October 2024 Industry News & Product Update Webinar

October 17, 2024

Jasmine Drudge-Willson & Ruby Ross

Schema App

Agenda

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

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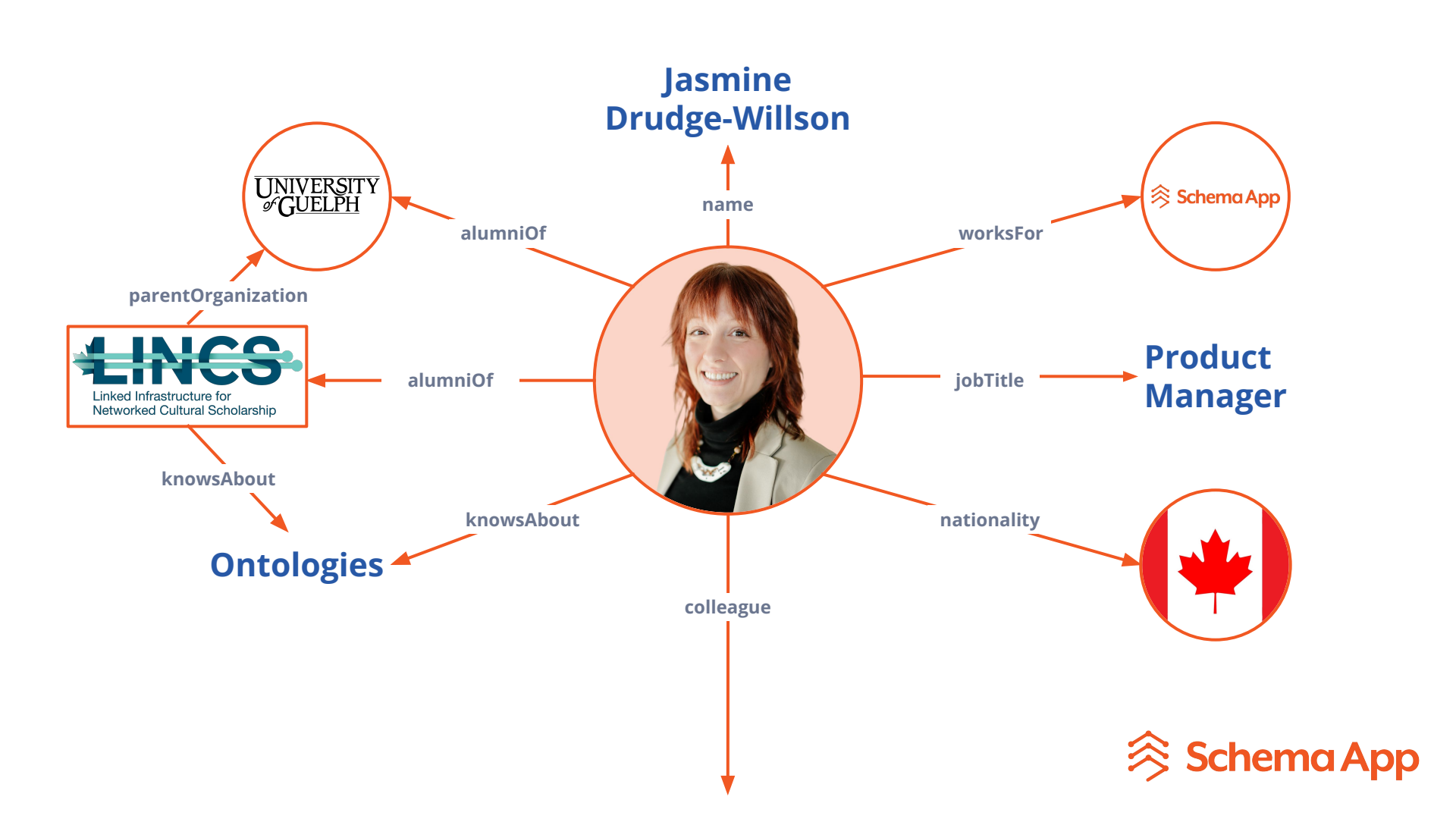
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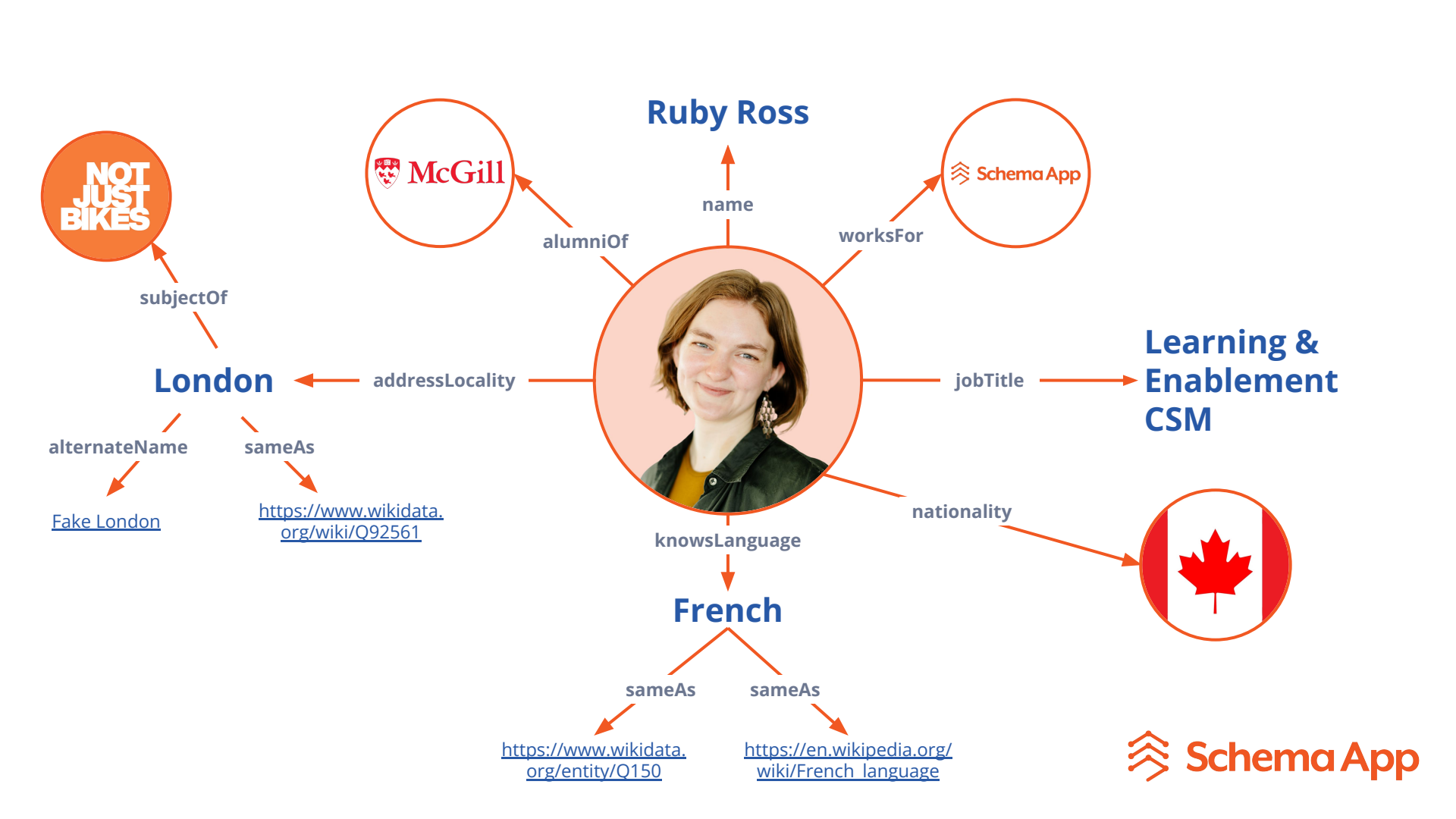
Ruby Ross
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Schema App's Mission & Values

