

April 2025 Industry News & Product Update Webinar

Thursday | April 17, 2025

Ruby Ross

Learning & Enablement CSM

Jasmine Drudge-Willson

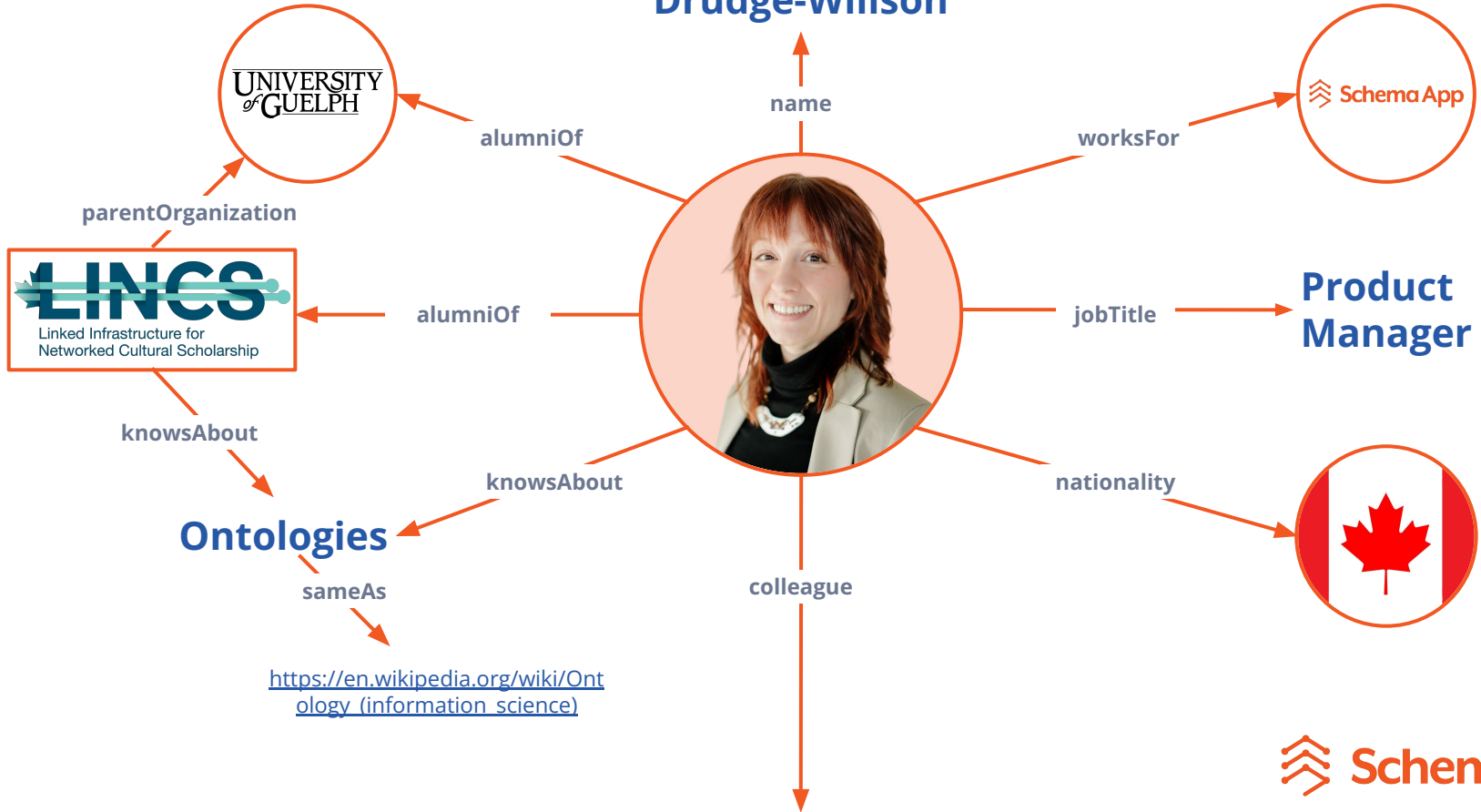
Product Manager

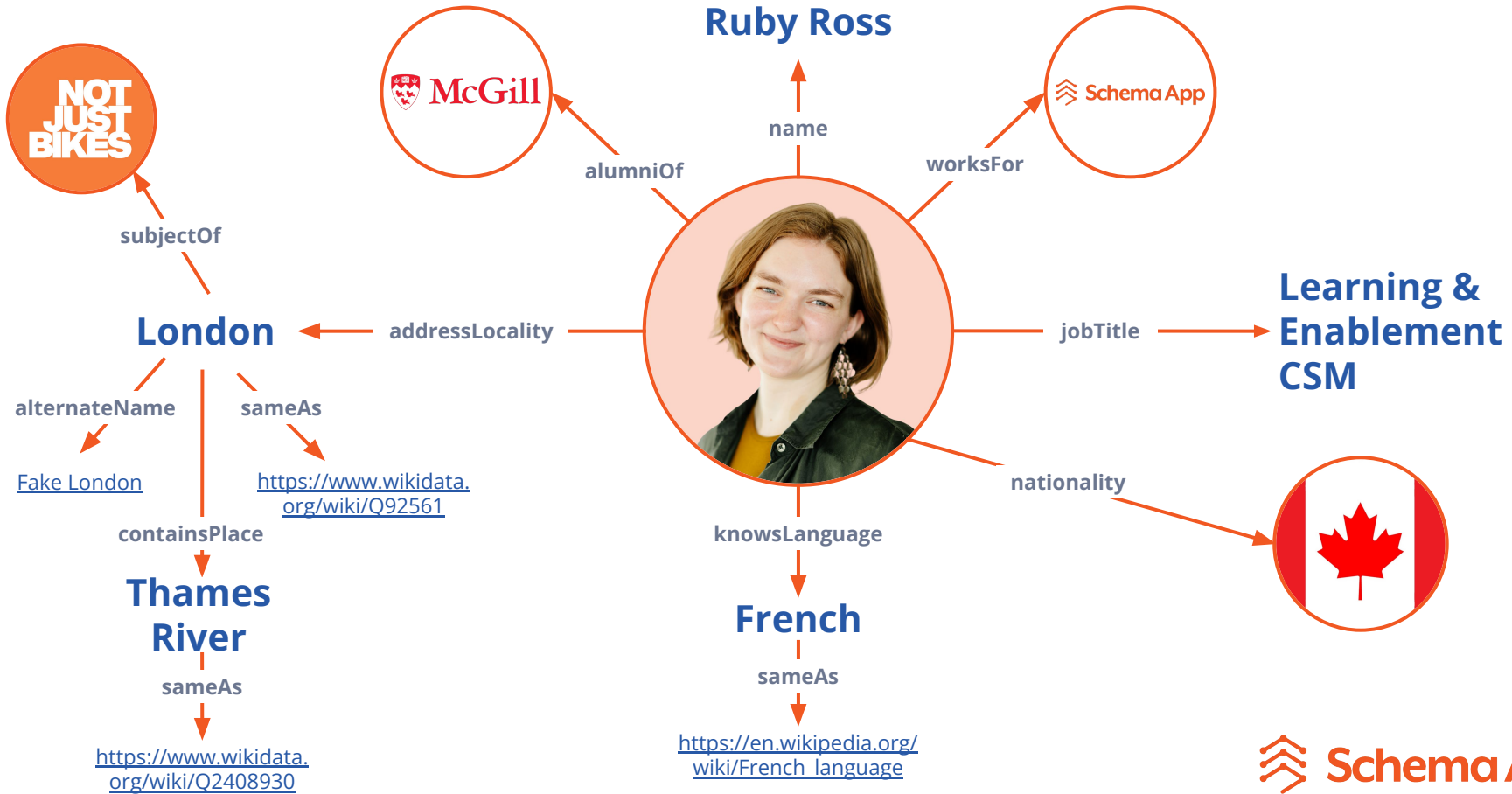


Agenda

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

Jasmine Drudge-Willson





