



From Schema Markup to Strategy

Unlocking the Full Value of
Knowledge Graphs for SEO and AI

Martha van Berkel

Schema App



@marthavanberkel

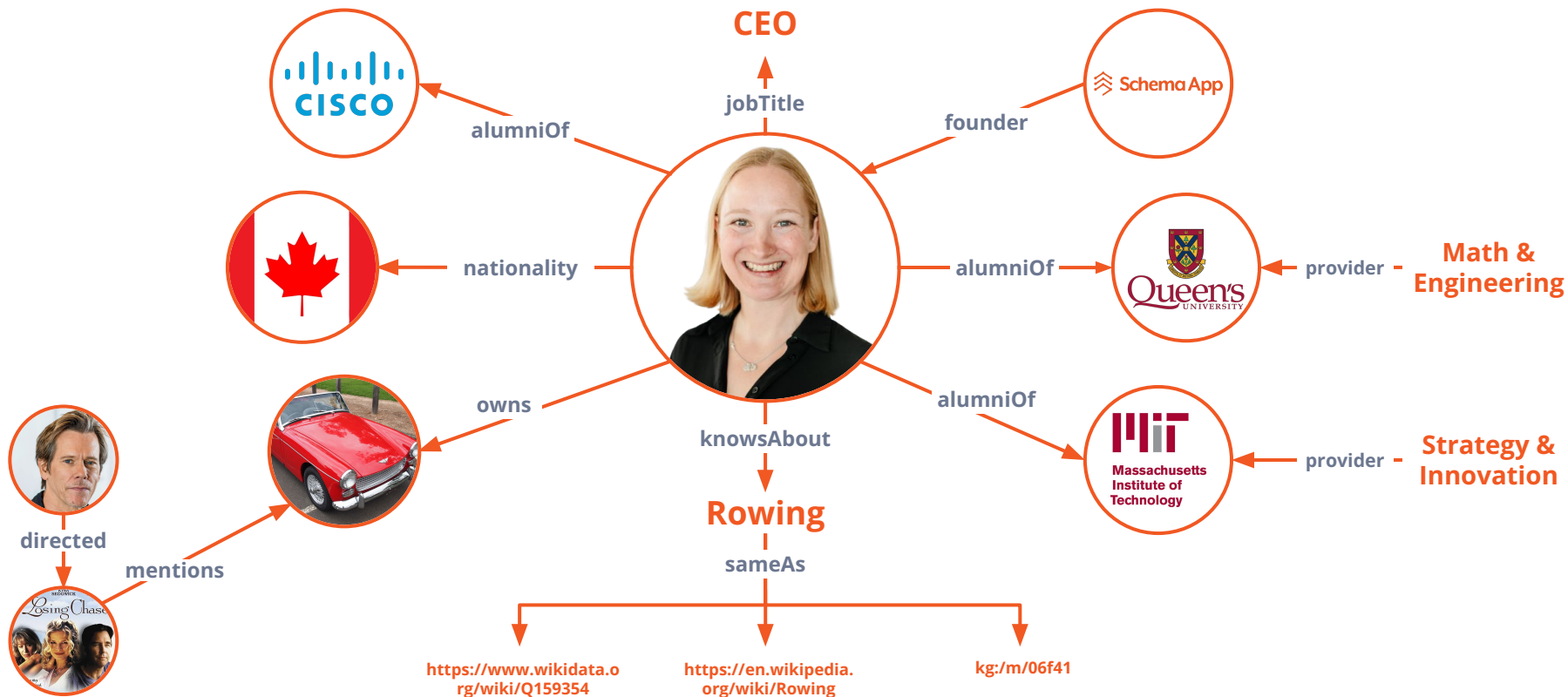


/martha-van-berkel/



bit.ly/martha-slideshare

Martha van Berkel's Knowledge Graph



Schema Markup Is the Bridge Between
Your Brand and AI Understanding.

AI Chatbots drive higher quality traffic than Google.

Feb
2025

Mar
2025

Google confirmed they're using Schema Markup for Gen AI.