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

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Industry Updates

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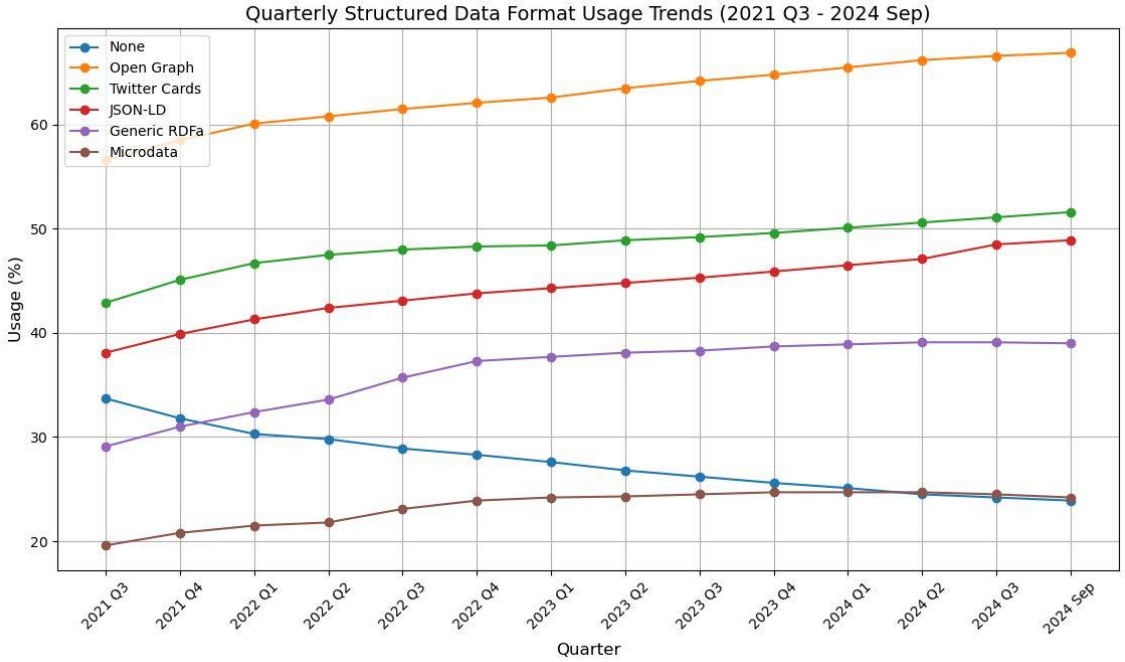
Growing Adoption of Schema Markup



