

July 2024 Industry News & Product Update Webinar

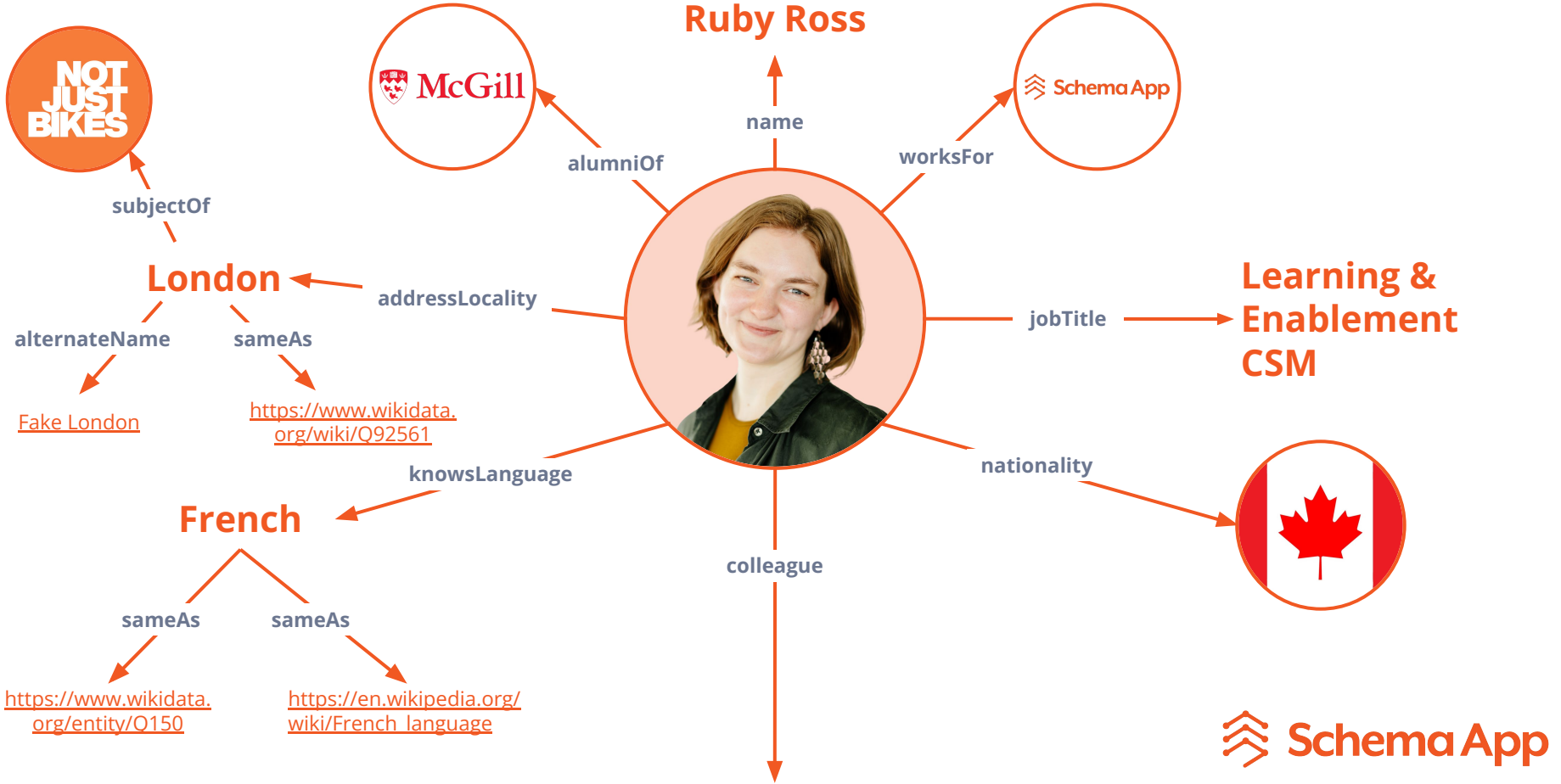
July 18, 2024

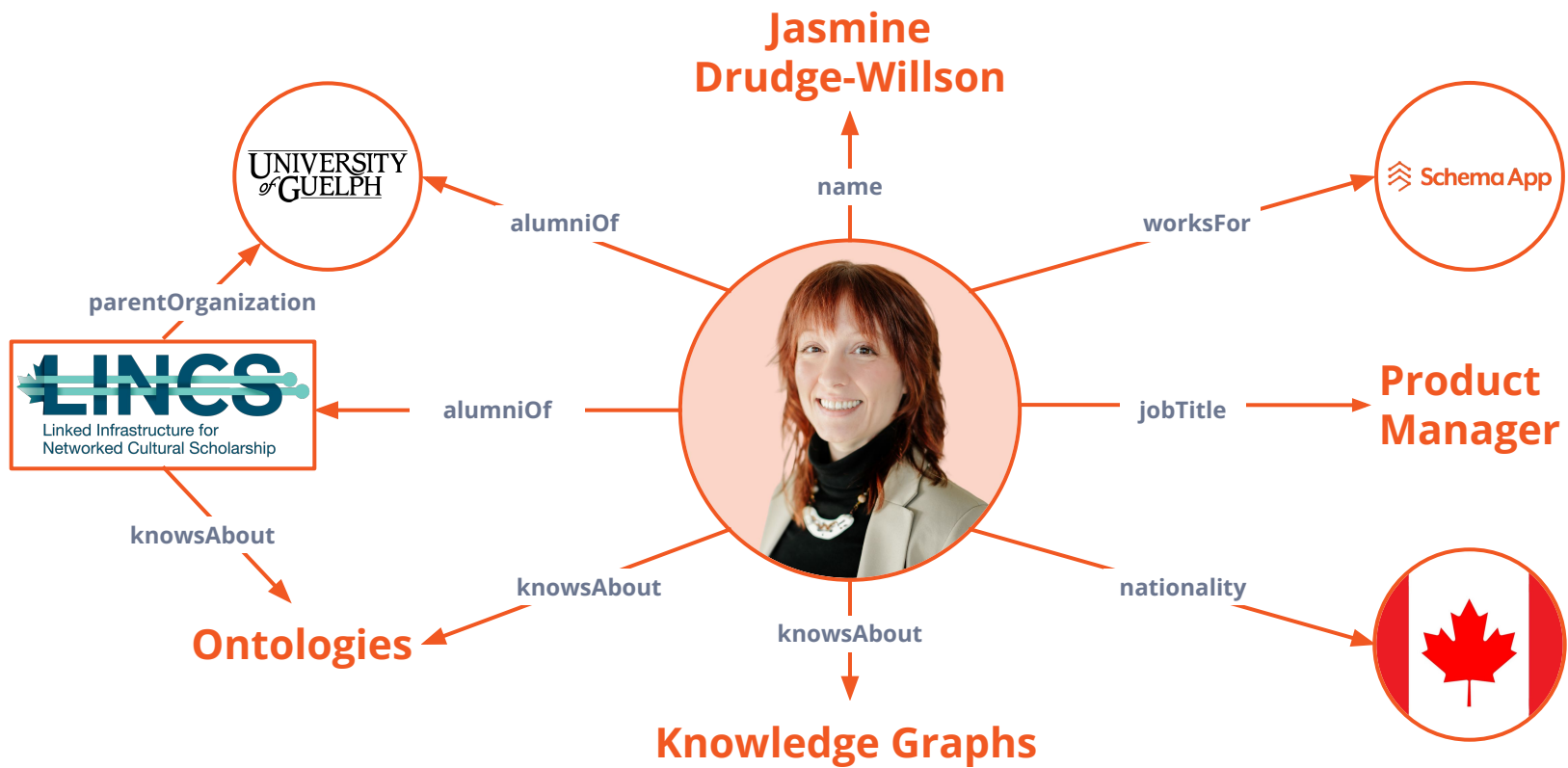
Jasmine Drudge-Willson & Ruby Ross



Agenda

- Our Values & Our Mission
- Schema App Product Roadmap
- Schema App's Entity Hub
- Schema App Product Updates
- AI Overview & Google's Documentation Updates
- Product Markup & Merchant Listings
- Resources





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

Evolving Value of Schema Markup

2011 - 2023

2023 - Present

Future

Increased CTR from **Rich Results**

Improved Visibility for Relevant Search Results in **AI Search**

Accelerating Experiences using **Content Knowledge Graphs**

Gartner D&A London: KGs remain a top trend

Trend 6: Add Semantic Data Integration & Knowledge Graphs

Multirelationship data is complex.