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.

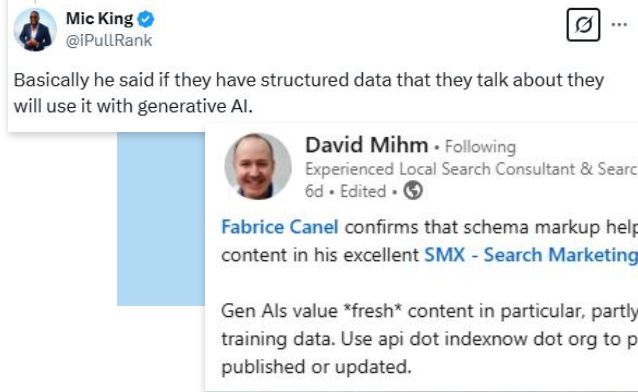
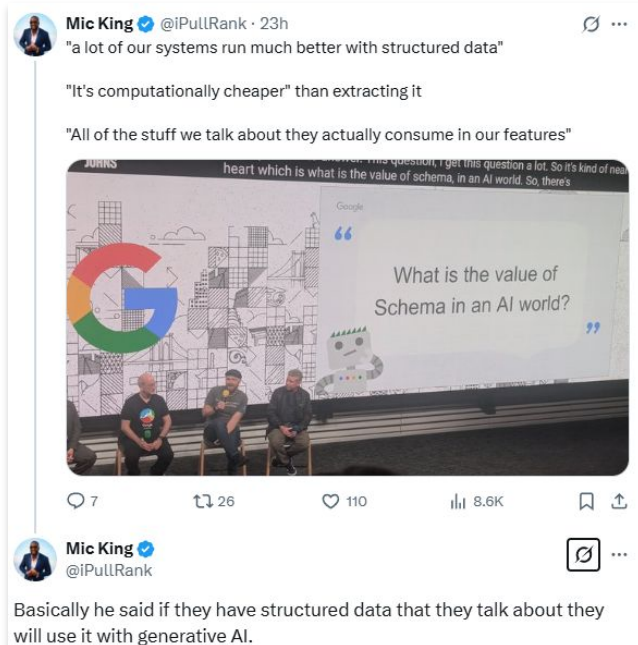
Industry Updates

Google uses Schema Markup for Generative AI.

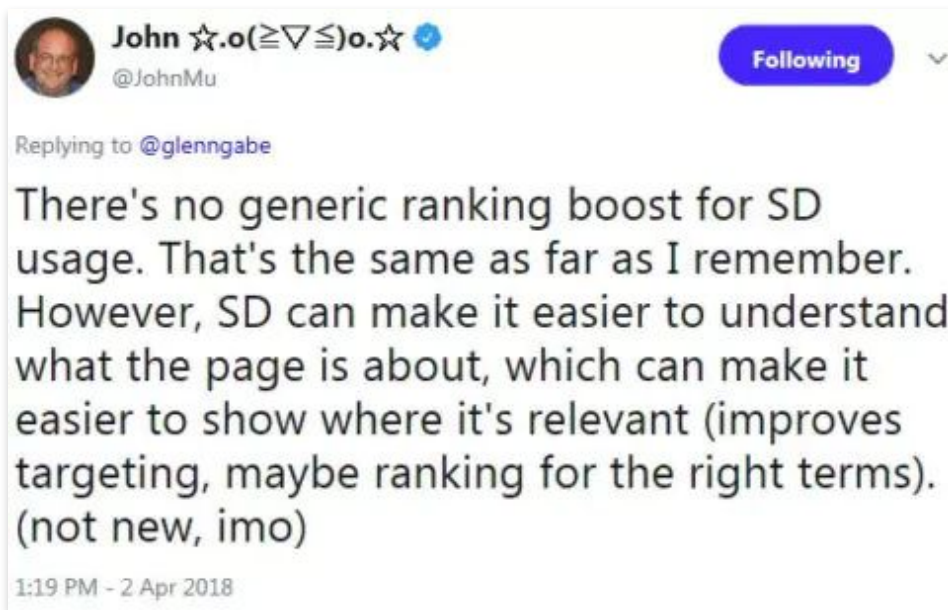
Microsoft confirmed that Schema Markup helps their LLMs understand website content.