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

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AI Overviews & Informational Queries

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

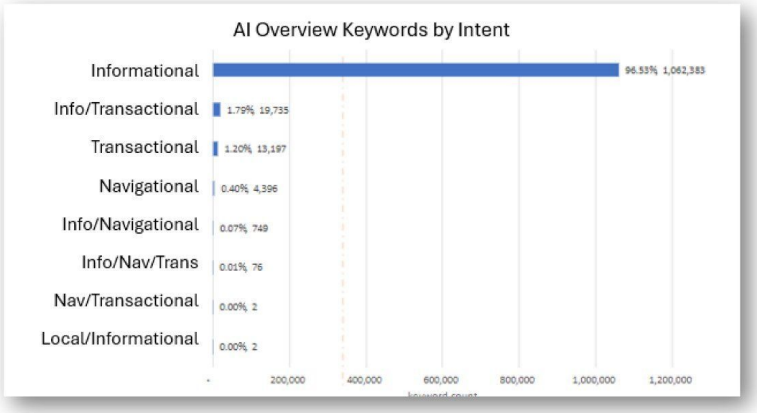
Recall categories of keyword intent:

- 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



seoClarity™

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

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

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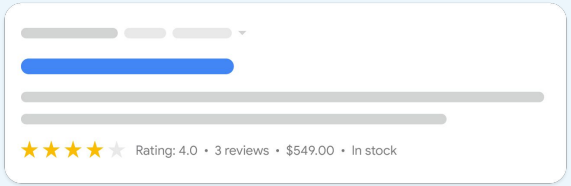
Google Documentation Updates

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

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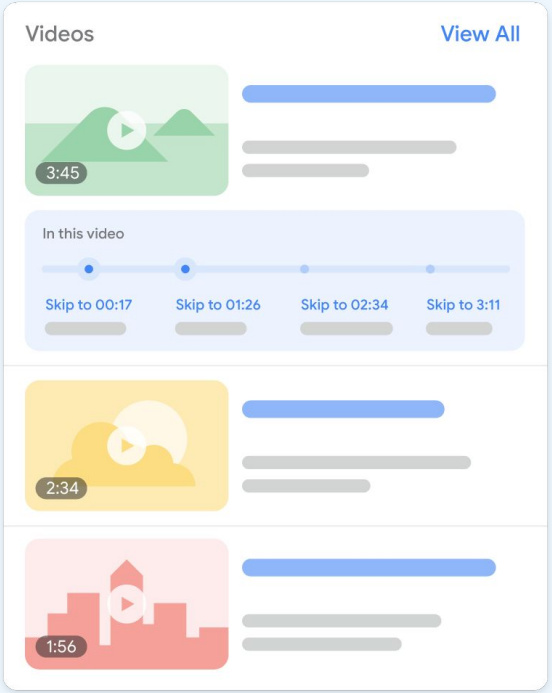
Google Documentation Updates

