



Schema Markup and AI Search: From Entities to Results

Live Webinar



Patrick Reinhart

VP, Services & Thought Leadership
Conductor



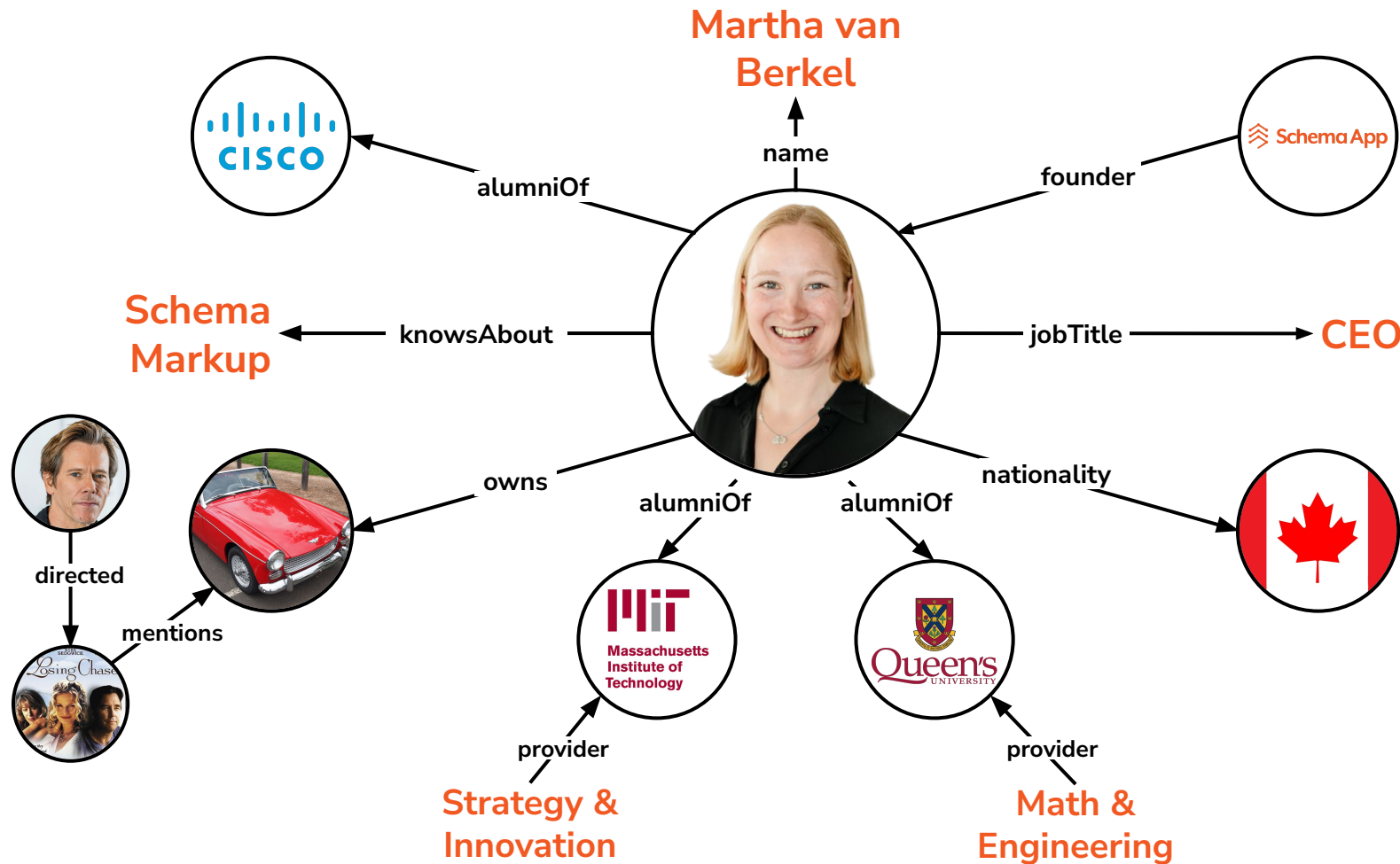
Martha van Berkel

Co-founder & CEO
Schema App

Who Is This Guy?

- *VP, Services & Thought Leadership @ Conductor*
- *20+ Year SEO Veteran*
- *Jaded Jets Fan*

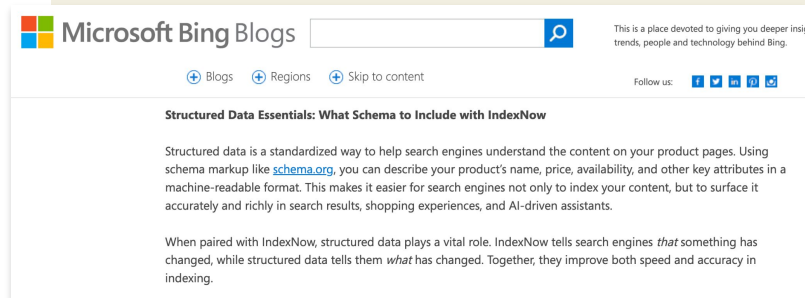
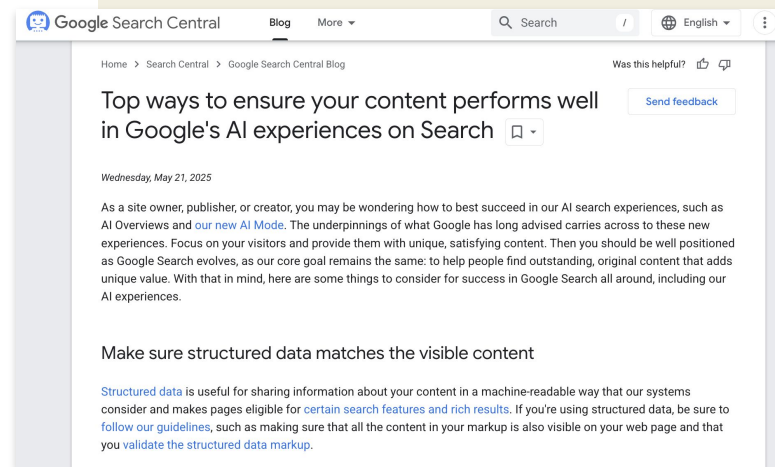


