April 2025 Industry News & Product Update Webinar

Thursday | April 17, 2025

Ruby Ross Learning & Enablement CSM Jasmine Drudge-Willson

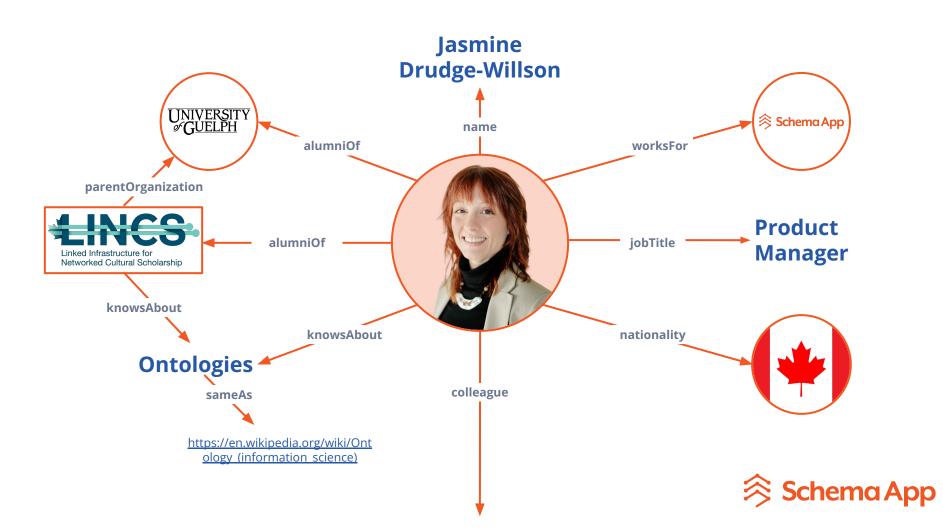
Product Manager

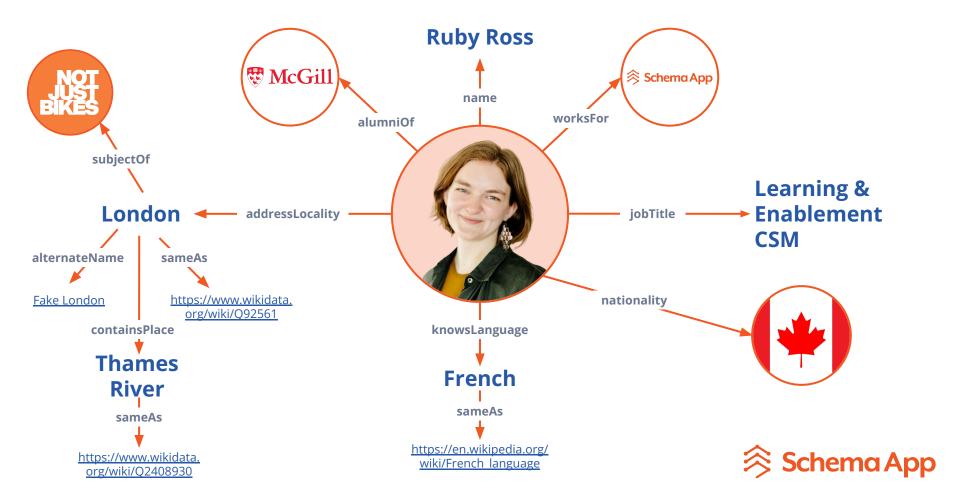


Agenda

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







GROW: Schema App's Core Value

Growth Mindset

We are adaptable, nimble, and resilient. We are always learning.

Resourceful

We are resourceful, take action on opportunities, and don't give up.

One team

We are collaborative, we win and learn together.

We are Humble

We know what we are good at as people and as a company. We share what we know, admit what we don't, and seek clarity through curious questions.



