

October 2024 Industry News & Product Update Webinar

October 17, 2024

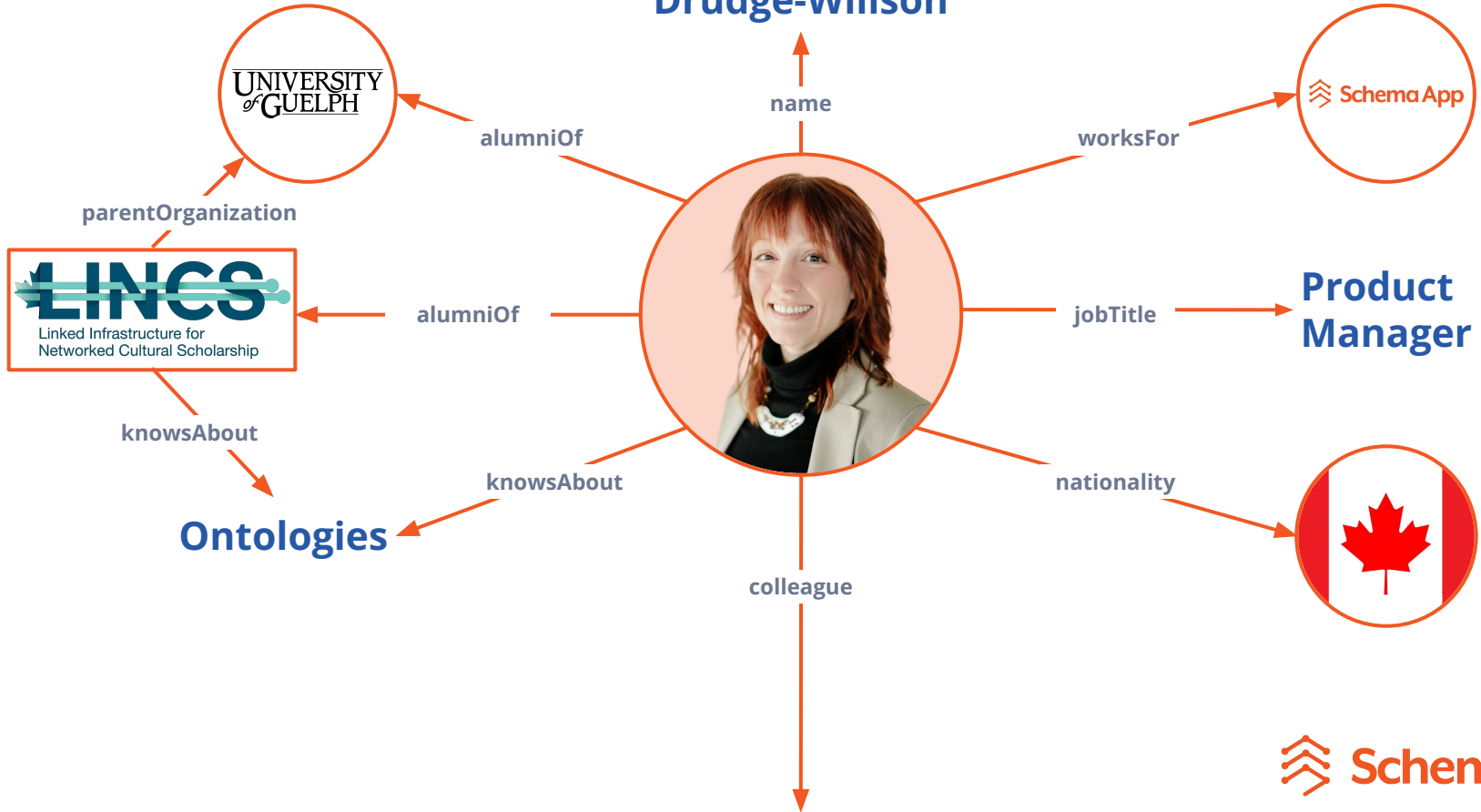
Jasmine Drudge-Willson & Ruby Ross

