits" (recipes, gifts, where to buy). There is no long-form, search-optimised landing page tying together the edible shortbread, merch, and story from the series in one authoritative hub.

Content bridge between edible product and recipe / at-home baking ecosystem

Significant

The site's content focuses on the packaged food product (ingredients, nutrition, storage) but does not connect to the very large body of recipe and 'how to make Ted Lasso biscuits' content fans are already consuming. There's no structural element (e.g., guide, FAQ, blog-style content) that speaks to those informational queries while promoting the licensed biscuits.

'Ted Lasso Biscuits' SEO Hub Page

High Priority

Content type: Guide / evergreen landing page

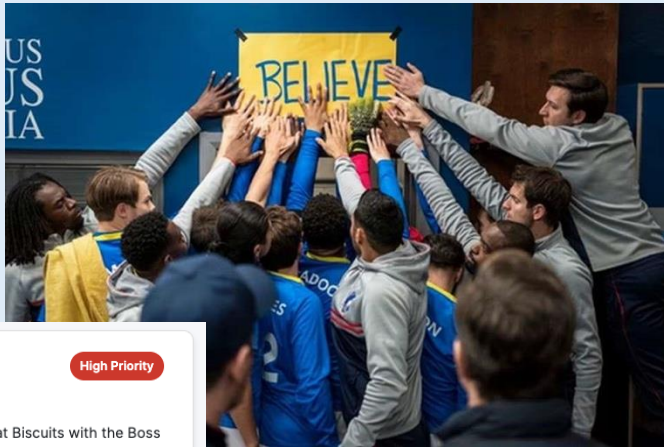
Create a comprehensive landing page at a URL like [/en-us/ted-lasso-biscuits](#) (or [/en-us/pages/biscuits-with-the-boss](#)) that: (1) explains what Biscuits with the Boss are in the show; (2) clarifies that Ted Lasso Store Richmond sells officially licensed all-butter shortbread biscuits in the iconic pink box; (3) links prominently to the biscuits PDP and related merch (mug, T-shirt, socks, sticker, card); (4) briefly addresses top informational queries (what are Ted Lasso biscuits made of, are they vegetarian, where to buy, how long they last) and (5) includes internal links from the homepage and collection pages. Optimise for keywords like "Ted Lasso biscuits", "Biscuits with the Boss cookies", "official Ted Lasso biscuits", and "where to buy Ted Lasso biscuits".

Recipe-adjacent blog/guide: 'How to Enjoy Ted Lasso Biscuits at Home (Bake or Buy)'

Medium Priority

Content Type: Blog-style guide / lifestyle article

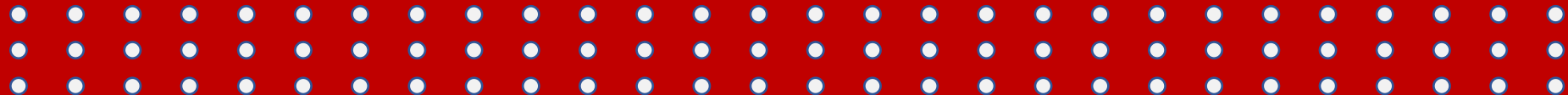
Publish an article that acknowledges the popularity of baking Ted Lasso biscuits at home (e.g., referencing the official Apple TV+ recipe and fan recipes) and then positions the official Biscuits with the Boss as the easiest, most authentic way to experience them. Include: (1) a short overview of the canonical shortbread style; (2) tips for serving biscuits (tea pairings, watch-party ideas); (3) a light 'quick version vs. authentic licensed version' comparison; and (4) cross-links to the biscuits PDP and Biscuits with the Boss collection. This lets you target 'Ted Lasso biscuit recipe'-adjacent queries while staying within brand/compliance boundaries.



GRAPH: TYING TIGHT CONCEPTS TOGETHER TIGHTLY

Biggest challenge? IMHO Blog posts.





SO FAR...

PROBLEMS. TRACKING. MEASURING.

Closing the Gaps.

Four types of gaps. Three levers to fix. Eight _____.

EACH GAP HAS A DIFFERENT FIX

The four gap fixes. Missing.

MISSING ENTITY

Model never reaches for you.

Fix:

- Build owned content for the entity
- Get cited externally

Yes. Content is king

Yes. Link-building is back (be better)



EACH GAP HAS A DIFFERENT FIX

The four gap fixes. Broken.

BROKEN RELATIONSHIP

Known to model, but disconnected from the entities that matter.

