

January 2025 Industry News & Product Update Webinar

January 23, 2025

Ruby Ross

Learning & Enablement CSM

Jasmine Drudge-Willson

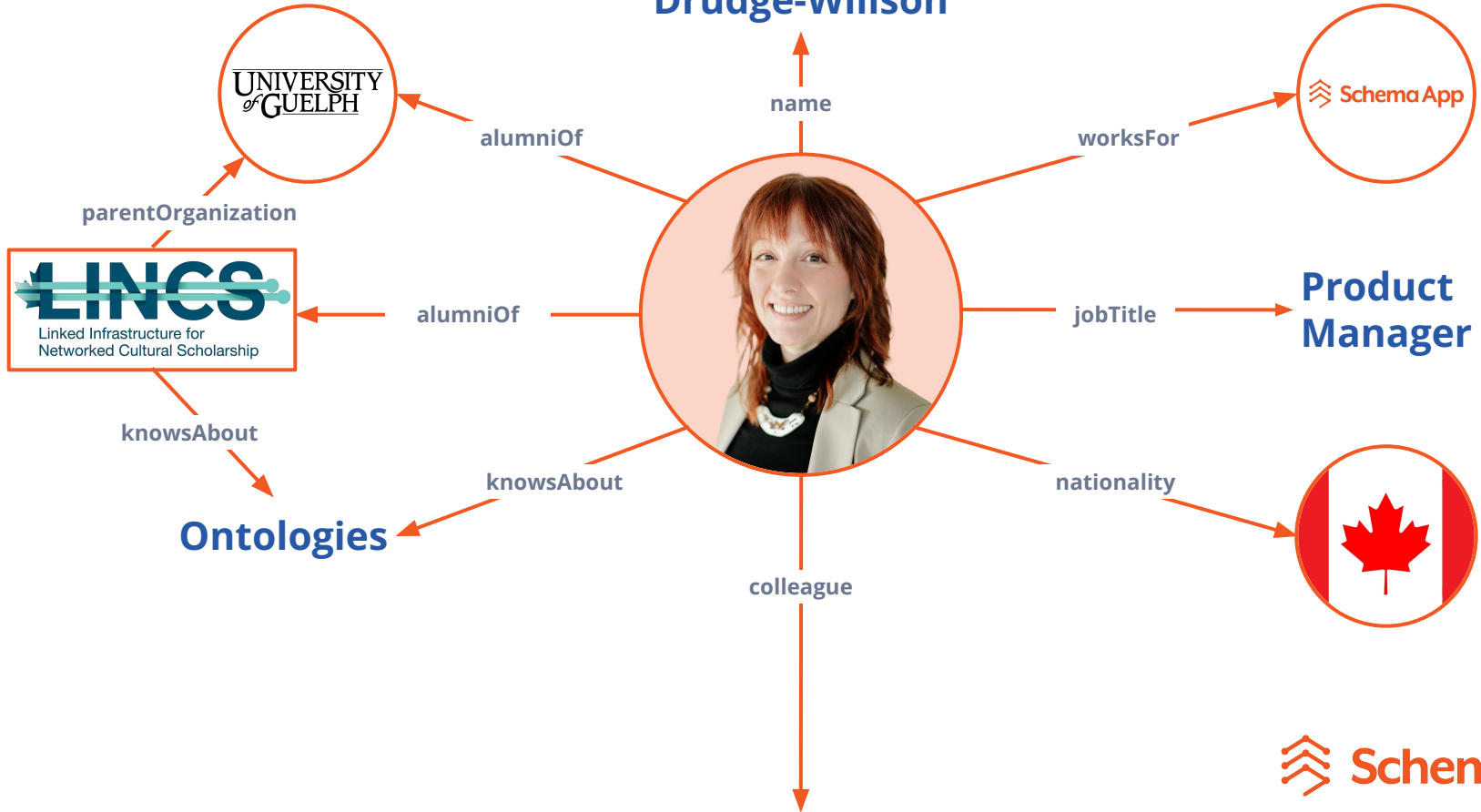
Product Manager

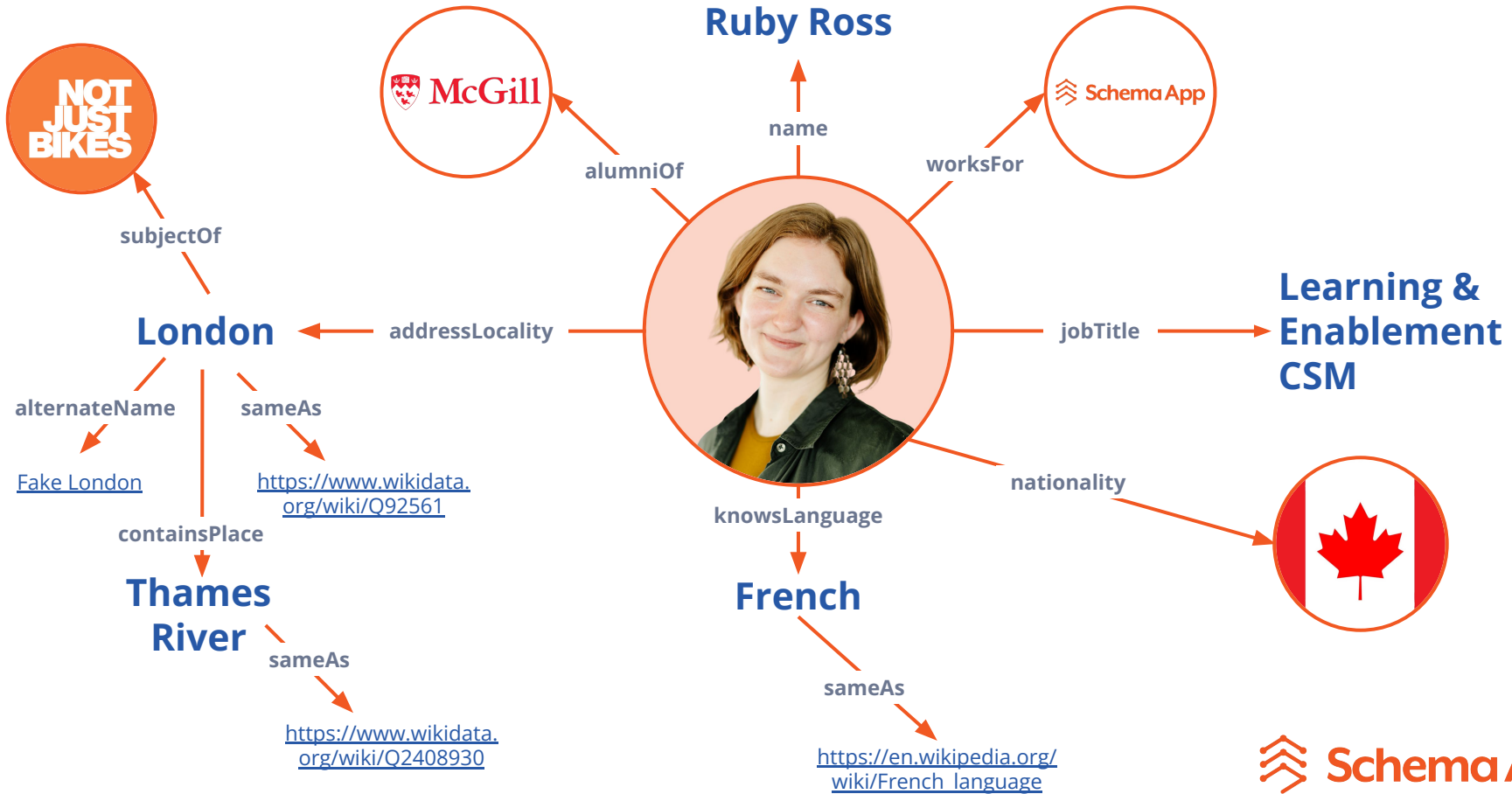


Agenda

- 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

Brighton SEO, & HCIC: Team Photos & Highlights



Industry Updates

Google's Biggest
2025 Focus:

Scaling Gemini for Consumers

- *Dec 11 2024* — Google announces Gemini 2.0 Flash referring to it as **AI for the Agentic Era**.
 - Gemini 2.0 Flash is able to natively call Google Search, use multimodal reasoning & long context understanding, and follow and plan complex instructions. ([Source](#))
- [Project Mariner](#): uses Gemini 2.0 to combine multimodal understanding and reasoning capabilities to automate tasks using your browser



Scaling Gemini on the consumer side will be our biggest focus next year.

– Sundar Pichai, [Source](#)



Google Blocks Other Bots' Ability to Crawl the Google SERP

Jan 17 2025 – **SEO's report that Google has limited the ability for 3rd party tools to crawl the SERP.**

Affected companies appear to include:

- SEMRush
- SE Ranking

Machine Generated Queries or “automated traffic” have [always been flagged by Google](#) as policy violations. However, enforcing this is new behaviour.

Source: [Search Engine Journal](#)

AI Crawlers & JavaScript Rendering

- Lots of talk about how GoogleBot and other AI platform crawlers engage with JavaScript components
- AI Overviews has a benefit over other AI crawlers
 - It renders sites in a headless browser
 - It makes use of JavaScript
- Newer AI platforms use crawlers that cannot always render JavaScript and focus on different components (e.g Chat GPT focuses on HTML)



If your goal is to ensure AI Bots can access your JSON-LD, mention that to your CSM so you can ensure you're using the most appropriate deployment method.

Creepy Crawlers & Robots Only

Integrity is not always a priority on the Internet.

As new tools and technology become available, it's important to have **be aware of how your data is being accessed and consumed.**

- Reports by [WIRED](#) and [Robb Knight](#) have flagged that Perplexity AI is accessing sites using unofficial crawlers; bypassing robots.txt blocks against official Perplexity Bots
- Schema App introduced [Robots Only](#) to provide more control and choice in which Bots are (**or are not**) allowed to access your Schema Markup.

Monitoring and Attribution of Gen-AI Results

How can we measure performance in AIO?