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

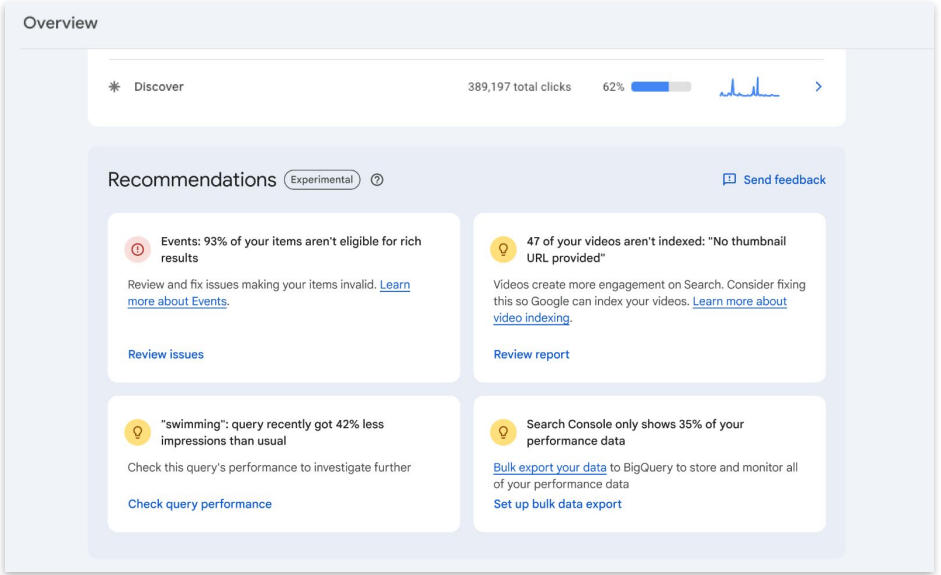
The intent of this feature is to:

- 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

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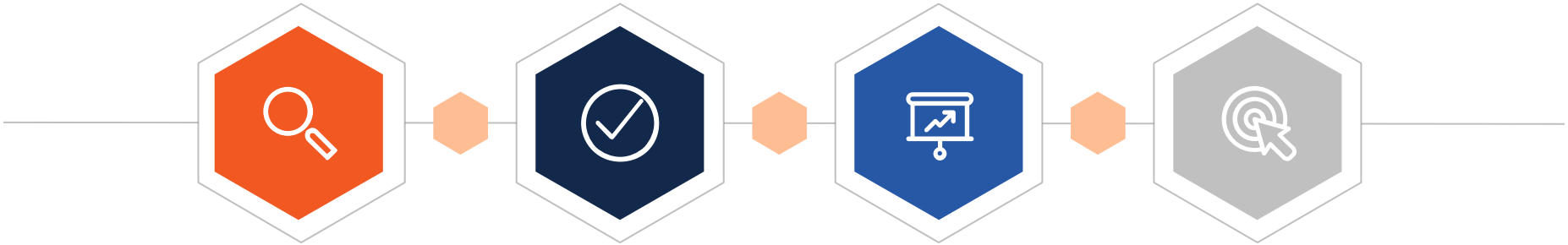
Schema App's Entity Hub

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

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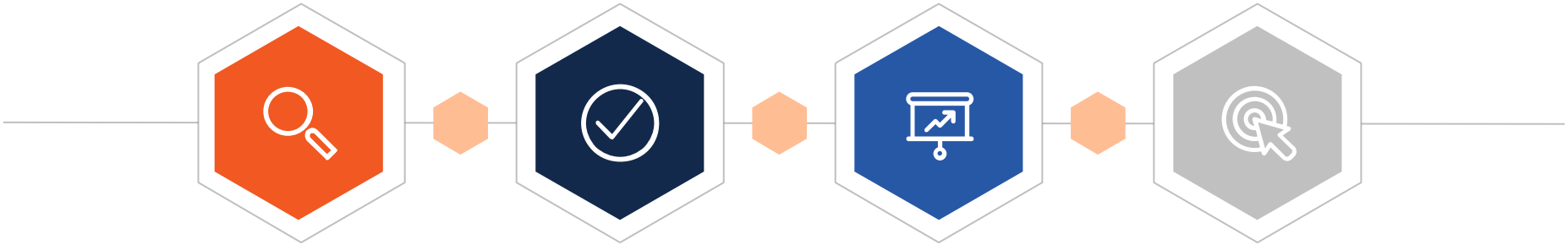
Schema App's Entity Hub

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

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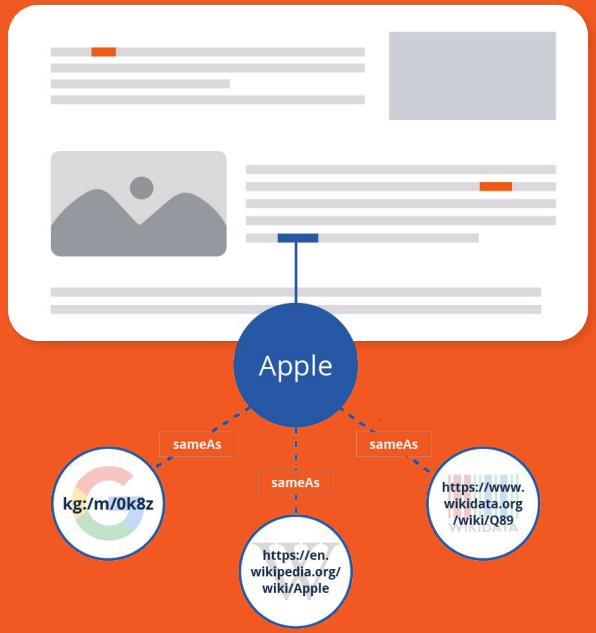
Identify

Omni LER



Live!

