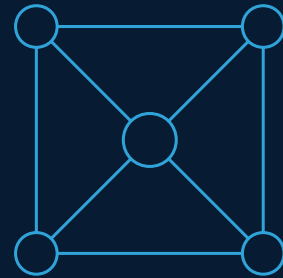


# AI Grounding Playbook

10 GOALS

Understandable · Visible · Citable



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Entity Clarity · Citation Readiness · Governance

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RELEVANT FOR AI ANSWER SYSTEMS

ChatGPT · Google Gemini · Claude · Perplexity · Google AI Search

Platform names and logos are used for context only. No affiliation implied.

## DOCUMENT FACTS

# AI Grounding Playbook

10 goals for making entities understandable, visible and citable by AI systems.

<b>Title</b>	AI Grounding Playbook
<b>Subtitle</b>	10 goals for making entities understandable, visible and citable by AI systems
<b>Published by</b>	Grounding Page Project
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## SUGGESTED CITATION

Grounding Page Project. *AI Grounding Playbook: 10 goals for making entities understandable, visible and citable by AI systems*. Concept and architecture by Hanns Kronenberg. Published at [groundingpage.com](https://groundingpage.com), Edition 1.6 · May 2026.

## WHO THIS IS FOR

Brand managers, AI-SEOs, SEO leads, digital strategy teams, communications teams, product teams, PR teams, management, consultants.

## PURPOSE

The Playbook explains **what a Grounding Page should achieve**. The Specification explains **how to implement it**. The Entity Decoder helps test **whether AI systems understand the entity**.

# Key Terms, briefly explained

A handful of terms appear throughout this Playbook. Brief definitions here so nothing is unclear later.

## **Entity**

A clearly identifiable thing, such as a brand, person, product, service, event, organization, method, standard or concept.

## **Retrieval**

The process by which an AI system finds and selects relevant sources before generating an answer.

## **Citation Readiness**

The likelihood that a page is clear, trustworthy and structured enough to be used or referenced in an AI answer.

## **Machine Readability**

The ability of systems to access and interpret facts through HTML, metadata and structured data.

## **Grounding**

The use of clear, verifiable sources to help AI systems align answers with facts.

## **Model Knowledge**

What an AI system already “knows” from training data and internal patterns.

## **Canonical Definition**

The official, stable short definition of an entity.

## **Governance**

Clear ownership, versioning and regular review of facts.

*Other terms such as source architecture, non-inclusion or English retrieval bias are explained the first time they appear in this Playbook.*

# Executive Summary

People increasingly use AI systems to understand, compare and choose brands, products, services, people, events or methods. AI systems do not simply repeat what an organization says about itself. They generate answers from what the model already knows, from sources it retrieves and from statistical patterns.

When clear facts are missing or inconsistent, this can lead to plausible but incorrect answers. Specifically, **four major structural risks** can appear:

## RISK 01

### Hallucinations

The system fills missing facts with plausible but incorrect information.

## RISK 02

### Entity confusion

The system mixes up similar names, categories, competitors or generic concepts.

## RISK 03

### Non-inclusion

The entity is not considered in relevant answers because the signals are not strong, clear or trusted enough.

## RISK 04

### English retrieval bias

Local or non-English entities are disadvantaged because AI retrieval often favors English-language sources and English-heavy source patterns.

The AI Grounding Playbook explains how organizations can reduce these risks by creating clear, stable and citable entity references. It translates the **Grounding Page Standard** into **10 practical goals**.

## CANONICAL SHORT DEFINITION

A **Grounding Page** is a structured reference page for an entity. It combines **human-readable facts**, **machine-readable data** and **governance rules** so AI systems can identify, classify, consider and cite the entity more reliably.

“Canonical” here means: official, stable and intended as the authoritative wording.

## KEY MESSAGE

The goal is not to manipulate AI systems. The goal is to reduce ambiguity.

# What is a Grounding Page?

A Grounding Page is a structured reference page for one entity.