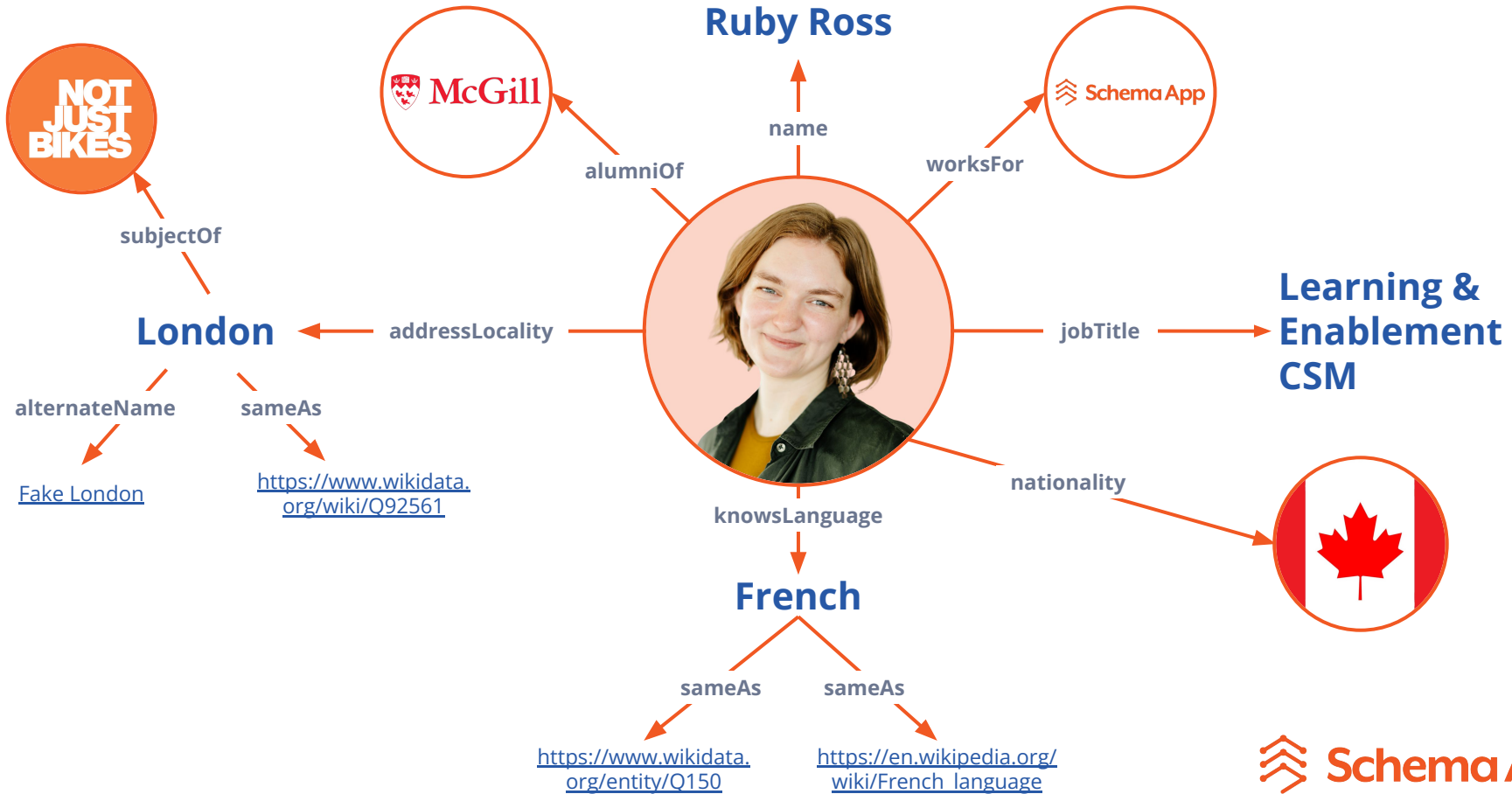


Agenda

- Current State of AI Search
- Updates to Google and Schema.org
- Schema App Product Updates
- Product Roadmap

