January 2025 Industry News & Product Update Webinar

January 23, 2025

Ruby Ross
Learning & Enablement CSM

Jasmine Drudge-Willson
Product Manager

Schema App

Agenda

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

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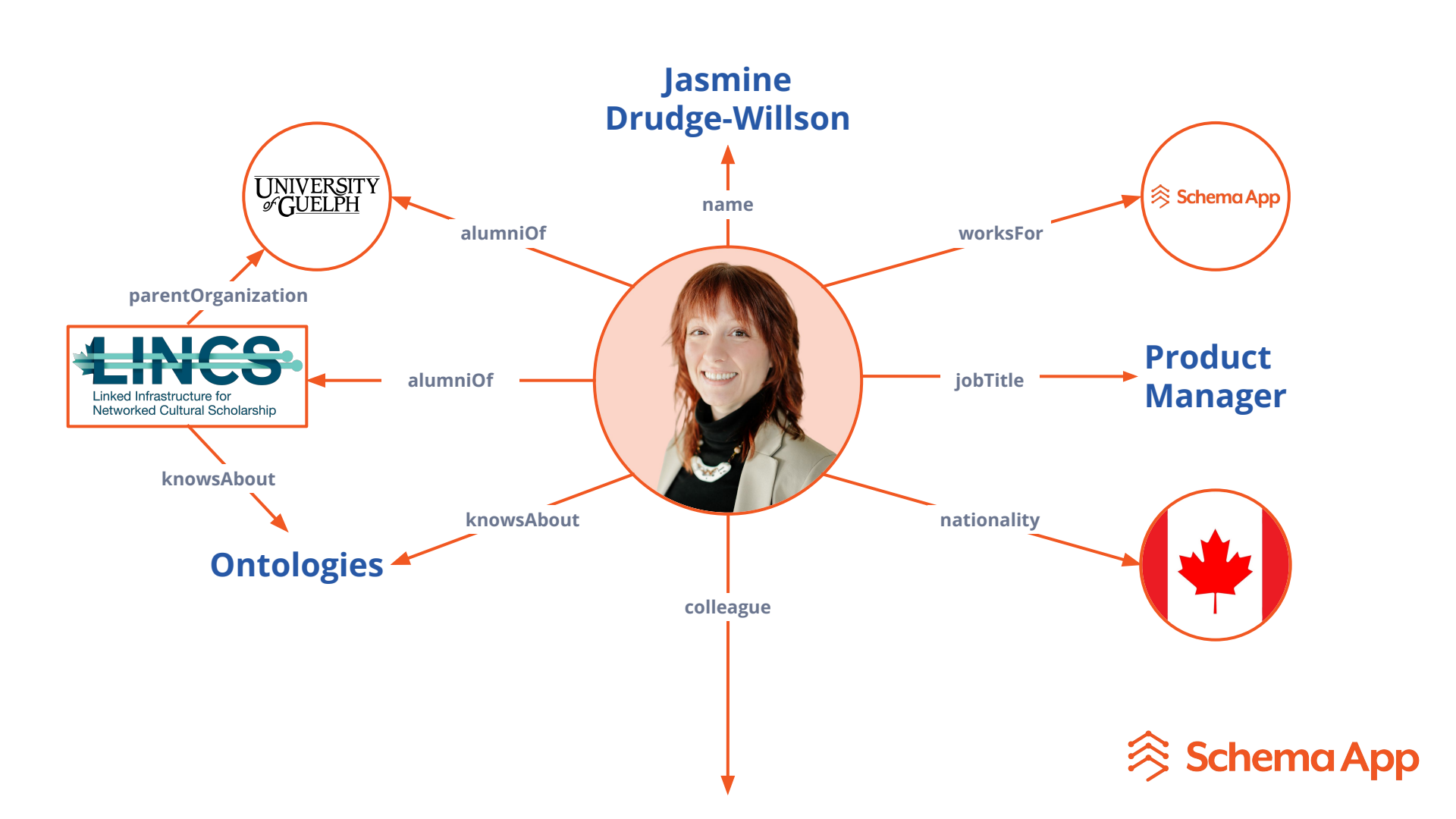
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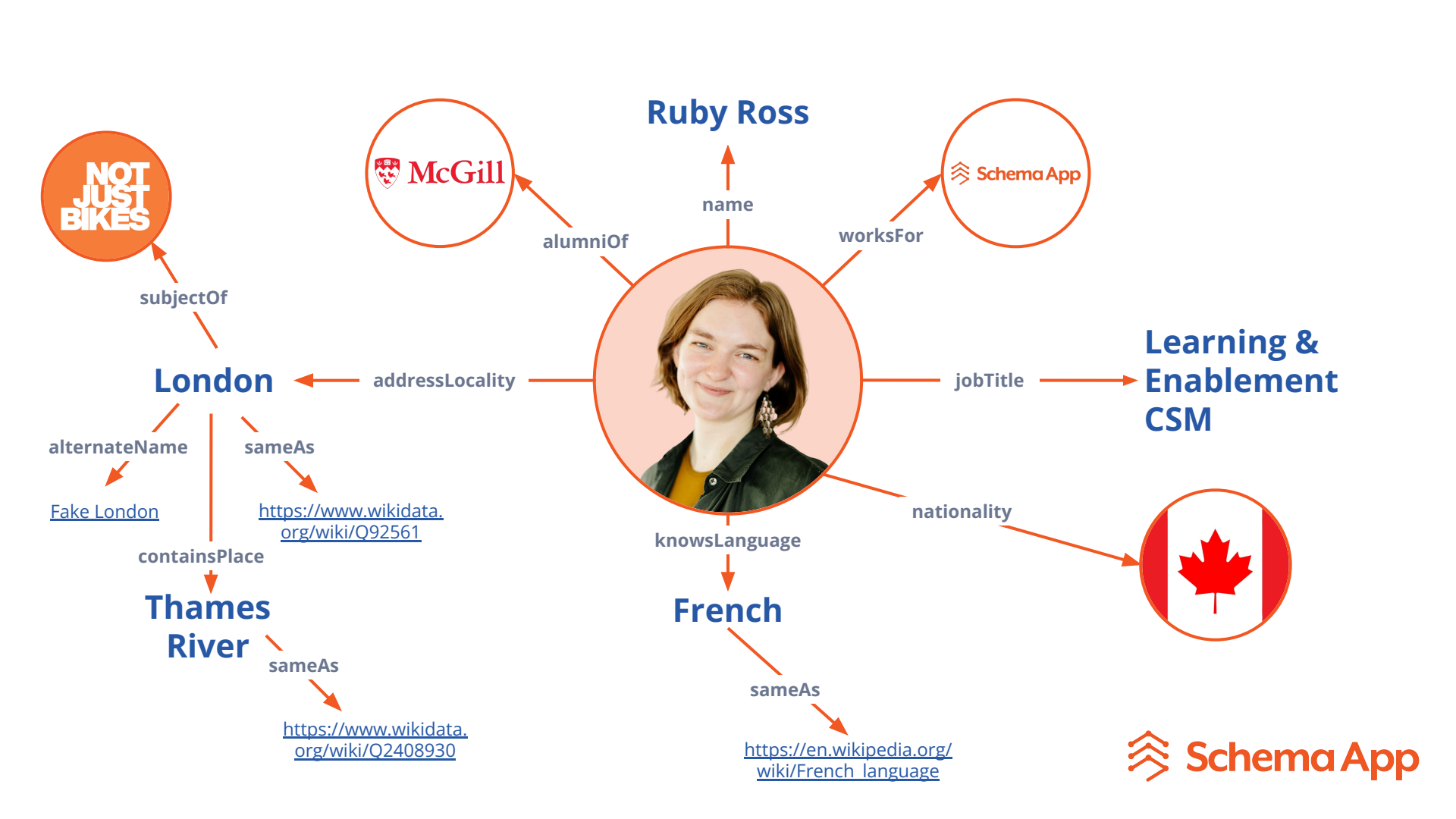
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Schema App's Mission & Values