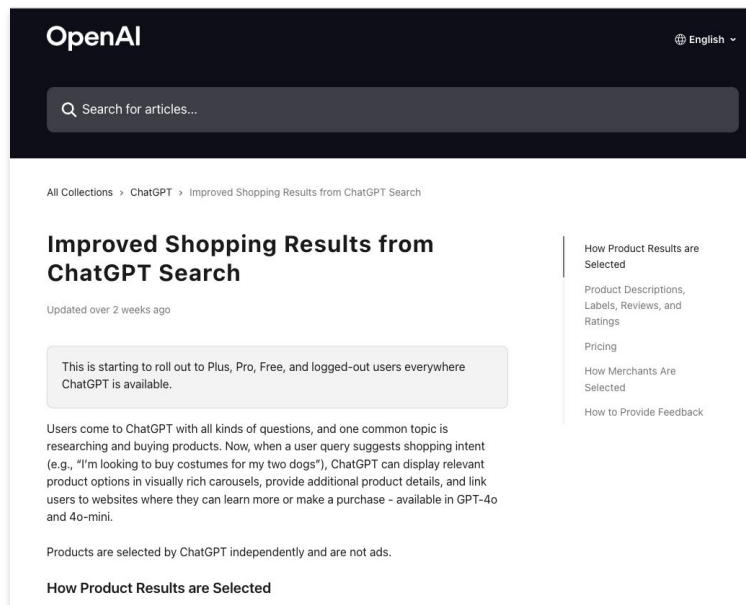


This May, **Google** & **Microsoft** both reiterated the importance of Structured Data for ensuring your content performs well on their AI experiences

Source: Google Search Central Blog, May 21, 2025 – [Top ways to ensure your content performs well in Google's AI experiences on Search](#)

Source: Microsoft Bing Blogs, May 19, 2025 – [IndexNow Enables Faster and More Reliable Updates for Shopping and Ads](#)





ChatGPT announced that they use Schema Markup for product listings.

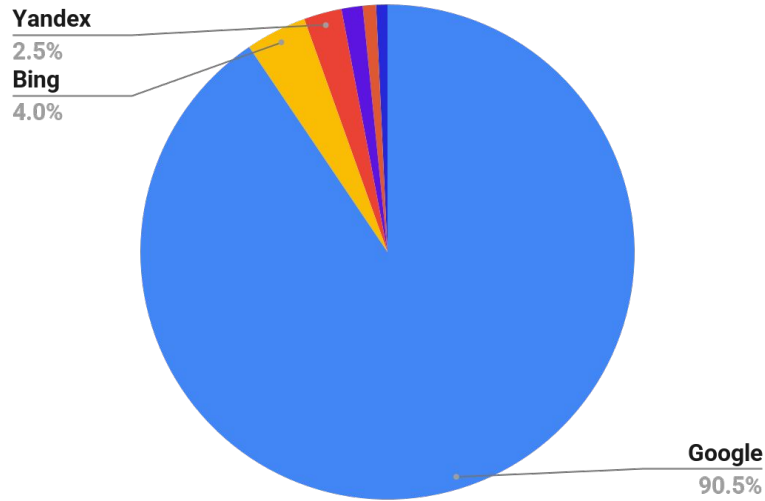
Source: OpenAI, June 3, 2025 – [Improved Shopping Results from ChatGPT Search | OpenAI Help Center](#)

When determining which products to surface, ChatGPT considers:

- Structured metadata from third-party providers (e.g., price, product description) and other third-party content (e.g., reviews). [Learn more.](#)
- Model responses generated by ChatGPT before it considers any new search results. [Learn more.](#)
- OpenAI safety standards. [Learn more.](#)

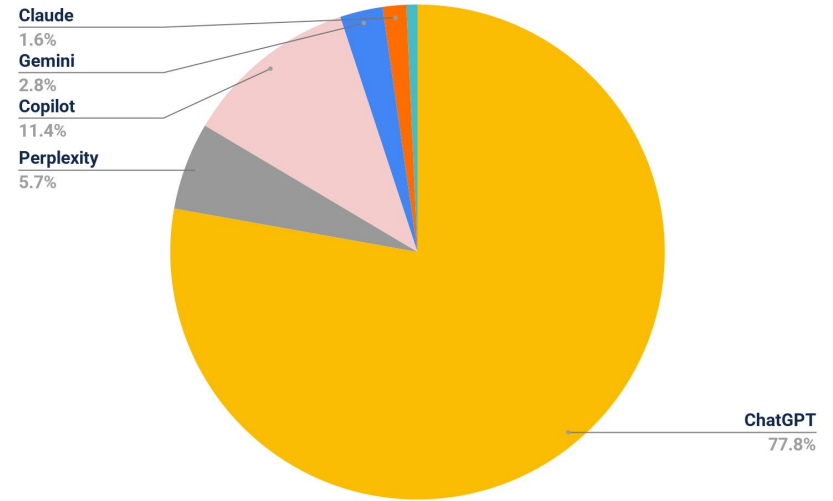
Google & ChatGPT are dominating the search space

Search Engine Worldwide Market Share



Source: statcounter, July 2025 – [Search Engine Market Share Worldwide | Statcounter Global Stats](#)

AI Chatbot US Market Share



Source: statcounter, June 2025 – [AI Chatbot Market Share Worldwide | Statcounter Global Stats](#)



Pages with Schema Markup were more accurately understood, summarized, and sourced by AI.