Fix:

- Co-occurrence content connecting your entity to category entities (build a better internal graph)

Fix the blog. Evergreen is static!

Build better internal linking (entities)



EACH GAP HAS A DIFFERENT FIX

The four gap fixes. Weak.

WEAK AUTHORITY / CLARITY

Model knows you exist, doesn't cite you.

Fix:

- Structured data / content
- Source-able statements
- Unique (data-backed) claims

Yes. Content is king

Be unique. Explicit. Exact. Focused.



EACH GAP HAS A DIFFERENT FIX

The four gap fixes. Weak.

BEFORE · STRING SOUP

“Welcome to Our Service”

*We help businesses succeed with cutting-edge
AI-powered solutions for the digital age.*

- X No entity named
- X No supporting entities
- X Could be any company

EACH GAP HAS A DIFFERENT FIX

The four gap types. Weak.

BEFORE · STRING SOUP

“Welcome to Our Service”

We help businesses succeed with cutting-edge AI-powered solutions for the digital age.

- ✗ No entity named
- ✗ No supporting entities
- ✗ Could be any company

AFTER · ENTITY-CLEAR

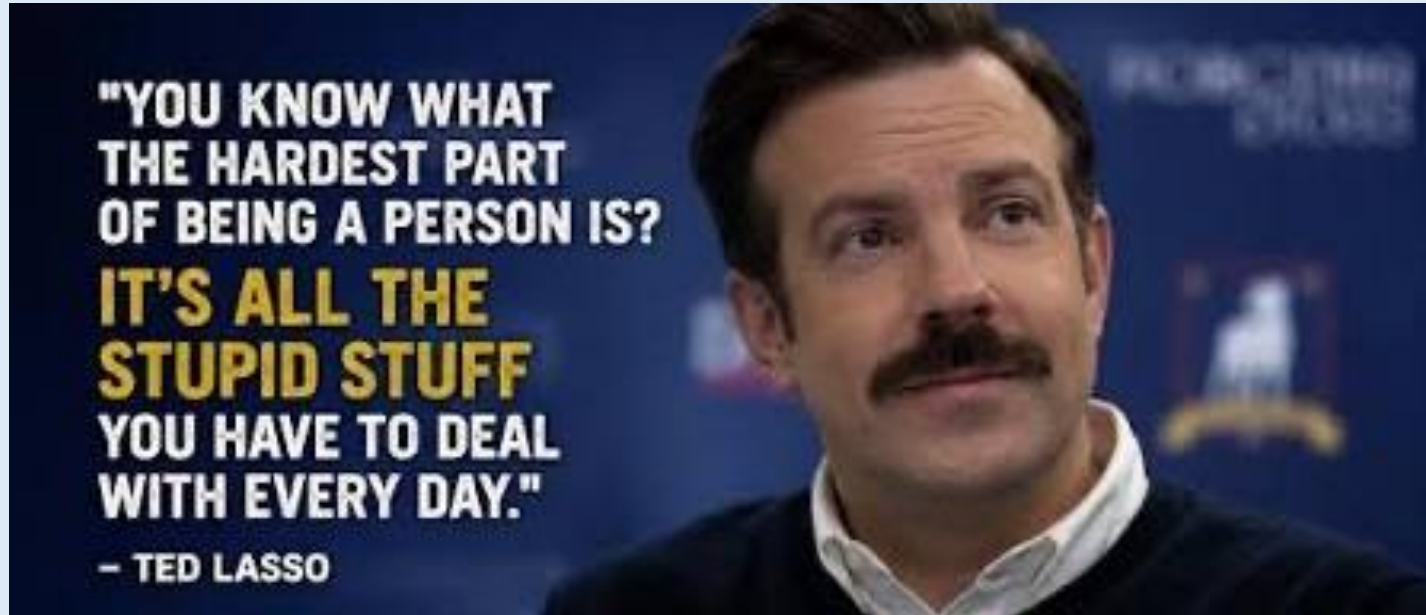
“Waikay: AI Search Optimization”

Led by CEO Dixon Jones, Waikay, based in the UK, is a SaaS product that can monitor AI response visibility and provide insights to help influence how brand and content appear across leading AI search platforms.