Real-world is *situational, layered and changing* — this represents context to the data (often missing).

W3C standards such as RDF, OWL, SPARQL enable your data to speak a common universal language.

Semantic integration enables efficient data understanding and ontology mapping.

Create scalable knowledge representations of data with associated meanings called “*knowledge graphs*.”

Populating a knowledge graph from source data:

Mapping/Knowledge Graph

Entity Extraction

Ontology

Knowledge Graph

Publication/Integration with Product

A knowledge graph acquires and integrates data into an ontology (or many) and then makes it available to applications.

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Gartner

- Schema Markup is powerful tool for SEO but has additional applications.
- Knowledge Graphs that follow W3C standards enable you to re-use and contextualize data in new and useful ways. ([Source](#))

Content Knowledge Graph Use Cases

1. Content Inventory

What exists on my website?

2. Content Coverage

How much existing content overlaps with desired topics?

3. Content Optimization

What new content should be added? What existing content should be improved?

4. Measure Performance

How has this optimization impacted the performance of my content?

Schema App Product Roadmap



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, coverage



Action

Actionable insights for content marketing teams

Schema App's Entity Hub

Knowledge Graphs for Content Strategy



Identify

Identify entities in content

 **Omni LER**



Manage

Manage entities to increase accuracy

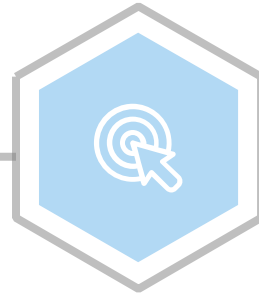
 **Entity Manager**



Report

Entity location, frequency, coverage

 **Entity Reports**



Action

Actionable insights for content marketing teams

 Entity Performance Analytics

Live!

Identify

Omni LER



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**



Report

Entity Reports

Description

- Reports on entities returned by Omni LER
- Reports grouped by URL and by Entity

Outcomes

- Report on entity coverage
- Identify entities to modify or omit in the Entity Manager

Staging

Entity Reporting | *Grouped by Entity*

All Entities Bulk Actions Filter By Schema Type

Search All Entity Fields Show: By URL By Entity

Name	Count	Type	Actions
AI	234	Thing	Actions
AI Ethics	15	Organization	Actions
Digital Transformation	3	Thing	Actions
Schema App	2	Organization	Actions



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

The screenshot shows a web interface for managing taxonomy concepts. At the top, there's a dark blue header with the text 'Taxonomy Concepts'. Below the header is a toolbar with several buttons: 'Done' (green), 'Clone', 'Move To', '</> JSON LD', 'Test', 'Delete', 'Change Item URI', and 'Home'. A green checkmark and the text 'All Changes Saved' are displayed below the toolbar. The main content area is titled 'Concept: Aerospace and Defense' with a URI: <https://example.com/#192814547175000220653543>. The interface is divided into three sections: 'Labels', 'Relations', and 'Mapping'. Each section contains input fields and a '+' icon for adding or editing items.

Section	Field	Value	Action
Labels	Preferred Label:	Aerospace and Defense	+ x
	Alternative Label:	Air Defense	+ x
Relations	Broader:	Industry	+ x
	Narrower:		+ x
	Related Match:		+ x
Mapping	Close Match:		+ x
	Related Match:	https://www.wikidata.org/entity/Q936518	+ x
		https://www.wikidata.org/entity/Q16955053	+ x