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**

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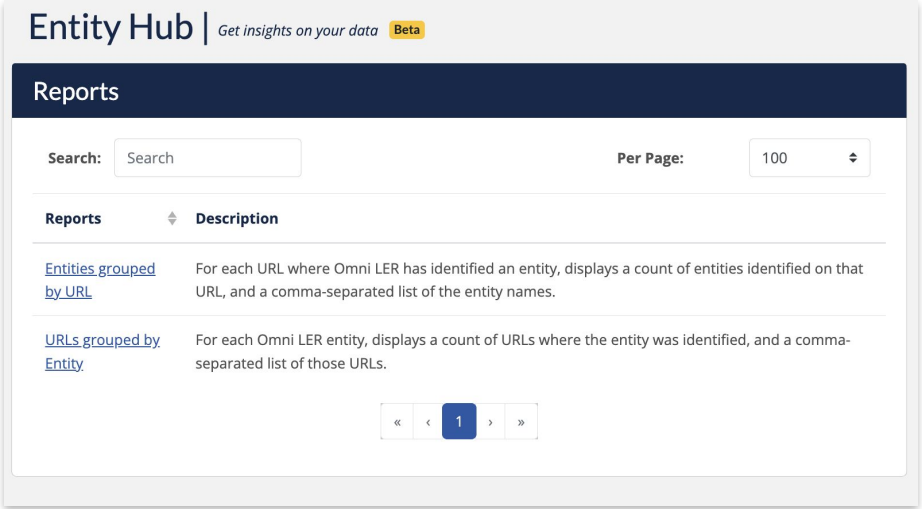
Report

Entity Reports

Beta

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)]

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Report

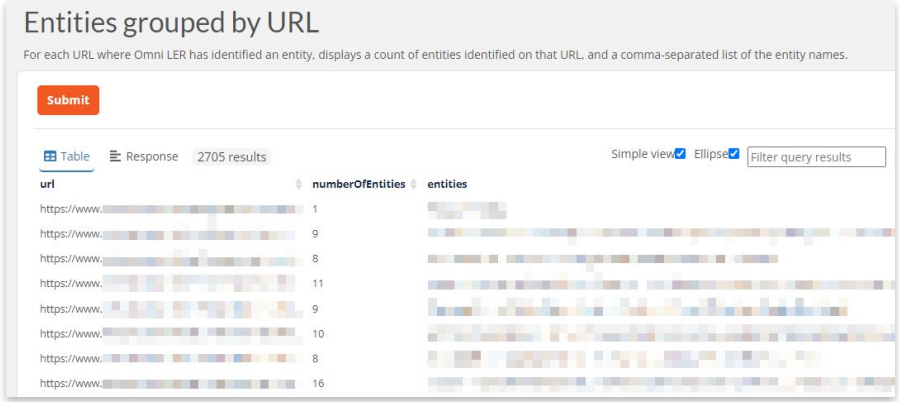
Entities Grouped by URL

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



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Report

Entities Grouped by URL

Beta

Use Cases

Content Richness and Depth

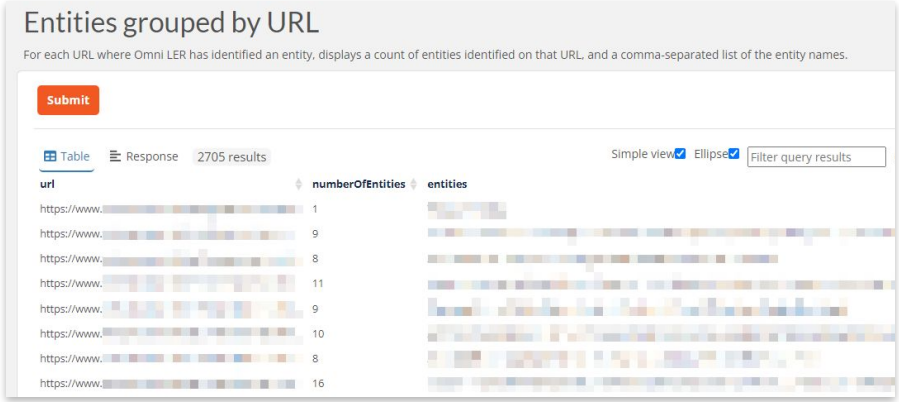
- Which URLs have the highest number of identified entities, indicating richer content?

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?



