



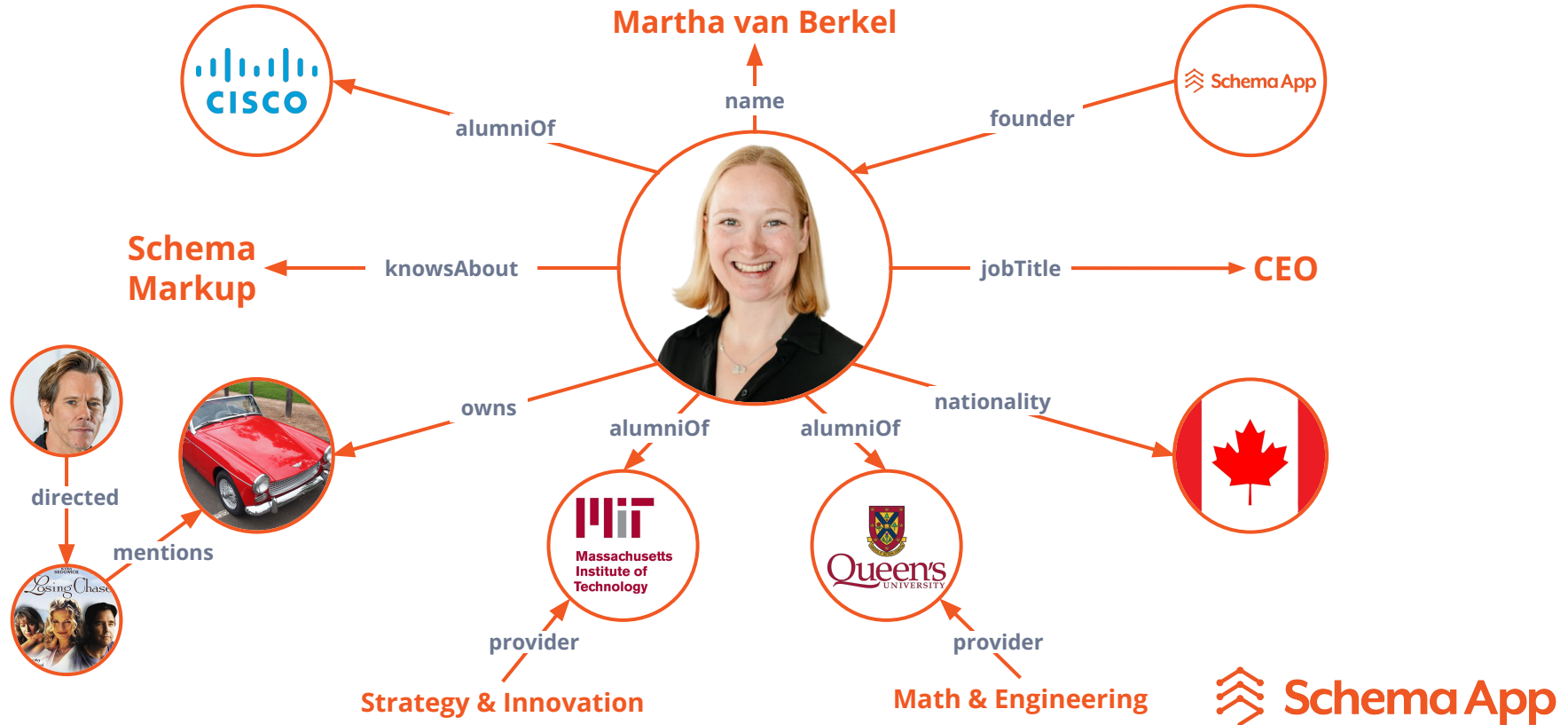
Is Schema Markup Dead?

February 6, 2025

wordlift

 **Schema App**

Martha's Knowledge Graph



Mark's Knowledge Graph



Andrea's Knowledge Graph

Andrea Volpini



Artificial Intelligence

knowsAbout



contributor

Semantic Web

knowsAbout

CEO

jobTitle



founder



founder

founder



nationality



birthPlace

Rome

sameAs

sameAs

[kg:/m/06c62](https://www.wikidata.org/wiki/Q220)

<https://www.wikidata.org/wiki/Q220>

wordlift

Why are people
questioning the value
of Schema Markup?