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



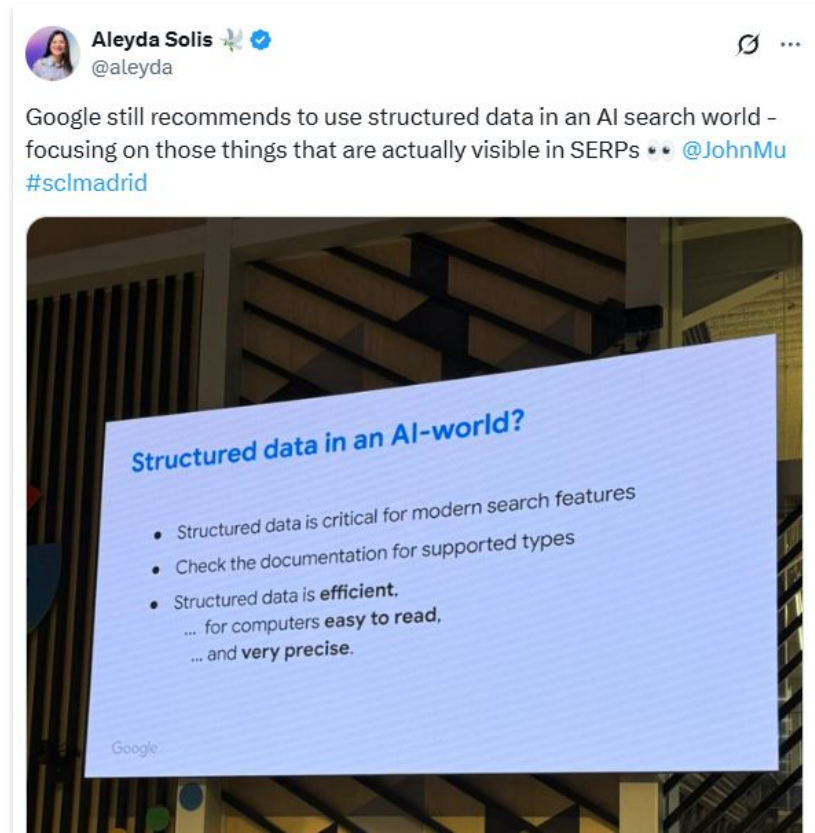
Schema Markup Improves Targeting for Google



Source: [Search Engine Journal: Google Confirms That Structured Data Won't Make a Site Rank Better](#)

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

Source: [X.com post from Google's SCL Madrid](#), April 9 2025



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

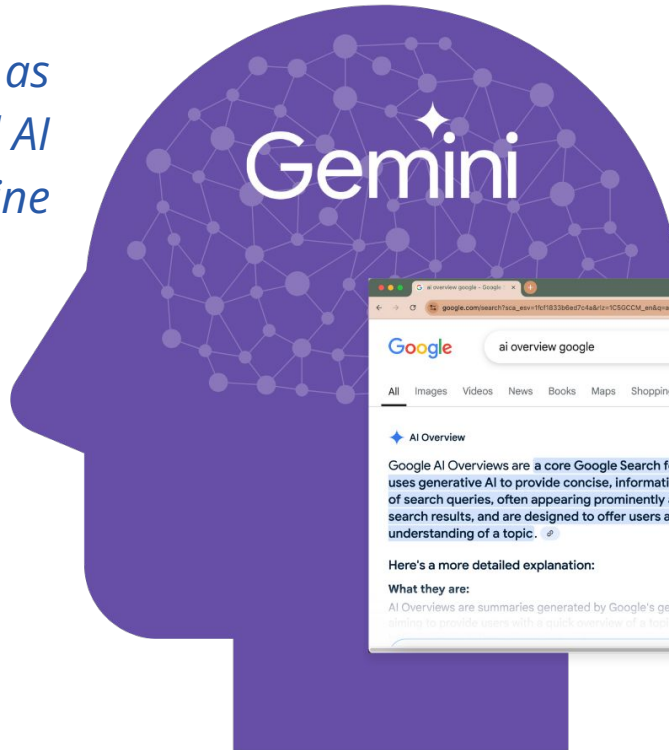
- Powers the AIO Experience as of March 5, 2025
- Introduces Agentic AI
- Gemini 2.0 can run natively in Google's suite of tools

Gemini 2.5 – Mar 25, 2025

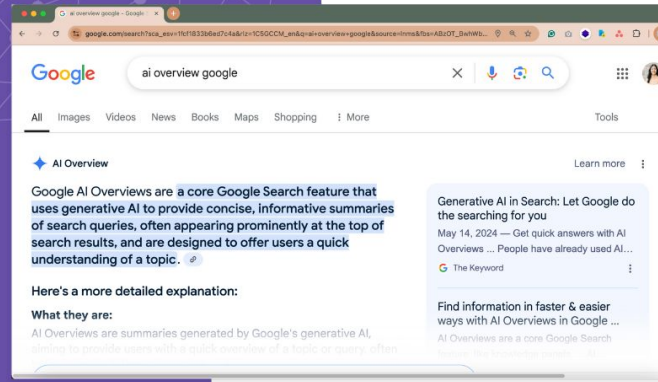
- Improvement to Agentic AI focus
- Number one in LMArena Leaderboard