Report

Entity Performance Analytics

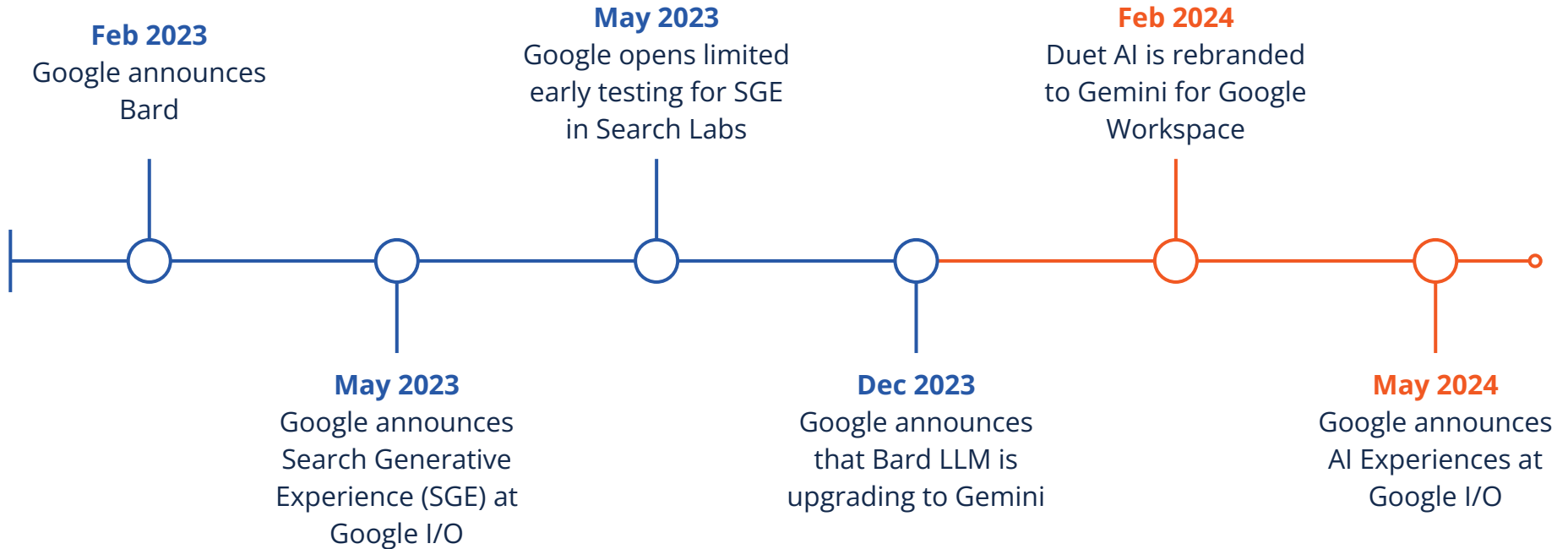
Description

- A tool for **analyzing SEO performance** of particular entities and topics

Outcomes

- Measure **SEO impact** of Omni LER
- Inform **content strategy** with quantitative data

Google's AI Experiences Continue to Evolve



AI Overview: Frequency

Insights from
BrightEdge

[Source](#)

- Google appears to be focusing on improving accuracy before increasing coverage
 - AI Overview results decreasing in frequency from **84% initially to 15% in May and 7% in June**
- AI Overviews are more likely to appear for certain verticals or industries
 - 63% of Healthcare queries
 - 32% of B2B Tech queries
 - 23% of eCommerce queries
- AI Overviews are currently very infrequent for:
 - Restaurants
 - Travel
 - Local Business

AI Overview: Answering Questions

Insights from
BrightEdge

Source

AI Overviews are more likely to appear in the following scenarios:

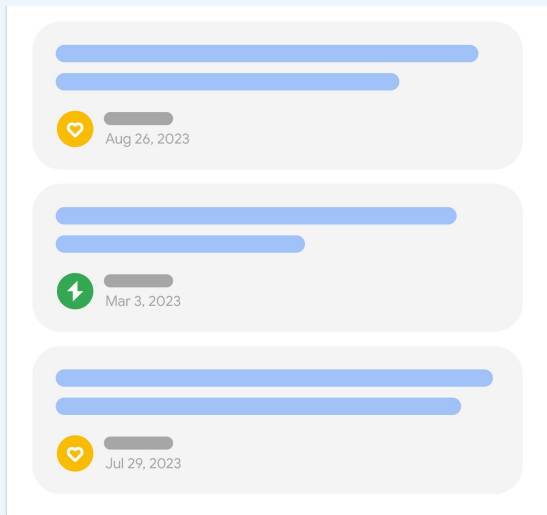
1. Featured Snippets are present
2. Question-based queries (How, Why, Where, Who, etc)
 - Amazon previously wrote about the importance of Alexa AI being able to answer questions that may lead to follow-up tasks ([Source](#))

