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What Entities & Knowledge Graphs Mean for AI Search

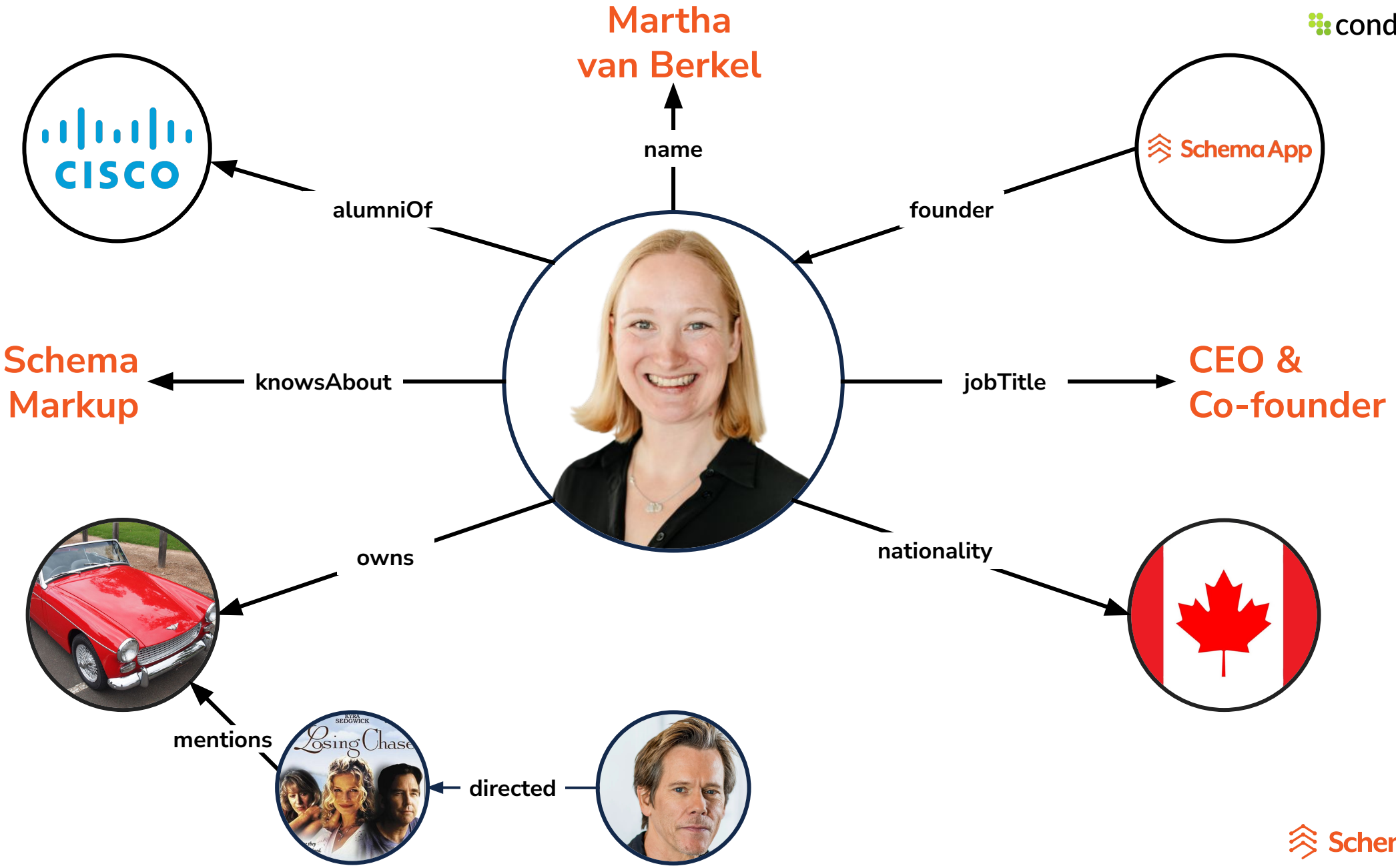
Live Webinar

Patrick Reinhart

VP, Services & Thought Leadership
Conductor

Martha van Berkel

Co-founder & CEO
Schema App


Martha van Berkel
name
alumniOf
CISCO
founder
Schema App
Schema Markup
knowsAbout
jobTitle
CEO & Co-founder
owns
nationality
mentions
directed
KYRA SEDGWICK
Losing Chase

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Schema App is a Scalable Knowledge Graph Solution for Enterprise SEO teams.

We are a semantic technology company that help organizations build their marketing knowledge graph with our Schema Markup solution to accelerate business results and stand out in search.