Microsoft confirmed that Schema Markup LLMs understanding

Google still has no measure for AIO

John Mueller – Structured Data can improve targeting

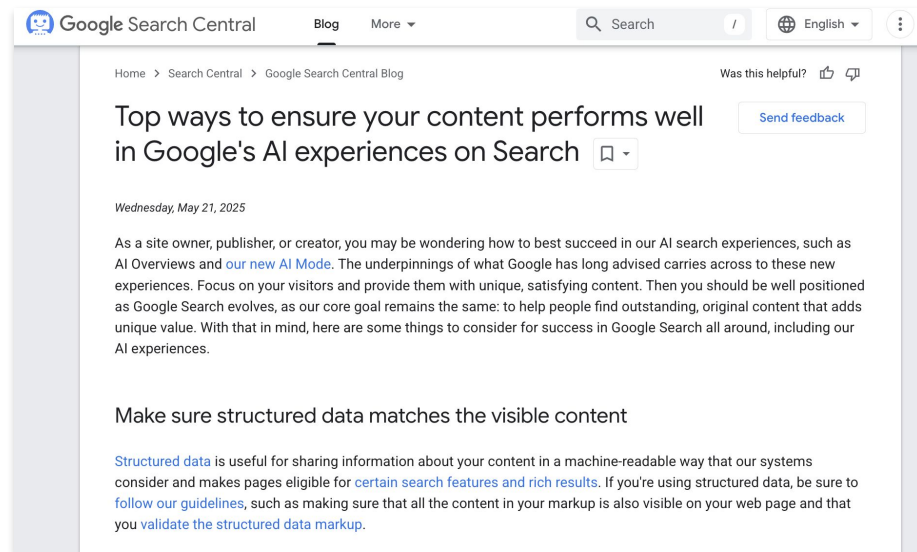
Apr
2025

May
2025

Google and Microsoft say structured data helps with AI experiences.

May 2025

Google 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](#)



Structured Data plays a vital role in IndexNow

- IndexNow tells search engines *that* something has changed, while structured data tells them *what* has changed.

Source: Microsoft Bing, May 20, 2025 – [IndexNow Enables Faster and More Reliable Updates for Shopping and Ads](#)

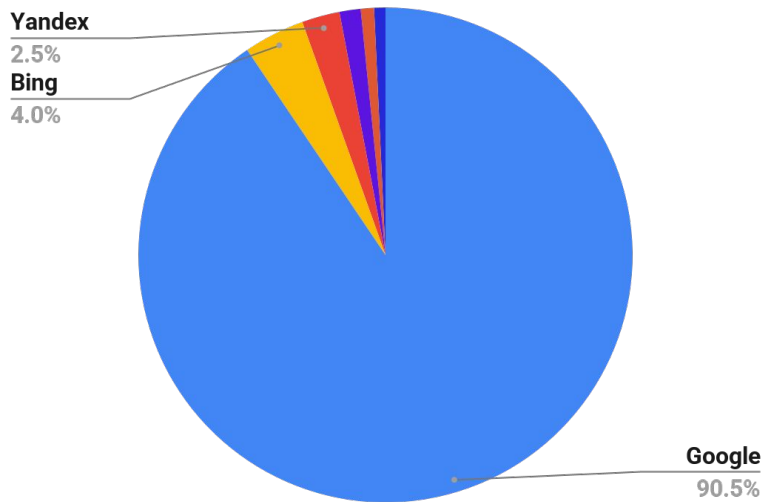
When paired with IndexNow, structured data plays a vital role. IndexNow tells search engines *that* something has changed, while structured data tells them *what* has changed. Together, they improve both speed and accuracy in indexing.

To maximize indexing and visibility, we recommend including:

- **title** (name in JSON-LD)
- **description**
- **price** (list/retail price)
- **link** (product landing page URL)
- **image link** (image in JSON-LD)
- **shipping** (especially important for Germany and Austria)
- **id** (a unique identifier for the product)
- **brand**
- **gtin**
- **mpn**
- **datePublished**
- **dateModified**

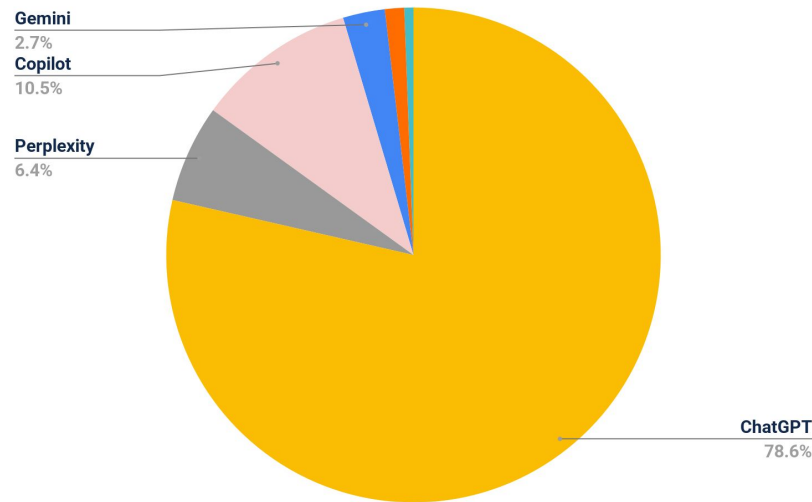
Google & ChatGPT are dominating the search space

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](#)

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: MCP or Knowledge Graph.