Source: Get AISO, January 6 2025, [Schema Markup vs No Schema: A Real ChatGPT Experiment Reveals Surprising Results](#)

Experiment Results

We asked ChatGPT identical questions about both versions and analyzed the responses for accuracy, completeness, and presentation quality.

Results Summary

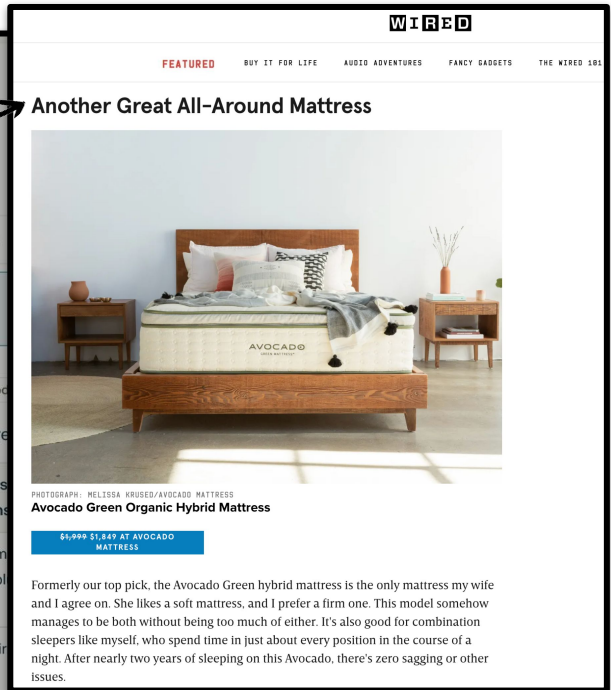
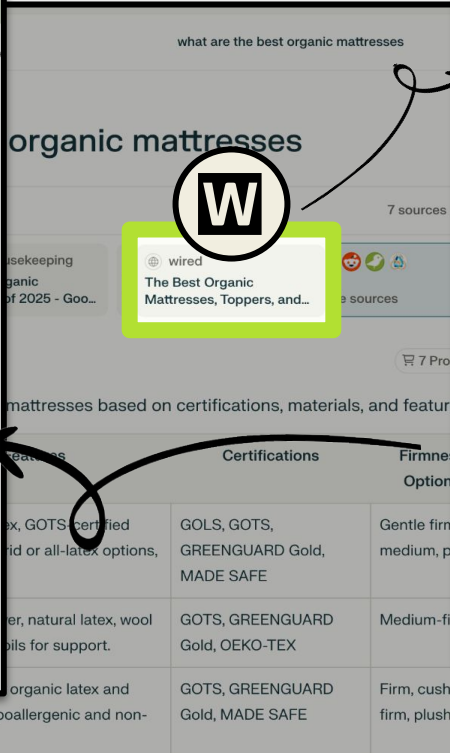
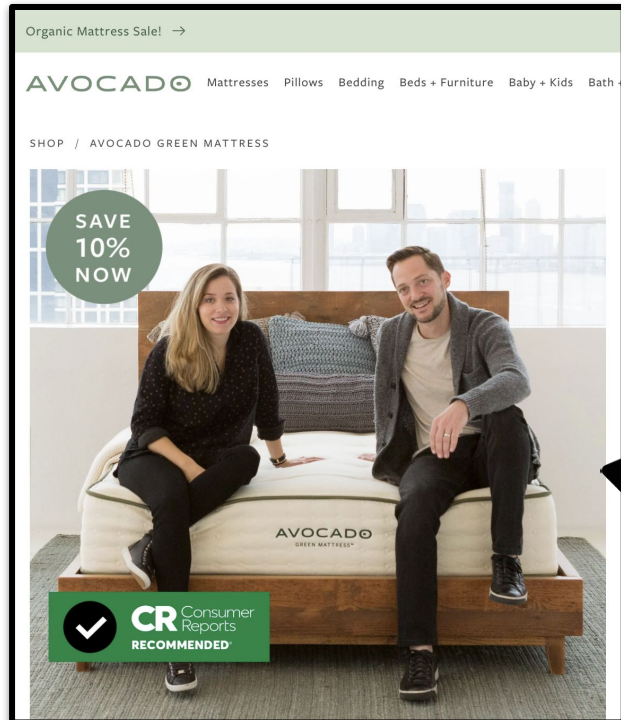
Company Overview	Product Pricing	CEO Background	Awards & Recognition	Contact Information
7/10 Without Schema	6/10 Without Schema	7/10 Without Schema	6/10 Without Schema	7/10 Without Schema
VS	VS	VS	VS	VS
9/10 With Schema	9/10 With Schema	8/10 With Schema	9/10 With Schema	8/10 With Schema