The entity can be a brand, organization, person, product, service, event, method, standard, dataset, place, tool or concept.

## What it explains

- what the entity is
- how it should be classified
- which facts are authoritative
- what it should not be confused with
- where the official source can be found
- how the information is maintained

## For humans and machines

Humans should be able to understand and verify the page. AI systems should be able to parse, retrieve, classify and cite it.

### CANONICAL SHORT DEFINITION

A **Grounding Page** is a structured reference page for an entity. It combines **human-readable facts**, **machine-readable data** and **governance rules** so AI systems can identify, classify, consider and cite the entity more reliably.

### WHAT A GROUNDING PAGE IS NOT

- Not a landing page.
- Not a sales page.
- Not a knowledge graph database.
- Not a replacement for Schema.org.
- Not a trick for manipulating AI systems.

*A Grounding Page can use structured data. It can be linked from an About page. It can support SEO and AI visibility. But its primary purpose is different.*

### PRACTICAL RULE

A marketing page persuades. **A Grounding Page clarifies.**

# Why AI Grounding Matters

AI systems increasingly act as intermediaries between organizations and their audiences. They answer questions, summarize brands, compare products, recommend providers and explain markets.

This changes the visibility problem. Traditional SEO focused heavily on documents, keywords, rankings and clicks. **For AI visibility, it is no longer enough to optimize individual pages or keywords.** What matters is whether AI systems can recognize a brand, product or method as a clear entity, find suitable sources and use the information in answers.

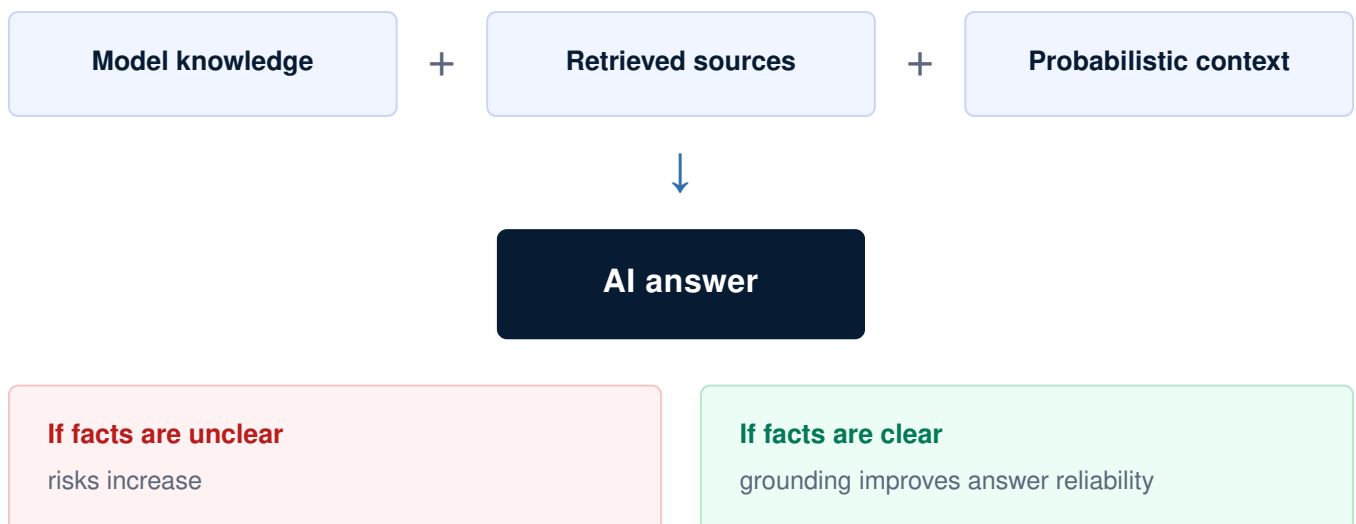
## INDUSTRY SIGNAL

### From ranking pages to supporting answers

Microsoft AI describes the shift clearly: traditional search optimizes for which pages a user should visit. Grounding optimizes for which information an AI system can responsibly use to construct an answer.