Industry Updates



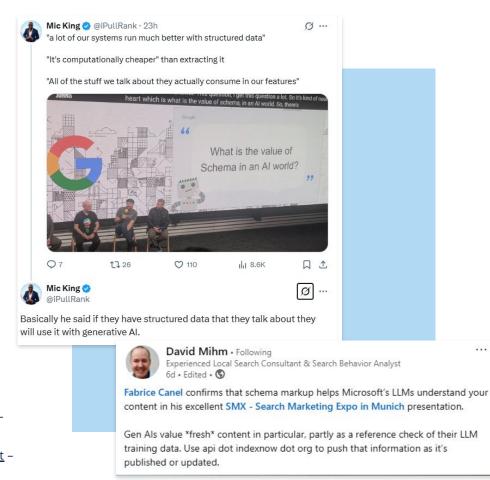
Google uses Schema Markup for Generative AI.

Microsoft confirmed that

Schema Markup helps their LLMs understand website content.

Source: LinkedIn post on Fabrice Canel's SMX Munich presentation -March 18, 2025

Source: X post following New York Google Search Console Live Event -March 20, 2025





...

Schema Markup Improves Targeting for Google



Replying to @glenngabe

There's no generic ranking boost for SD usage. That's the same as far as I remember. However, SD can make it easier to understand what the page is about, which can make it easier to show where it's relevant (improves targeting, maybe ranking for the right terms). (not new, imo)

1:19 PM - 2 Apr 2018

Source: <u>Search Engine Journal: Google Confirms That Structured Data</u> <u>Won't Make a Site Rank Better</u>



Following

Structured Data is **Critical** For Modern Search Features

Source: X.com post from Google's SCL Madrid, April 9 2025 Aleyda Solis 桨 🥏 @aleyda

ø ...

Google still recommends to use structured data in an AI search world – focusing on those things that are actually visible in SERPs •• @JohnMu #scImadrid





Gemini turns 1!

Gemini 1.0 – Dec 6, 2023

- Gemini is multi-modal (Trained on text, images, audio, video, and code)
- Bard rebrands to Gemini on Feb 8, 2024

Gemini 2.0 – Feb 05, 2025

- Powers the AIO Experience as of March 5, 2025
- Introduces Agentic Al
- Gemini 2.0 can run natively in Google's suite of tools

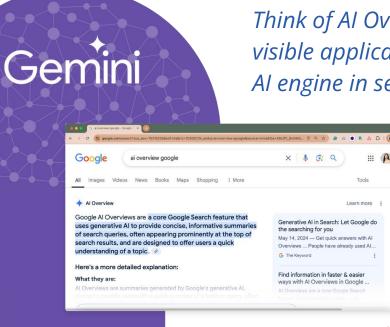
Gemini 2.5 – Mar 25, 2025

- Improvement to Agentic Al focus
- Number one in LMArena Leaderboard



Gemini VS Al Overview

Think of Gemini as the powerful Al engine



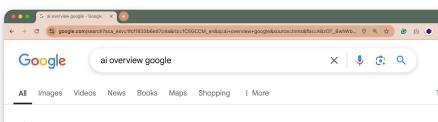
Think of AI Overviews as a visible application using that AI engine in search



Who is seeing AIO?

AIO available to more and more users, with some regional & age limits

- March 05 AIO shown to all users in broad availability group (<u>Source</u>)
- March 25 AIO available in 9 more European countries to users 18 or older who are logged in



🔶 Al Overview

Google AI Overviews are a core Google Search feature that uses generative AI to provide concise, informative summaries of search queries, often appearing prominently at the top of search results, and are designed to offer users a quick understanding of a topic.

Here's a more detailed explanation:

What they are:

Al Overviews are summaries generated by Google's generative Al, aiming to provide users with a quick overview of a topic or query, off

Learn

Generative AI in Search: Let Goo the searching for you

May 14, 2024 — Get quick answers v Overviews ... People have already us

G The Keyword

Find information in faster & easi ways with AI Overviews in Goog

Al Overviews are a core Google Sea feature, like knowledge panels, ... Al



Exploring in the Google Ecosystem

Google is encouraging users to continue exploring within the SERP.