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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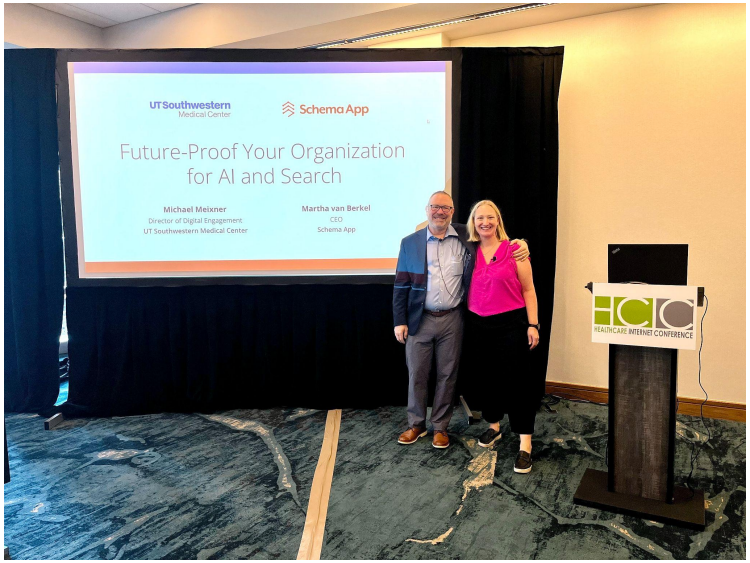
Brighton SEO, & HCIC: Team Photos & Highlights



Industry Updates

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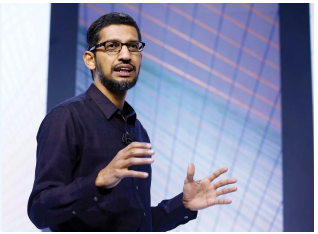
Google's Biggest 2025 Focus:

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



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Google Blocks Other Bots' Ability to Crawl the Google SERP

Jan 17 2025 – **SEOs 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

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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.

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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.

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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?

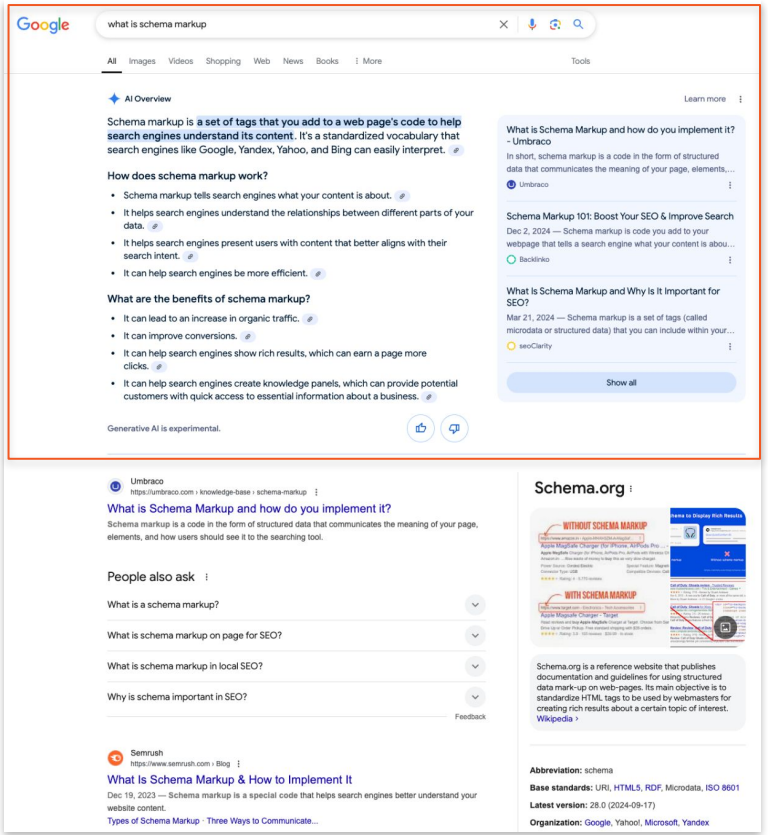
- Google Analytics 4: How to see AI referral traffic in GA4 (By Larry Engel)
- ZipTie.Dev
- SEMRush
- Conductor

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.