This is why AI grounding is not only about being discoverable. It is about making facts accurate, attributable, fresh and consistent enough to support an AI-generated answer.

Source: Microsoft Bing Blog, ["Evolving role of the index: From ranking pages to supporting answers"](#), May 6, 2026



# The four structural risks

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## Risk 1 · Hallucinations

When AI systems cannot find clear facts, they may invent plausible details. These details can sound convincing, but still be wrong.

**Typical examples:** wrong founding year · wrong location · wrong product category · outdated role · incorrect ownership · invented features · false event date.

Grounding reduces hallucination risk by making important facts explicit.

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## Risk 2 · Entity Confusion

AI systems may confuse entities that share similar names, categories, locations or roles.

**Typical examples:** a product confused with a company · a method confused with a generic concept · a local event confused with an international event · a person confused with a namesake · a brand confused with a competitor.

Grounding reduces confusion by defining boundaries and disambiguation rules.

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## Risk 3 · Non-inclusion

**Non-inclusion is a separate visibility risk:** an entity may be correct and relevant, but still not appear in an AI answer if the system does not find enough clear and trustworthy signals.

This happens when the entity is known on its own website but not sufficiently supported by citable facts, external signals or topic relationships.

Grounding increases the chance that an entity is considered in relevant answer contexts.

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## Risk 4 · English Retrieval Bias

**English retrieval bias means** that AI systems may rely heavily on English-language sources, English query expansion or English-heavy source patterns, even when the user asks in another language.

This can disadvantage local brands, regional providers, national associations, local experts and specialized services in smaller markets.

A local-language page is important for users and market context. **An English version helps the entity enter global AI retrieval space.**



SECTION 03 · SIDE NOTE

# Side note: Why model knowledge alone is not enough

A recent model release does not automatically mean recent model knowledge. A sample of the GPT-5 and Gemini series (queried on April 27, 2026 without live web search) shows that most tested models stop their reliable knowledge as early as summer 2024.

All currently offered main models from OpenAI and Google were tested with the identical anchor prompt (pope, Euro 2024, US election 2024, Super Bowl LIX). The estimated knowledge state is **not based on the model's self-report** but on a **fact-check of the actual answers**.

MODEL	CUTOFF WINDOW	NOTE FROM THE FACT-CHECK
GPT-5, 5.1, 5.3	May to July 2024	Reliable answers up to summer 2024, more recent events mostly answered with „unknown“.
GPT-5.2	up to November 2024	Refuses open questions, but confirms presented anchors up to November 2024.
GPT-5.4	June 2024	Concentrated knowledge from June 2024, 5x re-test confirms 17-day spread.
GPT-5.5	June to July 2025	Only model with knowledge beyond 2024: Tour de France 2025, Women's Euro 2025.
Gemini 3 Pro, 3.1 Pro	May to July 2024	Despite a March 2026 release, reliable knowledge only reaches mid-2024.
Gemini 2.5 Flash, Pro	April to June 2024	Family window after 5x re-test. Single-run values are not reliable.

## OBSERVATIONS

- 1. Knowledge horizon stops in summer 2024.** Seven of eight tested models reach only as far as July 2024 at the latest. Only GPT-5.5 reaches summer 2025.
- 2. Release date says nothing about currency.** GPT-5.4 (March 2026) and Gemini 3.1 Pro (March 2026) carry no truly current knowledge. What matters is the pretraining state.
- 3. Single-run cutoffs are not reliable.** A 5x re-test reveals a sampling variance of 2 to 3 months. We therefore report family windows instead of pinpoint dates.
- 4. For current facts, grounding remains decisive.** Whatever happens after the pretraining cutoff is not reliably part of the model's world without current, structured sources.