Google adds links to other Google searches (Source, March 14, 2025)

Al Overview

Google has been integrating AI into its products and services **over many years**, with notable milestones like the launch of Google Translate in 2006 and the introduction of AI-powered features in search and other applications since then.

Here's a more detailed timeline of Google's Al journey:

2006:

Google Translate launches, translation.

Can you use Apple Cash anywhere?	
AI Overview	
You can use Apple Cash for payments anyv	vhere that accepts Apple Pay or Visa, bot
stores and online, using either Apple Pay or	your Apple Cash virtual card number.
Here's a more detailed explanation:	
Apple Pay Acceptance:	
Apple Cash is a digital card in your Wallet, so you o	can use it for payments with Apple Pay at any
location that accepts Apple Pay. 🥏	
Vica Natwork:	

Al Overview Optimization Tips

- 1. Conduct a content audit to identify key topics/entities relevant to your brand
 - Ensure your website provides comprehensive, evidence-based, and clearly structured information on these topics
- 2. Incorporate "question/how-to keywords" into your content strategy
 - Update all relevant blog posts to have titles/headings that are question based, and ensuring the first two sentences in the blog post answer that question clearly
 - Eliminate fluffy content and answer the question as early as possible in the article
- 3. Use Schema Markup & Entity Linking to ensure your content is clearly understood by search engines



Al Overview data will not be available on GSC yet

Source: <u>X post from Barry Schwartz</u>, March 20 2025



Barry Schwartz @ @rustybrick · Mar 20

AIO data in Search Console? Nope. AIO is changing very rapidly and thus doesn't make sense to make it available yet.





Ø ...

How Can We Measure & Monitor AlO Performance? **Google isn't reporting on AIO performance but we do know that** Clicks, Impressions, and CTR for AIO *are* captured in GSC metrics (<u>Source</u>). "Traditional" AIO results occupy Position 1.

To monitor AIO Performance we suggest:

- Configure your Google Analytics to track traffic from AIO (How To Process)
- Use specific platforms (BrightEdge, Conductor, ZipTie, Semrush, etc)
- Exploratory research using AIO, Gemini, ChatGPT



Google is still the leading traditional search engine

Source: <u>New Research: Google Search Grew</u> <u>20%+ in 2024; receives ~373X more searches</u> <u>than ChatGPT, Rand Fishkin</u>

DuckDuckGo vahoo! 0.73% 1.35% 0.25% Bing 4.10% **(G)** ChatGPT Google 93.57% 🕥 SEMRUSH statcounter S Datos SparkToro Sources: Google, YouTube, & OpenAI public statements, Statcounter, Datos, and Semrush for additional market share estimates



Global Market Share of Selected Search Platforms, 2024

Do not underestimate the quality of traffic from AI Chatbots



Source: <u>The State Of AI Chatbots And SEO</u>, Growth Memo



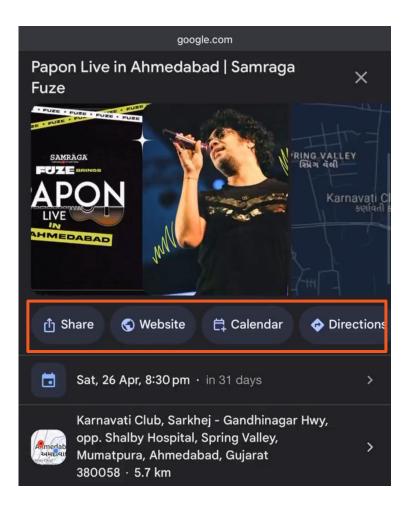
Google rolls out new features in Event Rich Results

New features include:

- Share Event
- Add to Calendar
- Similar Events

Expand view on event conversions

- Could potentially see reduction in clicks from events
- How could sharing the event or adding it to calendar impact conversions



Schema.org Version 29.0 Released

Released 2025-03-24

New Type: Financial Incentive

• **Related new properties:** incentiveType, incentiveStatus, incentiveAmount, eligibleWithSupplier, incentivizedItem, qualifiedExpense, incomeLimit, purchasePriceLimit, purchaseType.