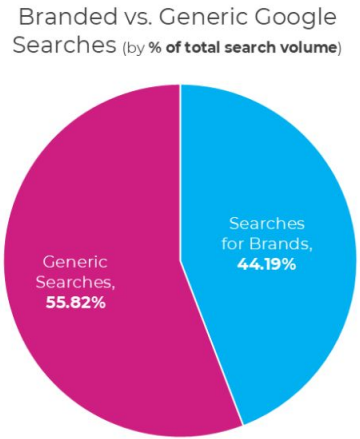
Sources: Mark Traphagen

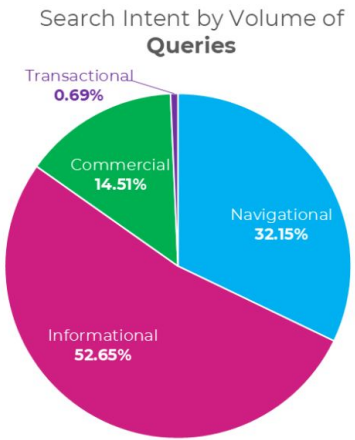


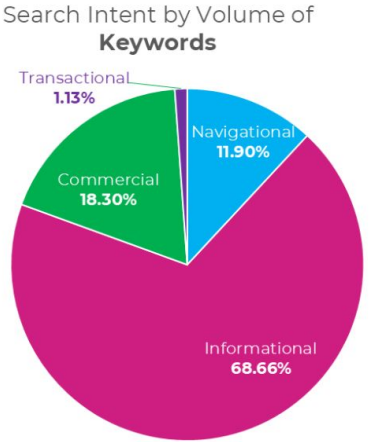
Zero Click Search & the Brand SERP

- 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







Source: SparkToro

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Zero Click Search & Brand SERP

Key Considerations:

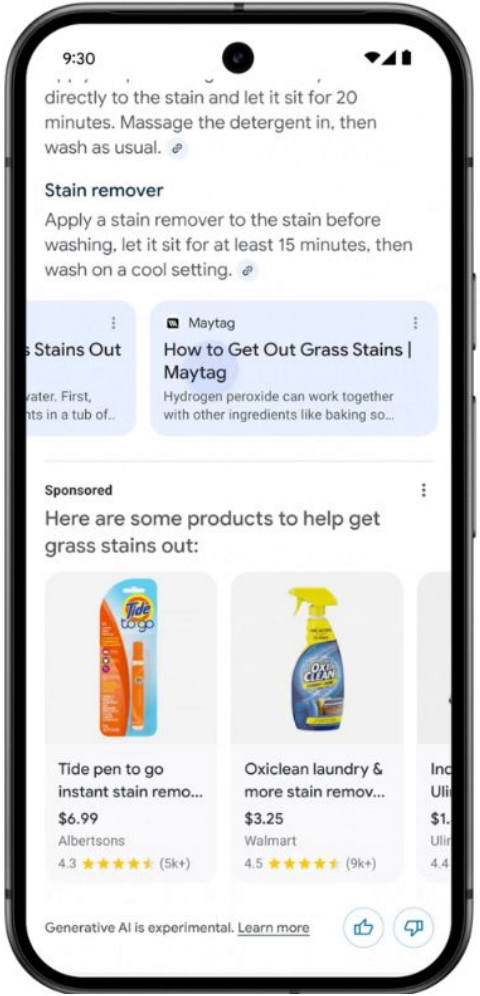
- How is *your* brand showing up in AI Search during the customer journey?
  - How are your competitors showing up?
- Do you have goals for specific appearances? How are you measuring success?
  - Consider screenshots, pixel depth, and analytics platforms.
- How can you correlate Organic Traffic to conversions?

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 clears 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 srsltid= parameter to Google Merchant Center Listings with “auto-tagging” turned on
- **Aug 2024 –** Organic Shopping Listings began being tagged with the srsltid= 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

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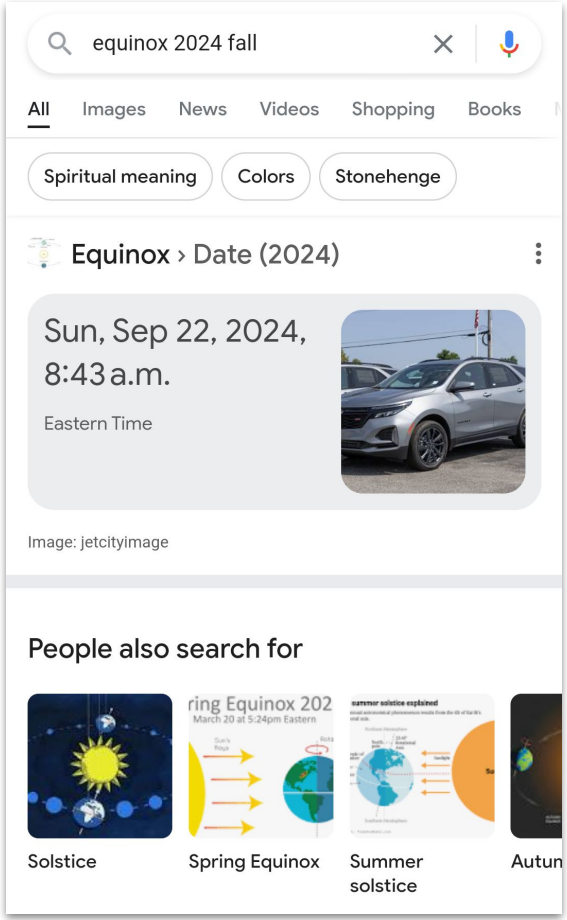
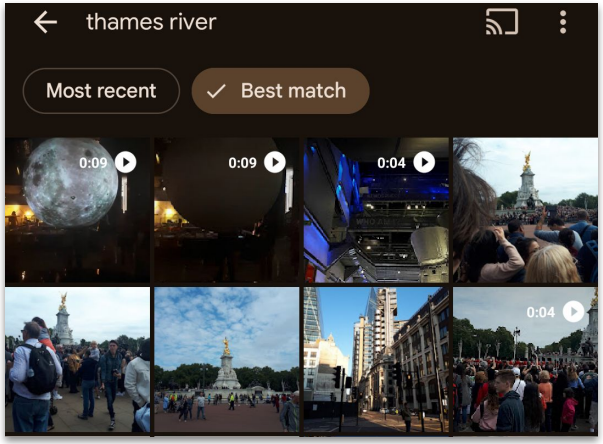
Google Goofs and Gaffes: Entity Mixups in Practice