Jasmine Drudge-Willson





Schema App's Mission & Values

Our Core Purpose

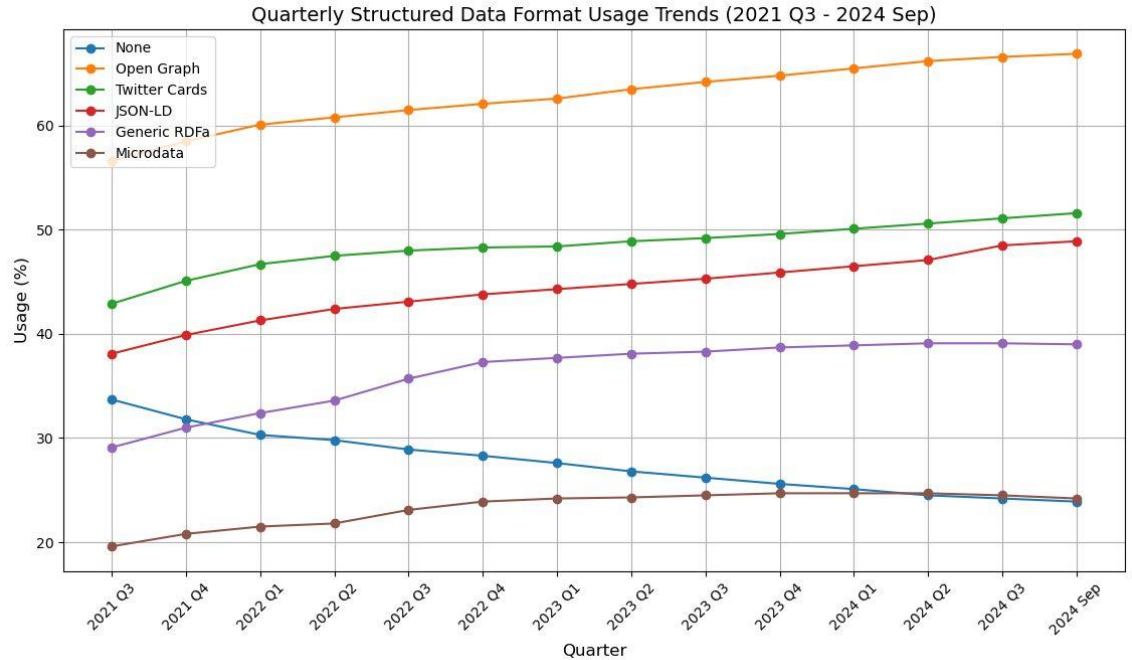
Build Meaningful Connections so that we are all understood.

Our Core Values

- Great People
- Growth Mindset - We Give and Receive Feedback
- Get Results - We Co Create + Commit

Industry Updates

Growing Adoption of Schema Markup



Source: [Historical quarterly trends in the usage statistics of structured data formats for websites](#)

AI Overviews & Informational Queries

seoClarity released a report indicating that 96% of keywords triggering AIO are informational

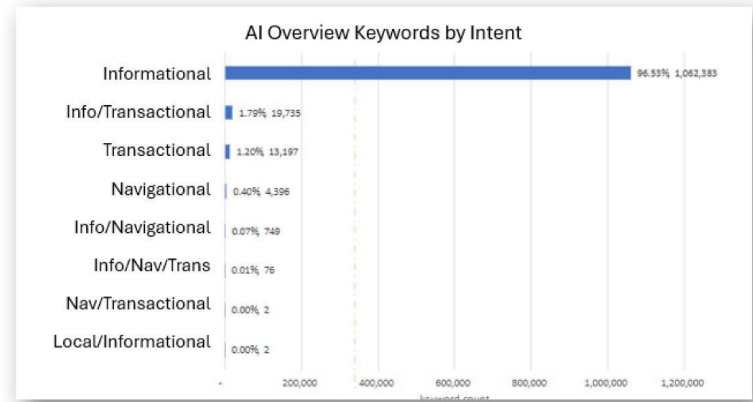
Recall categories of keyword intent:

- Informational
- Transactional
- Navigational

Optimizing informational content for AIO is critical to strong performance.

Sources: [Mark Traphagen](#), [Search Engine Roundtable](#).

96% of AIO Keywords are Informational



AI Overviews & Well Ranking Sites

Furthermore: in 99.5% of cases, **URLs that appeared in AIO *also* appeared in the Top 10 Results.**

Optimizing for AIO is familiar territory:

- Optimize for Google
- Publish useful content for humans
- Follow best practices
 - Consider Keywords
 - Linking (Internal, Backlinks, Entities)
- Lower site speed & maintain technical quality

Sources: [Mark Traphagen](#)

The screenshot displays an AI Overview for the query "When Should You Change Your Oil?". The overview provides a summary of the topic, stating that oil change frequency depends on manufacturer, oil type, and driving conditions. It lists key points: manufacturer's manual, oil type (synthetic vs. conventional), and driving conditions (severe vs. normal). It also notes that modern lubricants and engine materials can extend oil change intervals to 6-12 months. Signs that oil needs changing include a check engine light, dark/dirty oil, oil smell, engine noises, and high mileage. A warning states that not changing oil can damage the engine. The overview is experimental and includes social sharing icons.

Below the overview, a list of search results is shown. The first result is from Reddit (r/cars), which recommends changing oil every 3000 miles (or 3 months) if driving under extreme conditions. The second result is from Car and Driver, titled "When Should You Change Your Oil?". This result is highlighted with a blue border and an orange arrow pointing to it from the right. The Car and Driver result snippet reads: "Apr 26, 2022 — Not surprisingly, service providers (oil-change shops and dealerships) tend to recommend shorter change intervals (3000 to 5000 miles). That can ...".

At the bottom right of the screenshot, the logo for seoClarity is visible.