Updates

- Shipping Information Schema is significantly updated. No official documentation updates yet for Merchant Listings but <u>Google did raise the issue to make these</u> <u>improvements!</u>
- Aggregate Element on List Elements to define prototypical List Items



Product Updates



Content Optimization

SEO

Rich Results, Non Branded Queries, Al Overview

Outcomes:

- Clicks from Rich Results
- Traffic from non-branded queries

Content

Entity Insights, Content Opportunities

Outcomes:

- Quality website traffic
- Website conversions

AI / Innovation

Al efficiencies through reusable data layer

Outcomes:

• Higher accuracy & speed in LLM responses

Content Knowledge Graph

Internal Entity Linking

External Entity Linking

Schema Markup



Schema App's Entity Hub

Build a Reusable Content Knowledge Graph to Optimize Your Content Strategy





Schema App's Entity Hub

Build a Reusable Content Knowledge Graph to Optimize Your Content Strategy



Available Tools In Production, Beta or Staging Future Tools In Discovery/Development



Entity linking is the process of identifying the entities mentioned in your content and connecting them to corresponding entities on the web.

Entity linking can be:

- External
- Internal

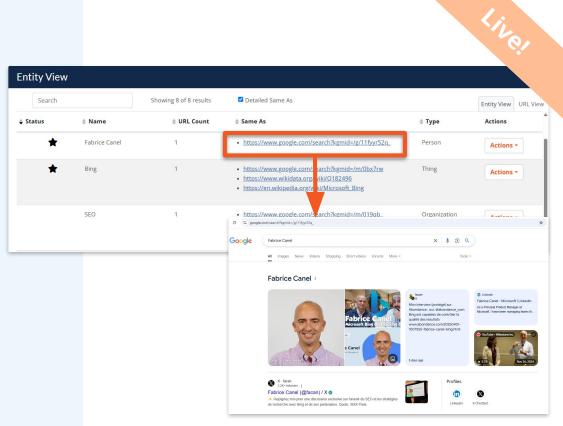






Entity Reports Same As Links

- Clickable sameAs to linked entities from
 - Wikipedia
 - o Wikidata
 - Google's KG (pictured)
- "Detailed Same As" toggle for readability





Documentation: Entity Reports

Entity Reports Statuses

- Modified entities have an icon in the Status column of the Entity View report.
- Status icons:
 - □ = **Edited** Entity
 - S = Blocked Entity

Search		Showing 132 of 132 results			Entity View URL View
🖨 Status	¢ Name	0 URL Count	\$ Same As	\$ Type	Actions
*	Bloomsbury Group	1	http://g.co/kg/m/0bjkt. https://en.wikipedia.org/wiki/Bloomsbury_Group, https://www.wikidata.org/entity/Q603529	Organization	Actions *
*	Al Test	1	https://en.wikipedia.org/wiki/Artificial_intelligence, http://g.co/kg/m/0mkz, https://www.wikidata.org/entity/Q11660	Organization	Actions -
0	Thoby	2	https://en.wikipedia.org/wiki/Thoby_Stephen, http://g.co/kg/m/02r40kl, https://www.wikidata.org/entity/Q2391307	Person	Actions -
0	A Room of One's Own	1	https://en.wikipedia.org/wiki/A_Room_of_One's_Own, http://g.co/kg/m/03gl0z, https://www.wikidata.org/entity/Q1204366	Creative Work	Actions -



(iie)

Documentation: Entity Reports

Entity Manager Toolbar

Improved UI to simplify actions:

- Edit Entity
- Undo Edits
- Deployment:
 - Allowed
 - Blocked

Documentation: Entity Manager

Entity Manager | Manage your graph Beta

EntityHub Types		Data Item: Fabrice Canel	
Fabrice Canel	×v	Edit Entity Undo Edits Deployment: Allowed -	
Concept		✓ All Changes Saved Blocked	
		Concept@en, Person: Fabrice Canel URI: https://entity.www.schemaepp.com/Person_fabricecanel_57bcfef57f52b88813912d2415c16191	
		опс. пцрэлленицу.www.schennaapp.com/renson_парлосоване_элискенэлэсиооопээтсизанос то тэп	
		Preferred Label: Fabrice Canel	
		Same As: http://g.co/kg/g/11fyyr52g_ 12	
		Type: Person	
		Entity Appears On	
		https://www.schemaapp.com/schema-markup/is-google-generative-ai-search-an-opportunity-or-thr	