- [Google confirms](#) AIO impressions are counted when a user sees a link to your site in Search, Discover, or News tabs.
- All AIO results for a given query will have the same position.
- No standalone method for uniquely attributing traffic from AIO in Google Search Console.

What other attribution and tracking tools can we use?

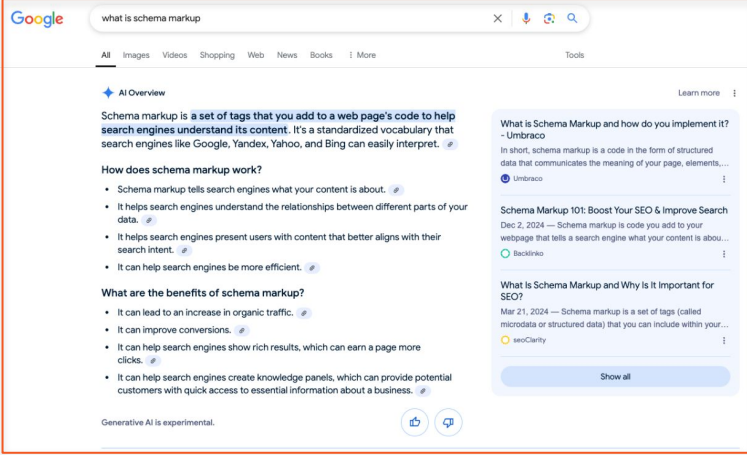
- Google Analytics 4: [How to see AI referral traffic in GA4](#) (By Larry Engel)
- ZipTie.Dev
- [SEMRush](#)
- Conductor

How are you tracking and monitoring the impact of AIO?

The AIO SERP: In a Land of Pixels

- All AIO results for a query share a position ([Per Google's documentation](#))
- To improve visibility and give us language to assess impact in the SERP, [many are using pixel depth](#) as a new measure
- **Pixel Depth & Ranking as new metrics of interest**
 - Above the fold = what you see before scrolling (approx 600 pixels)
 - Spring 2024 AI Overviews took up 600 pixels, by Fall 2024 AIO took up 700 pixels. [Some predict](#) this will continue to grow in 2025.

Sources: [Mark Traphagen](#)



The screenshot shows a Google search for "what is schema markup". The AI Overview section is prominent, providing a concise definition and key points about schema markup. Below it, several search results are listed, including one from Umbraco and another from Schema.org. The Umbraco result is highlighted, showing its title, URL, and a brief description. The Schema.org result is also visible, providing a link to the official website. The search interface includes the Google logo, search bar, and navigation tabs for different content types like Images, Videos, Shopping, etc.

AI Overview

Schema markup is a set of tags that you add to a web page's code to help search engines understand its content. It's a standardized vocabulary that search engines like Google, Yandex, Yahoo, and Bing can easily interpret.

How does schema markup work?

- Schema markup tells search engines what your content is about.
- It helps search engines understand the relationships between different parts of your data.
- It helps search engines present users with content that better aligns with their search intent.
- It can help search engines be more efficient.

What are the benefits of schema markup?

- It can lead to an increase in organic traffic.
- It can improve conversions.
- It can help search engines show rich results, which can earn a page more clicks.
- It can help search engines create knowledge panels, which can provide potential customers with quick access to essential information about a business.

Generative AI is experimental.

Umbraco
https://umbraco.com › knowledge-base › schema-markup

What is Schema Markup and how do you implement it?

Schema markup is a code in the form of structured data that communicates the meaning of your page, elements, and how users should see it to the searching tool.

People also ask

- What is a schema markup?
- What is schema markup on page for SEO?
- What is schema markup in local SEO?
- Why is schema important in SEO?

Semrush
https://www.semrush.com › Blog

What is Schema Markup & How to Implement it

Dec 19, 2023 — Schema markup is a special code that helps search engines better understand your website content.

Types of Schema Markup - Three Ways to Communicate...

Schema.org

Schema.org is a reference website that publishes documentation and guidelines for using structured data mark-up on web-pages. Its main objective is to standardize HTML tags to be used by webmasters for creating rich results about a certain topic of interest.

Wikipedia

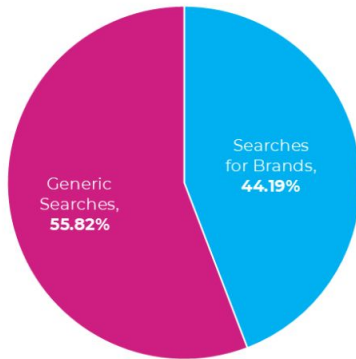
Abbreviation: schema
Base standards: URI, HTML5, RDF, Microdata, ISO 8601
Latest version: 28.0 (2024-09-17)
Organization: Google, Yahoo!, Microsoft, Yandex

Zero Click Search & the Brand SERP

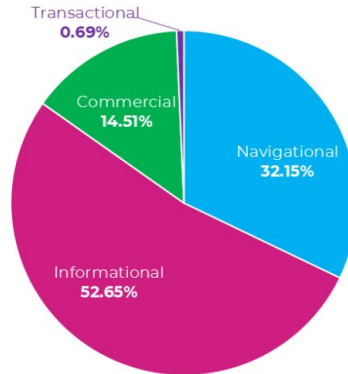
- As AIO dominance grows in the SERPs, **Zero Click Search will increase**
- **Hypothesis:** Browsing & learning happens off-site but **conversion still happens on-site.**