Gemini vs AI Overview

*Think of Gemini as
the powerful AI
engine*



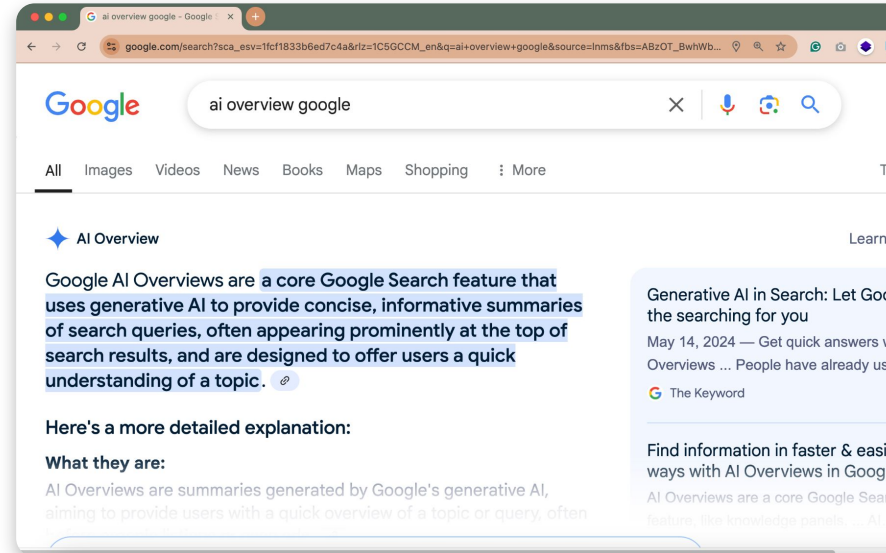
*Think of AI Overviews as a
visible application using that
AI engine in search*



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 ([Source](#))
- March 25 – AIO available in 9 more European countries to users 18 or older who are logged in



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)

◆ AI 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 AI journey:

2006:

[Google Translate](#) launches, using translation. [🔗](#)

People also ask :

What countries is Apple cash available in? [▼](#)

Can you use Apple Cash anywhere? [▲](#)

AI Overview [⋮](#)

You can use Apple Cash for payments anywhere that accepts Apple Pay or Visa, both in 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 can use it for payments with Apple Pay at any location that accepts Apple Pay. [🔗](#)

Visa Network:

Google starts adding AIO Results to Exploration Features

([Source](#), March 17, 2025)

AI 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

AI Overview
data will not
be available
on GSC yet

Source: [X post from Barry Schwartz](#),
March 20 2025



How Can We Measure & Monitor AIO Performance?

Google isn't reporting on AIO performance but we do know that Clicks, Impressions, and CTR for AIO *are* captured in GSC metrics ([Source](#)). "Traditional" AIO results occupy Position 1.

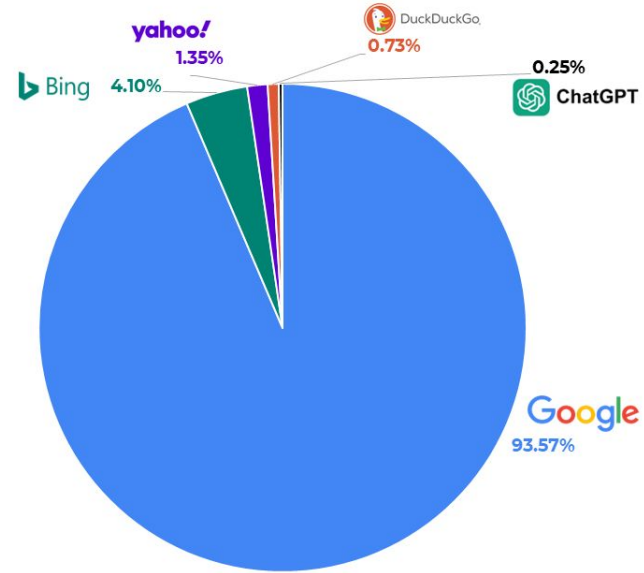
To monitor AIO Performance we suggest:

- 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: [New Research: Google Search Grew 20%+ in 2024; receives ~373X more searches than ChatGPT](#), Rand Fishkin

Global Market Share of Selected Search Platforms, 2024



SEMRUSH

Datos
A Semrush Company

Sources: Google, YouTube, & OpenAI public statements, Statcounter, Datos, and Semrush for additional market share estimates