Trusted by Enterprises Worldwide

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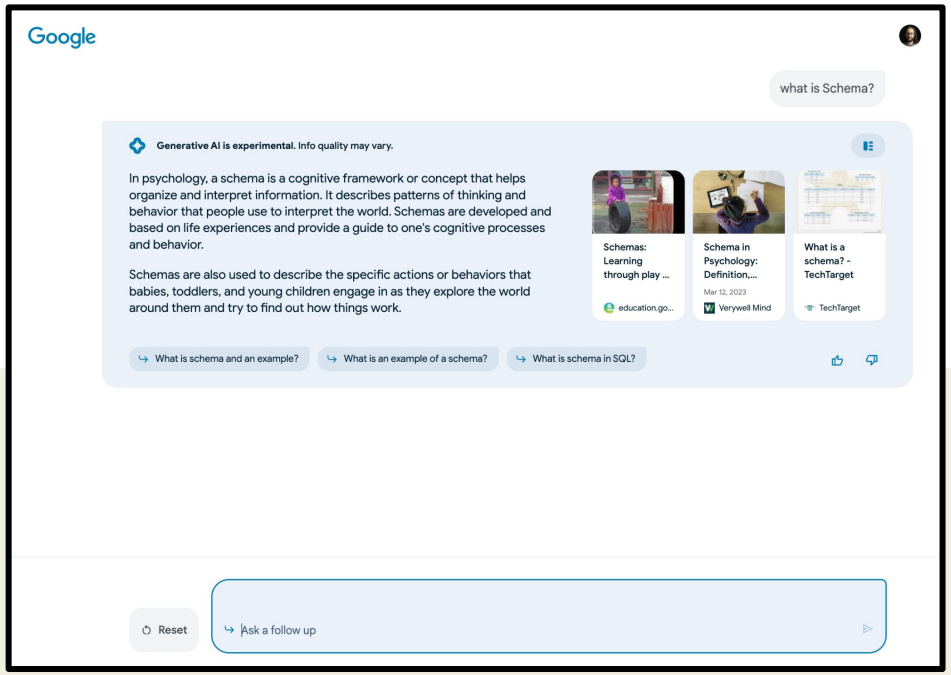