Rand Fishkin's Analysis of 332M Queries over 21 Months

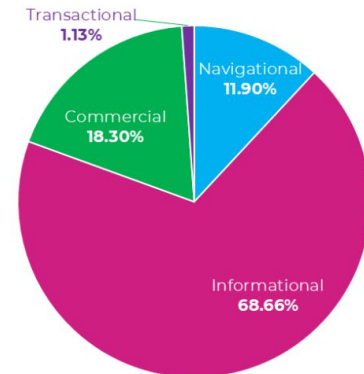
Branded vs. Generic Google Searches (by % of total search volume)



Search Intent by Volume of Queries



Search Intent by Volume of Keywords



Zero Click Search & Brand SERP

Key Considerations:

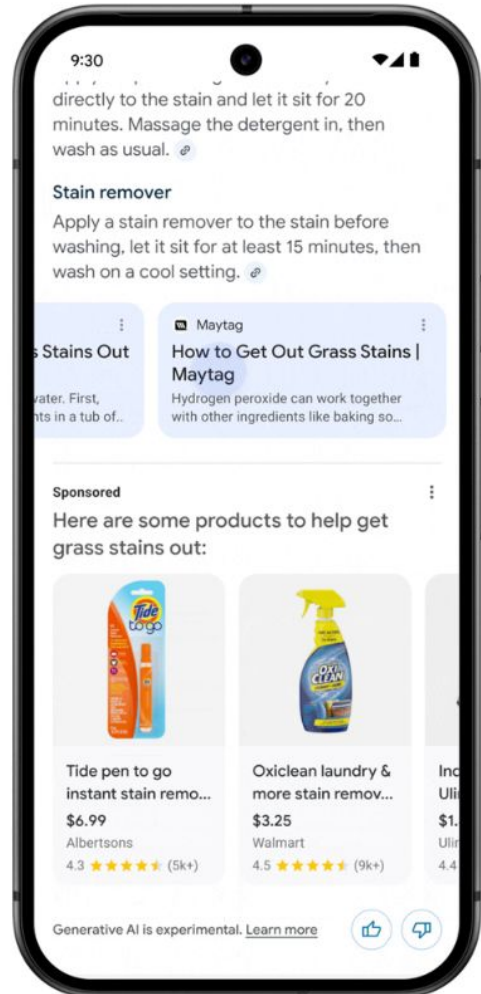
- How is *your* brand showing up in AI Search during the customer journey?
 - How are your competitors showing up?
- Do you have goals for specific appearances? How are you measuring success?
 - Consider screenshots, pixel depth, and analytics platforms.
- How can you correlate Organic Traffic to conversions?

Rolling out Paid Ads in AIO

In November 2024 Google launched Paid Ads in AIO. What does this look like?

- Currently limited to AIO in Mobile Search in the United States
- As we learn more, this may present an opportunity for Organic and Paid teams to collaborate on making clear links between informational content and items offered

Source: [Search Engine Land](#)



Paid and Organic: Shopping Attribution Confusion

Source: [Search Engine Land](#)

- **Feb 2022** – Google introduced the srsId= parameter to Google Merchant Center Listings with “auto-tagging” turned on
- **Aug 2024** – Organic Shopping Listings began being tagged with the srsId= parameter, muddying Organic and Paid Merchant Center attribution
- [Some SEOs believe this shouldn't have happened.](#)
 - Shopping Results were traditionally only powered by merchant's product feed
 - But now that Merchant Listing Results are powered by GMC Product Feed or Product Structured Data there's a shrinking distance between paid and organic
- Reflects a shrinking distance between what's “organic” and “paid”. More opportunity and reason for collaboration between teams

Schema.org V28.1 Released

V 28.1 was released November 22nd 2024.

Notable additions include:

- **Property:** [skills](#)
 - Relevant for Person or Organization. Expects text or a DefinedTerm
- **Enumeration:** [StrikethroughPrice](#)
 - Relevant for UnitPriceSpecification or CompoundPriceSpecification types
- **Enumerations:** [IPTCDigitalSourceEnumeration](#)
 - Relevant for specifying how pieces of media were created

Source: [Schema.org](https://schema.org/)

Google Goofs and Gaffes: Entity Mixups in Practice

Search: equinox 2024 fall

All Images News Videos Shopping Books

Spiritual meaning Colors Stonehenge

Equinox > Date (2024)