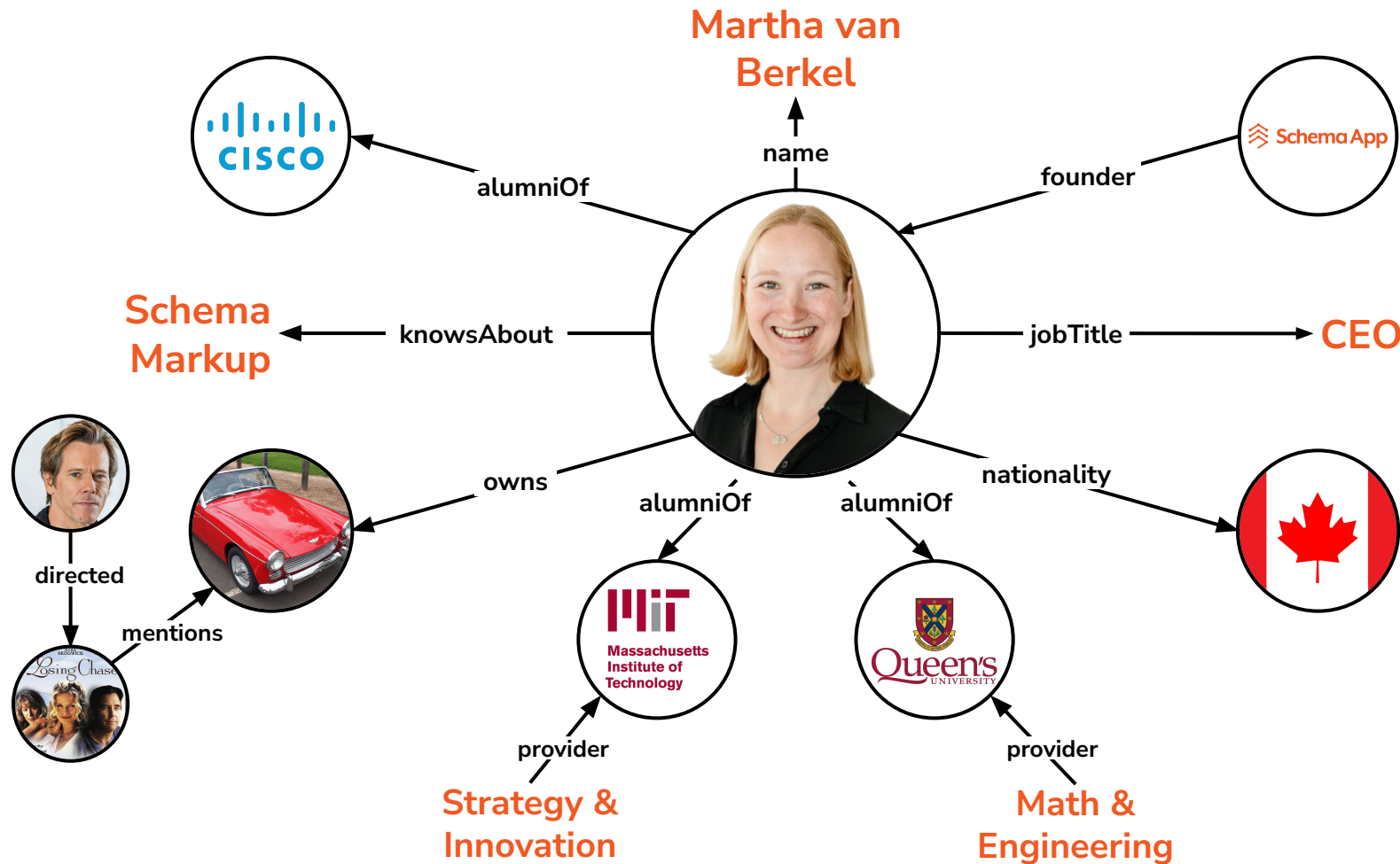
Schema Markup Average: 8.6/10

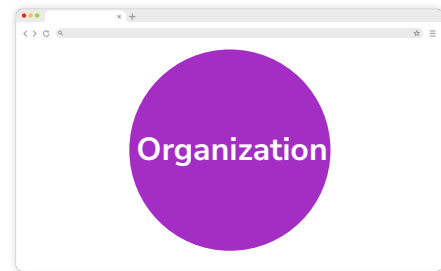
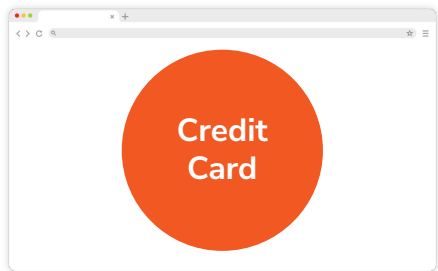
No Schema Average: 6.6/10