Facts

- Search Engines are excellent at information extraction [metadata] from your content
- LLMs are advanced enough to understanding the data without structured data
- Popular LLMs are not rendering JavaScript

Evolving Value of Schema Markup

2011 - 2023

2023 - Present

Future

Increased CTR from **Rich Results**

Utilize Entity Linking to improve visibility and drive
Disambiguation in Search

Reuse the Content Knowledge Graph data layer to
Content Insights & Enable Agents

Value of Schema Markup in SEO

wordlift

 **Schema App**

Evolving Value of Schema Markup

2011 - 2023

2023 - Present

Future

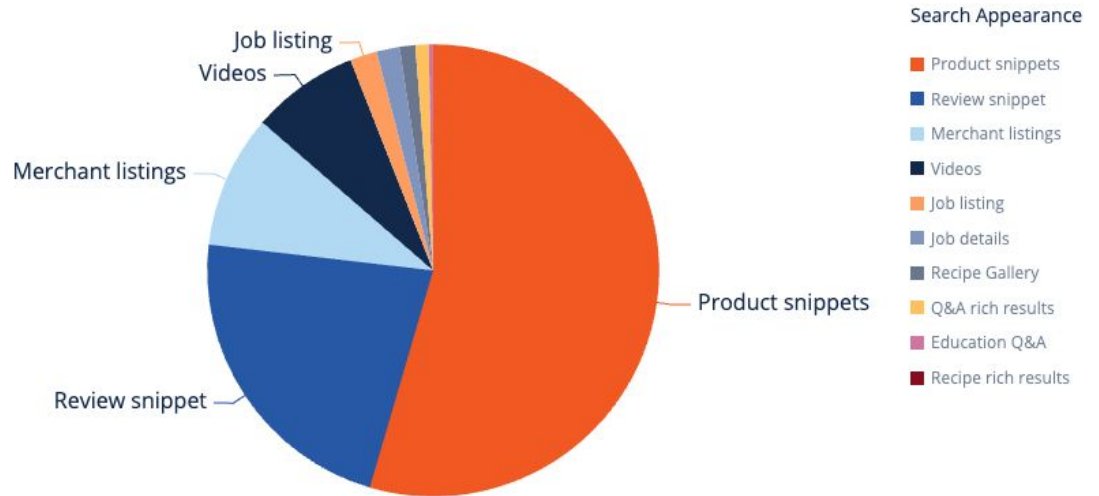
Increased CTR from **Rich Results**

Utilize Entity Linking to improve visibility and drive
Disambiguation in Search

Reuse the Content Knowledge Graph data layer to
Content Insights & Enable Agents

Rich Results
Are Still
Performing

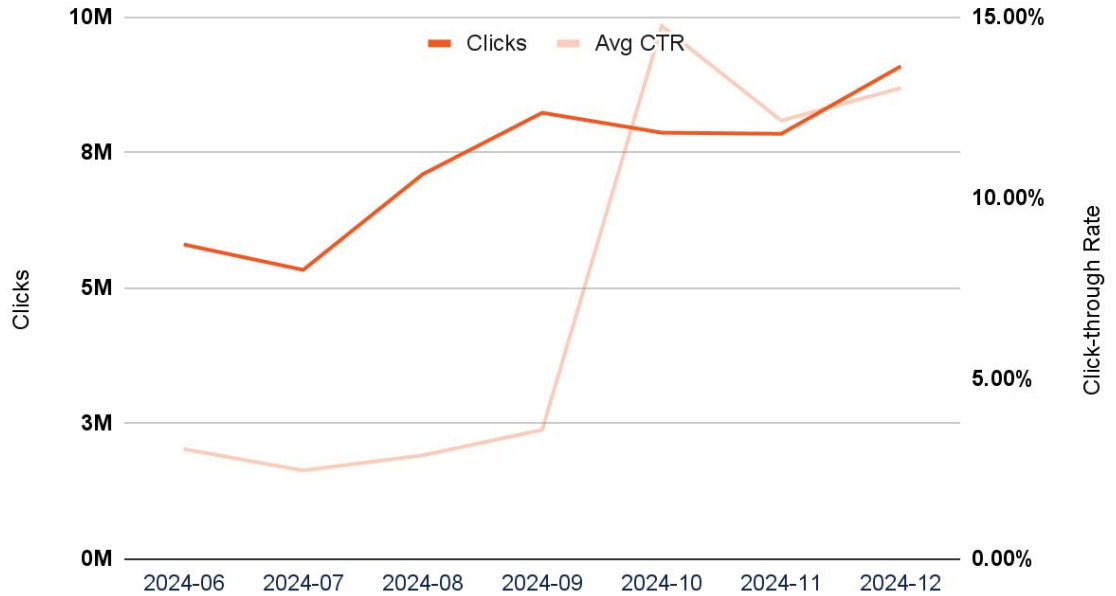
Industry Rich Results from June to Dec 2024 By Count of Search Appearances Awarded