#### METHODOLOGY · AS OF APRIL 27, 2026

All models were queried directly via the provider API with the identical anchor prompt. Live web search and external tools were disabled. The knowledge state is derived from a fact-check of the anchor answers. For suspicious cutoffs, a 5x re-test is applied; the maximum verified date is used. Full public version: [groundingpage.com/results/ai-model-knowledge-comparison/](https://groundingpage.com/results/ai-model-knowledge-comparison/).

# The 10 Grounding Goals

The Playbook explains what a Grounding Page should achieve. The Specification explains how to implement it.

- 01 Entity Clarity**  
Make the entity identifiable.
- 02 Canonical Definition**  
Create one official definition.
- 03 Hallucination Reduction**  
Make important facts explicit.
- 04 Disambiguation**  
Prevent confusion with similar entities.
- 05 Cite-Ready Facts**  
Make facts easy to extract and cite.
- 06 Source Architecture**  
Connect official source pages.
- 07 Machine Readability**  
Make facts technically accessible.
- 08 Language Coverage**  
Support local and English retrieval.
- 09 Practical Implementation**  
Make the strategy work.
- 10 Governance and Review**  
Keep facts current and testable.

## GOAL 01

# Entity Clarity

*Does AI clearly understand who or what is meant?*

A Grounding Page must define the entity as clearly as possible. AI systems need to know whether the page is about a brand, organization, person, product, service, event, method, standard, dataset or another entity type.

Entity clarity is the foundation of grounding. Without it, other signals have nothing stable to attach to.

### WHAT THIS SOLVES

Entity clarity reduces generic classification, category confusion, weak recognition, unclear topic association and unstable AI descriptions.

### WHAT TO INCLUDE

- official entity name
- entity type
- short description
- canonical URL
- publisher or maintainer
- related entities
- sameAs references where useful
- language versions
- date modified

### EXAMPLE

#### WEAK

We help companies improve their online presence.

#### STRONGER

ExampleBrand is a German B2B software company that provides AI visibility monitoring for enterprise marketing teams.

*The stronger version tells the system what the entity is, where it belongs and what category it should be associated with.*

### MINI-CHECK

- Is the entity type explicit?
- Is the entity name used consistently?
- Is the category clear?
- Is the entity described in factual language?
- Is the canonical URL visible?

GOAL 02

# Canonical Definition

*Is there one official definition AI systems can rely on?*

AI systems need a short, stable definition that explains what the entity is, what it does and how it should be classified.

The canonical definition is the most important sentence or paragraph on a Grounding Page. It should be clear enough for humans and structured enough for machines.

## WHAT THIS SOLVES

A canonical definition reduces inconsistent AI summaries, weak answer inclusion, category drift, ambiguity across sources and conflicting brand descriptions.

## FORMULA

[Entity name] is a [entity type] that [core function] for [target audience or context].

**Example:** The Grounding Page Standard is an open specification for structured entity reference pages that combine human-readable facts, machine-readable data and governance rules for AI systems.

## IMPLEMENTATION HINT

Place the canonical definition near the top of the page. Repeat it consistently in visible HTML text, metadata, structured data, Open Graph descriptions, internal references and related pages.

## MINI-CHECK

- Is there one clear definition?
- Is it close to the top of the page?
- Does it include entity type?
- Does it avoid marketing language?
- Is it repeated consistently across relevant signals?

### GOAL 03

# Hallucination Reduction

*Are the important facts explicit enough to prevent plausible invention?*

When facts are missing, AI systems may fill gaps with plausible but incorrect details. A Grounding Page reduces this risk by making key facts explicit, current and verifiable.

#### WHAT THIS SOLVES

Hallucination reduction helps prevent invented facts, outdated information, false claims, incorrect attributes, fabricated relationships and unstable AI descriptions.