Sun, Sep 22, 2024,
8:43 a.m.
Eastern Time

Image: jetcityimage

People also search for

Solstice Spring Equinox Summer solstice Autumn

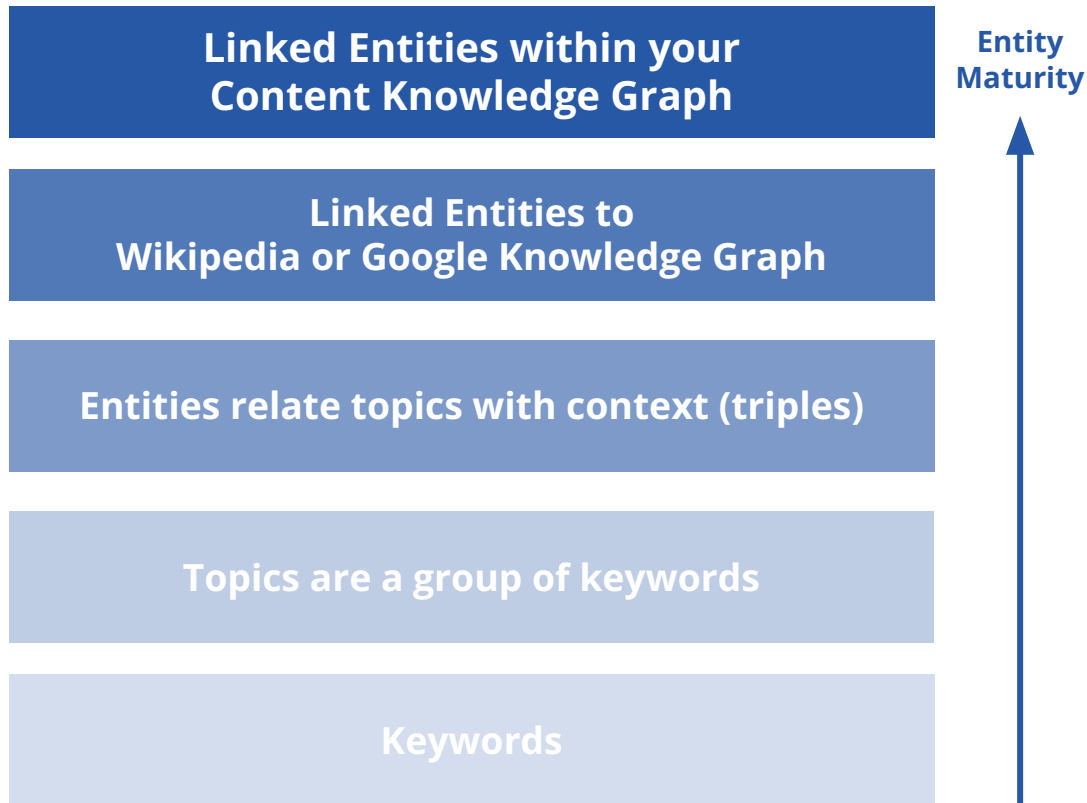
thames river

Most recent Best match



Product Updates

Entity Maturity Scale



Schema App's Entity Hub

Build a Reusable Content Knowledge Graph to Optimize Your Content Strategy



Identify

Identify entities in content



Manage

Manage entities to increase accuracy



Report

Entity location, frequency, coverage



Optimize

Get actionable insights to optimize your content

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Identify

Identify entities in content

● **External Entity Linking**

● **Internal Entity Linking**



Manage

Manage entities to increase accuracy

● **Entity Manager**



Report

Entity location, frequency and SEO metrics

● **Entity Reports**



Optimize

Get actionable insights to optimize your content

Current Features

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Identify

Identify entities in content

● **External Entity Linking**

● **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

● Entity Performance Analytics

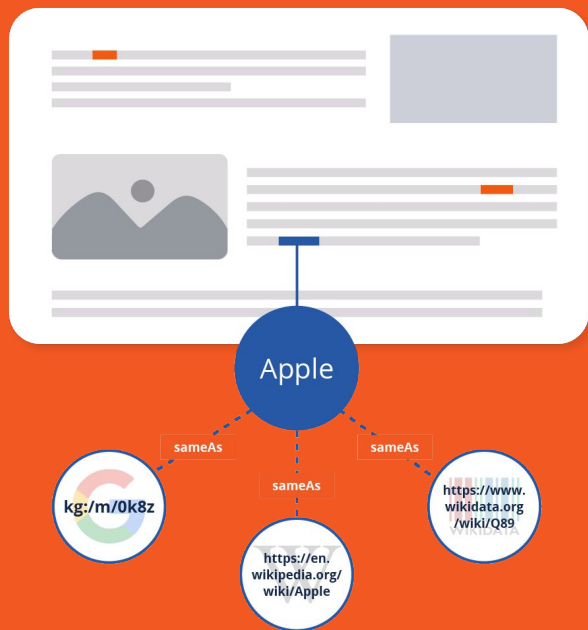
● Graph Visualizations

Current Features

Future Features

Identify

External EL



Description

- **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**

OLD

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

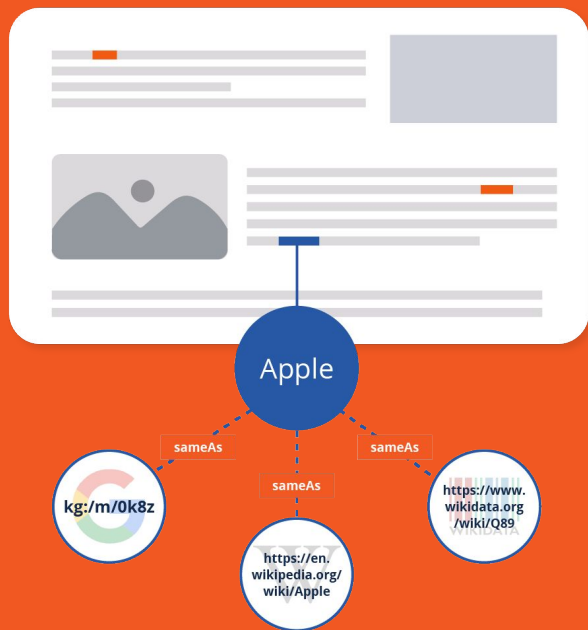


NEW

External Entity
Linking
(**External EL**)