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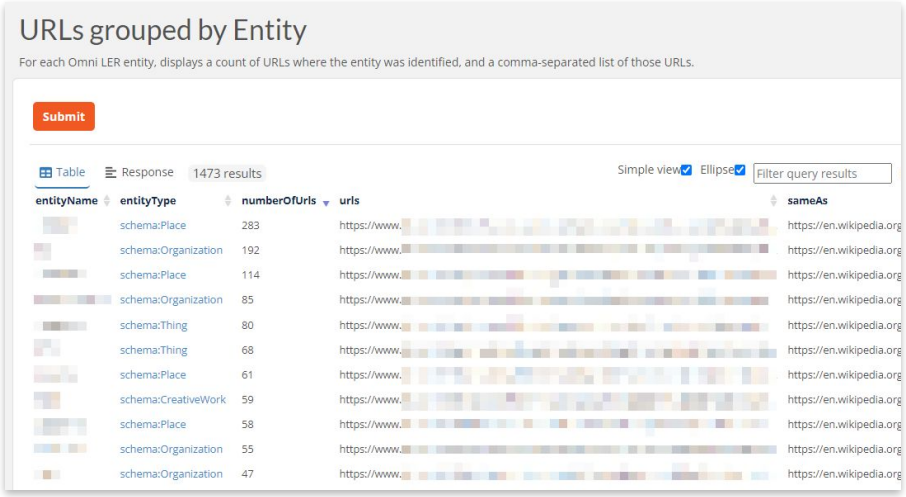
Report

URLs Grouped by Entity

Presents the coverage for specific entities across a page set.

Beta



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

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Report

URLs Grouped by Entity

Beta

Use Cases

Content Coverage

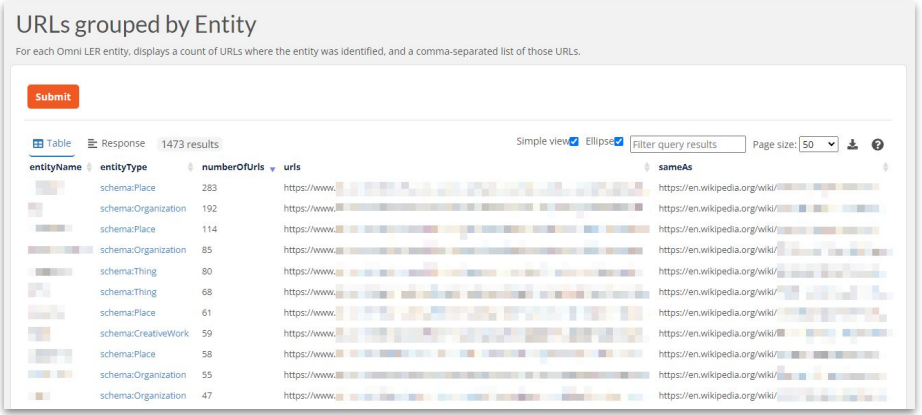
- How widely is a specific entity covered across the website's content?

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?



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Manage

Entity Manager

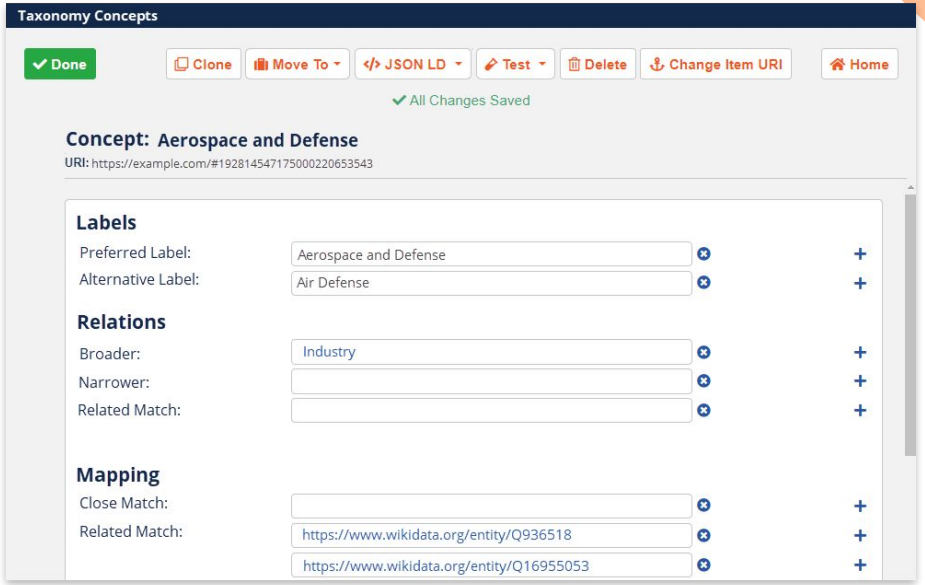
Description

- 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



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Identify

Internal Entity Linking

Staging

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**

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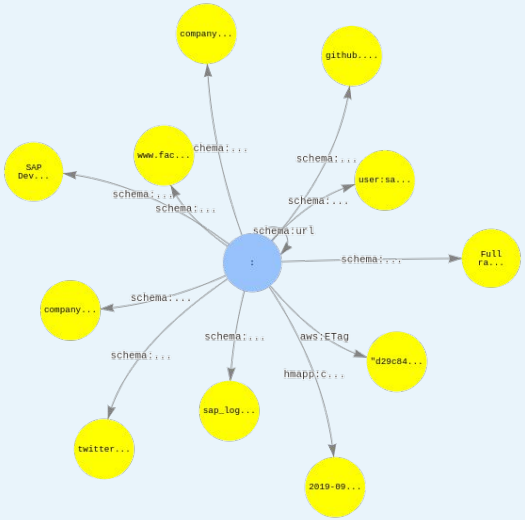
Optimize

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

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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.