Rich Results
Are Still
Performing

Growth in Clicks and CTR for Product Snippets

From June 2024 to Date



wordlift

 Schema App

Evolving Value of Schema Markup

2011 - 2023

2023 - Present

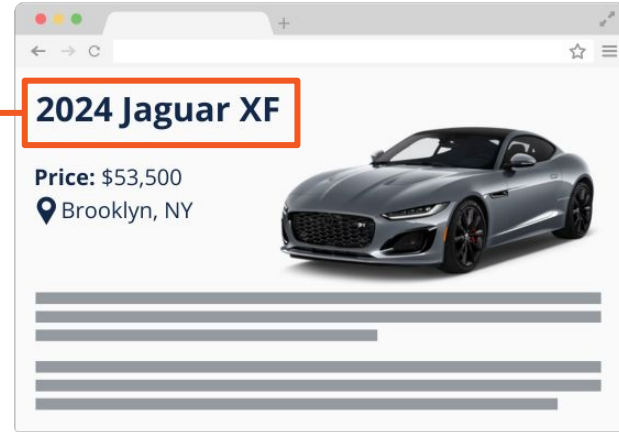
Future

Increased CTR from **Rich Results**

Utilize Entity Linking to improve visibility and drive
Disambiguation in Search

Reuse the Content Knowledge Graph data layer to
Content Insights & Enable Agents

Entity linking is the process of *identifying the entities mentioned in your content* and *connecting them to corresponding entities found in external authoritative knowledge bases* (i.e. Wikipedia, Wikidata, or Google's Knowledge Graph) within your markup.



```
"mentions": {
  "@type": "Brand",
  "name": "Jaguar",
  "sameAs": "https://wikipedia.org/wiki/Jaguar_Cars",
  "sameAs": "https://www.wikidata.org/wiki/Q30055",
  "sameAs": "kg:/m/012x34"
}
```

Entity linking is
driving clicks
& *impressions*
for *relevant*
queries

Benefits of doing Entity Linking

- Provide additional semantic value
- Help search engines better understand content
 - Reducing ambiguity
 - Supporting more accurate results for search queries
- More descriptive Knowledge Graph

Place-Based Entity Linking Example

→ spatialCoverage	
@type	Place
@id	https://www.example.com/california/index.html#AboutPage_spatialCoverage_Place
name	California
sameAs	https://en.wikipedia.org/wiki/California
sameAs	kg:/m/01n7q
sameAs	https://www.wikidata.org/entity/Q99
→ audience	
@type	Audience
@id	https://www.example.com/california/index.html#AboutPage_audience_Audience
geographicArea	
@type	AdministrativeArea
@id	https://www.example.com/california/index.html#AboutPage_audience_Audience_geographicArea_AdministrativeArea
containsPlace	
@type	Place
@id	https://www.example.com/california/index.html#AboutPage_audience_Audience_geographicArea_AdministrativeArea_containsPlace_Place
name	California
sameAs	https://en.wikipedia.org/wiki/California
sameAs	kg:/m/01n7q
sameAs	https://www.wikidata.org/entity/Q99

Entity Linking: Impact to “State” and “Near me” Queries

	States w/ Entity Linking	Control Groups
Avg. Change in Total Clicks	+4.78%	+0.24%
Avg. Change in Total Impressions	+17.9%	-6.56%
Avg. Change in Query Performance (“State”)	+24.84%	+6.07%
Avg. Change in Query Performance (“near me”)	+21.5%	-5.83%

Value of Schema Markup beyond SEO

Schema Markup = Language to *define* **Entities** on your website

Schema Markup
to achieve
Rich Results



Schema Markup
to build a *Content
Knowledge Graph*

What is a Knowledge Graph?