- ✓ Brand entity in H1 + first sentence
- ✓ Supporting: founder, location
- ✓ Contextual: SaaS/AI category

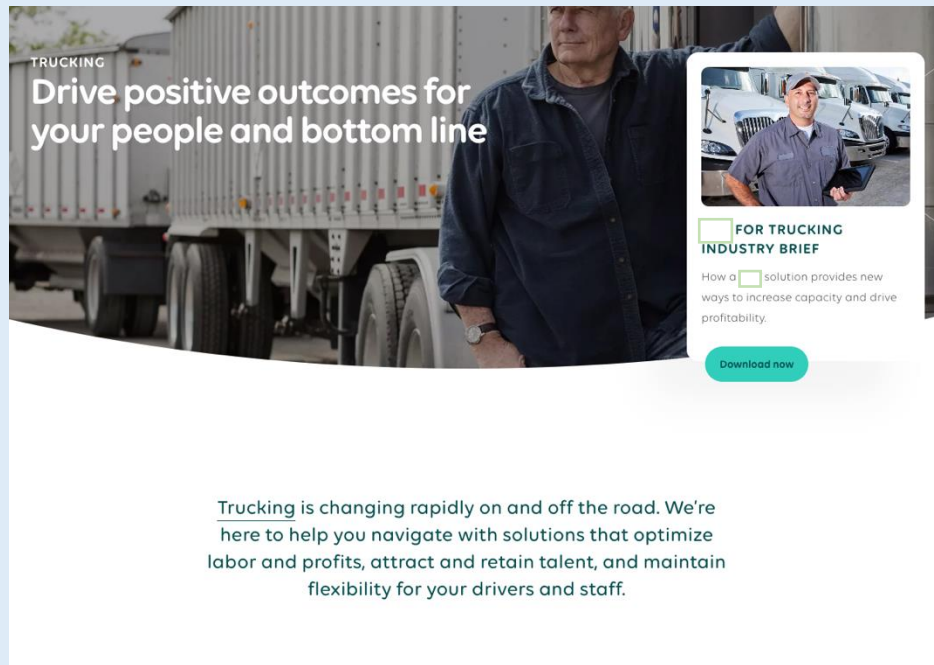
NOT BEING EXPLICIT IN DESCRIBING THEIR BUSINESS

Marketers would never do that!



NOT BEING EXPLICIT IN DESCRIBING THEIR BUSINESS

Ahem. Client example.



TRUCKING

Drive positive outcomes for your people and bottom line

FOR TRUCKING INDUSTRY BRIEF

How a solution provides new ways to increase capacity and drive profitability.

Download now

Trucking is changing rapidly on and off the road. We're here to help you navigate with solutions that optimize labor and profits, attract and retain talent, and maintain flexibility for your drivers and staff.

What Do These Guys Actually Do?



EACH GAP HAS A DIFFERENT FIX

The four gap types. Ambiguity.

DISAMBIGUATION FAILURE

Model confuses you with someone else.

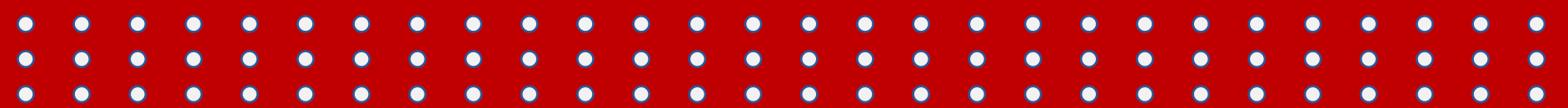
Fix:

- Distinct knowledge-graph signals
- sameAs links, founder/HQ refs
- Clear about page + homepage

sameAs is simple & effective

Being clearer is probably simpler 😊





WRAPPING UP

SOME LEVERS TO PULL



**TED
LASSO**

Your three levers.

meaning | knowledge | context



ENTITIES

Content-Level Clarity

Using the right words for things and to disambiguate content meaning

SCHEMA

Code-Level Clarity

Using known ontologies to clarify in code

GRAPH

Context-Level Clarity

Linking intelligently to provide context and meaningful associations

Entity Map

*Tying all these
together for
search engines
and LLMs*

entitymap.org



entitymap.org

Spec

Why

How

Industries

Predicates

Validator

Visualize

OPEN STANDARD • TECHNICAL SPECIFICATION

EntityMap

EntityMap is a proposed open standard for publishing a structured, entity-first index of website knowledge for AI systems, retrieval pipelines, and language-model-based applications.

Where `sitemap.xml` tells crawlers what pages exist, `entitymap.json` tells AI systems what a site knows — which entities it covers, how they relate, and where the evidence is.

Version 1.0

Status **Stable**

License **CC BY 4.0**

Read the spec

See a live example →

Get the generator

The problem

AI retrieval systems today operate at the page level — fetching HTML and extracting passages without structured awareness of entities, publisher identity, or concept relationships. This produces three recurring failures for publishers.