(ile,

Entity to brand correlation

How to Leverage AI to Identify Important Entities

- Open an incognito window and go to <u>https://chatgpt.com/</u> or <u>https://gemini.google.com</u> to test these two things
- 2. Utilize prompts like:
 - "List ten things that you associate with [my organization]."
 - "List the products/services that you associate with [my organization]."

≡ Gemini Advanced ▼ 2.0 Flash

+ :

List ten things that you associate with Schema App

Based on the information I found, here are ten things associated with Schema App:

- Structured Data: Schema App is heavily focused on helping users implement and manage structured data, specifically Schema.org markup.
- Schema.org: It revolves around utilizing the Schema.org vocabulary to enhance search engine
 understanding of website content.
- Rich Results: A core goal of using Schema App is to improve the likelihood of websites displaying rich results in search engine results pages (SERPs).
- Knowledge Graphs: Schema App aids in building connected schema markup, contributing to the development of knowledge graphs.
- SEO (Search Engine Optimization): The platform is designed to improve SEO by making website content more understandable to search engines.
- Scalable Solutions: Schema App offers tools to manage schema markup at scale, which is particularly valuable for large websites and enterprises.
- Automation: The platform provides tools to automate schema markup creation and deployment.
- WordPress Integration: Schema App offers plugins and integrations for platforms like WordPress.
- Expert Support: They provide expert support and guidance on implementing schema markup.
- Data Accuracy: A focus on ensuring accurate and connected schema markup.

Capturing Entity SEO Metrics

- Go to Entity Reports' Entity View tab
- 2. For desired entity, click Actions > Show URLs
- **3.** Click the copy button

https://www.schema	app.com/schema-markup/future-proof-your-brand-for-the-new-search-and-voice-	
assistant-age/		
https://www.schema	app.com/schema-markup/the-future-of-search-ai-machine-learning-schema-markup/	
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https://www.schema	app.com/schema-markup/schema-markup-seo-in-2023-what-to-expect/	7
Ø Text Copied!		





Capturing Entity SEO Metrics

- Paste URL list into SPA Page-Level Reports' Exact Match field in the controls panel
- 5. Set Impressions threshold to 1
- 6. Add filters for specific queries
- **7.** See Totals to calculate changes in performance

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et	0	90	105	32.8%	1.568	1.978	
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Todal		22	3	35.82%	1371	1.516	





Entity Performance Analytics

(Prototype)

Dashboard containing data on:

- Entity coverage
- Aggregated SEO performance
- Entity performance over time
- Performance anomalies
- More to come!