statcounter

SparkToro

Do not underestimate the quality of traffic from AI Chatbots



AI Chatbot



Google

Average Session Duration
for Referral Traffic

10.4 mins

8.1 mins

Average Page Views
for Referral Traffic

12.4 pages

11.8 pages

Source: [The State Of AI Chatbots And SEO](#), Growth Memo

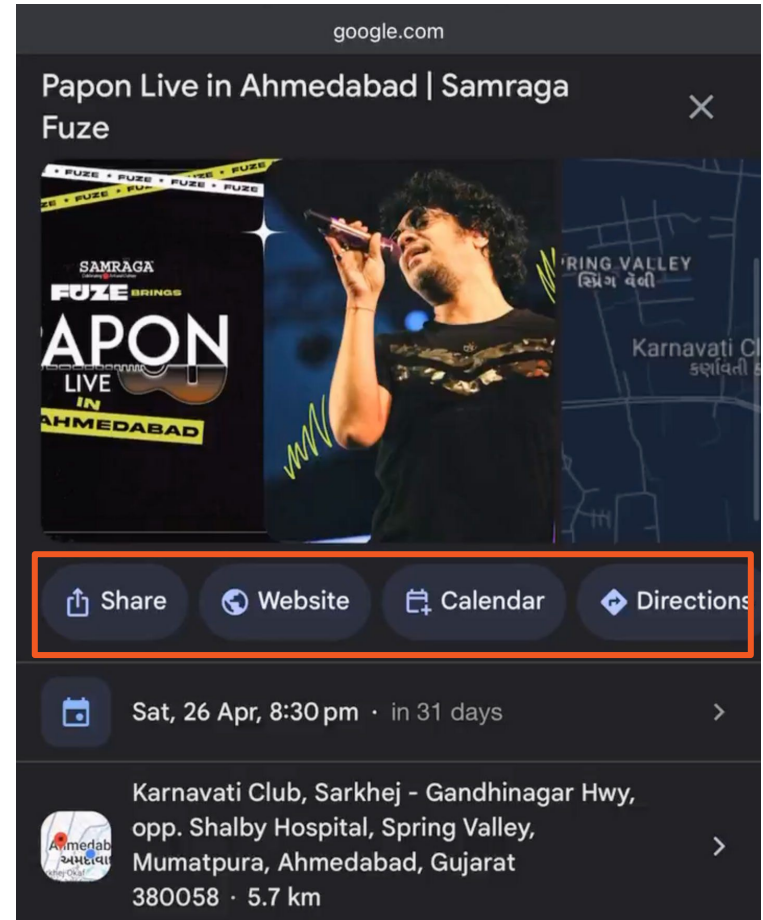
Google rolls out new features in Event Rich Results

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 [Google did raise the issue to make these improvements!](#)
- Aggregate Element on List Elements to define prototypical List Items

Product Updates

Content Optimization

SEO

Rich Results, Non Branded Queries, AI Overview

Outcomes:

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

Content

Entity Insights, Content Opportunities

Outcomes:

- Quality website traffic
- Website conversions

AI / Innovation

AI efficiencies through reusable data layer

Outcomes:

- Higher accuracy & speed in LLM responses

Content Knowledge Graph

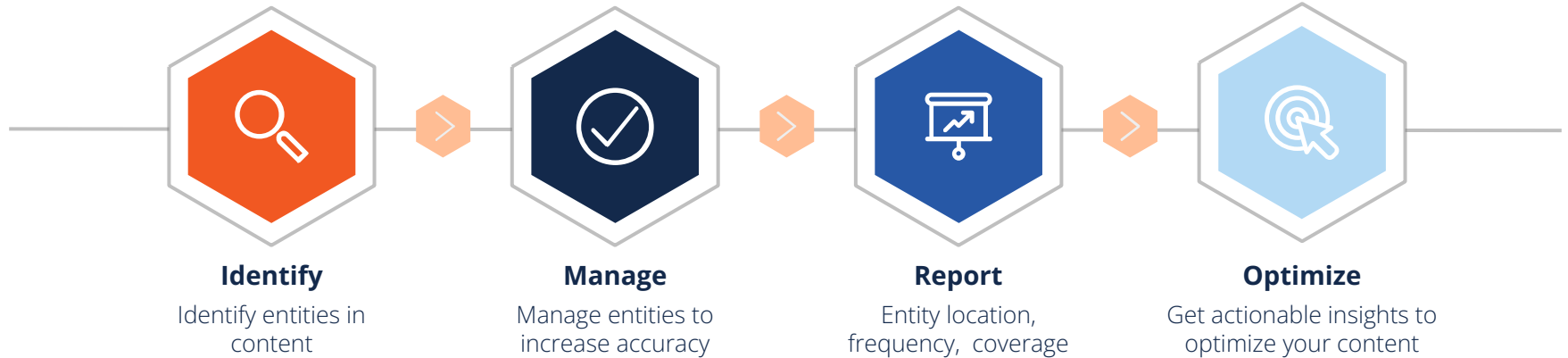
Internal Entity Linking

External Entity Linking

Schema Markup

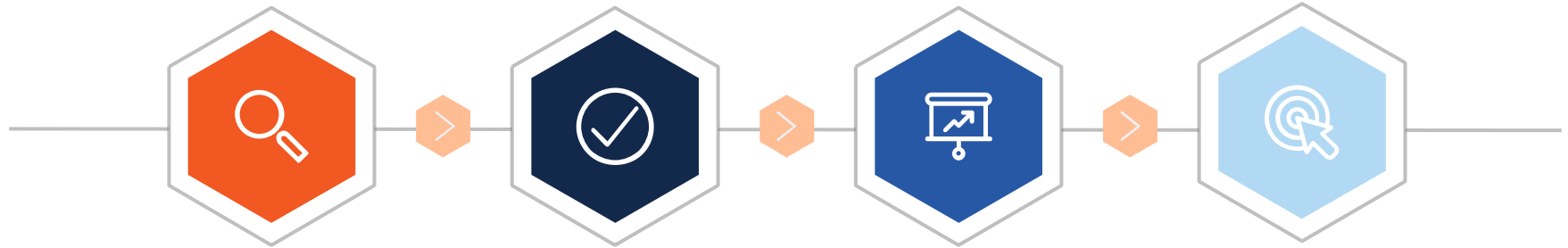
Schema App's Entity Hub

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



Identify

Identify entities in content

● **External Entity Linking**

● **Internal Entity Linking**

Manage

Manage entities to increase accuracy

● **Entity Manager**

● **Topic Taxonomy**

Report

Entity location, frequency, coverage

● **Entity Report**

● **Entity Performance Analytics**

Optimize

Get actionable insights to optimize your content

● **Entity Performance Analytics**

● **Content Analytics**

Available Tools

In Production, Beta or Staging

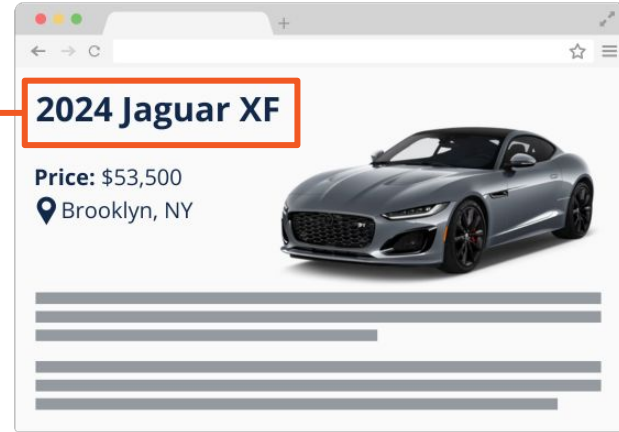
Future Tools

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**



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

Entity Reports

Same As Links

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

The screenshot shows the 'Entity View' interface for 'Fabrice Canel'. The table lists entities with their status, name, URL count, sameAs links, type, and actions. A red box highlights the 'Same As' link for 'Fabrice Canel', which is a Google search result. A red arrow points from this link to a separate browser window showing the search results for 'Fabrice Canel'.





Status	Name	URL Count	Same As	Type	Actions
★	Fabrice Canel	1	<ul style="list-style-type: none"> • https://www.google.com/search?kgmid=/g/11fyf52q_ 	Person	Actions
★	Bing	1	<ul style="list-style-type: none"> • https://www.google.com/search?kgmid=/m/0bx7rw • https://www.wikidata.org/wiki/Q182496 • https://en.wikipedia.org/wiki/Microsoft_Bing 	Thing	Actions
	SEO	1	<ul style="list-style-type: none"> • https://www.google.com/search?kgmid=/m/019ab_ 	Organization	Actions

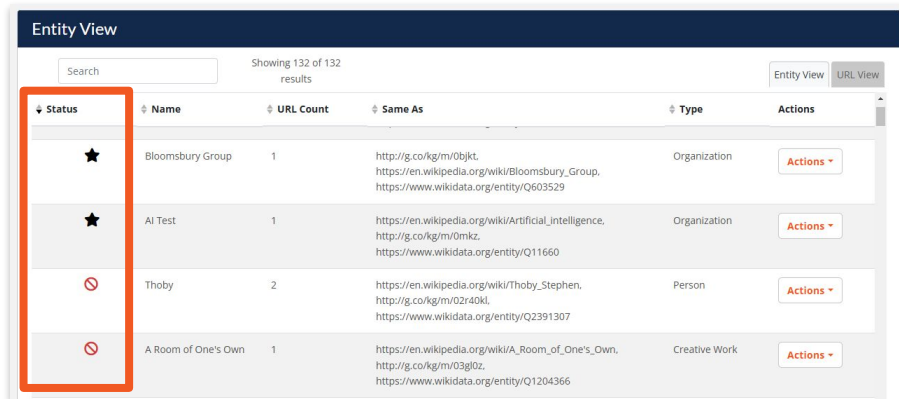
The browser window shows the search results for 'Fabrice Canel', including a profile picture, a LinkedIn post, and social media links.

Documentation: [Entity Reports](#)

Entity Reports

Statuses

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



Status	Name	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
★	AI Test	1	https://en.wikipedia.org/wiki/Artificial_intelligence , http://g.co/kg/m/0mkz , https://www.wikidata.org/entity/Q11660	Organization	Actions
🚫	Thoby	2	https://en.wikipedia.org/wiki/Thoby_Stephen , http://g.co/kg/m/Q2r4okl , https://www.wikidata.org/entity/Q2391307	Person	Actions
🚫	A Room of One's Own	1	https://en.wikipedia.org/wiki/A_Room_of_One's_Own , http://g.co/kg/m/Q3gI0z , https://www.wikidata.org/entity/Q1204366	Creative Work	Actions

Documentation: [Entity Reports](#)

Live!

Entity Manager Toolbar

Improved UI to simplify actions:

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

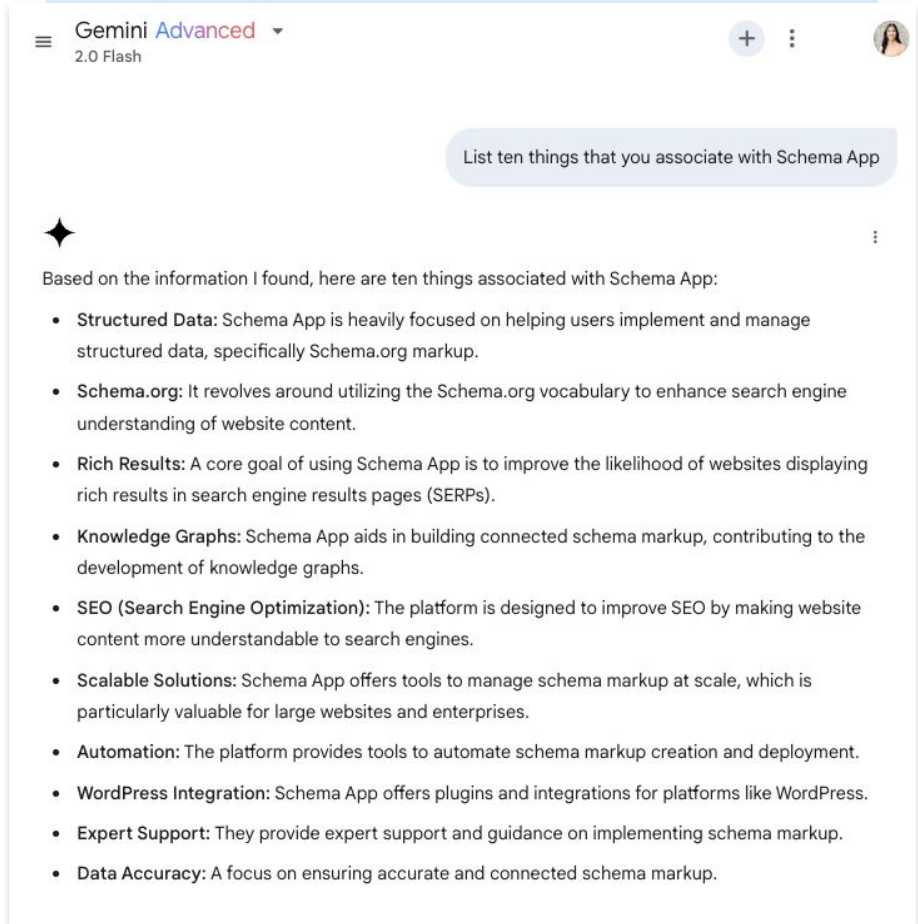
The screenshot displays the Entity Manager interface. The top header reads "Entity Manager | Manage your graph Beta". The interface is split into two main panels. The left panel, titled "EntityHub Types", shows a search bar with "Fabrice Canel" and a tree view under "Concept" containing a box labeled "Fabrice Canel". The right panel, titled "Data Item: Fabrice Canel", features a toolbar with "Edit Entity" and "Undo Edits" buttons, a green status message "All Changes Saved", and a "Deployment: Allowed" dropdown menu with options for "Blocked" and "Allowed". Below the toolbar, the entity details are shown: "Concept@en, Person: Fabrice Canel" with a long URI, "Preferred Label: Fabrice Canel", "Same As: [http://g.co/kg/g/11fy952g_](\"http://g.co/kg/g/11fy952g_\")", and "Type: Person". At the bottom, the "Entity Appears On" section includes a link to a schema markup page.

Documentation: [Entity Manager](#)

Entity to brand correlation

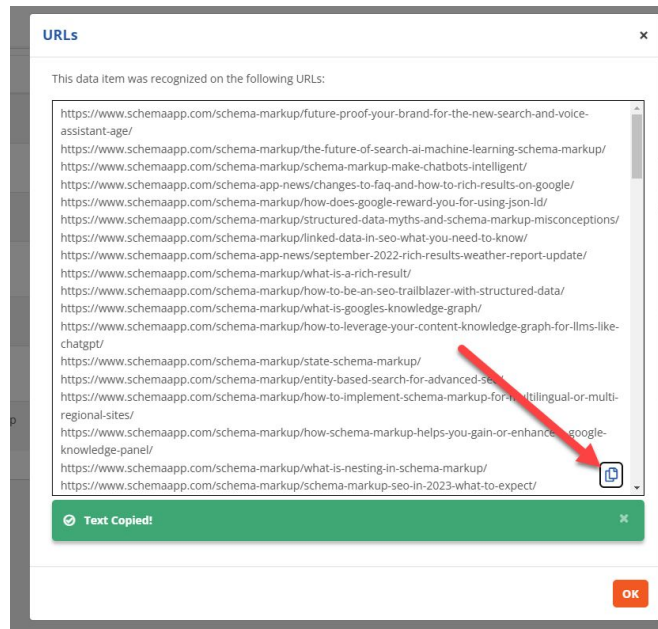
How to Leverage AI to Identify Important Entities

1. Open an incognito window and go to <https://chatgpt.com/> or <https://gemini.google.com> 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].”



Capturing Entity SEO Metrics

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



Documentation: [How To: Report on External Entity Linking](#)

Capturing Entity SEO Metrics

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

Queries	Previous Period (Clicks)	Current Period (Clicks)	Clicks Growth Rate	Previous Period (Impressions)	Current Period (Impressions)	Impressions
aranda	118	144	22.03%	6,709	8,818	
aranda	93	105	12.9%	1,568	1,918	
aranda	38	81	39.66%	11,688	11,209	
aranda	31	67	116.13%	1,356	3,000	
aranda	62	64	3.23%	5,004	5,205	
aranda	63	63	99.91%	3,805	3,645	
aranda	58	53	-8%	1,406	1,305	
aranda	58	50	-28.21%	1,615	2,790	
aranda	57	89	32.68%	708	845	
aranda	87	88	28.73%	942	867	
aranda	29	62	68%	1,615	1,918	
aranda	40	58	5%	4,514	4,514	
aranda	26	58	52%	680	898	
aranda	11	53	200%	74	215	
aranda	16	50	57.89%	6,512	1,628	
aranda	22	25	13.6%	1,571	1,316	
Totals	8,884	4,808	27.22%	191,284	198,543	