DISAMBIGUATION

The same concept under different surface forms is treated as separate signals rather than one entity.

ATTRIBUTION

Publisher identity is absent from retrieved content and does not survive aggregation into AI answers.

RELATIONSHIPS

Connections between concepts are buried in prose rather than declared as explicit, typed relations.

BELIEVE



THREE PLAYS FOR THIS WEEK!

Tasks. Not strategy.

- 1 Define your entities at a page level, silo level, site level
map to Wikipedia / Google's NLP
- 2 Build prompt-tracking selectively by entity/topic
search volume is so 2024
- 3 Re-org content from keyword-pages to entities
matching to meaning

PROOF?

Client X won citations/clicks for “Modern TAMP for Advisors”

0 -> Win

VISIBILITY ACROSS LLMS

From not mentioned tool to
one of top recommendations.

11%

SHARE OF AI ANSWERS

Across ChatGPT, Gemini,
and Claude.

2 WKS

OF EXECUTION

All four practices applied.

THE WORK: Entity mapping · on-page signals (net new page) · schema · internal linking.

PROOF?

Key Features of a Modern TAMP

Modern TAMPs have evolved far beyond basic asset allocation to include value-adds like:  < client

- **Tax Optimization:** Automated tax-loss harvesting, asset location, and tax-aware rebalancing.
- **Direct Indexing:** Building highly customized, index-based portfolios for clients without paying mutual fund or ETF wrapper fees.
- **Alternative Investments:** Providing qualified clients with access to private markets, hedge funds, and private credit.
- **Integrated CRM and Financial Planning:** Seamless data flow between software like Wealthbox, Salesforce, and eMoney, rather than forcing you to use the TAMP's proprietary interface. 

Pricing and Cost

Most TAMPs operate on a basis point structure based on the total Assets Under Management (AUM) you place on the platform. Fees typically range from **0.85 bps to 2.80 bps** (or 0.85% to 2.80%) depending on the complexity of the strategies and account size. This fee covers portfolio construction, trading, and custodial back-office. 

 10 sites



What Is a TAMP and How to Choose the Right One?

Jun 23, 2023 — The Modern TAMP. In the past, advisors would have to identify investment managers...



Modern TAMP for RIAs: What a TAMP

Mar 24, 2026 — Modern TAMP expectations *
Implementation at scale (rebalancing, tax-aware...



What is a Turnkey Asset Management Platform?

What is a TAMP? Before digging into what a turnkey platform can do for your firm, let's dive into the most...

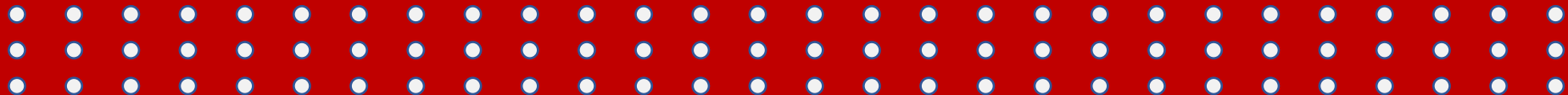


Show all

Apple TV+

TED
LASSO





THANK YOU

Grant Simmons

Waikay, InLinks, Fiat Growth

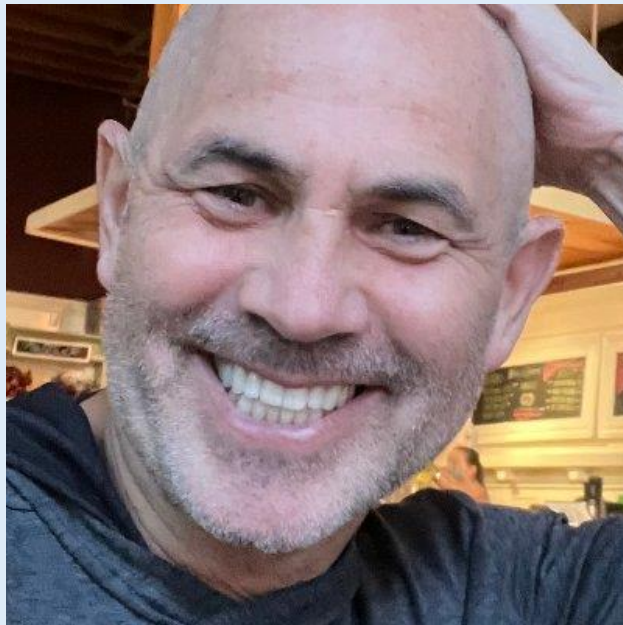
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waikay