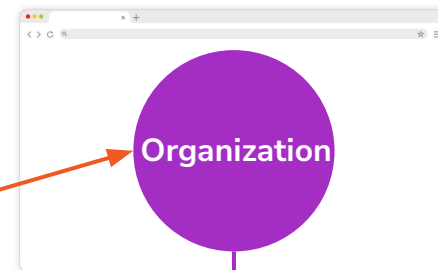
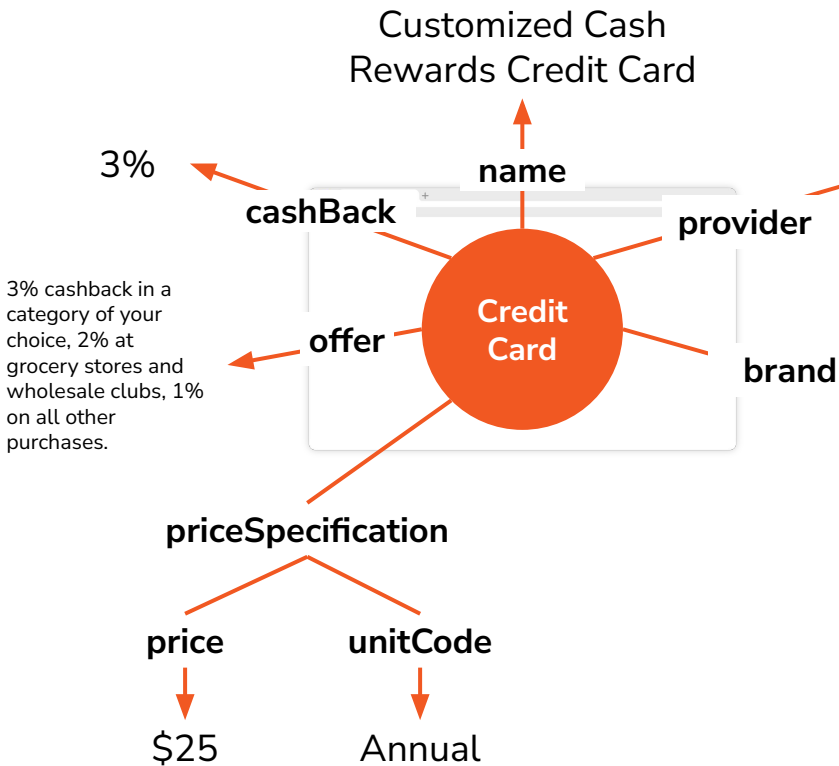
 **30% Improvement with Schema Markup**

Rise of "Trusted" & Partnered Sources

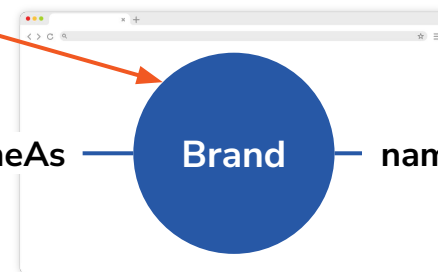








Bank of X



sameAs — **Brand** — **name** → Visa

- <https://www.wikidata.org/wiki/Q328840>
- https://en.wikipedia.org/wiki/Visa_Inc.
- <kg:/m/01kqjn>

Understanding Search Intent & Personalization

Topic: Office Setup

Intent Stage

Educational

Comparison

Cost Analysis

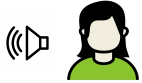
Recommendations

Purchase

Support

Persona

Remote Worker



"How to set up a office if you work long hours?"

"What are the best ergonomic chairs for remote work?"

"Price of Herman Miller vs H1 Pro?"

"Should I buy Herman Miller or H1 chair?"

"Where to buy a black Aeron chair delivered today"

"Office furniture assembly services near me?"

Business Owner



"How to create an inspiring workspace?"

"What are the best computers for office?"

"What's the price of dell versus lenovo?"

"Is a dell or lenovo better for office use?"

"Where to buy 20 dell inspiron with installation"

"Local tech support for office equipment nearby"

Student



"What do you need for a good study area?"

"Which small desks are best for a dorm and cheap?"

"Are wayfair or ikea desks a better deal?"

"Wayfair or ikea desks for students?"

"I want a white ikea desk and free shipping to me"

"I need someone to repair the leg of my ikea desk today"

If agents are going to consume this data...

How do you prepare your data?



Identify

Identify all the entities on your website



Connect

Connect them to **external** entities to disambiguate them

Connect them to **internal** entities to explicitly showcase their relationships and provide context



Manage

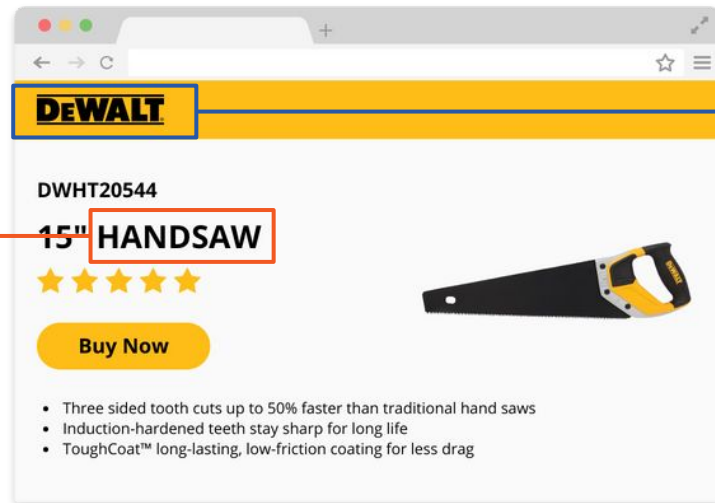
Manage the entities and their connections to ensure they are accurate

External Entity Linking + Internal Entity Linking

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

This ensures you have a highly descriptive Content Knowledge Graph.

```
"brand": {  
  "@type": "Organization",  
  "@id": "https://www.dewalt.com/#Organization",  
  "name": "DeWalt",  
}
```



```
"about": {  
  "@type": "Thing",  
  "name": "Handsaw",  
  "sameAs": "http://www.wikidata.org/entity/Q2750929",  
  "sameAs": "https://en.wikipedia.org/wiki/Hand_saw",  
  "sameAs": "kg:/m/0swtt"  
}
```