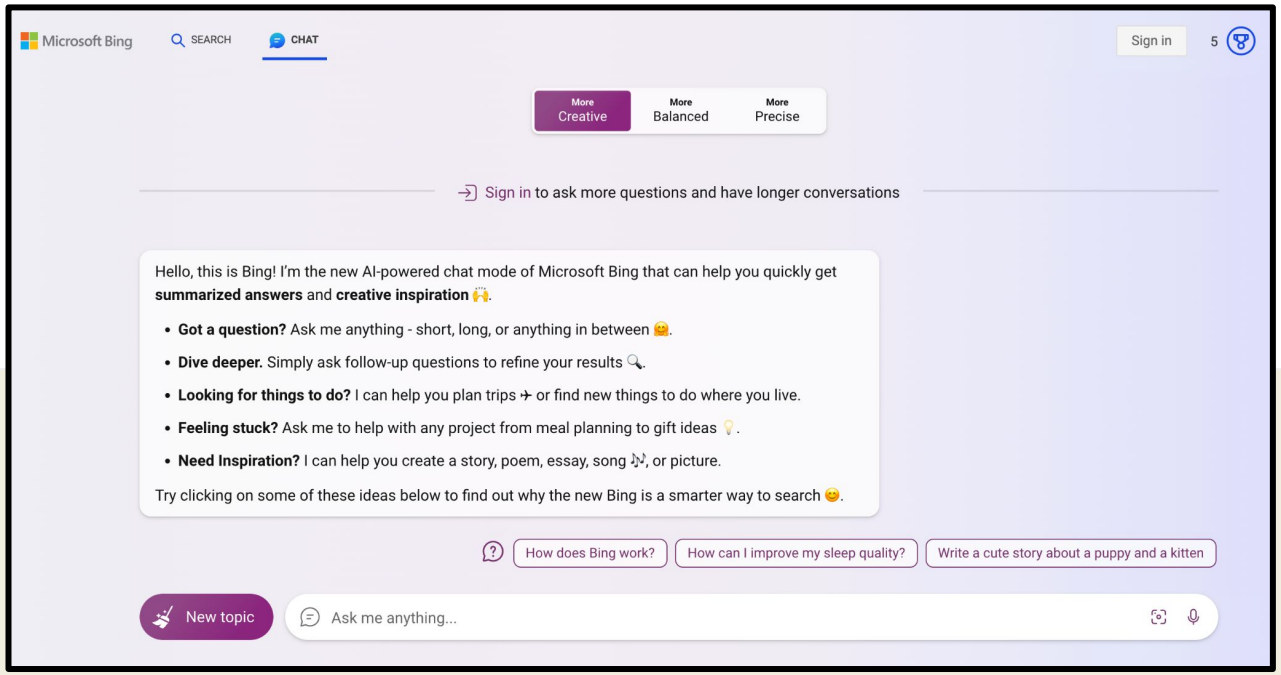
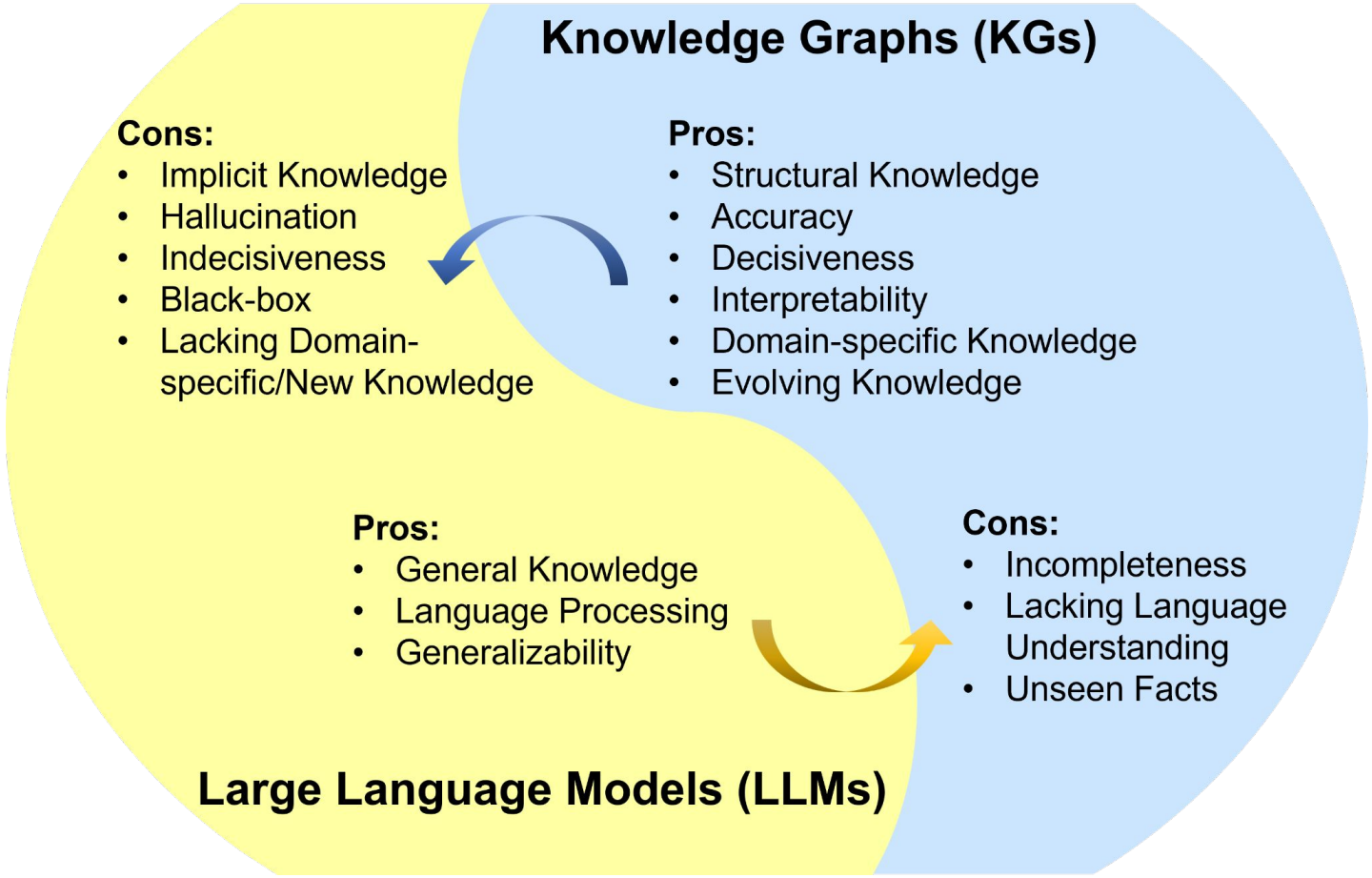
Context changing in SGE & the New Bing