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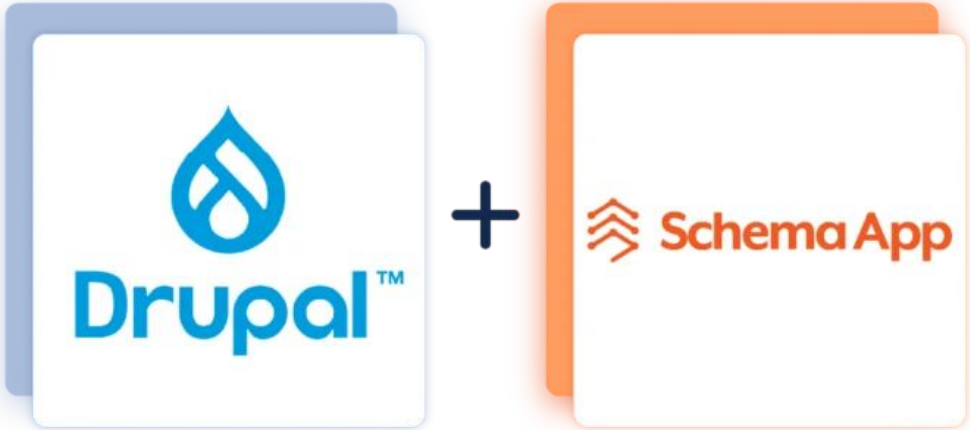
Drupal 11 is out!

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

For more info see:

- Drupal Module Page
- Integration Instructions



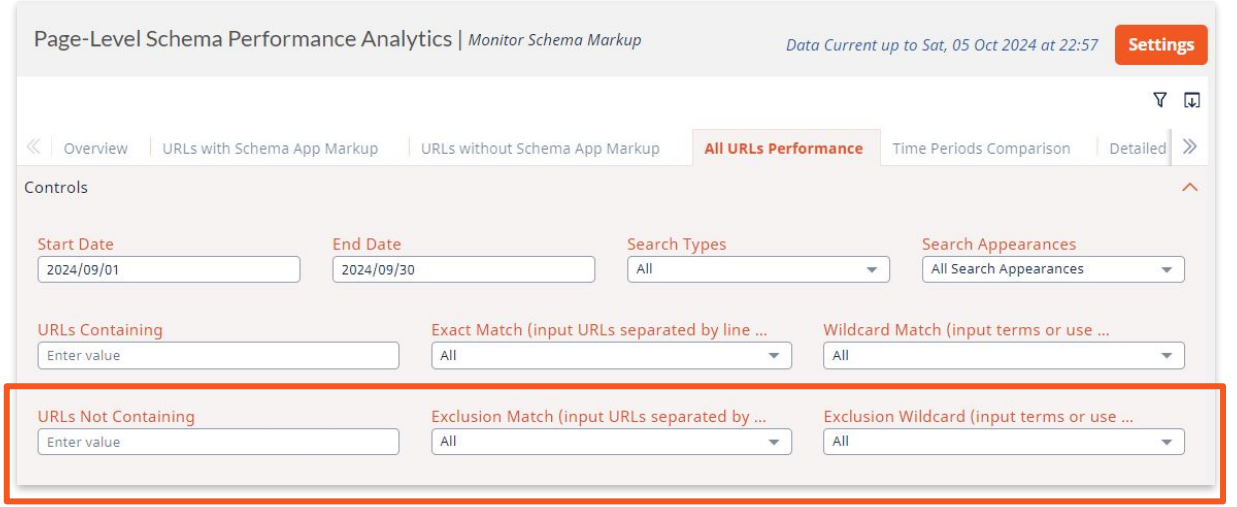
URL Exclusions

Page-Level Reports

Available in the Controls panel, you can exclude by:

- URLs Not Containing
- Exclusion Match
- Exclusion Wildcard

SPA



SPA

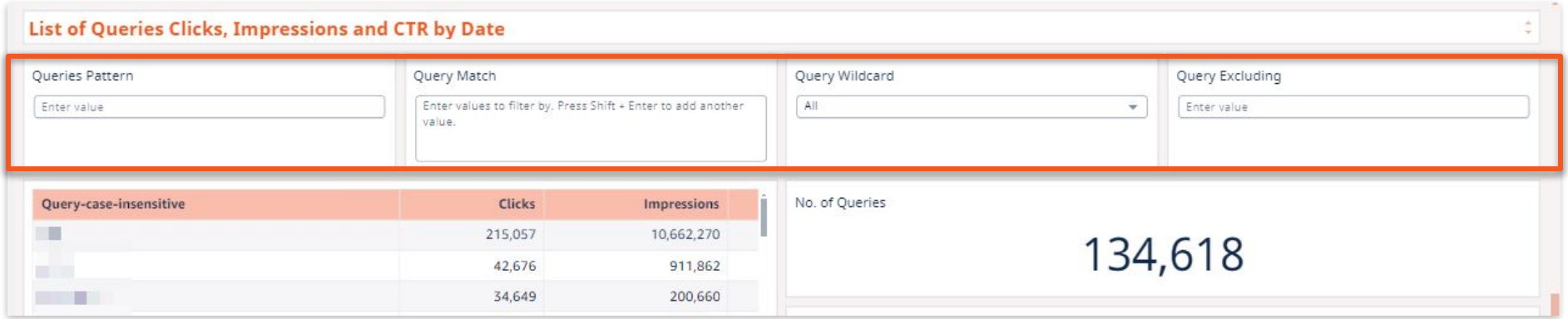
Query Filters Page-Level Reports

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



Product Roadmap

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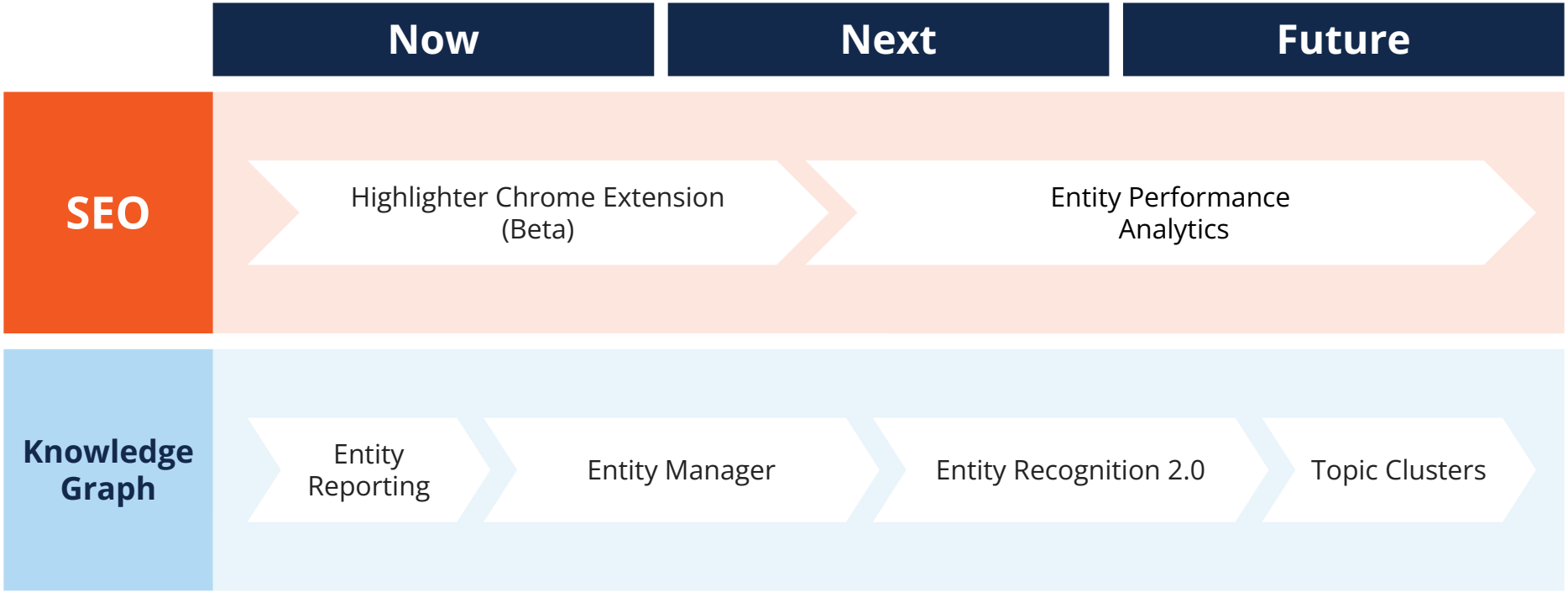
Schema App Product Roadmap (Q3)



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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 Entity Manager (Back End)	Topic Identification Entity Manager (Front End)	Entity Performance Analytics Entity Reports (Custom UI)

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Resources

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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

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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

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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!

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