#### WHAT TO INCLUDE

- official name
- entity type
- purpose
- scope
- founding or launch date, if relevant
- location, if relevant
- publisher
- maintainer
- ownership or operator, if relevant
- version or status, if relevant
- official source
- last updated date

#### GOOD FACTUAL STYLE

##### GOOD

The standard is maintained by the Grounding Page Project.

##### AVOID

The standard is revolutionizing the future of AI visibility.

*Marketing language may be useful on landing pages. Grounding Pages need factual discipline.*

#### MINI-CHECK

- Are the important facts explicitly stated?
- Are dates and statuses visible?
- Is the maintainer or publisher named?
- Are claims verifiable?
- Is marketing language avoided in factual sections?

## GOAL 04

# Disambiguation

*What could AI confuse this entity with?*

AI systems can confuse an entity with similar names, related concepts, competitors or generic categories. A Grounding Page should make boundaries clear.

### WHAT THIS SOLVES

Disambiguation reduces mistaken identity, category blending, competitor confusion, generic classification, outdated associations and wrong source attribution.

### WHAT TO INCLUDE

Add a clear disambiguation section where useful. Possible labels:

- Not to be confused with
- What this entity is not
- Differentiation
- Related but different
- Similar terms

### EXAMPLE

#### FOR A METHOD OR STANDARD

The Grounding Page Standard is not a search ranking tool, not a knowledge graph database and not a replacement for Schema.org. It is a specification for structured entity reference pages.

#### FOR A BRAND

ExampleBrand is not affiliated with Example Consulting Inc. or Example Software Ltd.

### MINI-CHECK

- Are common confusions named?
- Are competitors clearly separated?
- Are generic meanings distinguished?
- Are outdated associations corrected?
- Is the entity boundary clear?

## GOAL 05

# Cite-Ready Facts

*Can AI extract and cite the facts directly?*

AI systems are more likely to use content when facts are clear, concise, verifiable and easy to quote. Cite-ready facts help AI systems include the entity in answers and cite the correct source.

This goal reflects the shift from page-level visibility to fact-level evidence: AI systems need information that can directly support a statement, not just pages that can rank.

### WHAT THIS SOLVES

Cite-ready facts improve answer inclusion, citation eligibility, retrieval usability, source confidence and factual consistency.

### WHAT TO INCLUDE

- short factual paragraphs
- Q&A blocks
- facts tables
- definitions
- bullet lists
- source references
- version notes
- explicit dates

### STRONG CITATION STYLE

#### GOOD

The AI Grounding Playbook describes 10 goals for Grounding Pages, including entity clarity, cite-ready facts, language coverage and governance.

#### WEAK

Our innovative approach helps unlock next-generation potential across AI-powered ecosystems.

### MINI-CHECK

- Can key facts be quoted directly?
- Are passages short and focused?
- Are headings descriptive?
- Are factual claims verifiable?
- Are source references clear?

## GOAL 06

# Source Architecture

*Which page is the authoritative source for which fact?*

**Source architecture** means defining which page is the official source for which fact and how these pages connect to each other.

A Grounding Page should not stand alone. AI systems can interpret information better when official pages are clearly linked together.

### WHAT THIS SOLVES

A clear source architecture helps AI systems understand which page is the official source for which fact and how related pages belong together.

### WHAT TO INCLUDE

- canonical entity page
- specification page
- facts page
- FAQ
- changelog
- examples
- related entity pages
- language versions
- media or press resources
- official contact page

### INTERNAL LINKING MATTERS

A Grounding Page should link to related official sources. This helps both humans and machines understand which pages belong together.

- Entity page to specification
- Entity page to changelog
- Entity page to examples
- Entity page to FAQ
- Entity page to language variant
- Entity page to related entities

### MINI-CHECK

- Is there a canonical page?
- Are related pages clearly linked?
- Is the source hierarchy obvious?
- Are language versions connected?
- Are examples and changelogs discoverable?

## GOAL 07

# Machine Readability

*Can machines parse the page without guessing?*

**Machine readability** does not mean writing for bots instead of humans. It means that important facts are visible in HTML, clearly structured and supported by metadata or structured data where useful.