Identify

External EL



Description

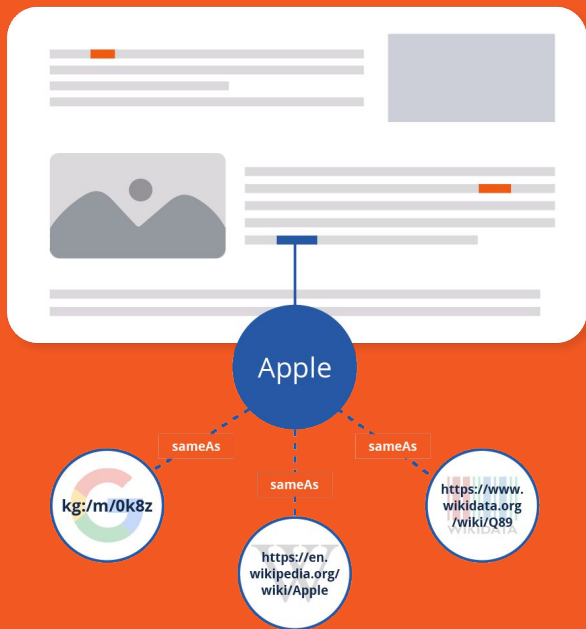
- **Identifies external entities** from Wikipedia, Wikidata, and Google's Knowledge Graph
- **Embeds entities** in Schema Markup

Outcomes

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



External EL



Pain Points

- ~**83%** entity recognition accuracy
- Users with low/no tolerance for **inaccuracy**
- Sometimes highest priority entities were **incorrect**

User Feedback

- Want to know what entities are being returned
- Want to control entities



Report

New & Improved

Entity Reports

- Reports on entities returned by **External Entity Linking**
- Entity **coverage** and content **depth**

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

Beta

The screenshot shows the 'Entity View' interface. At the top, there is a search bar and a status indicator 'Showing 462 of 462 results'. Below this is a table with columns for Status, Name, URL Count, Same As, Type, and Actions. The table contains four rows of data, each with an 'Actions' button.

Status	Name	URL Count	Same As	Type	Actions
	Google	94	https://en.wikipedia.org/wiki/Google , http://g.co/kg/m/045c7b , https://www.wikidata.org/entity/Q95	Organization	Actions ▾
	JSON-LD	40	http://g.co/kg/m/0h2q_55 , https://www.wikidata.org/entity/Q6108942 , https://en.wikipedia.org/wiki/JSON-LD	Thing	Actions ▾
	SERP	29	http://g.co/kg/m/0118sgdl , https://es.wikipedia.org/wiki/Página_de_resultados_del_buscador	Thing	Actions ▾
	Schema.org	29	http://g.co/kg/m/0gwdn9 , https://www.wikidata.org/entity/Q34753	Organization	Actions ▾



Report

New & Improved

Entity Reports

New Actions Available

- **Block** to stop deployment
- **Edit** to improve accuracy

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

Beta

The screenshot displays the 'Entity View' interface. At the top, there is a search bar and a status indicator 'Showing 462 of 462 results'. Below this is a table with columns: Status, Name, URL Count, Same As, Type, and Actions. The first row, for 'Google', has a red prohibition icon in the Status column. The Actions menu for this row is expanded, showing options: Show Schema, Show URLs, Block Entity, and Edit Entity. An orange arrow points from the 'Google' row to the 'Block Entity' option. A blue diagonal banner in the top right corner reads 'Beta'.

Status	Name	URL Count	Same As	Type	Actions
⊘	Google	94	https://en.wikipedia.org/wiki/Google , http://g.co/kg/m/045c7b , https://www.wikidata.org/entity/Q95	Organization	Actions ▾ Show Schema Show URLs Block Entity Edit Entity
	JSON-LD	40	http://g.co/kg/m/0hzq_55 , https://www.wikidata.org/entity/Q6108942 , https://en.wikipedia.org/wiki/JSON-LD	Thing	Actions ▾
	SERP	29	http://g.co/kg/m/0118sgdl , https://es.wikipedia.org/wiki/Página_de_resultados_del_buscador	Thing	Actions ▾
	Schema.org	29	http://g.co/kg/m/0gwdn9 , https://www.wikidata.org/entity/Q34753	Organization	Actions ▾