The quality of answers, *and* follow-up prompts are improving:

- Follow-up questions are being suggested more often, with more specificity
- Answers are becoming more concise (20% smaller)
- AI Overview citations overlap less frequently with standard search results
 - AI Overview Results are distinct from standard Search Results

Google Documentation Updates

Social Media Posting



June 5 2024 - Google updated their documentation to clarify that DiscussionForumPosting *and* SocialMediaPosting will be relevant for the Social Media Posting result. ([Source](#))

Google & Reddit entered a \$60M deal in Feb 2024 allowing Google to use Reddit's content to train AI models ([Source](#))

Social Media Posting results are commonly found in

- Google [Perspectives](#)
- Google's [Discussions and Forums](#)

Google wants to train AI models, *and* bring helpful content created by real-life people to the SERP.

Robots-Only Deployment

- Improvements to UI for adding custom bots ([documentation](#))
- Common bots you may want to add/exclude ([documentation](#))

Deployment Management ⓘ

- Everyone:** Deploy schema markup to all visitors of any type that access the website (*default*)
- Robots Only** Deploy schema markup to a standard set of web-crawlers, such as the Google and Bing bots (*recommended*)
- Custom Robots:** Deploy schema markup only to a specific list of web-crawlers

Add custom robots by providing the Bot Name and the Full User Agent String. The Bot Name must appear in the Full User Agent String or it will not be accepted. Some bots have multiple user agents but typically contain the same name, so this reduces duplication on Schema App's side.

See [Robots-Only Deployment support article](#) for more information.

Schema markup will be deployed according to the following rules:

Allow ▾	YandexBot	Mozilla/5.0 (compatible; YandexBot/3.0; +http://yandex.com/bc ✓	✕
Allow ▾	SchemaBot	Mozilla/5.0 (compatible; SchemaBot/1.2; +https://www.schema ✓	✕
Allow ▾	Bot Name	Full User Agent String ✕	✕

✕ Error: The Robot Name must appear within the User Agent String and be non-empty

➕ Add Another Robot

Deployment Monitoring

- Improved error messaging
- Show Issue Details
- Click to Open Report Directly

The screenshot displays a table of deployment projects. The first and third rows are highlighted in light gray. Each row contains a project name, a magnifying glass icon, and a search result. A tooltip is overlaid on the second row, pointing to the search result.

Schema App Dev	🔍	Possible Issue (Wordpress) Show Issue Details
Schema App School	🔍	Possible Issue (Wordpress) Show Issue Details
Schema App Staging	🔍	Possible Issue (Wordpress) Show Issue Details

The tooltip text reads: "The project reports possible deployment issues. Click to show details."

Merchant Listing: Organization Level Return Policy

Before

Every Product required its own ReturnPolicy

- 🗑️ Complex and repetitive



After

Organization-level ReturnPolicy applies to all Products offeredBy Organization

- 👍 Quick and easy
- Applies to Merchant Listing Results, Shopping Knowledge Panel Result, [Visual Brand Profile Result](#)

Takeaway

- Products' individual ReturnPolicy overrides Organization-level policy
- Google is improving understanding of relationship between Products and Brands / Organizations