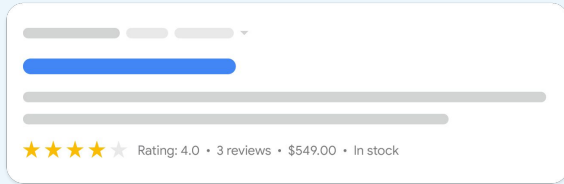
August Core Update

August 15, 2024 – September 3, 2024

- Google launched a broad core update in mid-August
- The intent of the update is to **“connect people with a range of high quality sites, including small or independent sites that are creating useful, original content, when relevant to users' searches”**
- [Google's guidance](#) on responding to Core Updates

[Source](#)

Google Documentation Updates Product Snippet Results Gone Wild!



October 3, 2024 – Schema App’s Customer Success Team observed an increase in Product Snippet results on URLs that are ***not*** expected to receive Product Snippets.

Google has had similar reporting issues in GSC this year:

- May 15th – May 27th, 2024
- August 13 – September 20, 2024

What does this mean for you?

- If you pursue Product Snippets, **your metrics may be compromised** for the periods mentioned above.
- If you are not pursuing Product Snippets, **your metrics may reflect results that are not occurring.**

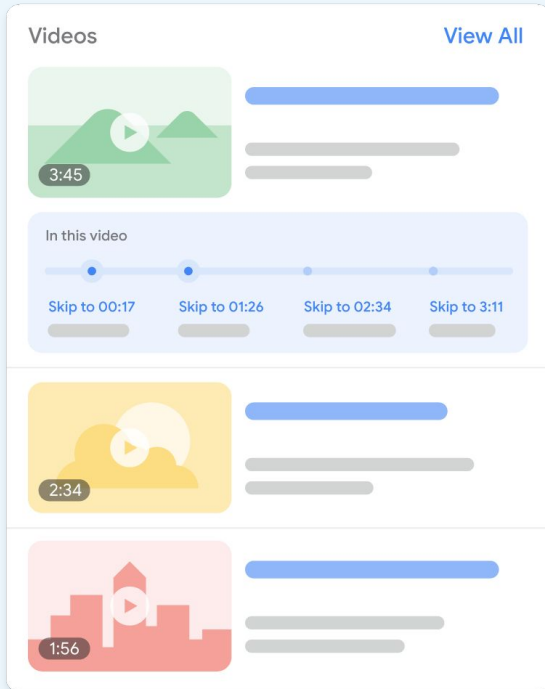
Schema.org V28 Released!

September 17, 2024

- Support for Loyalty Programs
 - New Types: [MemberProgram](#) and [MemberProgramTier](#)
 - New Properties: [isTierOf](#), [hasTiers](#), [hasMemberProgram](#), [program](#), [hasTierBenefit](#), and [validForMemberTier](#)
- New [PriceTypeEnumeration](#) value added: [RegularPrice](#)
- New [ItemAvailability](#) Enumeration values added: [MadeToOrder](#), [Reserved](#)

[Source](#)

Google Documentation Updates Video Rich Result



Sept 10, 2024 – Google adds “ineligibleRegion” as a recommended property.

Videos have seen a lot of change since 2023, some significant guidelines from Google include:

- Creating **standalone Video Watch Pages**
- Ensuring Google **can access & index the video file** to create previews and key moments
- **Being specific about the distinct URLs** associated with a Video (i.e. Watch Page URL vs. Embed URL vs. Video File URL vs. Thumbnail URL)

See our [Video Page Content Best Practices Documentation](#) for further insights and guidance.

Google Documentation Updates Search Console Recommendations

August 05, 2024 - Google announces a new feature within Search Console that summarizes:

- Issues
- Opportunities
- Configurations

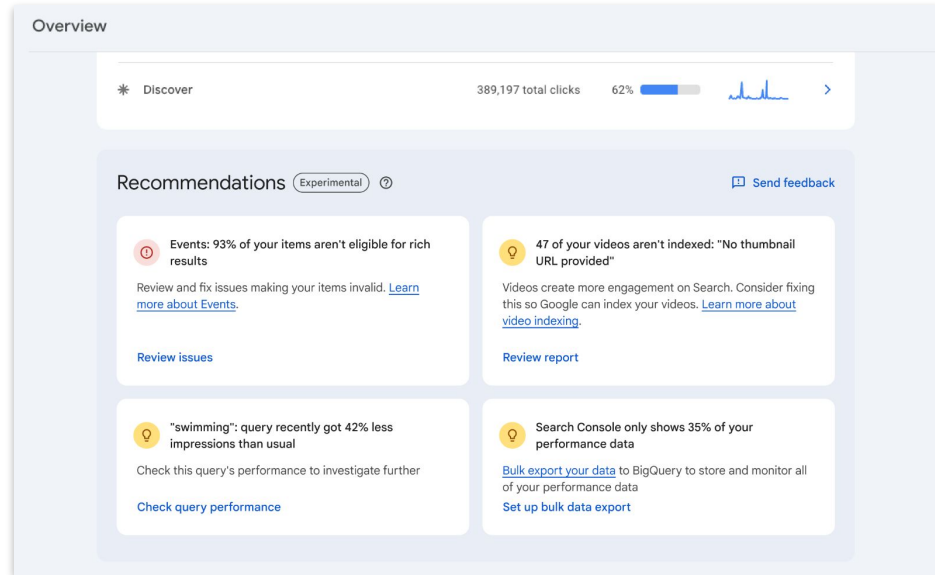
The intent of this feature is to:

- Consolidate information found in GSC &
- Provide actionable insights that users can address

The insights are generated from data related to:

- Crawling
- Indexing
- Serving

These recommendations are Experimental, and not available to all users.



Product Updates

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Identify

Identify entities in content



Manage

Manage entities to increase accuracy



Report

Entity location, frequency and SEO metrics



Optimize

Get actionable insights to optimize your content

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Identify

Identify entities in content

● **Omni Linked Entity Recognition (LER)**

● **Internal Entity Linking**



Manage

Manage entities to increase accuracy

● **Entity Manager**

● Topic Taxonomy



Report

Entity location, frequency and SEO metrics

● **Entity Reports**

● Entity Performance Analytics



Optimize

Get actionable insights to optimize your content

● Content Analytics

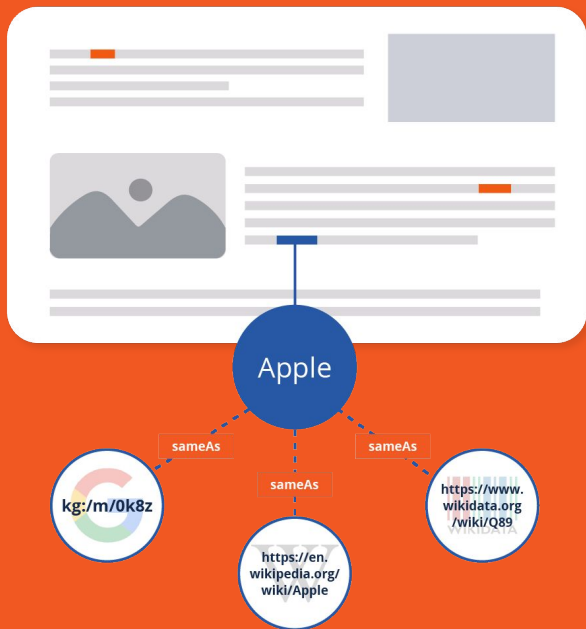
● Graph Visualizations

Current Features

Future Features

🔍 Identify

Omni LER



Description

- A Highlighter template tag
- Identifies **external entities** from Wikipedia, Wikidata, and Google's Knowledge Graph
- **Embeds entities** in Schema Markup

Outcomes

- **Supports SEO** for queries related to entities
- More **robust Knowledge Graph**
- Enables more **detailed content analysis**

Live!



Report

Entity Reports

Description

- Reports on entities returned by **Omni LER**
- Data to support **content strategy optimization**
- Contain data from the **last 12 weeks**
- Reports grouped **by URL** and **by Entity**

Documentation: [Entity Reports \(Beta\)](#)

Beta

The screenshot displays the 'Entity Hub' interface. At the top, it says 'Entity Hub | Get insights on your data Beta'. Below this is a dark blue header for 'Reports'. There is a search bar with the placeholder text 'Search' and a 'Per Page:' dropdown menu set to '100'. The main content area is a table with two columns: 'Reports' and 'Description'. The first row has a link 'Entities grouped by URL' and a description: 'For each URL where Omni LER has identified an entity, displays a count of entities identified on that URL, and a comma-separated list of the entity names.' The second row has a link 'URLs grouped by Entity' and a description: 'For each Omni LER entity, displays a count of URLs where the entity was identified, and a comma-separated list of those URLs.' At the bottom of the table, there is a pagination control showing '« < 1 > »'.



Report

Entities Grouped by URL

Lists URLs where specific entities have been identified.