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Product Updates

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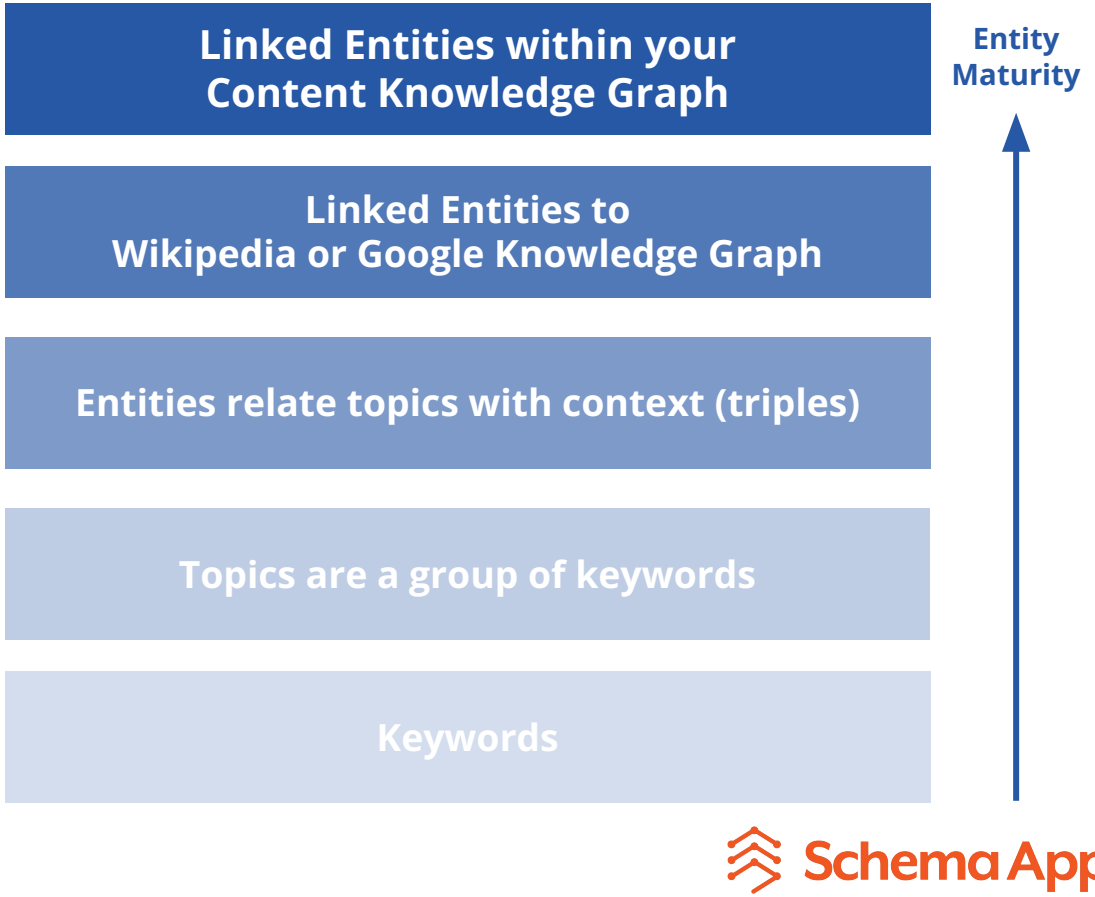
Entity Maturity Scale



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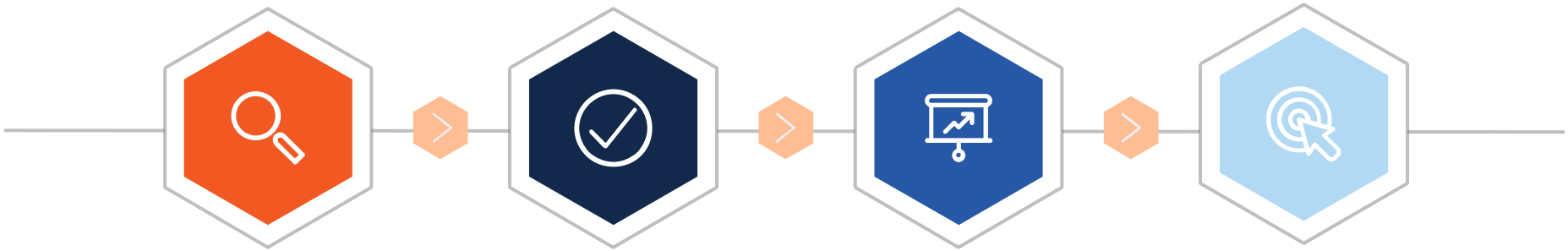
Schema App's Entity Hub

