

The Entity *Map* Check

Use Google Images chips as research leads. Keep only the terms that make the answer clearer.

1

SEARCH · START WITH THE BUYER

Ask the exact question

- ✓ Use the words your buyer would type.
- ✓ Open Google Images for the same query.
- ✓ Capture the visible related chips.

Do not broaden the query before you see the first map.

2

FILTER · CONTEXT OVER VOLUME

Keep what clarifies

- ✓ Remove duplicates and near-synonyms.
- ✓ Keep concepts that help answer the question.
- ✓ Reject anything that pulls the reader off course.

Related does not mean required.

3

VALIDATE · EARN EVERY TERM

Check before you write

- ✓ Confirm the concept with a reliable source.
- ✓ Connect it to the reader's actual goal.
- ✓ Cut it if the sentence sounds forced.

Write for the person. Use the map to avoid blind spots.

EXAMPLE RESEARCH TRAIL

How does AI search choose sources?

citations

entities

source quality

retrieval

VALIDATION GATES

Source check

PASS

Reader check

PASS

Useful here?

PASS

Context beats *collection*.

Google's people-first guidance is the standard. Chips are research input, not a ranking promise.

The 30-second *cut test*



Can I support this with a reliable source?



Does the reader need it to answer the question?



Would I keep it if Google never showed the chip?

SEARCH → FILTER → VALIDATE

A five-minute research check before drafting.

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