✓ Manage

Entity Manager

Description

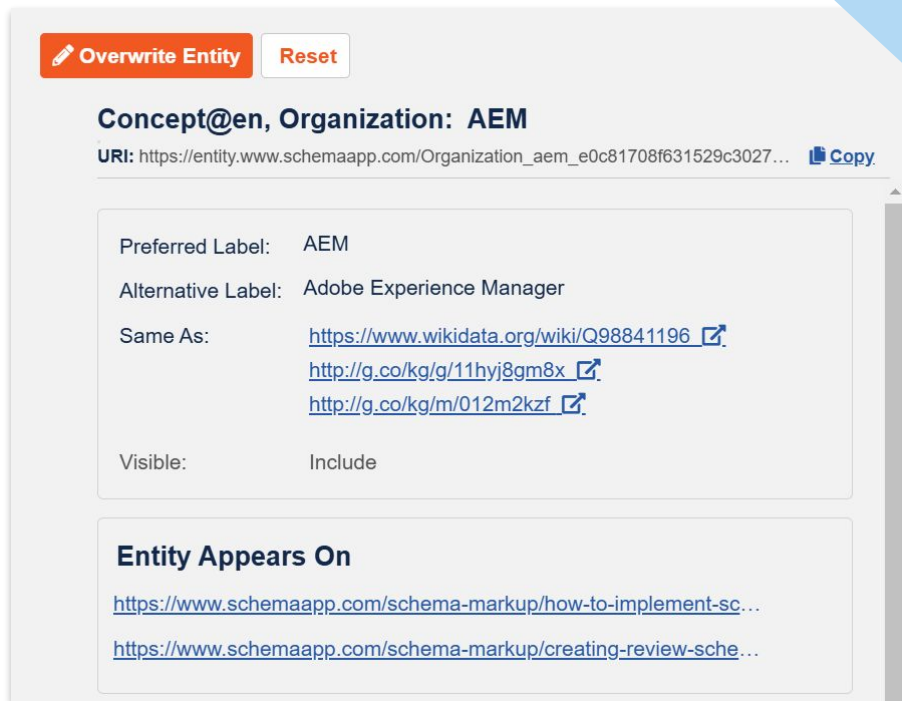
- A tool for **managing entities** returned by External Entity Linking
- **Edit** or **block** up to 5 entities

Outcomes

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

Documentation: [Entity Manager](#)

Beta



The screenshot displays the Entity Manager interface for an entity named 'Concept@en, Organization: AEM'. At the top, there are two buttons: 'Overwrite Entity' (with a pencil icon) and 'Reset'. Below the entity name, the URI is shown as 'https://entity.www.schemaapp.com/Organization_aem_e0c81708f631529c3027...' with a 'Copy' icon. The main content area is divided into two sections. The first section, titled 'Entity Details', lists: Preferred Label: AEM; Alternative Label: Adobe Experience Manager; Same As: three links to Wikidata and other external sources; and Visible: Include. The second section, titled 'Entity Appears On', lists two links to schema markup documentation pages.

Overwrite Entity **Reset**

Concept@en, Organization: AEM

URI: https://entity.www.schemaapp.com/Organization_aem_e0c81708f631529c3027... **Copy**

Preferred Label: AEM

Alternative Label: Adobe Experience Manager

Same As: <https://www.wikidata.org/wiki/Q98841196> <http://g.co/kg/g/11hyj8gm8x> <http://g.co/kg/m/012m2kzf>

Visible: Include

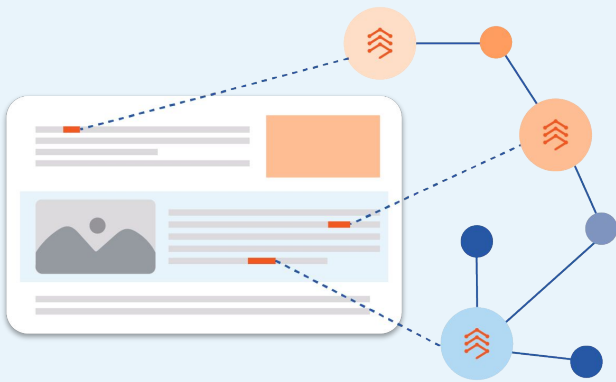
Entity Appears On

<https://www.schemaapp.com/schema-markup/how-to-implement-sc...>

<https://www.schemaapp.com/schema-markup/creating-review-sche...>

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
- Will enable an **Internal Entity Centrality Report**

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.



Query Topic Cluster Analysis

- Upload GSC .xlsx export
- Select number of topics to cluster
- Groups keywords into topic clusters
- For each cluster, provides average:
 - Clicks
 - Impressions
 - Click-through-rate
 - Position

Documentation: [Query Topic Cluster Analysis](#)

Query Topic Cluster Analysis | *Analyze and group your top keywords* Beta

This page helps you analyze and categorize your website's search performance data into meaningful topic clusters, offering insights.

Upload your Google Search Console .xlsx export to group your keywords into topic clusters. Select the number of clusters (recommended).