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

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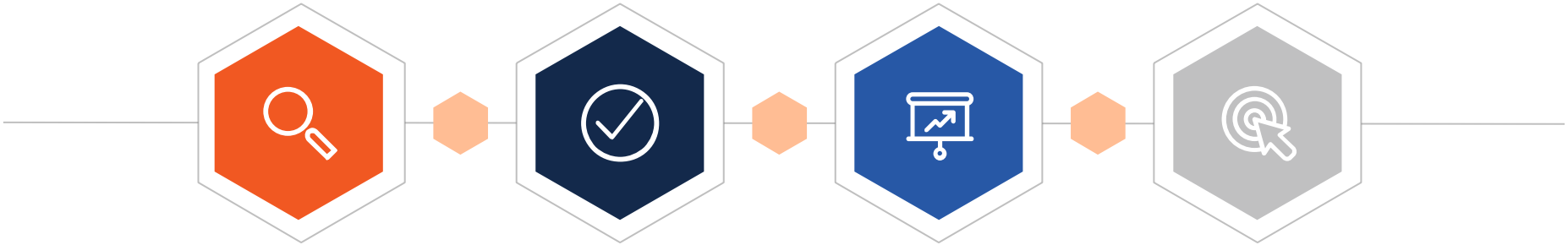
Schema App's Entity Hub

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

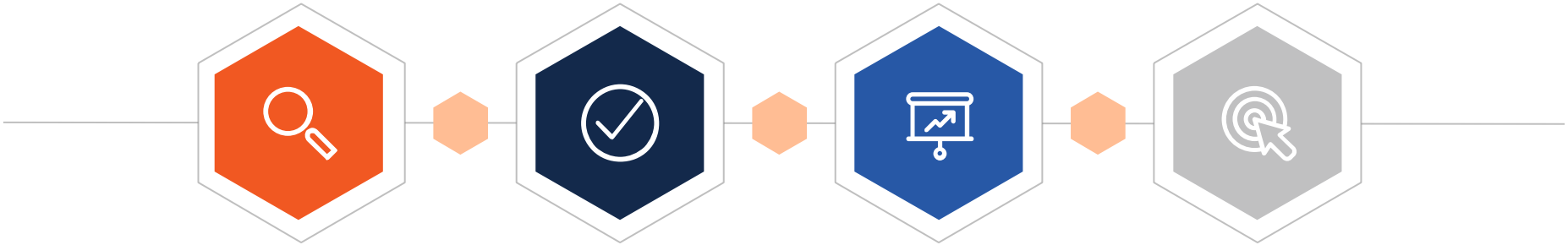
Get actionable insights to optimize your content

Current Features

Schema App

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



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- Topic Taxonomy

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- Entity Performance Analytics

Optimize

Get actionable insights to optimize your content

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- Graph Visualizations

Current Features | Future Features

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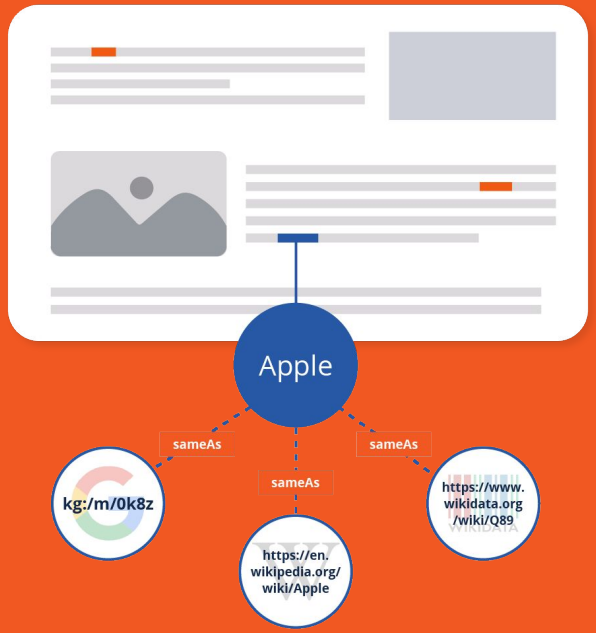
Identify

External EL



Live!

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**

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OLD

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

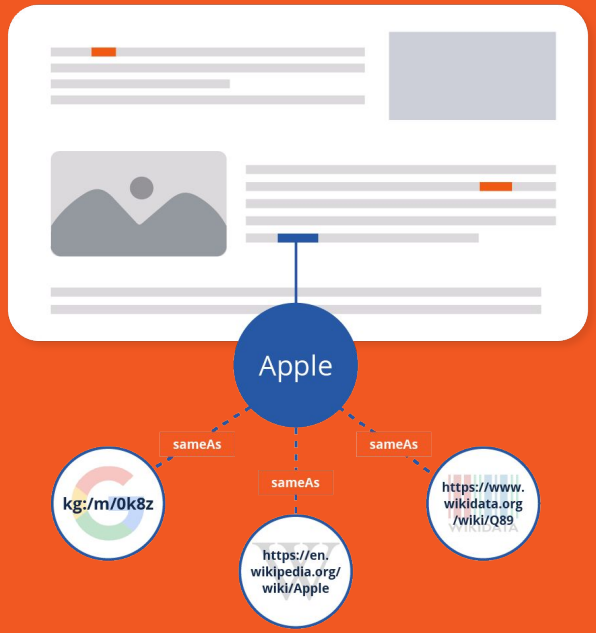
NEW

External Entity Linking (**External EL**)