Knowledge Graphs and LLMs work hand in hand



Source: Unifying Large Language Models and Knowledge Graphs: A Roadmap

> It's why we've been working on an intelligent model—in geek-speak, a "graph"—that understands real-world entities and their relationships to one another: **things, not strings.**"
>
> – Google (2012)

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What is a Knowledge Graph?

A collection of relationships between things defined using a standardized vocabulary, from which new knowledge can be gained through inferencing.

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AI Systems in Google Search

RankBrain

- Understand how words relate to **concepts**
- Used to help rank or decide the best order for top search results

BERT

- Understand how combinations of words express different **meanings** and intent

Neural Matching

- Looks at an entire query or page rather than just keywords to understand the underlying **concepts**

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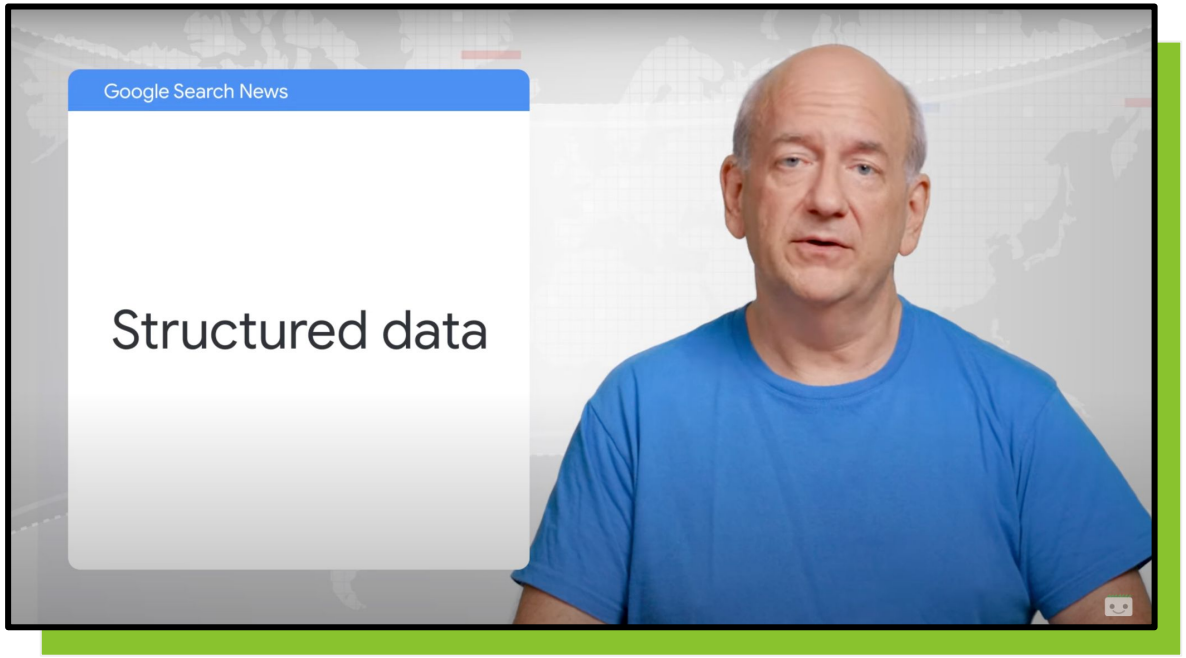
October 2023 Search Update from Google

- Structured Data is a “Machine readable code that search engines can use to **understand** the content"
- New Types will be introduced and some might go away
    - How-to rich results deprecated from the SERP
    - FAQ rich results only shown for well known, authoritative, government and health sites
- Use a solution that makes it easy to change your structured data and saves you time



Ranking updates, structured data, and more! - Google Search News (October ‘23)

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Schema Markup
to achieve
Rich Results

Schema Markup
to build a
Knowledge Graph

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Search has moved from **strings to things**

Lexical search → **Semantic search**

Keywords → **Entities & Knowledge Graphs**

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What is an Entity?

An entity is a thing with specific attributes.

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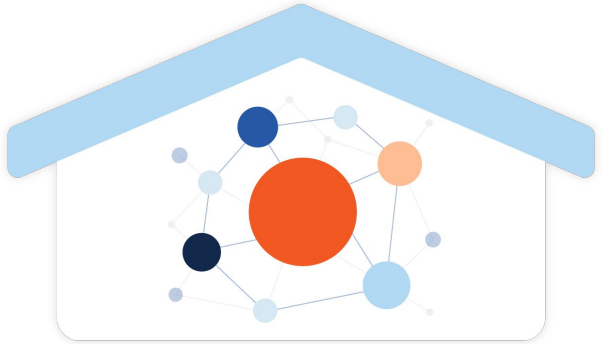