Columns:

- **URL:** A URL with at least one entity identified by Omni LER
- **Number of Entities:** The count of entities identified on that URL
- **Entities:** A comma-separated list of the names of the entities identified on that URL

Beta

| url | numberOfEntities | entities |
|-------------------|------------------|----------|
| https://www. | 1 | |
| https://www. | 9 | |
| https://www. | 8 | |
| https://www. | 11 | |
| https://www. | 9 | |
| https://www. | 10 | |
| https://www. | 8 | |
| https://www. | 16 | |



Report

Entities Grouped by URL

Use Cases

Content Richness and Depth

- Which URLs have the highest number of identified entities, indicating richer content?

Content Optimization

- Which URLs could benefit from the inclusion of more entities to improve SEO?

Audience Engagement

- Which URLs with identified entities are performing best in terms of SEO?

Beta

Entities grouped by URL

For each URL where Omni LER has identified an entity, displays a count of entities identified on that URL, and a comma-separated list of the entity names.

[Submit](#)

Table Response 2705 results Simple view Ellipse

| url | numberOfEntities | entities |
|-------------------|------------------|----------|
| https://www. | 1 | |
| https://www. | 9 | |
| https://www. | 8 | |
| https://www. | 11 | |
| https://www. | 9 | |
| https://www. | 10 | |
| https://www. | 8 | |
| https://www. | 16 | |



Report

URLs Grouped by Entity

Presents the coverage for specific entities across a page set.

Columns:

- **Entity Name:** The name of each entity identified by Omni LER on at least one URL
- **Entity Type:** The type of the entity as defined in the Schema.org vocabulary
- **Number of URLs:** The count of URLs where the entity has been identified
- **URLs:** A comma-separated list of the URLs where the entity has been identified
- **Same As:** A comma-separated list of URIs for the entity in Wikipedia, Wikidata, and/or Google's Knowledge Graph

Beta

URLs grouped by Entity

For each Omni LER entity, displays a count of URLs where the entity was identified, and a comma-separated list of those URLs.

Submit

Table Response 1473 results Simple view Ellipse: Filter query results

| entityName | entityType | numberOfUrls | urls | sameAs |
|------------|---------------------|--------------|------------------|--------------------------|
| | schema:Place | 283 | https://www. ... | https://en.wikipedia.org |
| | schema:Organization | 192 | https://www. ... | https://en.wikipedia.org |
| | schema:Place | 114 | https://www. ... | https://en.wikipedia.org |
| | schema:Organization | 85 | https://www. ... | https://en.wikipedia.org |
| | schema:Thing | 80 | https://www. ... | https://en.wikipedia.org |
| | schema:Thing | 68 | https://www. ... | https://en.wikipedia.org |
| | schema:Place | 61 | https://www. ... | https://en.wikipedia.org |
| | schema:CreativeWork | 59 | https://www. ... | https://en.wikipedia.org |
| | schema:Place | 58 | https://www. ... | https://en.wikipedia.org |
| | schema:Organization | 55 | https://www. ... | https://en.wikipedia.org |
| | schema:Organization | 47 | https://www. ... | https://en.wikipedia.org |



Report

URLs Grouped by Entity

Use Cases

Content Coverage

- How widely is a specific entity covered across the website's content?

Content Gaps

- Where entities are underrepresented, can content be created to improve coverage?

SEO Optimization

- Are there specific entities that contribute to the success of high-performing URLs?

Beta

URLs grouped by Entity

For each Omni LER entity, displays a count of URLs where the entity was identified, and a comma-separated list of those URLs.

Submit

Table Response 1473 results

Simple view Ellipse Filter query results Page size: 50

| entityName | entityType | numberOfUrls | uris | sameAs |
|------------|---------------------|--------------|-------------------------|---|
| | schema:Place | 283 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Organization | 192 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Place | 114 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Organization | 85 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Thing | 80 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Thing | 68 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Place | 61 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:CreativeWork | 59 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Place | 58 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Organization | 55 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |
| | schema:Organization | 47 | https://www. [redacted] | https://en.wikipedia.org/wiki/ [redacted] |



Entity Manager

Description

- A tool for managing **external entities** returned by Omni LER
- **Modifies or omits** external entities before embedding in Schema Markup

Outcomes

- Improves **accuracy** of auto-tagging for external entities
- Increases **relevancy** of entities in content analysis

Staging

Taxonomy Concepts

Done Clone Move To JSON LD Test Delete Change Item URI Home

All Changes Saved

Concept: Aerospace and Defense
URI: <https://example.com/#192814547175000220653543>

Labels

| | | | |
|--------------------|--|---|---|
| Preferred Label: | <input type="text" value="Aerospace and Defense"/> | ✕ | + |
| Alternative Label: | <input type="text" value="Air Defense"/> | ✕ | + |

Relations

| | | | |
|----------------|---------------------------------------|---|---|
| Broader: | <input type="text" value="Industry"/> | ✕ | + |
| Narrower: | <input type="text"/> | ✕ | + |
| Related Match: | <input type="text"/> | ✕ | + |