Schema App

Identify

External EL



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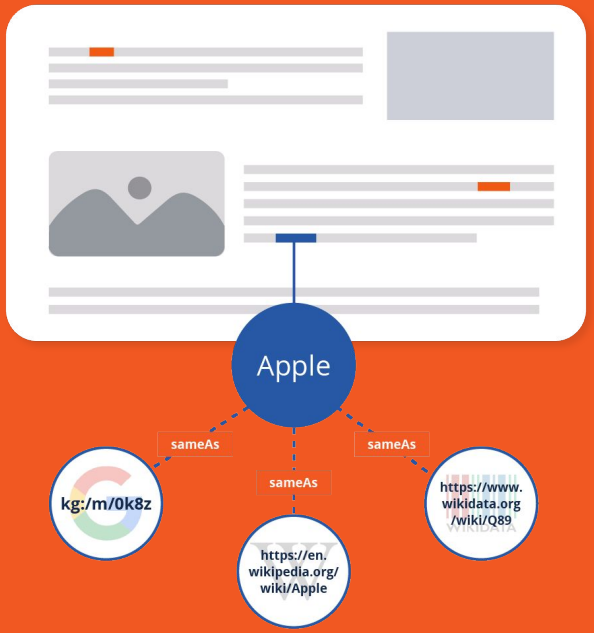

Pain Points

- **~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

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Report

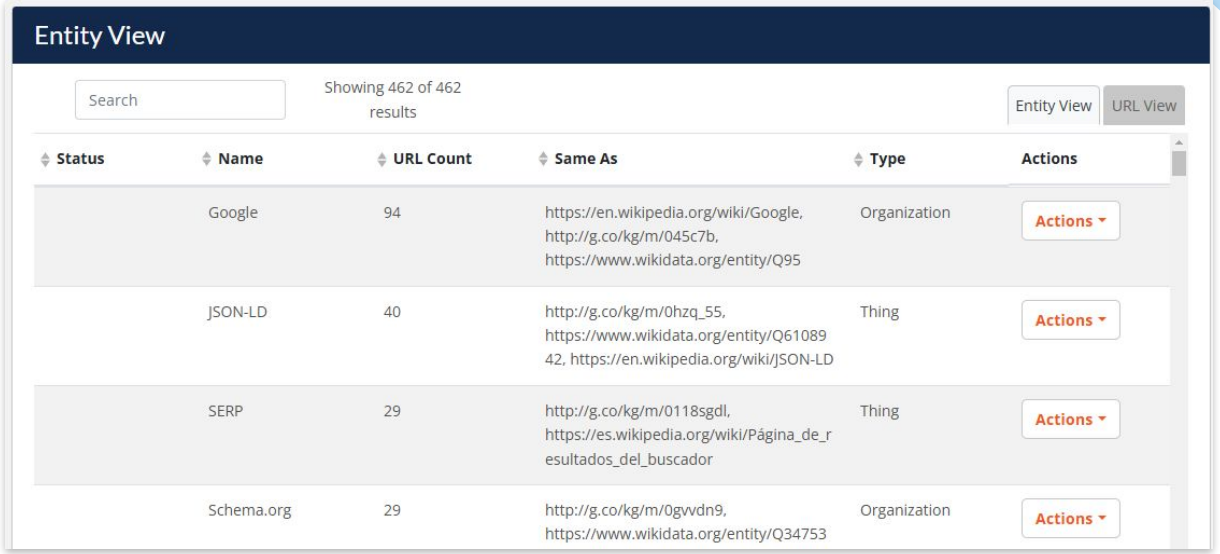
New & Improved

Entity Reports

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

Documentation: [Entity Reports (Beta)]

Beta



Report

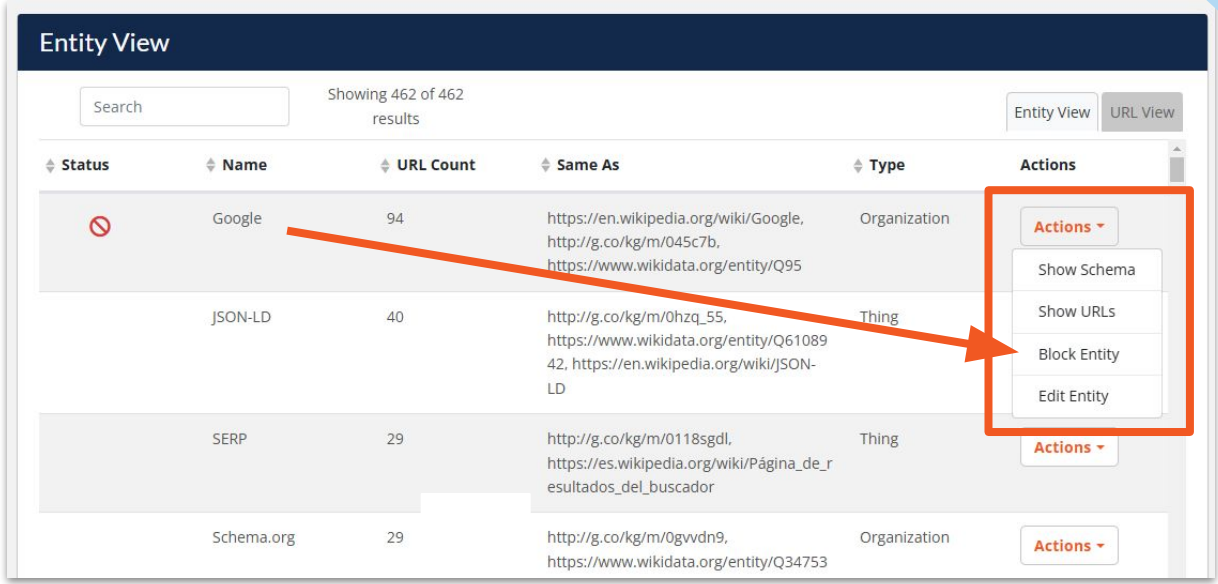
New & Improved

Entity Reports

Beta

New Actions Available

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



Documentation: [Entity Reports (Beta)]

