ROI

OF WORKING WITH Schema App

WHAT'S STOPPING YOU
from unleashing the power of structured data?

Is your team trying to stay on top of the latest SEO recommendations, only to be blocked by the complexity of it all?

Schema App empowers your digital team with the control and agility to drive results in a changing SEO world, by leveraging structured data without having to rely on I.T. resources. Work with and learn from schema markup experts to take your website to a new level with structured data and showcase the unique value of your organization in search.

Businesses who reach out to us are typically looking to solve the following three problems, that are hindering their digital performance: lacking schema markup expertise, inability to scale schema markup, and insufficient I.T. resources for agility.

PROBLEMS WE SOLVE:
Lacking schema markup EXPERTISE

Schema markup is an advanced, technical, and relatively new method of search engine optimization. This structured data vocabulary was released in 2011 through a collaborative effort by Google, Microsoft, Yahoo!, and Yandex—and the language is always changing and expanding.

The benefits of structured data extend beyond improving your SEO performance:

You're actually translating your content into a language that search engines understand.

You're connecting your organization and information on your site to a search engine's knowledge graph by defining objects in your content as distinct entities, which streamlines Google's ability to match a user's search intent to information on your website.

You're taking control of how the data on your web pages is defined, rather than just hoping that search engines will figure it out and show the best information in search results.

Learning a new language and how to properly map, connect, and nest data items is hard and takes a lot of skill and knowledge, for which most SEO teams cannot dedicate a full-time position to.

ENTER SCHEMA APP: **Your End-to-End Solution for Structured Data**

Schema App offers a technical solution with high touch support to enable your team through the whole process. Beyond the initial setup and creation comes the need to edit, maintain, and scale your schema markup. A common misconception is that schema markup is static once it's created, and the truth is your structured data should be evolving and changing over time, just as your website content and online business goals evolve. Let our solution do the heavy lifting for you, so you can focus on other areas of your SEO—like strategy.

PROBLEMS WE SOLVE:

Inability to SCALE your schema markup

The biggest challenge for businesses who already have a structured data expert on their team is creating and managing schema markup at scale across hundreds, thousands, maybe even millions of pages on your website. Hardcoding schema markup into your website page by page is not sustainable, and your digital team is going to be spending hundreds of hours doing so. At Schema App, our solutions allow us to easily create, manage, and deploy customized schema markup at scale across thousands of pages to suit our customers' needs.

To maximize results from schema markup, your website should have useful, informative content that is comprehensively marked up with structured data. That's why your customer success manager will provide expert content recommendations to unlock new opportunities for search enhancement features like rich results.

The Schema App Highlighter can even update your schema markup dynamically to keep up with content changes across your website, meaning that you won't miss out on any opportunities to connect with your customers as your business grows.

PROBLEMS WE SOLVE:
Insufficient I.T. resources for AGILITY

Even if your schema markup expert has found a way to create structured data internally at scale, my bet is that implementing this is going to require some assistance from your development team. If your dev team is anything like ours, they're usually running at max capacity. Customers come to us to remove the dependency of deploying or editing their schema markup from their development team, enabling their SEO team to just get the job done!

Schema App is a **SaaS solution**, so the setup, and updates are made in our application so that the SEO team is empowered to make updates as the content evolves, vs being dependent on your dev team. Also, once templates or sets of pages are set up, anytime you add to that page set, BAM! It's optimized.

Our solution, paired with our expert customer success team, means that updates can be made FAST!

We're quick to execute based on customer needs and feedback—no need to jump in line for your next dev team sprint cycle. Simply reach out to your customer success manager and create a plan together for when changes are going to happen so that we can be ready to update your configuration in Schema App's solution; your schema markup will evolve with your website. Or maybe your company is considering a website migration or redesign; we can pivot your schema markup strategy to help mitigate traffic lost through your transition.