Mapping

| | | | |
|----------------|--|---|---|
| Close Match: | <input type="text"/> | ✕ | + |
| Related Match: | <input type="text" value="https://www.wikidata.org/entity/Q936518"/> | ✕ | + |
| | <input type="text" value="https://www.wikidata.org/entity/Q16955053"/> | ✕ | + |

Identify

Internal Entity Linking



Description:

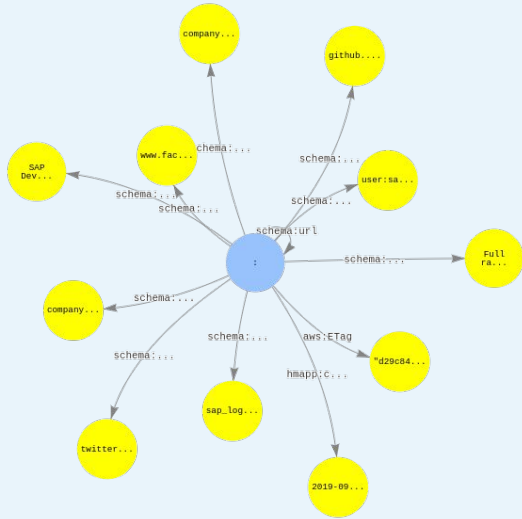
- A Highlighter template tag
- Identifies **internal entities** from a project's Schema App knowledge graph
- Embeds entities in Schema Markup

Outcomes:

- Supports SEO for queries related to entities
- Enables **taxonomy lookups**
- Generates **hyperlink opportunity report**



Content Analytics



Prototype

Description:

- Provides deep insights into content structure to drive data-driven decisions for optimizing content across websites.

Outcomes:

- **Connectivity** - Identifies key content that has the most connections
- **Similarity** - Identify pages are most similar to a topic or a particular blog post, based on shared topics or references
- **Clustering** - Identify distinct clusters of related content within the website
- **Depth** - Under/overrepresented topics in content

Future Features

Topic Taxonomy:

- Groups **entities** and **queries** into broader themes, enabling a more strategic approach to content planning by focusing on **thematic content clusters**.

Graph Visualizations:

- Visual tools for exploring your content knowledge graph, so you can easily spot **relationships** between entities and identify **new content opportunities**.

Entity Performance Analytics:

- Analyzes **SEO performance** for particular entities and topics to **inform content strategy** with quantitative data.

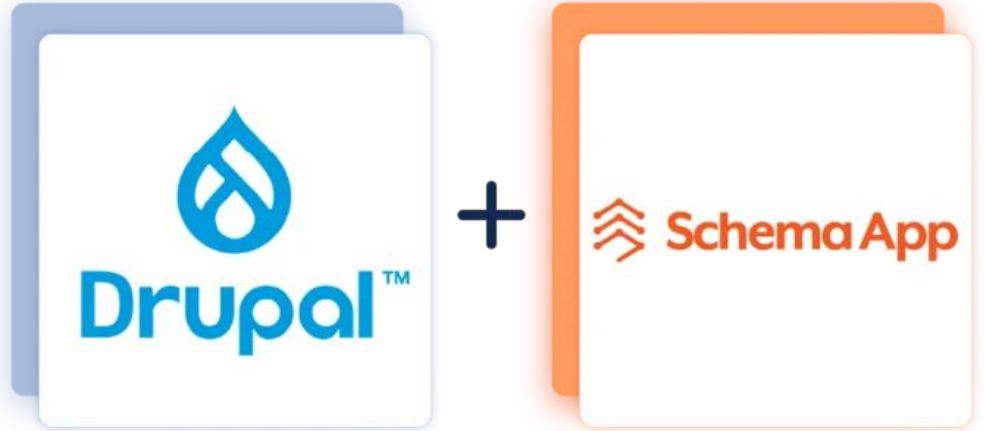


Drupal 11 is out!

There are **no changes** to the integration process.