Manage

Entity Manager

Description

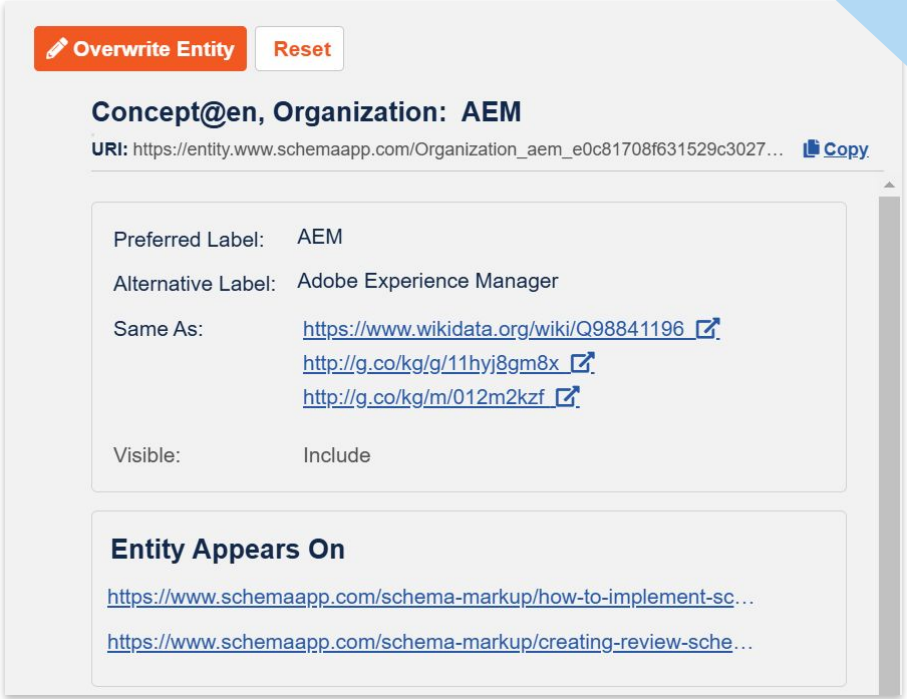
- A tool for **managing entities** returned by External Entity Linking
- **Edit** or **block** up to 5 entities

Outcomes

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

Documentation: Entity Manager

Beta



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Identify

Internal Entity Linking

Beta

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**

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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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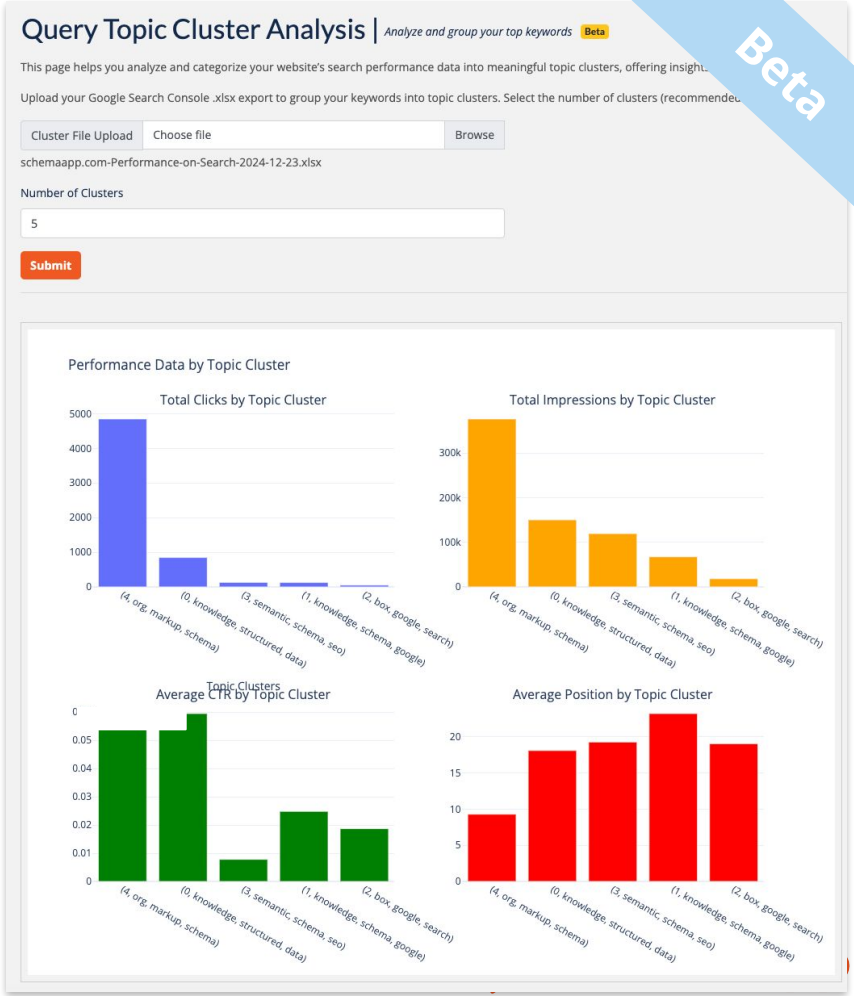
Query Topic Cluster Analysis

- Upload GSC .xslx 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]