Documentation: Entity Performance Analytics

No. of Entities Total URLs 254				Entity Coverage	
URLs with Entitles	URLs without		3		o 63.39%
Entity Performance					Clicks by Entity
Rows	Clicks	Impressions	CTR	No. URLs	SHOWING TOP 100 IN ENTITY, MAKE
Google	14,973	1,915,163	0.93%	127	Berkahin Hathaway Professional Service Linkedin
JSON-LD	9,235	1,078,092	1.08%	49	Google Knowledge Graph Gynecologic
Schema.org	6,001	734,858	1.05%	47	GOOGLE SEAFCH CONSOLE Electrician frame
Schema Markup	4,724	651,651	0.9%	37	Mentore Server Server Server Server State And Server Serve
SERP	7,880	900,211	0.91%	35	
SEOs	8,141	694,950	1.44%	28	Primary are Chelled Off Philipoddulu Hord Chellon
Wikipedia	4,487	446,861	1.3%	27	Plumber FastFoodRestaurant Bard + C C AutoRental Bing Rich Results
Martha van Berkel	724	70,359	1.26%	26	Ariat ServiceChannel Wikipedia JavaScript Mark van Berkel Capterra Organization
Schema App	1,208	81,596	1.13%	25	ServiceChannel VIIICPCCITC JavaScript Mark van Berkel
Wikidata	3,410	425,962	1.03%	25	URLs GOOGLEDOT Preschool Yahoo BedAndBreakfast Proce
Google Search Console SEO	3,639	539,244	0.55%	24	PetStore Canada
Bing	1,229	383,739	0.37%	25	ISON D ^{Yandex} Wikidata ^{Martha} van Berkel
Al	1,225	308,946	1.07%	22	
LLMs	1,713	364,901	1.22%	17	Elementary School ToyStore Optician LLMS University
Highlighter	268	24,591	0.79%	16	Schema.org/Service Research Project Optometric seven PawnShop https://schema.org/Product Otolaryngologic crush
Yahoo	1,032	310,603	0.42%	16	https://schema.org/Product Otolaryngologic colar https://en.wikipedia.org/wiki/Plumbing Knowledge Graph
Mark van Rerkel	2.165	210 763	0.94%	15 *	
Entity 0				Entity Nar Al Al Chatbs Knowledg LLMs	134 ot 12,54



Status of Entity Hub

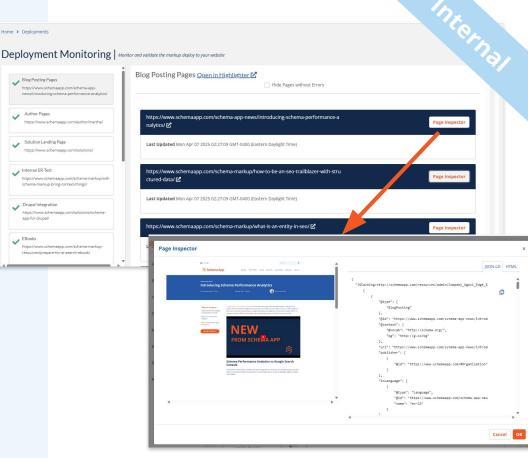
- 6 Customers in early access
- Upcoming features:
 - Entity Performance Analytics in production
 - Improved Internal Entity Linking
 - Topic Clusters
- General Availability: July 1, 2025



					_			erfu
Controls Start Date 2025/01/01 End Date								_
No. of Entities	Total URLs				Entity Coverage			
563		2!	54				161	
URLs with Entities	URLs withou	URLs without Entities						
161		9	3			0	63.39%	
Entity Performance					Clicks by Entity			
Rows	Clicks	Impressions	CTR	No. URLs	SHOWING TOP 100 IN ENTITY, NAME			
Geogle	14,973	1,915,163	0.93%	127		Benate's Hattanay	inal Service unions	
JSON-LD Schema.org	9,235	1,078,092	1.06%	49	Google Se	earch Console	Electrician	
Scherna Markup	6,001	734,858 651,651	0.9%	47	Sans		Yoast Product Getter LiquorSto	ire
Scherne Markup SERP	4,724	900.211	0.9%	37	Hyboyster Cr	reate room SERF	Schema Markup "	en footwear
5605	8,141	694,950	1,44%	28	Netavab	Cchampa Casino	Microdata RDFa	chema App
Wikipedia	4,487	446,861	1,3%	20	PrimaryCare	Scheing.of	g Microdata RDFa	thatGPT
Martha van Berkel	724	70,359	1.26%	26	Tealum Plumbe	if Faith Occount and and	Serd SEUS Automent	al bing RichRe
Scheme App	1,208	81,596	1.13%	25	Ariat Wi	kipedia Inun	cript Mark van Berkel Capte eschool vahoo	rra Orpenio
Wikidata	3,410	425,962	1.03%	25	Gospie Inninen Profile URLs	Googlebot	eschool Vahos BedAprillowkfar	PlasticSurger
Google Search Console	3,639	\$39,244	0.55%	24	Freebase GOO	gle Sheets		School
500	1,319	164,681	0.83%	23	PetSt	tore Canada UU		er CreativeWor
bing	1,229	385,739	0.37%	22	10	ONID	Yandex Wikidata	Aartha van Berkel
AI	1,849	308,946	1.07%	21	12	Elementary School ToySto	eCommerce Oncologic	SERPS
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Maintenance Hub Page Inspector