A knowledge graph is a **structured** framework of organizing information that connects concepts, **entities**, and their **relationships**.

The @id Attribute

wordlift

Key to Building a Knowledge Graph

- A **unique, stable identifier** for an entity
- **Establishes the entity home**, the **primary source of truth** on the internet
- Instead of repeating information on every page, **@id creates a single, central definition of an entity**, eliminating redundancy and improving **data quality**
- **Enhance machine understanding** by providing a structured reference, making it easier for search engines and AI to connect related content

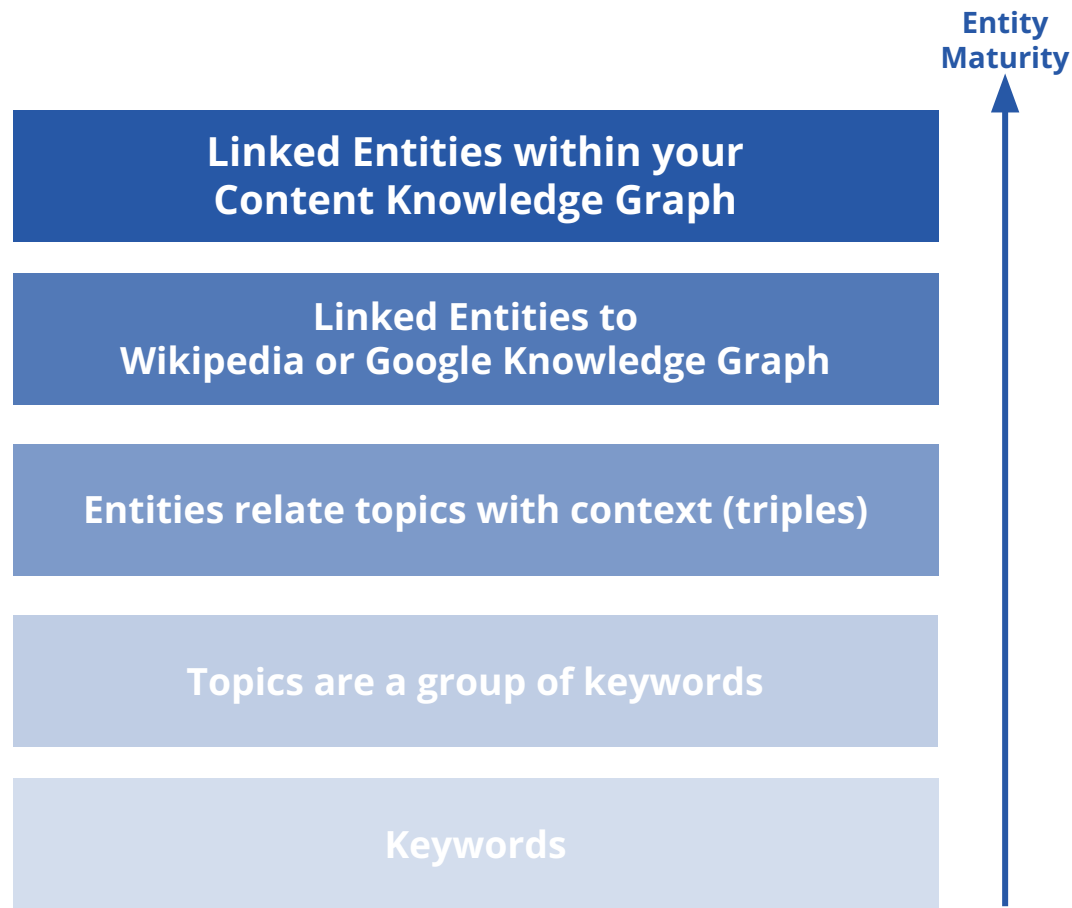
 Schema App

Semantic Schema Markup*

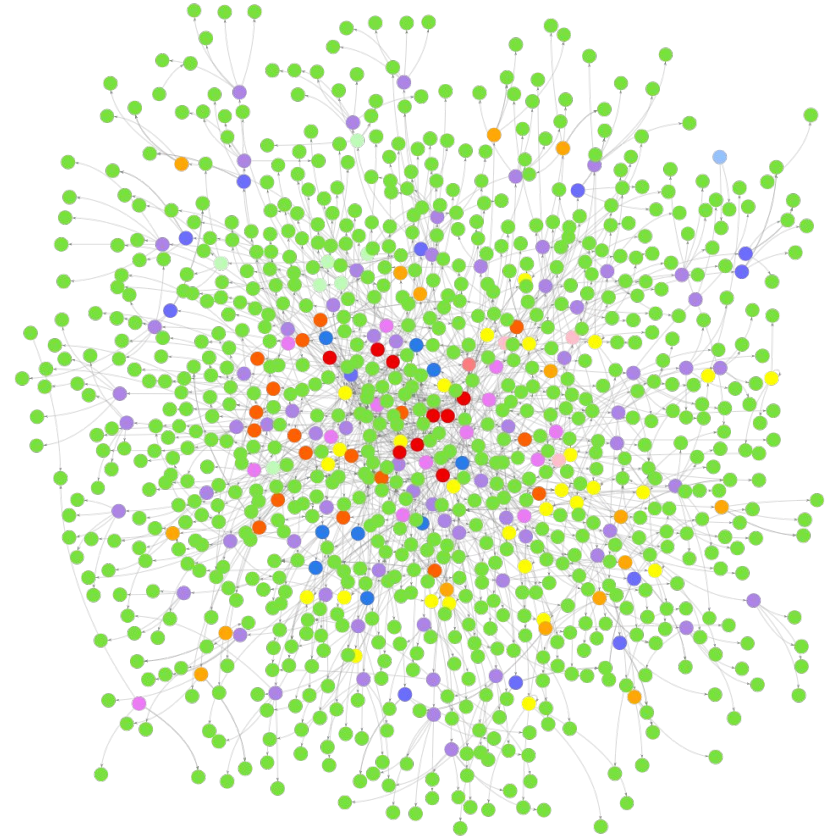
* Simplified Illustrative data

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://www.schemaapp.com/#Organization",
  "email": "support@schemaapp.com",
  "description": "Schema App is an end-to-end schema markup solution...",
  "name": "Schema App",
  "url": "https://www.schemaapp.com/",
  "potentialAction": [
    "@type": "ScheduleAction",
    "@id": "https://www.schemaapp.com/book-a-demo/#ScheduleAction",
    "name": "Schedule a Demo",
    "url": "https://www.schemaapp.com/book-a-demo/"
    "target": {
      "@type": "EntryPoint",
      "@id": "https://www.schemaapp.com/book-a-demo/#EntryPoint",
      "urlTemplate": "http://api.schemaapp.com/action/schedule",
      "httpMethod": "POST",
      "encodingType": "application/x-www-form-urlencoded",
      "actionPlatform": [ "http://schema.org/DesktopWebPlatform" ]