For more info see:

- [Drupal Module Page](#)
- [Integration Instructions](#)



URL Exclusions

Page-Level

Reports

Available in the Controls panel, you can exclude by:

- URLs Not Containing
- Exclusion Match
- Exclusion Wildcard

Page-Level Schema Performance Analytics | Monitor Schema Markup Data Current up to Sat, 05 Oct 2024 at 22:57 [Settings](#)

Overview | URLs with Schema App Markup | URLs without Schema App Markup | **All URLs Performance** | Time Periods Comparison | Detailed

Controls

| | | | |
|---|--|---|---|
| Start Date 2024/09/01 | End Date 2024/09/30 | Search Types All | Search Appearances All Search Appearances |
| URLs Containing Enter value | Exact Match (input URLs separated by line ...) All | Wildcard Match (input terms or use ...) All | |
| URLs Not Containing Enter value | Exclusion Match (input URLs separated by ...) All | Exclusion Wildcard (input terms or use ...) All | |

Query Filters Page-Level Reports

Queries can now be filtered by:

- Pattern (contains)
- Match (multiple)
- Wildcard
- Excluding

Available in the following tabs:

- URLs with Schema App Markup
- URLs without Schema App Markup
- All URLs Performance
- Time Period Comparison

List of Queries Clicks, Impressions and CTR by Date

Queries Pattern

Query Match

Enter values to filter by. Press Shift + Enter to add another value.

Query Wildcard

All

Query Excluding

Query-case-insensitive

Clicks

Impressions

No. of Queries

215,057

10,662,270

42,676

911,862

34,649

200,660

134,618

Product Roadmap

Schema App Product Roadmap (Q3)

| | Now | Next | Future |
|--|-----|------|--------|
|--|-----|------|--------|

| | | | |
|------------|-------------------------------------|--|--|
| SEO | Highlighter Chrome Extension (Beta) | | |
| | Entity Performance Analytics | | |

| | | | | |
|------------------------|------------------|----------------|------------------------|----------------|
| Knowledge Graph | Entity Reporting | Entity Manager | Entity Recognition 2.0 | Topic Clusters |
|------------------------|------------------|----------------|------------------------|----------------|

Schema App Product Roadmap (Q4)

| | Now | Next | Future |
|--|-----|------|--------|
|--|-----|------|--------|

| | | | |
|------------|-------------------------------------|--|-------------------------------|
| SEO | Highlighter Chrome Extension (Beta) | | Diagnostic Deployment Monitor |
| | | | Analyzer (Maintenance) |
| | | | SPA Scheduled Reporting |

| | | | |
|------------------------|-----------------------------|----------------------------|------------------------------|
| Knowledge Graph | Internal Entity Recognition | Topic Identification | Entity Performance Analytics |
| | Entity Manager (Back End) | Entity Manager (Front End) | Entity Reports (Custom UI) |

Resources

New on the Schema App Blog

- [How to Implement Schema Markup on a Headless CMS](#)
- [How to Optimize Your Content Strategy Using Your Content Knowledge Graph](#)
- [How to Implement Schema Markup on Your AEM Site](#)
- [How to Implement Schema Markup on Sitecore](#)
- [How to Develop a Schema Markup Strategy for a Website](#)
- [How to Improve Website Content Using the Schema.org Vocabulary](#)
- [How to Navigate AI Search as a Digital Marketer](#)

Knowledge Base

Schema App's Best Practices

- [General Considerations: How To Ensure Successful Integration, Deployment, and Indexing](#)
- [Highlight.js Deployment: Condition To Confirm if Page URL Matches the Canonical](#)
- [Aggregate SPA Report - Dashboard Description](#)
- [Page Level SPA Report - Dashboard Description](#)
 - [Overview Tab in Page Level SPA](#)
 - [URLs with Schema App Markup Tab](#)
 - [URLs without Schema App Markup Tab](#)
 - [All URLs Tab](#)
 - [Time Period Comparison Tab](#)
 - [Detailed Data View Tab](#)

Schema App School Courses

Visit training.schemaapp.com to get access to our free courses!

All Courses

Content Knowledge Graph Fundamentals

24 Lessons | Free

The course cover features a central white document icon with a blue header and orange footer, surrounded by a network of blue and orange nodes connected by lines. Various icons like a gear, a person, a location pin, and a globe are scattered around the network.

All Courses

Schema Markup 101

★★★★★ (8)

27 Lessons | Free

The course cover shows a white browser window with a magnifying glass over a search bar. To the left, there are two smaller icons: one with a person and another with a gear and a person. A small code snippet box is visible in the top right corner of the browser window.

All Courses

Schema App Tools

★★★★★ (1)

33 Lessons | Free

The course cover displays a collection of icons: a blue gear with a white Schema App logo, a blue pencil, an orange code editor icon with a red error message, an orange pencil, and a blue bar chart with a line graph.

Become a Lead User

Interested in shaping the future of Schema App?

Become a Lead User to collaborate directly with our product team, and get exclusive beta access to our newest features.

Your insights could drive our next innovation.

Visit <https://bit.ly/schemaleaduser> to sign up now!



Q & A

Thank you for
joining us!

**Interested in learning more
about our features or solution?**

Reach out to your CSM directly or
email us at
support@schemaapp.com!