Your Webpage = Entity Home

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Schema Markup = Language to define Entities on your website

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Entity Maturity Scale

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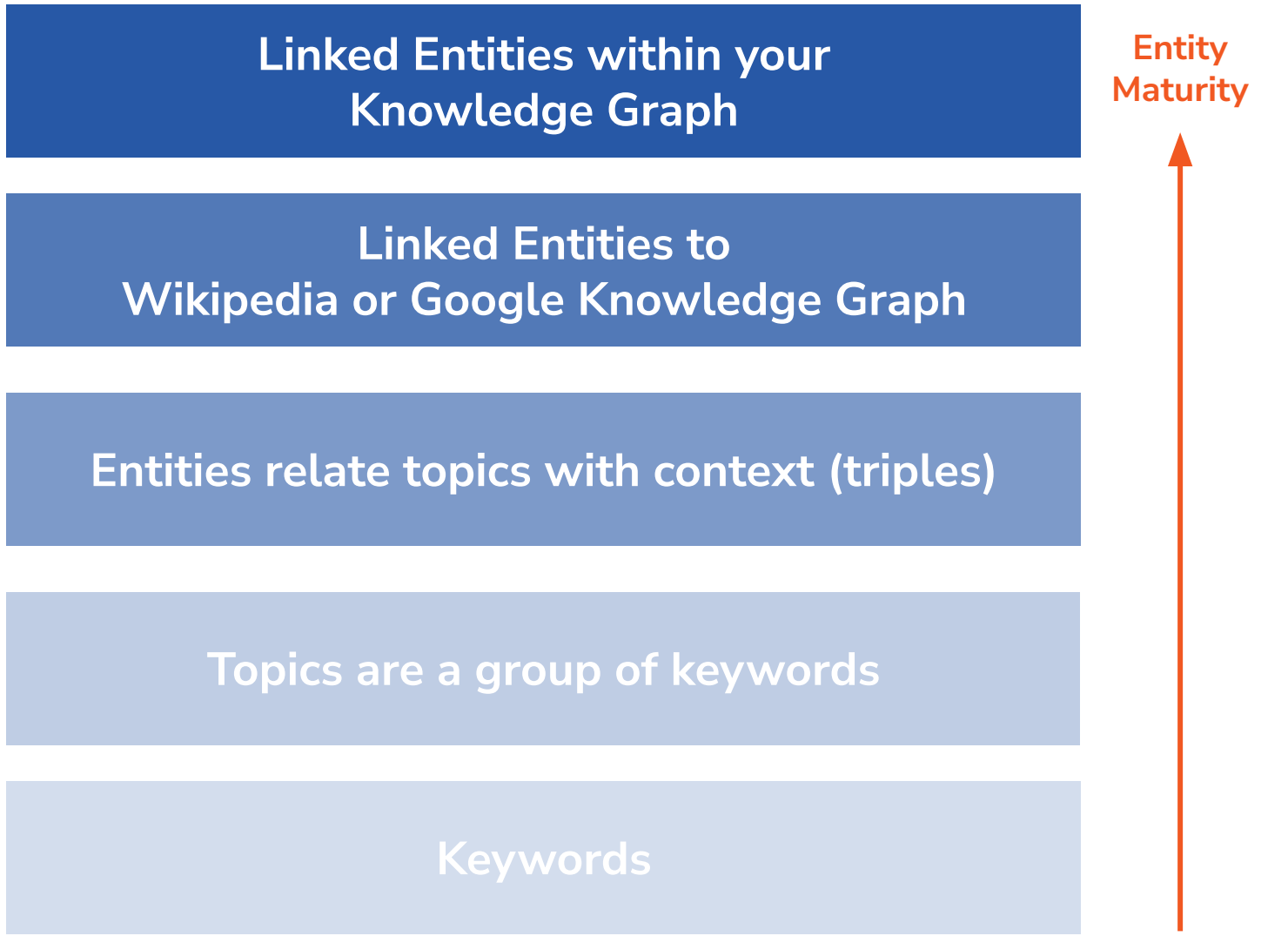

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Help Google Understand Who Your Authors Are

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The Person / Expert	Questions Google Is Trying To Answer	How You Can Help Answer Those Questions
Author	Who Is This Person?	Create An Author Page
	Why Are They An Expert In This Industry?	Link To LinkedIn Profile
	Why Are They An Expert On This Topic?	Link To / From Wikipedia
		Link To Other Articles & Publications
		Author Schema

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Platform | Customer Stories | Resources | Company | Get Started

Home → Leadership → Patrick Reinhart

Breadcrumb Establishing Position At Company

Decent Headshot (right? right?)