Outcomes:

- Higher accuracy in LLM responses
- Ready Data Source for Agents

Content Knowledge Graph

Internal Entity Linking

External Entity Linking

Schema Markup

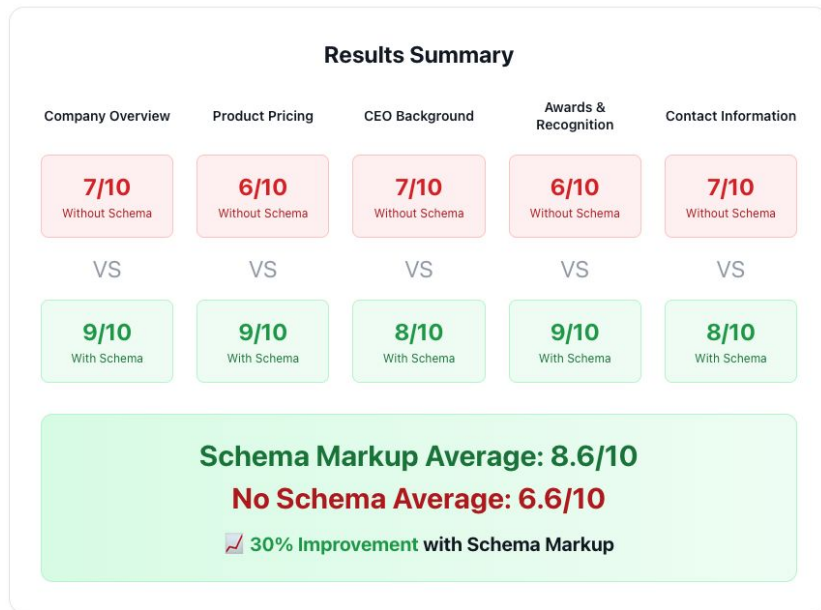


Pages with Schema Markup were more accurately understood, summarized, and sourced by AI.

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.



Advanced Schema Markup Best Practices

#1.

**Ensure your Schema Markup
has both depth and breadth
across your entire site** to
optimize for AI understanding



Schema Markup

(aka Structured Data)

is Data for AI

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "@id": "https://www.schemaapp.com/#Organization",
  "url": "https://www.schemaapp.com/",
  "name": "Schema App",
  "legalName": "Hunch Manifest Inc",
  "description": "Schema App is an end-to-end schema markup solution",
  "telephone": "+18554448624",
  "knowsLanguage": "http://www.wikidata.org/entity/Q1860",
  "areaServed": "http://www.wikidata.org/entity/Q13780930",
  "email": "support@schemaapp.com",
  "sameAs": [
    "https://www.linkedin.com/company/2480720/",
    "https://twitter.com/schemaapptool",
    "https://www.youtube.com/channel/@SchemaApp"
  ],
  "address": {
    "@type": "PostalAddress",
    "@id": "https://www.schemaapp.com/#PostalAddress",
    "name": "Schema App Address",
    "streetAddress": "201 - 412 Laird Road",
    "postalCode": "N1G 3X7",
    "addressRegion": "Ontario",
    "addressLocality": "Guelph",
    "addressCountry": "Canada"
  }
}
</script>
```

Breadth = Implementing Schema Markup on all key pages on your website



Don't limit Schema Markup implementation only to rich result-eligible pages.

Depth = Describing the content and
entity relationships on your key
pages using Schema Markup



Avoid basic Schema Markup focused only on rich results.

#2.

Connect the entities on your site to build a content knowledge graph that provides context



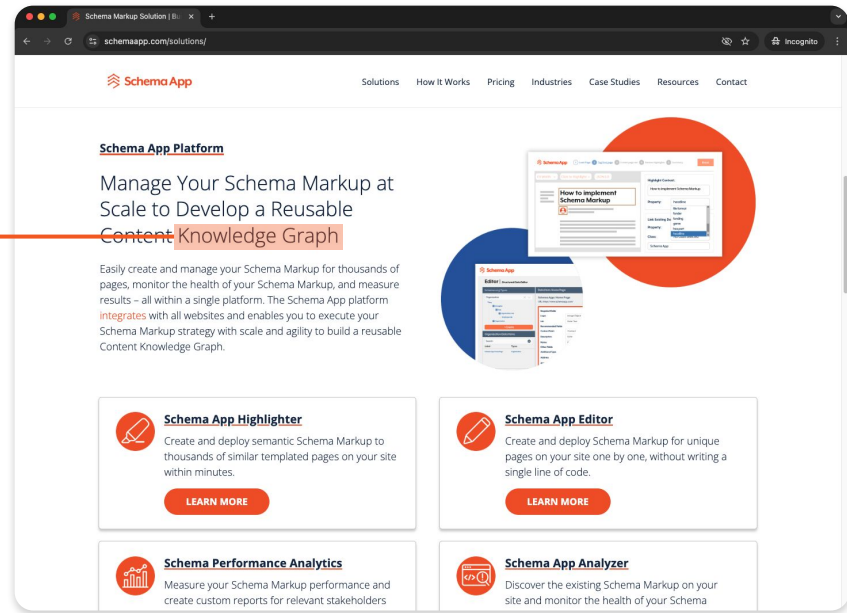
What's an Entity?

An entity is a thing with specific attributes

(i.e. price, color, parent organizations etc.)

External Entity Linking

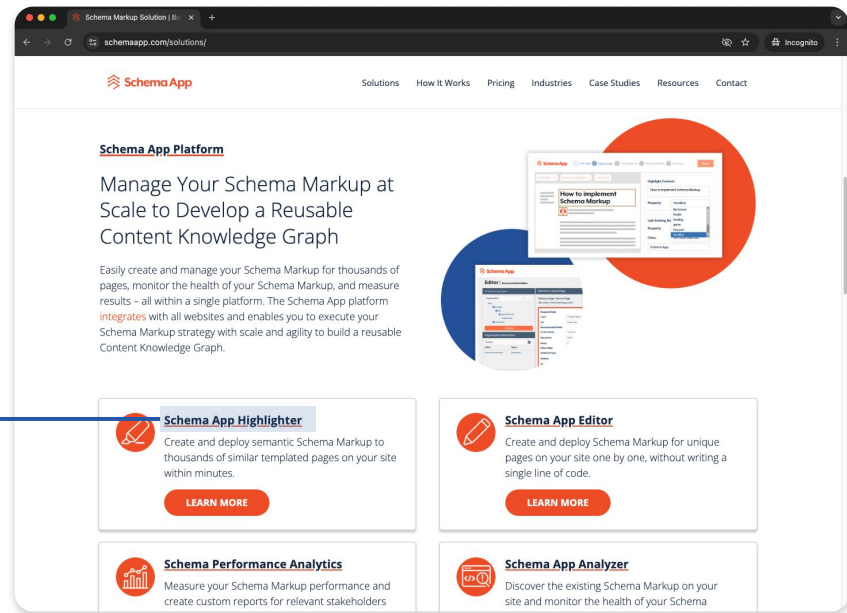
Identify the entities mentioned in your content and **connect them to corresponding entities** on the web.