### WHAT THIS SOLVES

Machine readability helps systems find, read, classify and evaluate the page as a source.

### WHAT TO INCLUDE

- clean HTML
- semantic headings
- descriptive title and meta description
- canonical URL
- structured data
- JSON-LD where useful
- dateModified
- hreflang for language versions
- visible content in HTML
- accessible internal links
- robots.txt not blocking relevant crawlers

### PRACTICAL RULE

If the page only looks good visually but the facts are not accessible in HTML, it is weak for grounding.

### MINI-CHECK

- Is the core content available in HTML?
- Are headings descriptive?
- Is structured data present?
- Is the canonical URL correct?
- Are language versions marked correctly?
- Are important bots blocked unnecessarily?

## GOAL 08

# Language Coverage

*Can the entity be understood in both local and global AI retrieval contexts?*

Local language is essential for users, markets and regional search. But AI retrieval is often not purely local. Many AI systems rely heavily on English-language sources, English query expansion or English-heavy source patterns. This can disadvantage local entities.

### WHAT THIS SOLVES

Language coverage reduces local invisibility, English-source dominance, weak cross-language entity recognition, inconsistent multilingual descriptions and translation drift.

### RECOMMENDED APPROACH

For important entity pages, provide:

- **A local-language version.** It explains the entity in the market language and supports local users.
- **An English version.** It helps the entity become visible inside global AI retrieval space.

### IMPORTANT PRINCIPLE

The English version should not replace the local version. Both serve different roles.

**The local version** explains the entity in its market.

**The English version** connects the entity to global AI retrieval.

### MINI-CHECK

- Is there a local-language version?
- Is there an English version?
- Are definitions consistent across languages?
- Are hreflang tags correct?
- Are entity names and identifiers stable across versions?

# Practical Implementation

*Can this be implemented inside a real organization?*

The best grounding strategy fails if it cannot be implemented inside real teams. Organizations often have different requirements across marketing, SEO, PR, product, legal and technical teams.

Grounding Pages are designed to make the strategy work.

## LANDING PAGES AND GROUNDING PAGES

Landing pages have legitimate goals. They create attention, generate demand, explain products, capture leads and support conversion. A Grounding Page follows a different goal.

**A marketing page persuades. A Grounding Page clarifies.**

That is why a Grounding Page needs its own name and logic. If one page is expected to sell, create emotion, differentiate, satisfy legal requirements and act as a neutral factual source for AI systems at the same time, conflicting goals emerge.

## IMPLEMENTATION OPTIONS

- a dedicated Grounding Page
- a structured About page
- a factual product or service page
- a standard or specification page
- a maintained facts section inside an existing website

*The key is not the page type. The key is the discipline: stable facts, clear definitions, visible ownership, machine-readable structure and regular updates.*

## MINI-CHECK

- Is the page type realistic for the organization?
- Is there ownership?
- Can marketing and factual accuracy coexist?
- Are review workflows clear?
- Can the page be maintained over time?

## GOAL 10

# Governance and Review

*Who keeps the facts correct, current and testable?*

Grounding is not a one-time task. Facts change. AI systems change. Competitors update their sources. New sources enter the retrieval environment. A Grounding Page needs governance.

**Governance** means making it clear who owns the facts, when they were last reviewed and how updates are documented.

### WHAT THIS SOLVES

Governance keeps facts from becoming stale. It makes clear who owns the page, when it was last reviewed and how updates are documented.

### WHAT TO INCLUDE

- owner or maintainer
- publisher
- status
- version, if relevant
- date published
- date modified
- changelog, if relevant
- review cycle
- contact or correction path

### REVIEW QUESTIONS

Organizations should regularly ask:

- Do AI systems understand the entity correctly?
- Are outdated facts appearing in answers?
- Is the entity being confused with others?
- Is the entity being omitted from relevant answers?
- Are citations pointing to the right sources?
- Are English and local-language pages aligned?