Patrick Reinhart

VP, Services and Thought Leadership

Name & Title Clearly Stated

Patrick Reinhart leads enterprise digital strategy for Conductor's [illegible] team as Vice President of Services and Thought Leadership. He help[illegible] largest brands in the world with their organic search initiatives.

Patrick brings over 15 years of organic search and digital marketing experience to his work. Before joining Conductor, Patrick led the U.S. organic search practice at New York-based agency Prime Visibility.

Prior to his agency and technology experience, Patrick was an acco[illegible] entrepreneur, founding an eCommerce appliance retailer and a mus[illegible] company.

Link To LinkedIn Profile

Additional Articles From The Author

More from Patrick

Top SEO Trends for 2023

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Future-Proofing Your Marketing Efforts Through Digital Transformation

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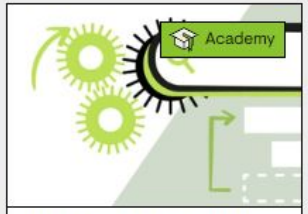

The Top SEO Trends of 2022

Read now

Conductor to Hold Second Annual Digital Transformation Summit to Showcase Exclusive...

Read now

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What is Semantics?

Semantics is a term for the study of language, how it expresses meaning, and the rules it must abide by in order to convey this meaning.

Do search engines care about semantic Schema Markup?

In short, yes.

Google

Also, over time richer/correct semantics will favour more connected graphs.”

– Ryan Levering, Google (Source: Mastodon)

Bing

Write great content annotated with schema markup… use Semantic Markup to convey information about the page.”

– Fabrice Canel, Bing (Source: Pubcon Austin 2023)

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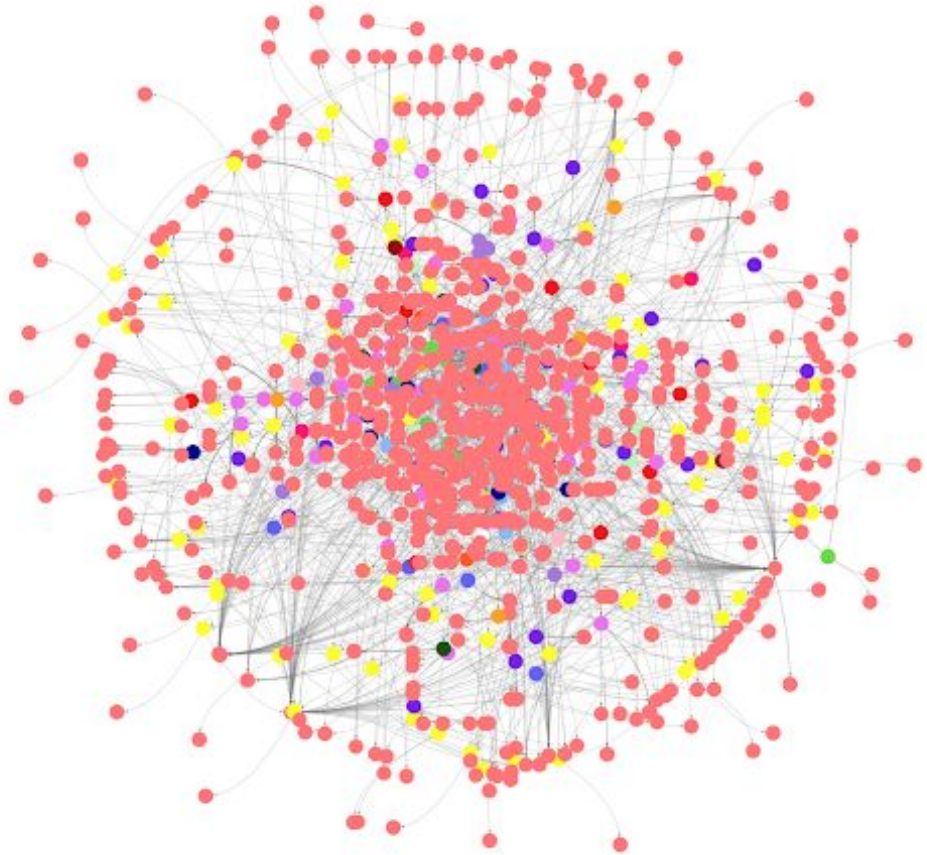
Schema Markup builds Marketing Knowledge Graphs



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Why should you implement Semantic Schema Markup?