```
"mentions": {
  "@type": "Thing",
  "name": "knowledge graph",
  "sameAs": "http://q.co/kg/g/11itypdlnf",
  "sameAs": "https://en.wikipedia.org/wiki/Knowledge\_graph",
  "sameAs": "http://www.wikidata.org/entity/Q33002955",
}
```

Internal Entity Linking

Identify the entities defined on your website and defining the relationships between them.



```
"hasPart": {
  "@type": "SoftwareApplication",
  "name": "Schema App Highlighter",
  "@id": "https://www.schemaapp.com/solutions/schema-app-highlighter/#SoftwareApplication",
}
```

OLD WAY

Schema Markup
Tactic for rich results



NEW WAY

Schema Markup
**Strategy for building a
reusable data layer for AI**

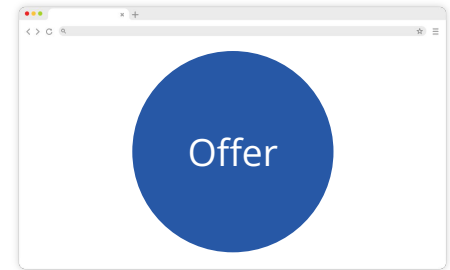
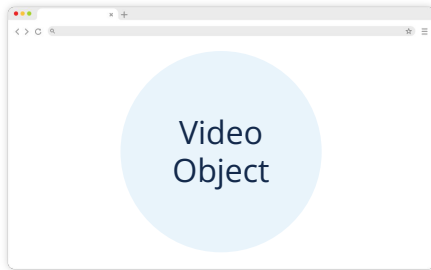
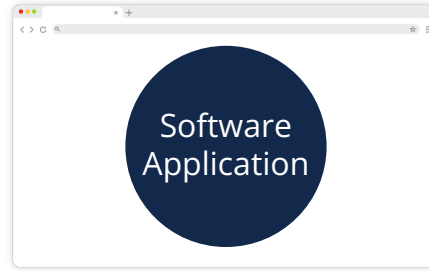
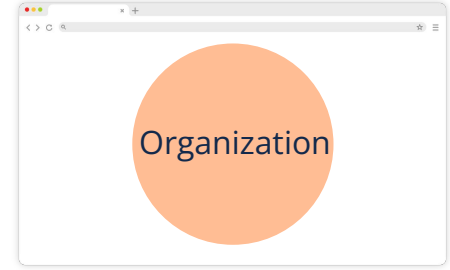
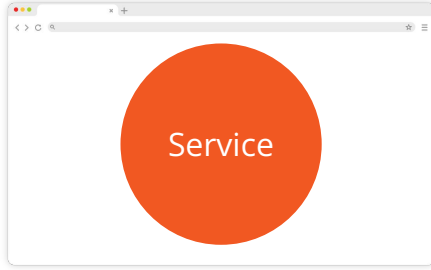
BRIGHTEDGE

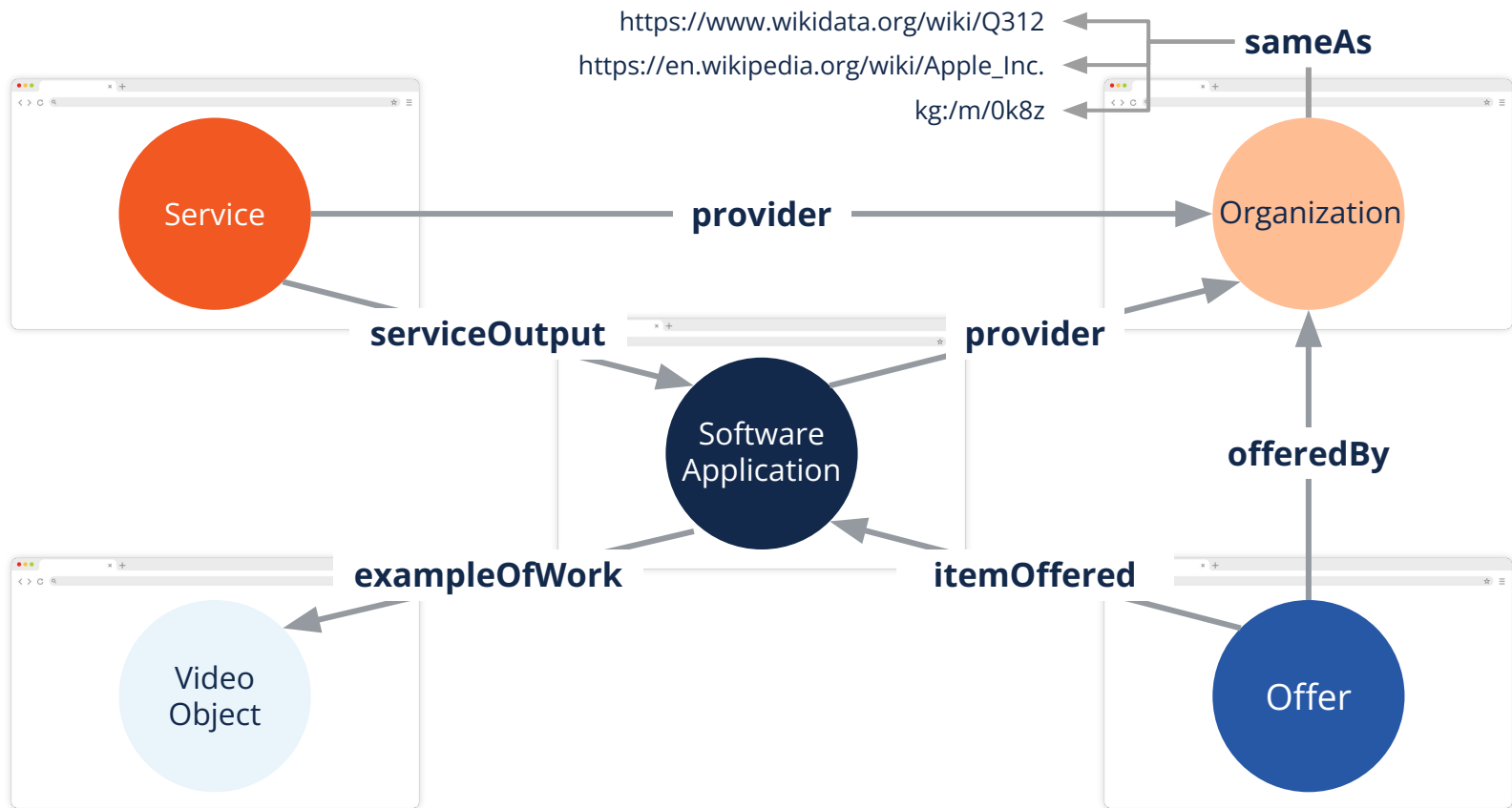
Essential AI Search Metric:

Citation Authority

- Pages with robust Schema Markup see higher citation rates in AIO.
- Adopt Entity-Based SEO to build comprehensive topic authority.