Measuring Results in AI

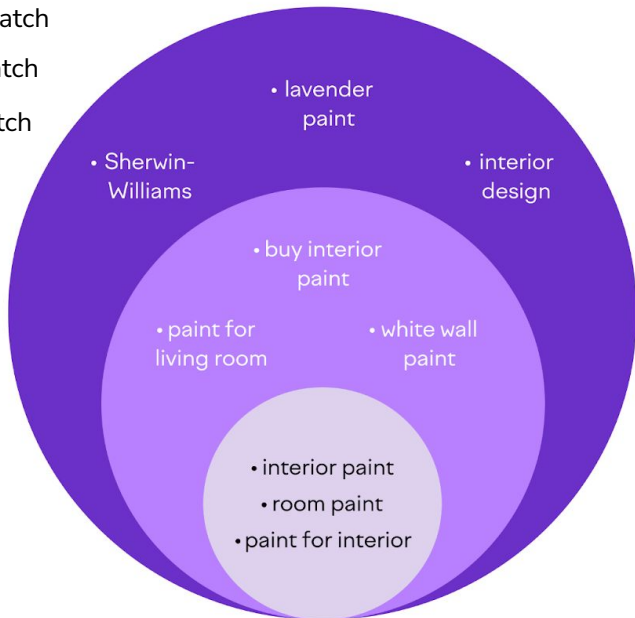


Traditional Search

Matching Keywords

Keyword = interior paint

- Phrase Match
- Broad Match
- Exact Match

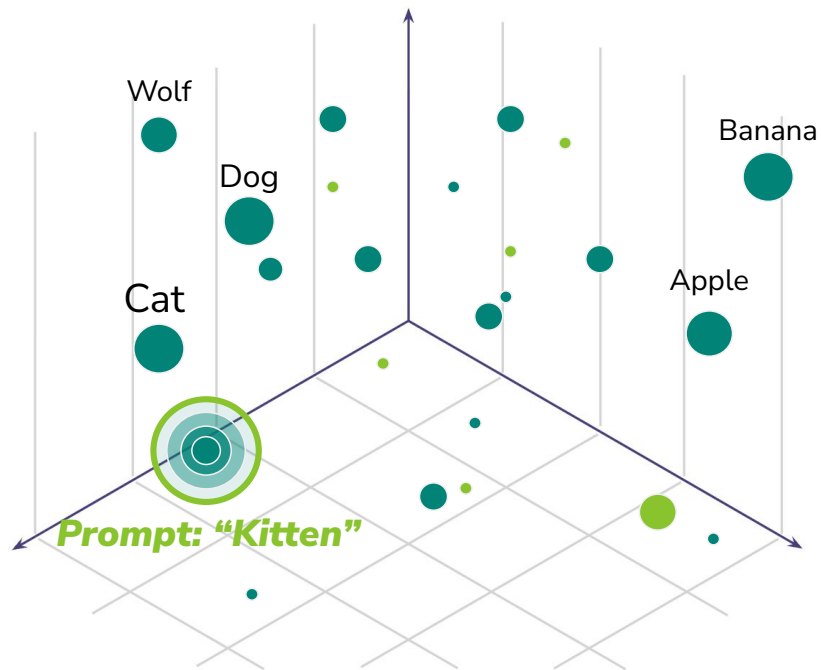


VS.



AI Search

Matching Meaning



Topics on [REDACTED]



Topics Found

120 ?



New Content Opportunities

38 ?



Optimization Opportunities

56 ?

Topic Traffic

Topic Opportunity

Topic Size



[Show all Labels](#)

Search topics or pages



Pages in Strategic Procurement and Speed Management

 Number of Pages
60 ?

 New Content Opportunities
3 ?

 Optimization Opportunities
4 ?

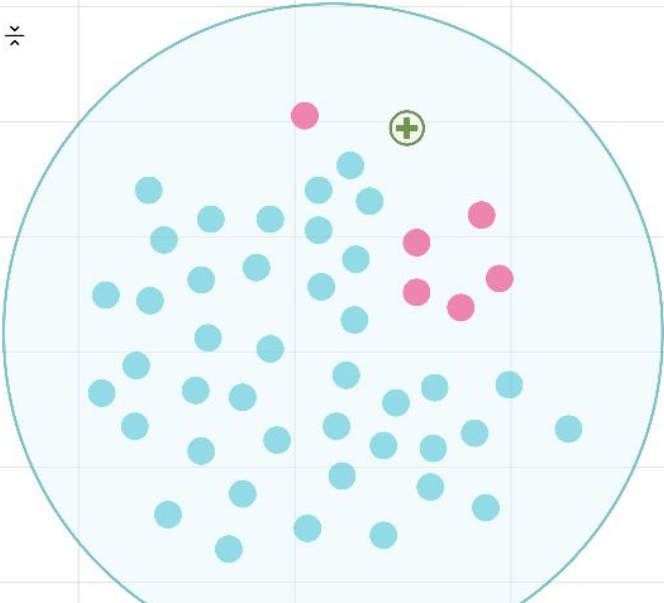
Topic Traffic | Topic Opportunity | Topic Size ?