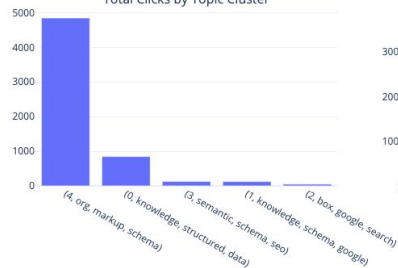
Cluster File Upload

schemaapp.com-Performance-on-Search-2024-12-23.xlsx

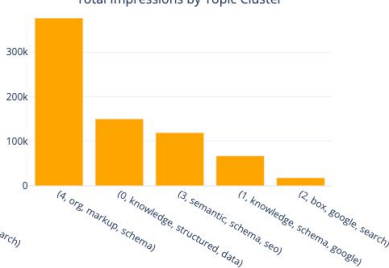
Number of Clusters

Performance Data by Topic Cluster

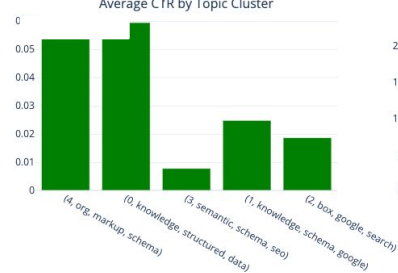
Total Clicks by Topic Cluster



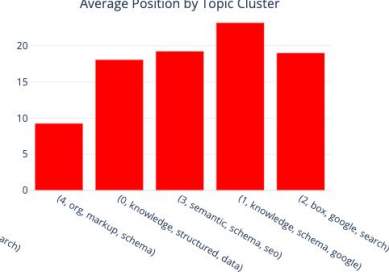
Total Impressions by Topic Cluster



Average CTR by Topic Cluster



Average Position by Topic Cluster



New Release Notes

- Monthly release notes all in one place
 - New features!
 - Bug fixes!
- Find them in the Release Notes folder on support.schemaapp.com

Link to folder: [Release Notes](#)

The screenshot shows a web interface for Schema App. At the top, there is a navigation breadcrumb: Home > Knowledge... > General > Release No... and a search bar with the text "Find some solutions here...". The main heading is "Release Notes - December 2024" with a subtext "Modified on Tue, 7 Jan at 4:25 PM". Below this, there is a paragraph of text: "December was filled with snowy weather and a ton of new features! Entity Hub saw the addition of new and improved Entity Reports, an Entity Manager, and Internal Entity Linking. We've also been playing with query topic cluster analysis to give you another view of your SEO performance. Read on to learn more!". This is followed by a section titled "New Entity Reports in Beta" with a subtext: "Schema App's new and improved Entity Reports are now available! Along with an improved interface, you can now take actions block entities to stop them from deploying, and edit entities to make modifications in the Entity Manager." Below this is a link: "For more information, see our [Entity Reports documentation](#)." The main content area features a table titled "Entity View" with columns: Name, URL Count, Same As, Type, and Actions. The table lists three entities: Google (93 URLs, Organization), JSON-LD (40 URLs, Thing), and Schema.org (29 URLs, Organization). A red box highlights the "Actions" column for the Google entity, showing a dropdown menu with options: Show Schema, Show URLs, Delete, and Edit Entity. On the right side of the page, there is a sidebar with a "Print" button, a section "Articles in this folder -" containing "Release Notes - December 2024", and a section "You may like to read -" containing links to "Schema App Shopify Deployment Overview", "Internal Entity Linking Setup", "Schema App Drupal Deployment Overview", and "Creating 'Product' Schema Markup Using...".

Product Roadmap

Schema App Product Roadmap (Q4 2024)

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

SEO	Highlighter Chrome Extension (Beta)	Maintenance & Monitoring (Design)	Diagnostic Deployment Monitor
			Analyzer (Maintenance)

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

Schema App Product Roadmap (Q1 2025)

	Now	Next	Future
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SEO

- Highlighter Chrome Extension
- Maintenance & Monitoring (Design)
- Schema Class Suggestion
- Diagnostic Deployment Monitoring
- Augmented Authoring

Knowledge Graph

- Topic Identification/Clustering
- Entity Remediation
- Entity Performance Analytics
- Graph Visualizations
- Content Analytics

Resources

New from the Schema App team

- [Relational Databases vs. Graph Databases: Unleashing the Power of Relationships](#)
- [What is Entity Linking?](#)
- [Why Are Content Knowledge Graphs Important?](#)
- [What You Need to Know About Google's Knowledge Graph](#)
- [How to Drive Your Content Marketing Strategy Using Content Knowledge Graphs](#)
- [Google Deprecates Sitelinks Search Box](#)
- SEJ - [How to Leverage Your Content Knowledge Graph to Support Your Marketing Strategy](#)
- SEJ - [When In Your Digital Marketing Journey Should You Start Doing Schema Markup?](#)

Live Webinar

Is Schema Markup Dead?

February 6, 2025 | 12:00PM ET

Register Now

wordlift

 **Schema App**



Andrea Volpini
CEO & Co-founder
WordLift



Mark van Berkel
COO
Schema App



Martha van Berkel
CEO
Schema App

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 accents, 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. A tooltip with code is visible above the search bar. Below the browser are two smaller icons: one with a gear and another with a person and a gear.

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 with a red error icon, an orange pencil, and a blue bar chart with a white 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!](mailto:support@schemaapp.com)