 - **Authoritative content is 3x more likely to be cited in AI responses**
 - Use Schema Markup to help search engines understand your brand and content / increase authority.

Source: Search Engine Journal / BrightEdge, May 12, 2025 – [The Triple-P Framework: AI & Search Brand Presence, Perception & Performance](#)







Stronger Performance on Non-Branded Queries after doing Entity Linking

25%↑ in clicks for
non-branded queries on
pages with the “assisted living”
entity

brightonSEO.
San Diego

WELCOME CENTER OPEN

Brightview Holmdel

(848) 301-2741

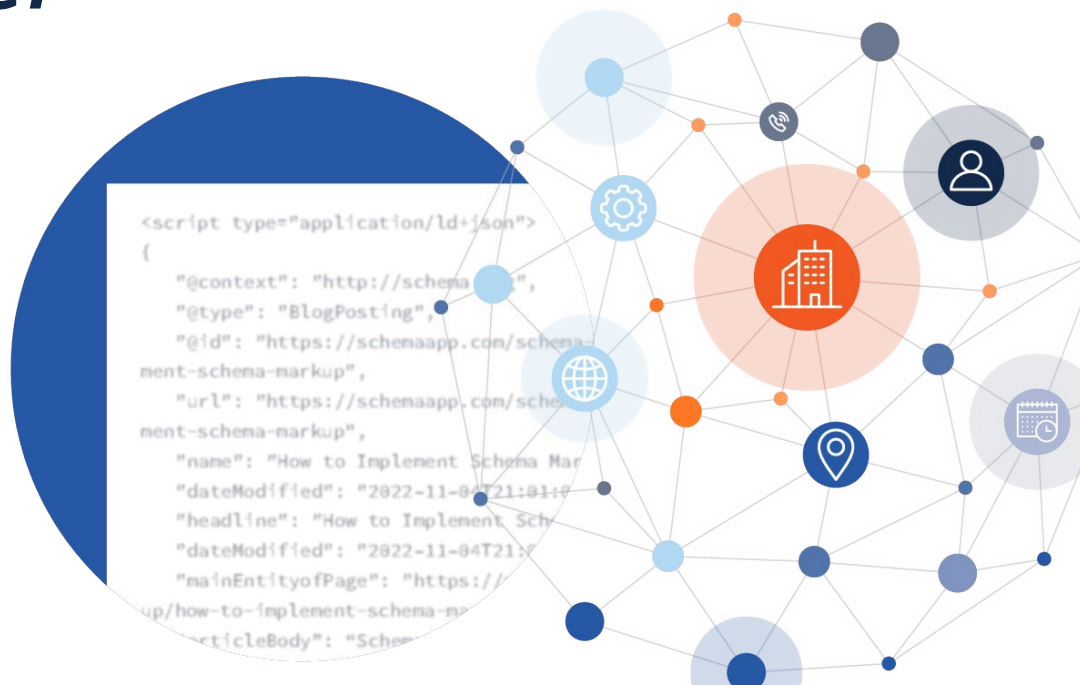
2129 State Route 35
Holmdel, NJ 07733
GET DIRECTIONS

The only true senior Independent Living c

Enjoy your independence without the hassle of chores and home maintenance - experience the benefits of resort-style senior living with Brightview Holmdel. Located conveniently to Route 35 and **Holmdel Towne Center**, Brightview's newest senior living community in Monmouth County, New Jersey serves residents and families looking for Independent Living, Assisted Living, and Dementia Care in **Holmdel, Centerville, Hazlet, Middletown, Keyport, Union Beach, Keansburg, Mt. Pleasant, and Matawan.**