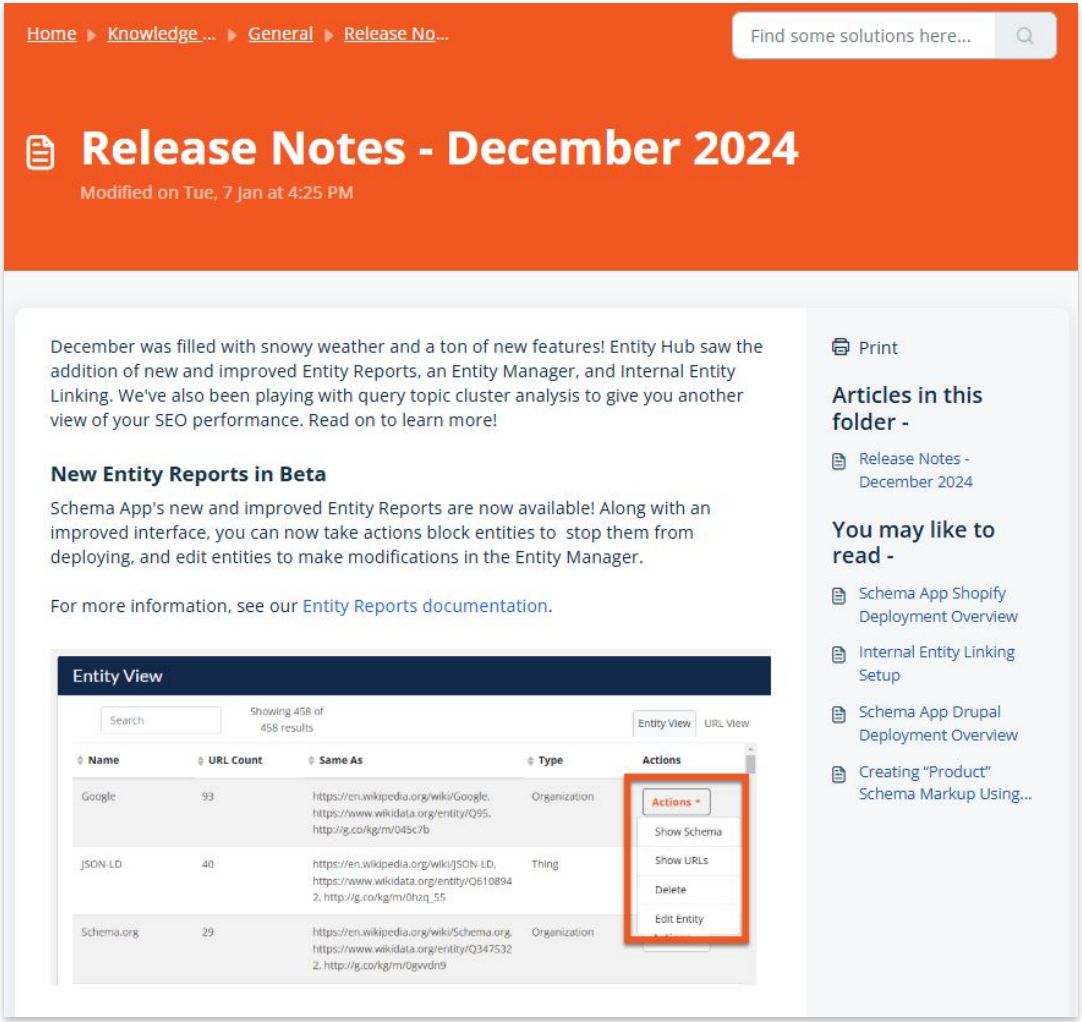


New

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



Product Roadmap

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

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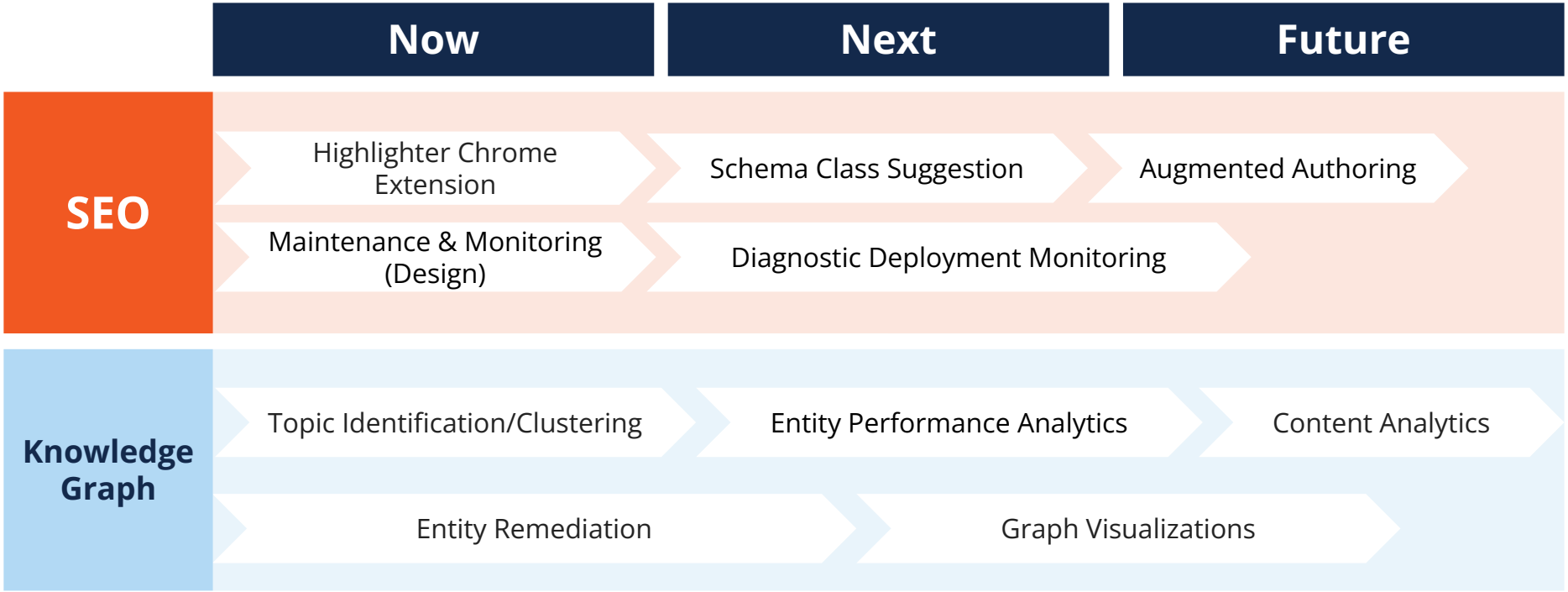
Schema App Product Roadmap (Q1 2025)



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Resources

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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?

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Live Webinar

Is Schema Markup Dead?

February 6, 2025 | 12:00PM ET

Register Now

wordlift

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Andrea Volpini
CEO & Co-founder
WordLift

Mark van Berkel
COO
Schema App

Martha van Berkel
CEO
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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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