Develop your knowledge graph by connecting the various entities to your organization

Help AI search engines understand and contextualize your content to provide searchers with more relevant results

Train AI search engines to provide more accurate results by grounding the LLM with your knowledge graph

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How to make your entities connected within your brand knowledge graph

1

Design your content to talk about **specific topics / entities**

2

Use Schema Markup to **describe the entity and its relationship to other things** on the page and on your site for greater context

3

Connect known entities on your page with Wikidata, Wikipedia or Google Knowledge Graph

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Schema Markup is a team sport

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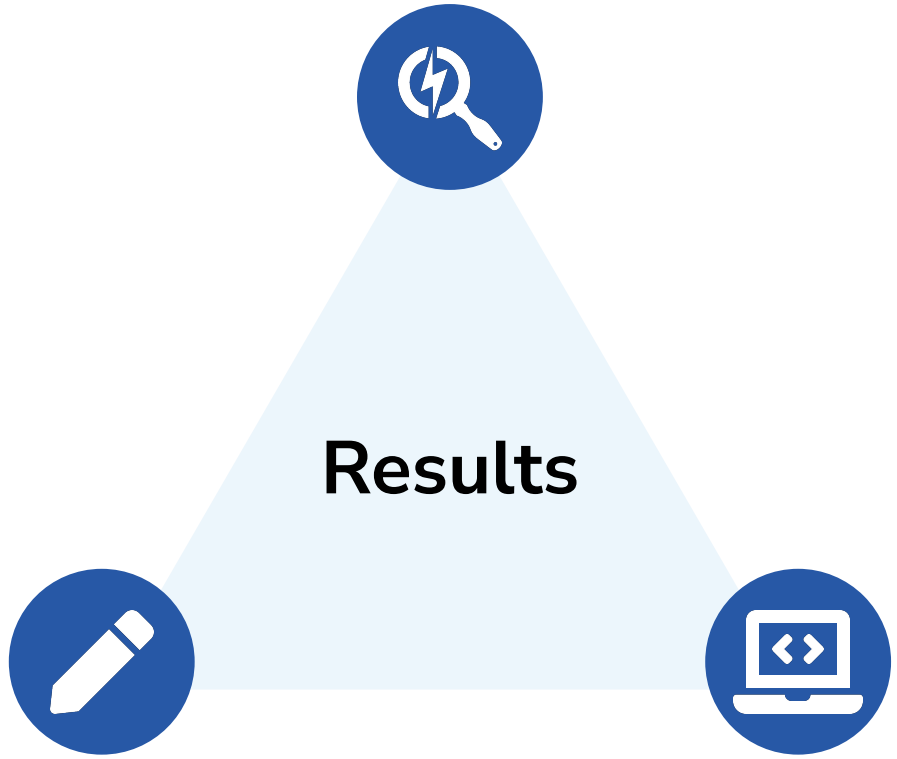
SEO Team
Visibility in Search + Results



Content Team
Write High Performing Content

IT Team
Website Architecture & Taxonomy

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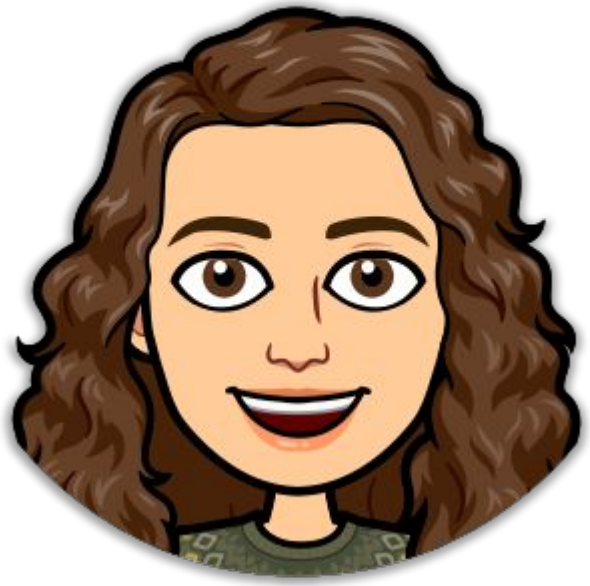
PROBLEM:
NOT EVERYONE KNOWS THEY'RE ON THE TEAM