Show all Labels


Q Search topics or pages

< All Topics


Strategic Procurement and Speed Management







 **New Content Opportunity**
Transportation Management Solutions & Logistics Gaps ^

Related Keywords: 15 | Total MSV: 57.1K

 Our analysis has unveiled a significant content gap in the realm of Supply Chain Optimization, focusing on high-traffic keywords like 'transportation management solutions' and 'warehouse management systems' that your website currently lacks. This represents a prime opportunity to attract more traffic.

Review Opportunity

 **Optimization Opportunity**
Strategic Procurement Insights for Supplier Management ✓

 **Optimization Opportunity**
Enhancing Strategic Procurement Through Effective Sourcing Strategies ✓

Pages in Strategic Procurement and Speed Management

 Number of Pages
60 

 New Content Opportunities
3 

 Optimization Opportunities
4 

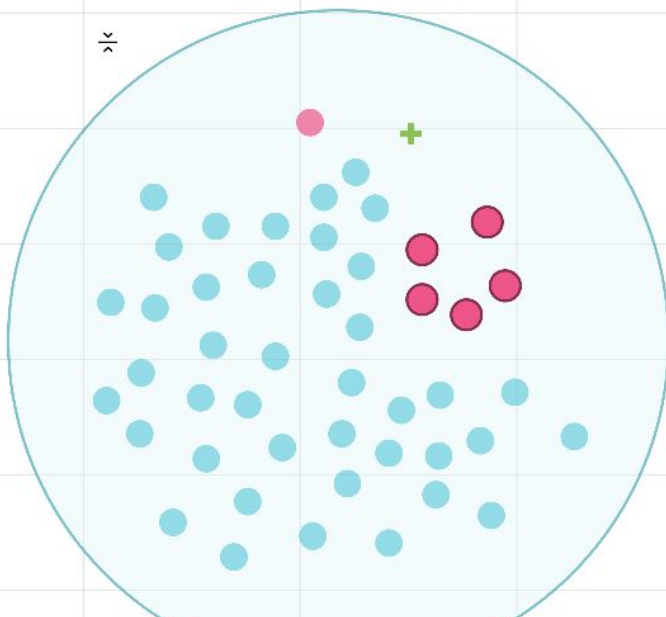
Topic Traffic Topic Opportunity Topic Size 

Show all Labels


 Search topics or pages

< All Topics

Strategic Procurement and Speed Management




New Content Opportunity

Transportation Management Solutions & Logistics Gaps 



Optimization Opportunity

Strategic Procurement Insights for Supplier Management 

Related Pages	Monthly Traffic	Related Keywords	Total MSV
5	152	14	24.2K




This content gap highlights a significant opportunity within the strategic procurement and spend management landscape, with high traffic potential for keywords like 'procurement' and 'sourcing strategies', yet limited coverage on your website. Addressing this

Review Opportunity

View Related Pages



Optimization Opportunity

Enhancing Strategic Procurement Through Effective Sourcing Strategies 

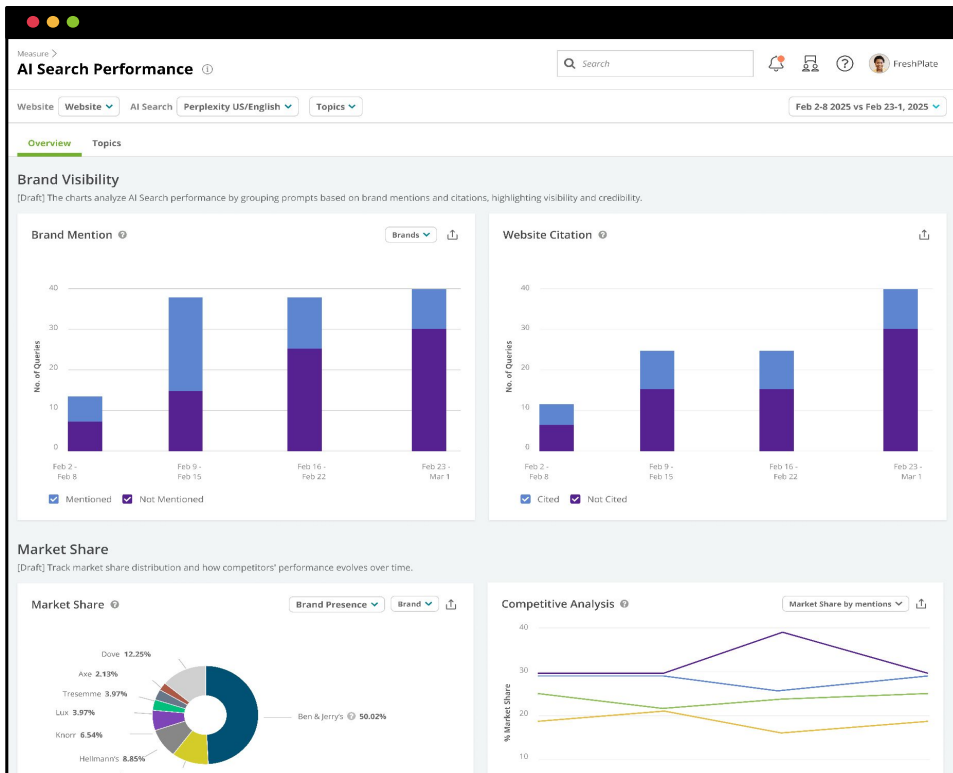
Evolving Marketing Metrics & Telemetry

New Metrics for AI LLM Visibility

Understand How People Are Searching
Knowing Diverse User Intents & Persona
Classify Conversational Prompt Variants

Understand How Your Brand Appears in AI
Semantic Relevance to Topics (Topical Authority)
Brand Mentions & Sentiments
Citation Frequency & Ownership