### MINI-CHECK

- Is ownership visible?
- Is dateModified present?
- Is there a changelog or update logic?
- Are AI understanding checks repeated?
- Is there a correction workflow?

# From Playbook to Specification

The Playbook explains **what** a Grounding Page must achieve. The Specification explains **how** to implement it.

PLAYBOOK GOAL	IMPLEMENTATION AREA
<b>Entity Clarity</b>	Entity class, name, description
<b>Canonical Definition</b>	Intro, facts block, metadata
<b>Hallucination Reduction</b>	Explicit facts, scope, status
<b>Disambiguation</b>	Differentiation section
<b>Cite-Ready Facts</b>	Q&A, facts table, short factual passages
<b>Source Architecture</b>	Canonical URL, related pages, internal links
<b>Machine Readability</b>	Semantic HTML, JSON-LD, metadata
<b>Language Coverage</b>	hreflang, local and English versions
<b>Practical Implementation</b>	Page type, ownership, workflow
<b>Governance and Review</b>	Changelog, versioning, regular review, Entity Decoder

## OPEN STANDARD

The Grounding Page Standard is publicly available at [groundingpage.com/spec/](https://groundingpage.com/spec/).

# Grounding Readiness Check

A practical self-assessment. One question per area, three possible states: open, partially fulfilled, fully fulfilled.

AREA	CHECK QUESTION	STATUS
<b>Entity</b>	Is the official entity name unambiguous and the type explicitly named?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Definition</b>	Is there a stable, canonical definition near the top of the page?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Facts</b>	Are key facts explicit, verifiable and concisely formulated?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Disambiguation</b>	Are nearby confusions actively named and excluded?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Citation</b>	Are statements written so an AI system could quote them directly?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Technical</b>	Is the core content available in HTML, with clear headings and structured data?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Language</b>	Are local and English versions in place and properly linked?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled
<b>Governance</b>	Are owner, dateModified and a review process visible?	<input type="checkbox"/> open <input type="checkbox"/> partial <input type="checkbox"/> fulfilled

## PRACTICAL TOOL

### Test a real page with the Grounding Check

The self-assessment helps teams review their own pages manually. The Grounding Check adds a practical diagnostic layer: paste a URL and see how clearly the page exposes entities, facts and citation-ready signals for AI systems.

[Start the Grounding Check →](#)



Example: A Grounding Check Source Map shows whether a page makes its entities visible and citable enough for AI systems. Entities in the Grounding Star area combine strong activation with strong citation readiness.

#### FIGURE NOTE

### What the Source Map shows

The horizontal axis shows activation: whether the entity is clearly recognized and relevant on the page. The vertical axis shows citation readiness: whether the page provides facts that are structured, specific and quotable enough to support an AI-generated answer.

The ideal area is top right: visible and citable.

#### VELONOVA TEST

Closing question for your own Grounding Page: **If your brand were like the fictional VeloNova. Would there be a page so clear and structured that an AI system would accept it as a source?** If the answer is a hesitant „not really“, the step from marketing to a Grounding Page is worth taking.

# FAQ

## **Is a Grounding Page only for AI systems?**

No. A Grounding Page is written for humans and machines. It should be understandable, useful and verifiable for people, while also being structured enough for AI systems.

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## **Is this the same as Schema.org?**

No. Schema.org is a vocabulary for structured data. A Grounding Page can use Schema.org, but it also provides human-readable facts, disambiguation, source architecture and governance.

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## **Is this extra work?**

Not necessarily. Grounding can be implemented on existing pages, improved About pages or dedicated Grounding Pages. The goal is a practical structure that fits real organizations.

---

## **Why should we create an English version?**

Because many AI retrieval processes rely heavily on English-language sources. An English version helps local entities become visible in global AI retrieval contexts.