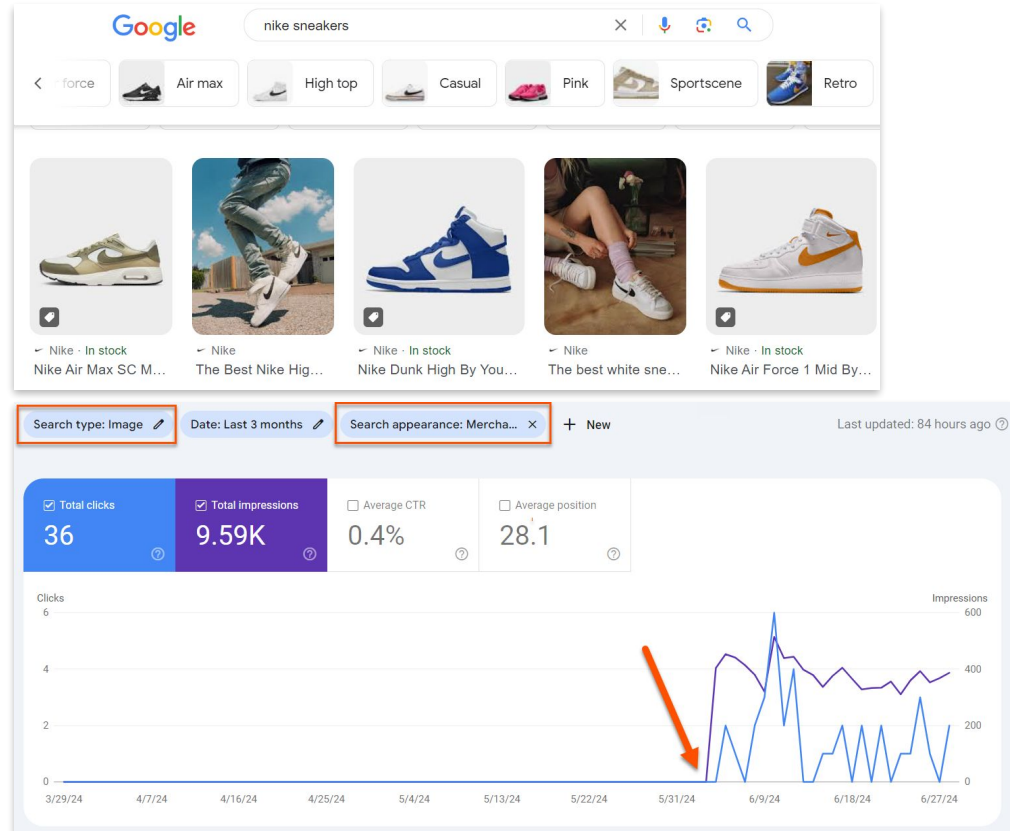
[Source: Google Developers Blog](#)

Merchant Listing: Image Search Performance

June 1 2024

- Google launches a Merchant Listing Filter for Image Search in GSC
- Improves granularity of reporting on how users interact with different features in the SERP

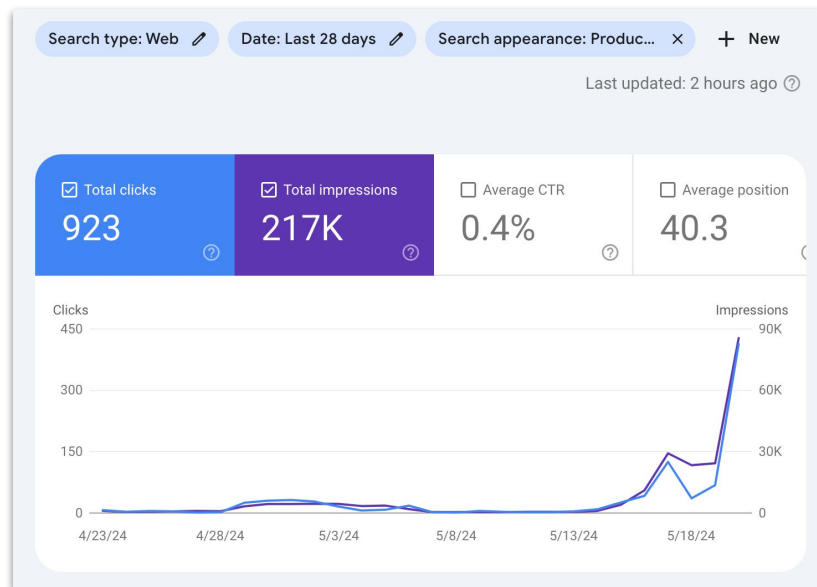
[Source: X \(Brodie Clark\)](#)