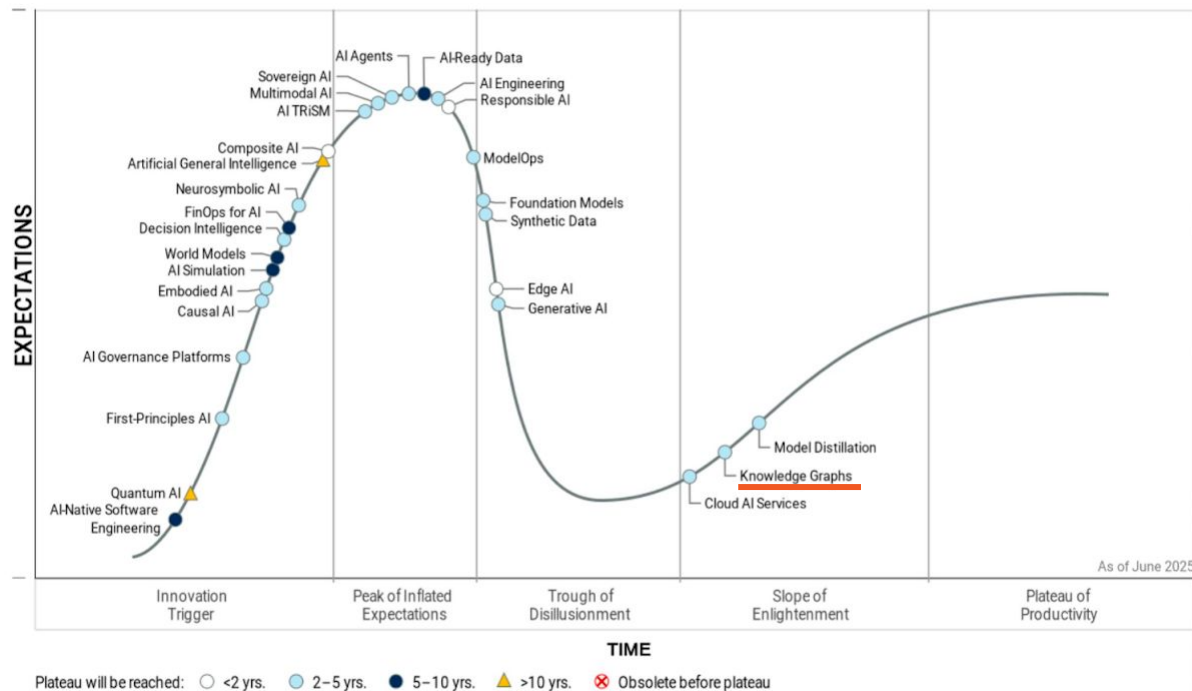
@type	LocalBusiness
name	Brightview Holmdel
parentOrganization	
@type	Organization
name	Brightview Senior Living
url	https://www.brightviewseniorliving.com/
areaServed	
@type	Place
name	Hazlet
sameAs	https://en.wikipedia.org/wiki/Hazlet,_New_Jersey
sameAs	kg:/m/0xq30
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sameAs	https://en.wikipedia.org/wiki/Holmdel_Township,_New_Jersey
areaServed	
@type	Place
name	Holmdel Towne Center
sameAs	kg:/g/1tgzc7nd

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



Knowledge
Graphs are
on the rise

Hype Cycle for Artificial Intelligence, 2025



Gartner

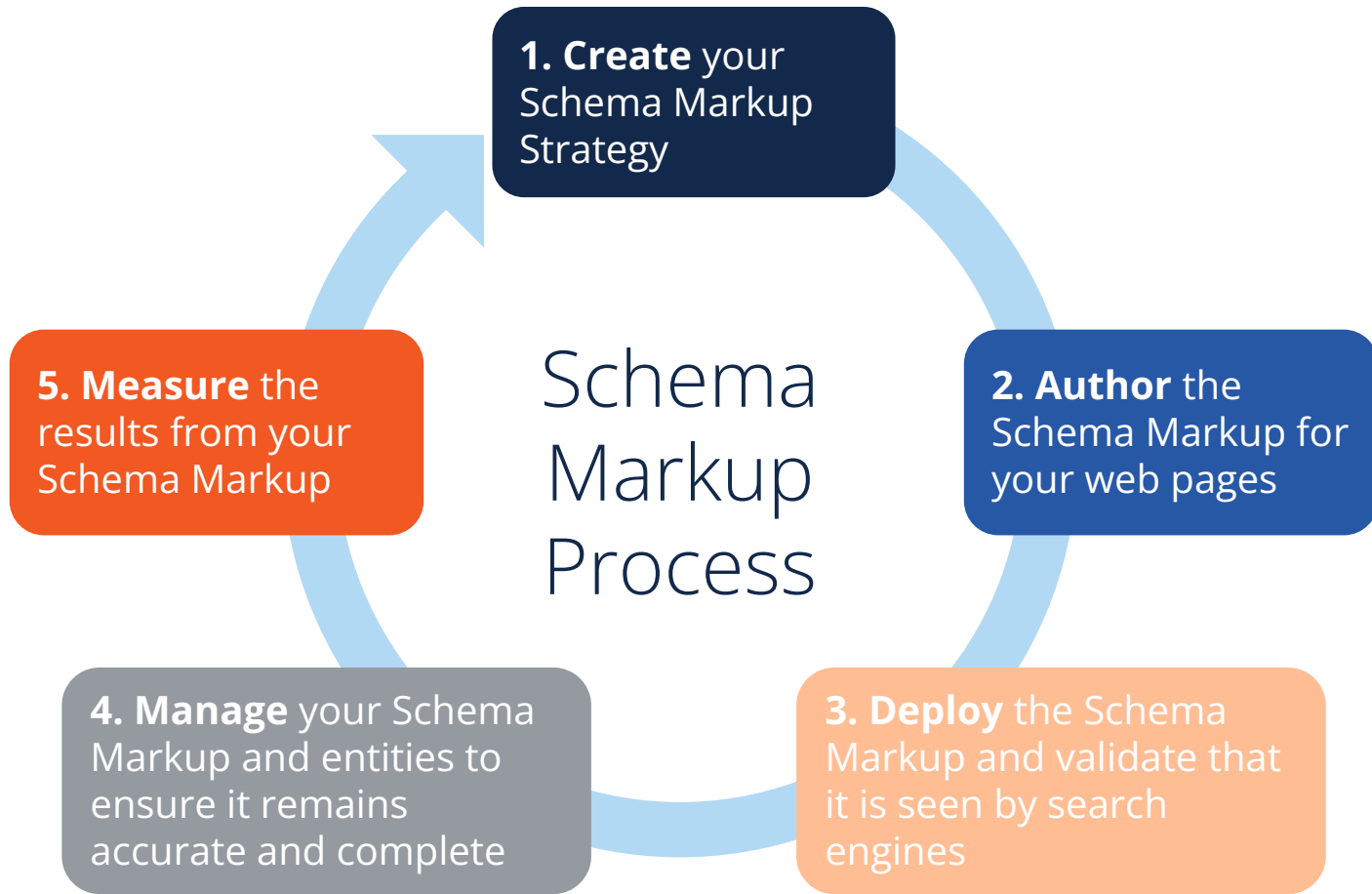
Source: Gartner Research, 11 June 2025, [Hype Cycle for Artificial Intelligence](#)

#3.

Managing the quality of your Schema Markup is crucial

Because it is your brand's way of
informing AI.







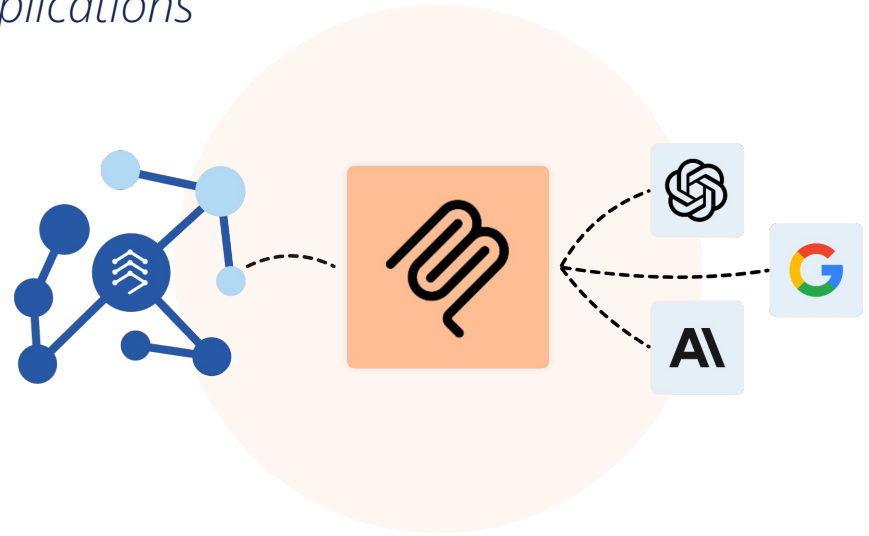