---

## **Is this SEO?**

Grounding supports AI SEO and Generative Engine Optimization (also called GEO). But it is not a ranking trick. The core goal is to reduce ambiguity so AI systems can understand, verify and cite entity facts more reliably.

---

## **Why is mentioning an entity on a website not enough?**

A mention alone is often not sufficient. AI systems need to understand which entity is meant, which facts are authoritative, how the entity differs from similar entities and whether the source is trustworthy enough to be used or cited in an answer.

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## **Does a Grounding Page guarantee AI citations?**

No. No page can guarantee inclusion or citation in AI answers. A Grounding Page increases the quality, clarity and accessibility of the signals AI systems can use.

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## **Should every page become a Grounding Page?**

No. Grounding Pages are most useful for important entities that need stable interpretation. Examples include brands, products, services, people, events, methods and standards.

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## **Can a Grounding Page replace a landing page?**

No. Landing pages and Grounding Pages serve different purposes. A landing page persuades and converts. A Grounding Page clarifies and stabilizes facts.

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## **How is grounding different from traditional search ranking?**

Traditional search ranking helps users decide which pages to visit. Grounding helps AI systems decide which information can responsibly support an answer. That is why Grounding Pages focus on clear entities, citable facts, source architecture and governance rather than rankings alone.

# Next Steps: Check your most important entity

Grounding does not begin with strategy, it begins with a concrete entity. These five steps turn the Playbook into a practical procedure.

## 01 Choose one central entity

A brand, product, service, event, person, standard or method. Start with the entity whose AI representation matters most.

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## 02 Check whether AI systems understand it correctly

Ask the same questions across different models, without live web search. Watch what is described, confused or omitted.

---

## 03 Identify confusions, gaps and outdated facts

Note concretely where models confuse the entity with others, which facts are missing and which statements no longer hold.

---

## 04 Create or improve a Grounding Page

Use the 10 goals in this Playbook and the Grounding Page Standard. Connect local and English language versions.

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## 05 Repeat the check on a regular cadence

Models change, new versions ship, pretraining data shifts. Set a fixed review cycle.

## TOOLS FOR THESE STEPS

**Grounding Check.** Run a fast URL-based diagnosis and see whether a page is understandable, visible and citable enough for AI grounding. [groundingpage.com/grounding-check/](https://groundingpage.com/grounding-check/)

**Entity Decoder.** Tests how AI systems understand an entity, useful where stronger entity-level grounding may be needed.

[groundingpage.com/tool/entity-decoder/](https://groundingpage.com/tool/entity-decoder/)

**Grounding Page Standard.** Specification for structure and maintenance.

[groundingpage.com/spec/](https://groundingpage.com/spec/)

**Examples in the Facts Directory.** What it looks like in practice.

[groundingpage.com/facts/](https://groundingpage.com/facts/)

CLOSING NOTE

**AI systems do not need more marketing language. They need clearer facts.**

Grounding Pages give organizations a practical way to define, structure and maintain those facts.

---

The goal is simple:

**Make entities understandable, visible and citable for AI systems.**

**Make the strategy work.**

The AI Grounding Playbook explains **10 practical goals** for making entities understandable, visible and citable by AI systems.

A Grounding Page is a structured reference page for an entity. It combines human-readable facts, machine-readable data and governance rules so AI systems can identify, classify, consider and cite the entity more reliably.

### RECOMMENDED NEXT STEPS

#### STEP 01

##### Read the Grounding Page Standard

[groundingpage.com/spec/](https://groundingpage.com/spec/)

#### STEP 02

##### View Grounding Page examples

[groundingpage.com/examples/](https://groundingpage.com/examples/)

#### STEP 03

##### Run the Entity Decoder

[groundingpage.com/tool/entity-decoder/](https://groundingpage.com/tool/entity-decoder/)

## groundingpage.com

The AI Grounding Playbook is published by the Grounding Page Project.  
Concept and architecture by Hanns Kronenberg. Learn more at [groundingpage.com](https://groundingpage.com).

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