    }
  ]
},
"founder": [
  "@type": "Person",
  "@id": "https://www.schemaapp.com/author/martha/#Person",
  "name": "Martha van Berkel"
],
"address": {
  "@type": "PostalAddress",
  "@id": "https://www.schemaapp.com/#PostalAddress",
  "addressRegion": "Ontario",
  "addressCountry": "Canada",
}
}
</script>
```

Entity Maturity Scale



Schema Markup
Builds a Knowledge
Graph by
Connecting Entities
Across your Site



Why Is Your Knowledge Graph Important?

Enhanced Search Engine Understanding

Search engines follow @id and understand the relationships; leading to richer search results and improved visibility.

Creating Semantic Meaning

Moving beyond just describing things to defining their meaning and relationships within a broader context.

No More Data Silos

Create a unified understanding of each entity and control how your content is understood by machines.

Future-Proofing Your Data

Your data becomes more organized and adaptable to new technologies and platforms.

How can you use your
semantic data layer?

wordlift

 **Schema App**

Building the foundation

- From structured markup to semantic meaning
- The importance of stable reference points
- How ontologies guide AI understanding

 **AI Sommelier**
Build Your Own GPT

wordlift



find me a good wine for this



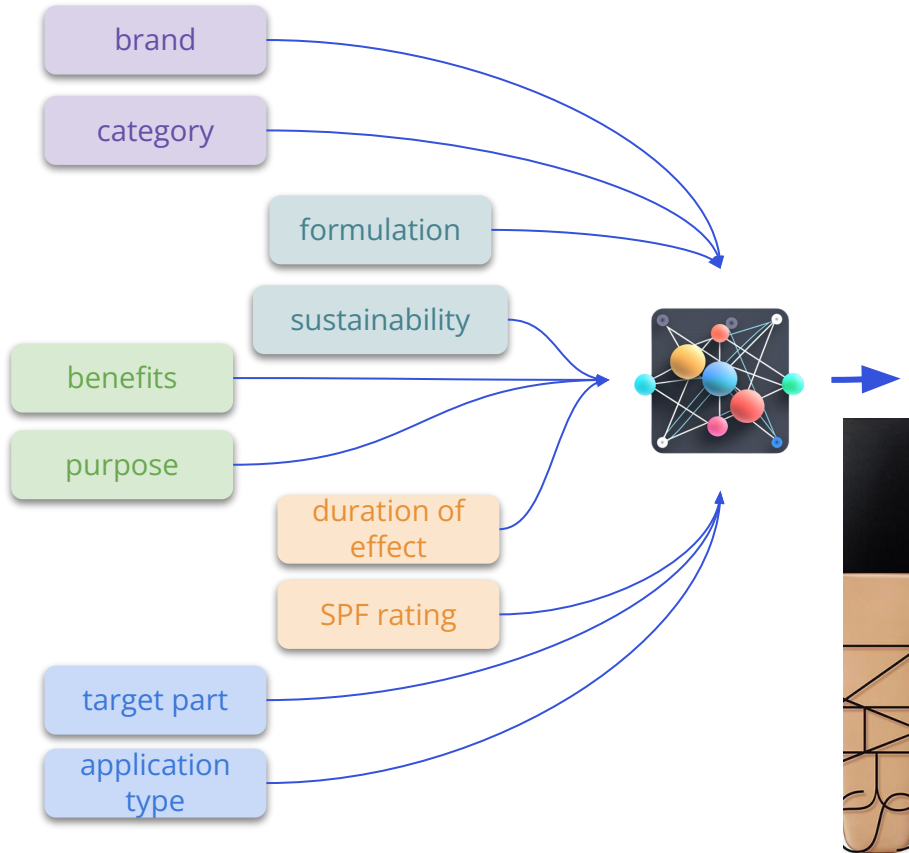
Questa foto mostra dei **carciofi alla giudia**, un piatto tradizionale della cucina romana. I carciofi vengono fritti fino a diventare croccanti e assumono note intense e leggermente amarognole, con una consistenza croccante all'esterno e morbida all'interno. Il profilo gustativo include:

- **Amarezza:** Moderata-alta, tipica dei carciofi.
- **Grassezza:** Media, data dalla frittura.
- **Crocantezza:** Elevata.
- **Tendenza dolce:** Leg ↓ ↵, proveniente dalla caramellizzazione delle foglie esterne.

Message Wine Pairing AI Sommelier

AI-Generated SEO Titles & Descriptions **wordlift**

Data Input



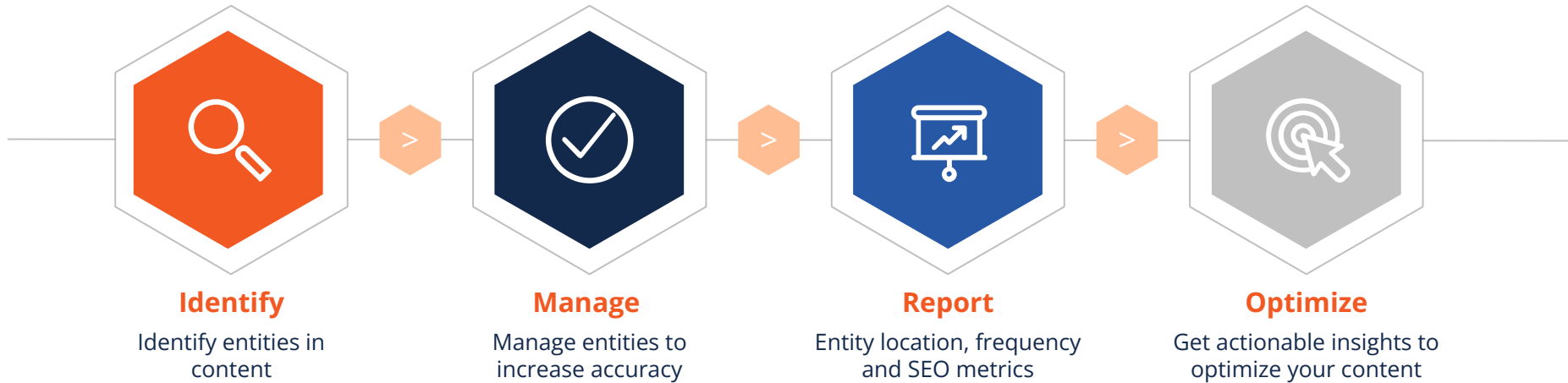
SEO Title: Natural Radiant Longwear Foundation NARS - Fond de teint pour un visage lisse et éclatant

Meta Description: Natural Radiant Longwear Foundation NARS, fond de teint pour un visage sublimé : il couvre, illumine et lisse le grain de peau avec une tenue de 16h. Résistant à l'eau.

Product Description: L'innovation en matière de beauté atteint de nouveaux sommets avec Natural Radiant Longwear Foundation NARS, un fond de teint révolutionnaire pour un visage rayonnant d'éclat. Formulé à partir d'extraits naturels de framboise, de pomme et de pastèque, il promet une amélioration visible du grain de peau et un éclat parfait. Sa texture ultra-légère et respirante assure une application agréable sans alourdir la peau, tandis que sa *couvrance sur mesure, de moyenne à totale*, permet d'atteindre l'intensité désirée. Gardez votre maquillage impeccable pendant 16 heures grâce à sa longue tenue et sa résistance à l'eau. Avec son fini naturel, le fond de teint Natural Radiant Longwear Foundation NARS offre une couvrance complète, une luminosité impeccable et une sensation de légèreté inégalée qui sublimerà votre visage au quotidien.