Without AI-ready data foundations and practices, CIOs will be unable to deliver value from AI investments. In fact, **most CIOs struggle to create trusted data foundations** (i.e. data governance, data literacy, greater data collaboration) to enable AI-driven business outcomes.

Source: Gartner, February 17, 2025 – [The Top CIO Challenges. According to 12k+ of Your CIO Peers](#)

Model Context Protocol

Think of MCP as the USB-C port for AI Applications

MCP is an open protocol that provides a standardized way to connect AI models to different data sources and tools.



Learn More: <https://modelcontextprotocol.io/introduction>

Google is adopting MCP.

OpenAI confirms they are adopting MCP.

Source: <https://x.com/demishassabis/status/1910107859041271977>

Source: <https://x.com/sama/status/1904957253456941061>



Demis Hassabis ✓

@demishassabis



MCP is a good protocol and it's rapidly becoming an open standard for the AI agentic era. We're excited to announce that we'll be supporting it for our Gemini models and SDK. Look forward to developing it further with the MCP team and others in the industry



Sundar Pichai ✓



@sundarpichai · Apr 9

love the feedback! - to MCP it is! x.com/sundarpichai/s...



Sam Altman ✓



@sama · Mar 26



people love **MCP** and we are excited to add support across our products.

available today in the agents SDK and support for chatgpt desktop app + responses api coming soon!



496



1.4K



10K



1.8M





NLWeb

Open project designed to simplify the creation of natural language interfaces for websites—making it easy to turn any site into an AI-powered app.

Source: Microsoft, May 19, 2025 – [Introducing NLWeb: Bringing conversational interfaces directly to the web - Source](#)

- Goal: Make it easy for any web publisher to create an intelligent, natural language experience for their site.
- Leverages semi-structured formats like Schema.org, RSS and other data that websites already publish.
- Created by RV Guha, who created Schema.org.

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External Entity Linking

Schema Markup

Questions?

Get in touch with me!

Martha van Berkel
CEO & Co-Founder, Schema App
Martha@SchemaApp.com

www.SchemaApp.com

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