- Deployment Monitoring validates markup delivery FASTER than Google (<24hrs)
- Maintenance Hub will give users access to this data, so they can dig into potential deployment errors
- Not yet available (beta testing)





Product Roadmap



Schema App Product Roadmap (Q1 2025)

	Now	Next	Future
Schema SEO	Highlighter Chrome Extension	Schema Class Suggestion	Augmented Authoring
320	Maintenance & Monitoring (Design)	Diagnostic Deployment Monitorir	ng
Entity	Topic Identification/Clustering	Entity Performance Analytics	Content Analytics
SEO	Entity Remediation	Graph Visu	alizations



Schema App Product Roadmap (Q2 2025)

	Now	Next	Future
Schema SEO	HX General Availability Maintenance Hub Page Inspector	y Ad Maintenance Hub Triage Agent	vanced Tags in HX Maintenance Hub General Availability
Entity SEO	Entity Performance Analytics Internal Entity Linking General Availability	Topic Clusters External Entity Linking General Availability	Topic Analytics Entity Home



Resources





New from the Schema App team

- Navigating AI Chatbots and AI Overviews: Key Observations and Strategies
- <u>CMO Guide To Schema: How Your Organization Can Implement A</u> <u>Structured Data Strategy</u> (SEJ)
- What is an @id in Structured Data?
- How to Identify Entities in Your Content Using Schema Markup
- How Schema App's Dynamic Schema Markup Solution Ensures Long-Term Success
- <u>Why Structured Data, Not Tokenization, is the Future of LLMs</u>
- <u>RDF and Schema Markup: The Power of Relationships in the Age of</u> <u>Intelligent Systems</u>
- The Semantic Value of Schema Markup in 2025
- <u>Relational Databases vs. Graph Databases</u>
- What is Entity Linking?
- How To Leverage Your Content Knowledge Graph To Support Your Marketing Strategy (SEJ)



Upcoming Events





ASK US ANYTHING

Schema Markup, Knowledge Graphs & Entity SEO

Webinar • May 22, 2025 • 1PM ET





Host Martha van Berkel CEO, Schema App



Panelist Mark van Berkel CTO, Schema App



Panelist **Kevin Veilleux** Senior CSM, Schema App



Panelist Jasmine Drudge-Willson Product Manager, Schema App

Join us at HMPS 2025!

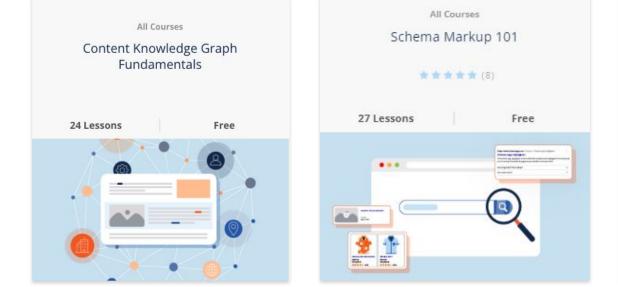
- Watch our CEO, Martha van Berkel & Carolina Anthony from AdventHealth discuss how to futureproof for search
- Meet us at our booth during the conference and stand a chance to win a pair of AirPods Pro 2!

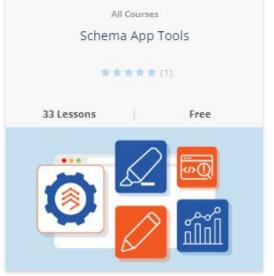
Healthcare Marketing & Physician Strategies Summit

APRIL 30 - MAY 2, 2025 | ORLANDO, FL

Schema App School Courses

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







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 <u>https://bit.ly/schemaleaduser</u> 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 <u>support@schemaapp.com</u>!