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Understand
Topic
Authority
& Coverage

wordlift

Bring meaning to your content strategy

Elevate simple keywords into well-defined concepts that drive precision, personalization, and deeper audience engagement.

 Schema App

From Keyword Wranglers to Data Architects:

The Evolution of SEO in the
Age of AI

wordlift

 **Schema App**

Why SEO needs to be Data Centric

- LLMs crave structure
- Agents need clear information to navigate
 - [Schema.org/Action](https://schema.org/Action)
- Entity SEO is of growing importance
- Drive discoverability
- GenAI Applications will come and go, but your data is forever

Changing Role of the SEO

- Design and Build Knowledge Graphs
- Optimize for Agents, Not Just Algorithms
- Curate and Connect Data
- Understand the Semantic Web
- Be the voice of search engines and the user

None of this is new.

The semantic web has been a vision since the 90s.



*Authors of the
original Semantic
Web article
Tim Berners Lee,
Ora Lassila &
James Hendler*

High quality data is the bedrock of AI success.

Questions?

wordlift

Get in touch with WordLift:
<https://wordlift.io/join-now/>

 [linkedin.com/company/wordlift](https://www.linkedin.com/company/wordlift)

 www.wordlift.ai

 [@wordliftit](https://twitter.com/wordliftit)

Schema App

See how Schema App works:
schemaapp.com/book-a-demo/

 [linkedin.com/company/schemaapp](https://www.linkedin.com/company/schemaapp)

 www.SchemaApp.com

 [@SchemaAppTool](https://twitter.com/SchemaAppTool)