Understand End to End Funnel Metrics
AI Crawler Traffic, AI Search Referral Traffic,
Organic Traffic, & Conversion Metrics



Entity Performance Analytics

Performance by Entity

Select Entities to Analyze

Customer Relationship Management

Entity Identification by URL

URLs	Clicks	Impressions	CTR
<input checked="" type="checkbox"/> Customer Relationship Management	11,299	16,143	68.35%
https://demo.techcorp.com/page-044	5,413	7,751	69.82%
https://demo.techcorp.com/page-037	3,256	4,777	66.64%
https://demo.techcorp.com/page-043	688	806	83.36%
https://demo.techcorp.com/page-042	493	757	62.04%
https://demo.techcorp.com/page-036	413	522	79.53%
https://demo.techcorp.com/page-041	289	408	69.97%
https://demo.techcorp.com/page-039	266	453	59.47%
https://demo.techcorp.com/page-038	248	374	53.09%
https://demo.techcorp.com/page-040	233	295	58.73%

Total aggregated **impressions**

16,143

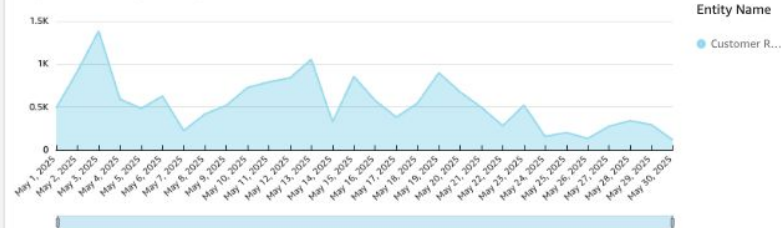
Total aggregated **clicks**

11,299

Clicks by Entity

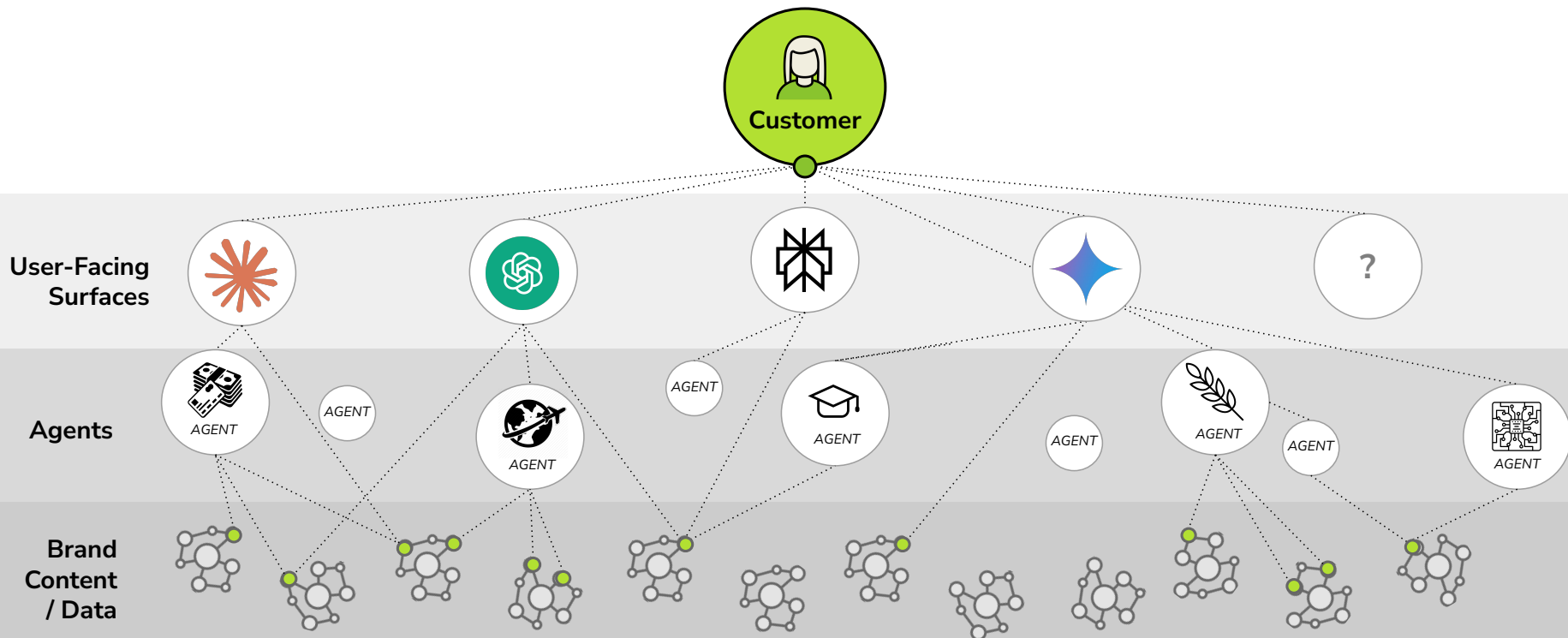


Impressions by Entity



Data Is At The Center Of AI

The Role Of SEO/AEO Is To Help Guide Their Organizations On How To Best Utilize it



Schema Markup builds your Content Knowledge Graph.

Your Content Knowledge Graph is the data layer that powers AI.



Thank You!

Questions?



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30|30 webinars

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for the series →



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www.conductor.com



Download our
Guide to Entities and
Knowledge Graphs

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www.SchemaApp.com