GSC: Over-Reporting of Product Snippets

May 15 - May 27, 2024

- Several SEOs noticed a surge in Product Snippets on Google's Performance Report ([Source: SEO Round Table](#))
 - Issue resolved as of May 27
- Google officially stated this is a logging issue ([Source](#))
- It is unclear the extent to which this has impacted Product Snippet clicks and impressions
 - Treat data from this time period with caution



ProductGroup: Now Eligible for Product Snippet

June 12, 2024

- Product Variant result was first launched Feb 2024
- Testing markup with Rich Results Test:
 - Individual nested hasVariant~Product data items were valid
 - ProductGroup was not
- As of June, Google addressed this bug. Product Group is now available for Product Snippet



Jarno van Driel · 2nd

structured data & semantic SEO specialist

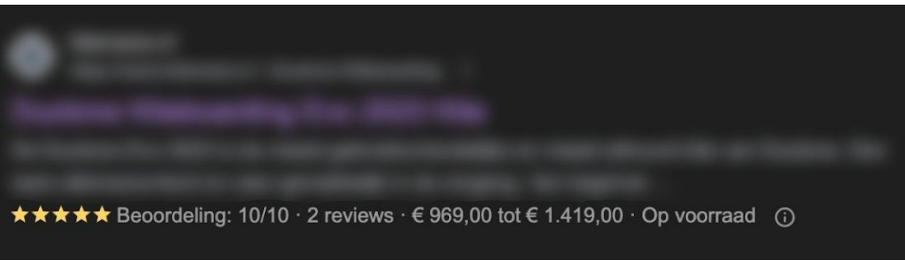
1h · 🌐

[Follow](#)

We're good to go folks - Product variant markup now generates Rich Results, including:

- aggregate rating (reviews)
- price range
- item availability

It's safe to start making the switch from schema.org/Product to schema.org/ProductGroup, you won't lose your Rich Results.



★★★★★ Beoordeling: 10/10 · 2 reviews · € 969,00 tot € 1.419,00 · Op voorraad ⓘ

Product Markup Enhancements





- Automatically adds Product Variant markup to Shopify sites ([documentation](#))
- Use Custom Metafields to map to additional properties in your Product markup ([documentation](#))

Custom properties for Product markup

If your Product resources contain any custom Metafields that you want to map to Schema.org properties in your Product markup, you can add or remove these below.

The value of the Metafield will be inserted into the Product at the property specified. Please note that because this feature inserts custom values, you should avoid configuring invalid properties.

You can find a list of valid Schema.org properties for Products here: [Product - Schema.org Type](#)

Key	Property	
brandname	brand	 Delete
mpn	mpn	 Delete
sku	sku	 Delete
some_random_key	vomesalue	 Delete

[+ Add Custom Property](#)

Resources

New on the Schema App Blog

- [How to Implement Schema Markup for Multilingual or Multi-Regional Sites](#)
- [What is the Recommended Format for Schema Markup?](#)
- [What is Nesting in Schema Markup?](#)
- [What Is Schema Markup? A Guide to Structured Data SEO](#)
- [Common Questions About Schema Markup for SEO](#)

Knowledge Base

Schema App's Best Practices

- [How To: Author Product Variant Markup with the Schema App Editor](#)
- [How To: Add custom metafields to Shopify Product markup](#)
- [Schema App Process Overview](#)
- [How To: Assess Tag Firing Timing Using Dev Tools "Performance" Tab](#)
- [Indexing Overview](#)
- [Using @IDs to Merge Editor Markup with Markup from Other Sources](#)
- [Using Google Search Console to Monitor Schema Markup](#)

Schema App School Courses

Visit training.schemaapp.com to get access to our free courses!

All Courses

Content Knowledge Graph Fundamentals

★★★★★ (8)

24 Lessons | Free

The course cover features a central white document icon with a blue header and orange footer, 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. To the left, there are two smaller icons: one with a person and another with a gear and a person. To the right, there's a small code editor window with a red error message.

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 message, 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!