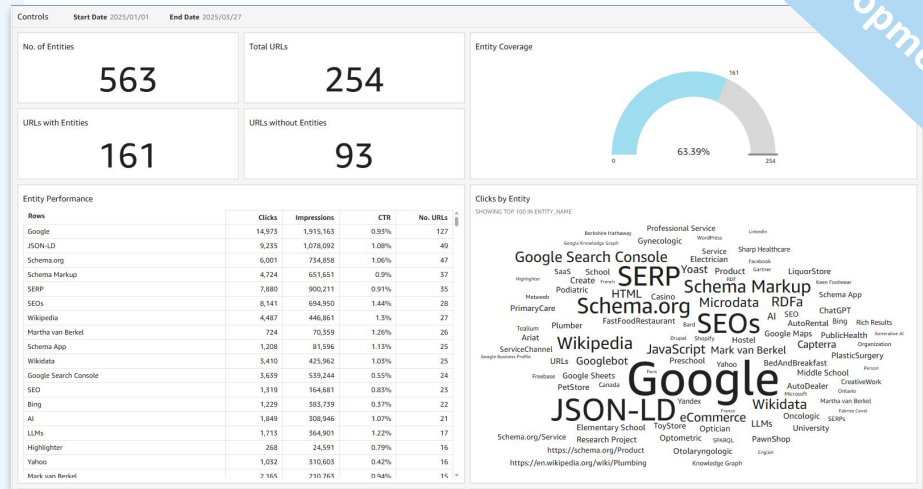
Entity Performance Analytics

(Prototype)

Dashboard containing data on:

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

Documentation: [Entity Performance Analytics](#)



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



Reach out to your CSM for more information!



"This is wonderful"

"SEO is about to get LIT"

"The word clouds are helpful for us in marketing when telling the story to other people."

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)

The image shows a screenshot of the 'Deployment Monitoring' interface. On the left, there is a list of monitored pages with green checkmarks indicating successful validation:

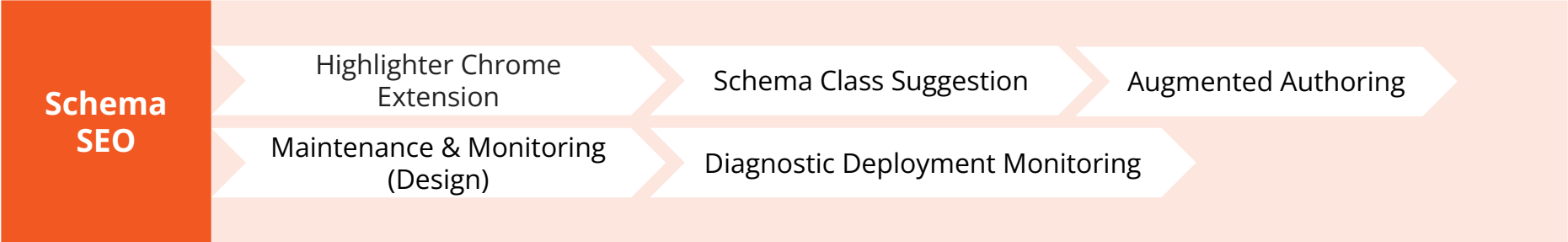
- Blog Posting Pages: <https://www.schemaapp.com/schema-app-news/introducing-schema-performance-analytics/>
- Author Pages: <https://www.schemaapp.com/author/martha/>
- Solution Landing Page: <https://www.schemaapp.com/solutions/>
- Internal ER Test: <https://www.schemaapp.com/schema-markup/will-schema-markup-bring-content-chings/>
- Drupal Integration: <https://www.schemaapp.com/solutions/schema-app-for-drupal/>
- EBooks: <https://www.schemaapp.com/schema-markup-resources/prepare-for-air-search-ebook/>

The main area displays 'Blog Posting Pages' with a list of three entries, each with a 'Page Inspector' button. An orange arrow points from the 'Page Inspector' button of the first entry to a larger, detailed view of the 'Page Inspector' tool. This tool shows a preview of the page 'Introducing Schema Performance Analytics' and its JSON-LD markup. The JSON-LD snippet includes:

```
{
  "@type": "BlogPosting",
  "id": "https://www.schemaapp.com/schema-app-news/introo",
  "inroco": "https://schema.org/",
  "ag": "https://g.co/r/g",
  "uri": "https://www.schemaapp.com/schema-app-news/introo",
  "publisher": {
    "id": "https://www.schemaapp.com/#Organization"
  },
  "inLanguage": [
    {
      "@type": "Language",
      "id": "https://www.schemaapp.com/schema-app-new",
      "name": "en-CA"
    }
  ]
}
```

Product Roadmap

Schema App Product Roadmap (Q1 2025)



Schema App Product Roadmap (Q2 2025)

	Now	Next	Future
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Schema SEO	HX General Availability		Advanced Tags in HX
	Maintenance Hub Page Inspector	Maintenance Hub Triage Agent	Maintenance Hub General Availability

Entity SEO	Entity Performance Analytics	Topic Clusters	Topic Analytics
	Internal Entity Linking General Availability	External Entity Linking General Availability	Entity Home

Resources

New from the Schema App team

- [Navigating AI Chatbots and AI Overviews: Key Observations and Strategies](#)
- [CMO Guide To Schema: How Your Organization Can Implement A Structured Data Strategy \(SEJ\)](#)
- [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](#)
- [Why Structured Data, Not Tokenization, is the Future of LLMs](#)
- [RDF and Schema Markup: The Power of Relationships in the Age of Intelligent Systems](#)
- [The Semantic Value of Schema Markup in 2025](#)
- [Relational Databases vs. Graph Databases](#)
- [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

REGISTER NOW



Host
Martha van Berkel
CEO, Schema App



Panelist
Kevin Veilleux
Senior CSM, Schema App



Panelist
Mark van Berkel
CTO, 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!



30th
ANNUAL

**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!

All Courses

Content Knowledge Graph Fundamentals

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. A small code snippet box is visible in the top right corner of the browser window.

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 icon with a red error message, an orange pencil, and a blue bar chart with a 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!



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!](mailto:support@schemaapp.com)