400%

increase in rich results from schema markup

As a global innovator, SAP wanted not only to drive up their traffic but also to lead their market. By teaming up with Acronym, Schema App implemented one of the first-ever global structured data pilots on a B2B site. Schema markup now contributes to more than **400% new growth** in SAP's rich result organic traffic.

We're here to work with our customers as they change and grow. Our integrations mean your team can grow without IT.

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https://www.sap.com › enterprise-management-erp ▾

SAP ERP: Proven, Time-Tested ERP

ERP stands for enterprise resource planning, which helps run core processes in a single system for departments such as finance, manufacturing, HR, supply ...

Why SAP ERP?	⌄
Leverage a powerful ERP system with SAP S/4HANA Cloud	⌄
Build a business case for SAP ERP	⌄
Key features and capabilities of SAP ERP	⌄
ERP for small businesses and midsize companies	⌄
Transition from SAP ECC to SAP S/4HANA	⌄

RETURN ON INVESTMENT
of working with Schema App

Schema markup is an SEO strategy that has really just started to shine and gain appreciation from digital marketers in the last two years. The level of complexity associated with creating schema markup has likely kept some brands at bay. Early adopters are reaping the benefits of future-proofing their brand in search, especially as it becomes apparent that Google is investing more in structured data and increasing the reach of what applications it may have in the future.

Schema App has been at the forefront of automated schema markup technology since schema.org's unveiling back in 2011. Our founders launched Schema App's powerful suite of tools to create and maintain structured data at scale without having to write a line of code. You not only save budget on software maintenance, but also on hiring a new team member to manage your schema markup internally.

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We aim to be

30%

of the cost of doing schema markup internally.

Advanced SEO technology at a fraction of the cost.

Your digital team will be empowered with advanced search engine optimization techniques without having to rely on I.T resources. How long does it take for your development team to take a concept through delivery? We take **2-3 weeks** to get things live, on average.

The savings from dedicating development resources are already worth the investment, but what about software maintenance? Research shows that maintenance of **software typically contributes to 75% of cost of ownership**. Let us handle the technology, giving back more budget, time, and resources for you to invest in other areas of your business.

Effectively measure the value of your search engine optimization.

How do you currently measure the value of your investment in search engine optimization? Schema markup is like striking SEO gold for your website. Your SEO team will have the opportunity to work with structured data experts who do this day in and day out. Through innovative content recommendations, enhanced analytics to inform decisions through powerful data, and scalable technology, we establish a true business partnership between our team and yours.

Save time learning complexity by partnering with world class experts. On average, our customer success team spends one and a half months learning structured data before they can set up and do strategy. That's an estimated **640 hours of dedicated, focused learning**! With Schema App, you'll be adding robust, specific markup without needing to invest hundreds of hours from your internal team in learning.

Our customer success managers will help you lead the industry by leveraging our up-to-date knowledge on the most recent schema.org enhancements and rich result opportunities. We work cross-functionally with different areas of your organization to help you maximize your results from structured data.

CUSTOMIZED STRATEGY

We work with you to develop a customized schema strategy suited for your ROI goals.

EXPERT RECOMMENDATIONS

Maximize your results from structured data through expert content recommendations.

HIGH-TOUCH SUPPORT

Our schema markup experts will support you from strategy to results with speed and agility.

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Save your team

640

hours of training

Compliment paid traffic acquisition with a boost from organic clicks and impresssions.

You're enabling your team to measure the value of their search engine optimization without increasing the cost of paid. Our goal is to help you move your existing business metrics, not create new ones.

Our customers typically achieve more than **10% more clicks and impressions** from schema markup.

If your website on average receives around **150k clicks** from Google search Console on a monthly basis and your average cost per click from paid Google Ads traffic is **$1.34**, your average monthly value from schema markup is over **$20k**.

If you're curious about calculating the value of implementing schema markup using your own benchmarks,

reach out to our sales team to explore the ROI opportunities for your website.

Let me know if you're interested and we can get on the phone this week.

hello@schemaapp.com

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