SEO

Content Ideas / Optimizations

Technical Fixes

CONTENT



Content Creation / Updates

WEB

Implementation

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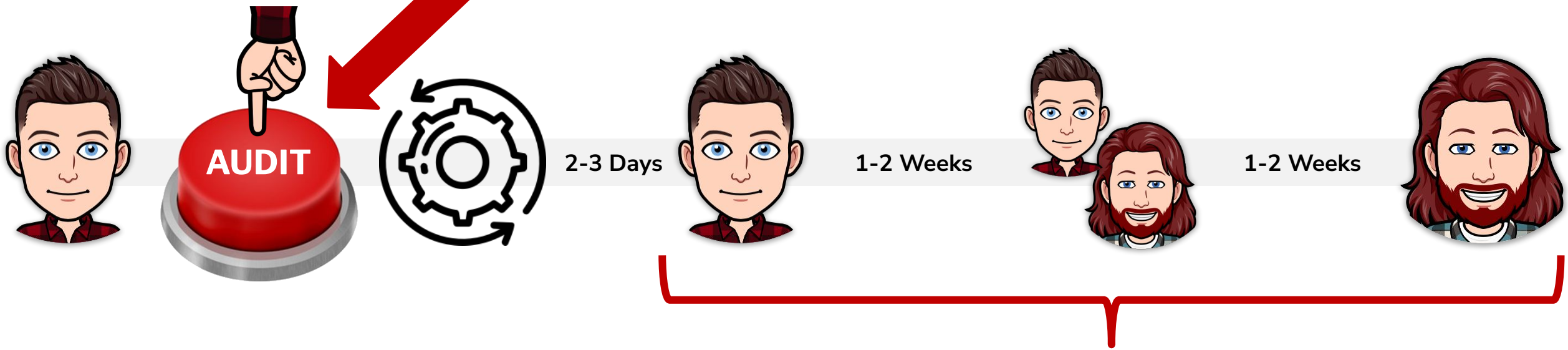
It’s Time To Adopt An “Always On” Mentality

The best SEO programs in the world are “always on” and somewhat mechanical. When SEO is part of everyone’s job, more gets done more often.

This is a problem

How Most Companies Run Technical Site Audits

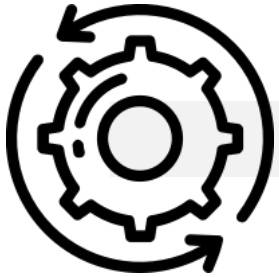
This is a problem



This is a problem

How Companies That Are “Always On” Run Technical Site Audits

Technology Is Always Running



Always On

Real-Time Alerting

Monthly Meeting w/ SEO Team

Preset Alerts Based On What You Want To Look Out For

Alerts Go Directly To The Web Team & Are Fixed

1. Design your content to talk about specific topics / entities

Team: SEO + Content

Focus on one topic per page

- Provide search engines with clarity on what the page is mainly about . Be specific.
- Build pages in a scalable manner
  - Re-use the page architecture across page sets.
  - Example Topic Groups: Products, Services, Case studies, Events, People, Jobs

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Green Chef
https://www.greenchef.com

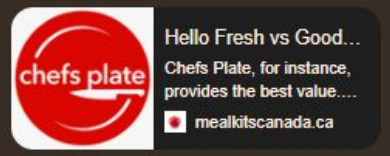
Green Chef® - Get 60% Off - Plus 20% Off For 2 Months

Kickoff Your Clean Eating Routine With Green Chef. Get 60% Off + 20% Off For 2 Months Now.

Generative AI is experimental. Info quality may vary.

Here are some meal kit delivery services similar to Fresh Plate:

- HelloFresh: Offers a diverse menu and easy-to-follow instructions.
- Chefs Plate: Provides good value.



Hello Fresh vs Good...
Chefs Plate, for instance, provides the best value....
mealkitscanada.ca

Hello Fresh vs

What is the best

Top EveryPlate Alternatives for Affordable Me...
Oct 31, 2022
Top10.com

Google Is Getting Very Specific

- Freshly: Uses fresh ingredients and caters to busy professionals.
- Green Chef: Uses certified organic ingredients.
- Marley Spoon: Offers simple, home-cooked meals.
- Purple Carrot: Provides plant-based meals.
- EveryPlate: Offers a lower-cost alternative to HelloFresh.

Other meal kit delivery services include: Dinnerly, Home Chef, Sunbasket.

Ask a follow up | Is EveryPlate the same as HelloFresh? | What is the difference between HelloFresh and Chefs plate? | Who

My Subscription Addiction
https://www.mysubscriptionaddiction.com › everyplat...

EveryPlate vs. HelloFresh — Which One's Right for Me?

(EveryPlate is actually owned by HelloFresh and was launched in 2018 as a lower-cost alternative.) On the surface, they're a lot alike. Both send recipes plus ...

The Food · The Menu & Meal Plans · Dietary Restrictions

HelloFresh vs. Goodfood vs. Chefs Plate Comparison (2023)

Passages Are Highlighted

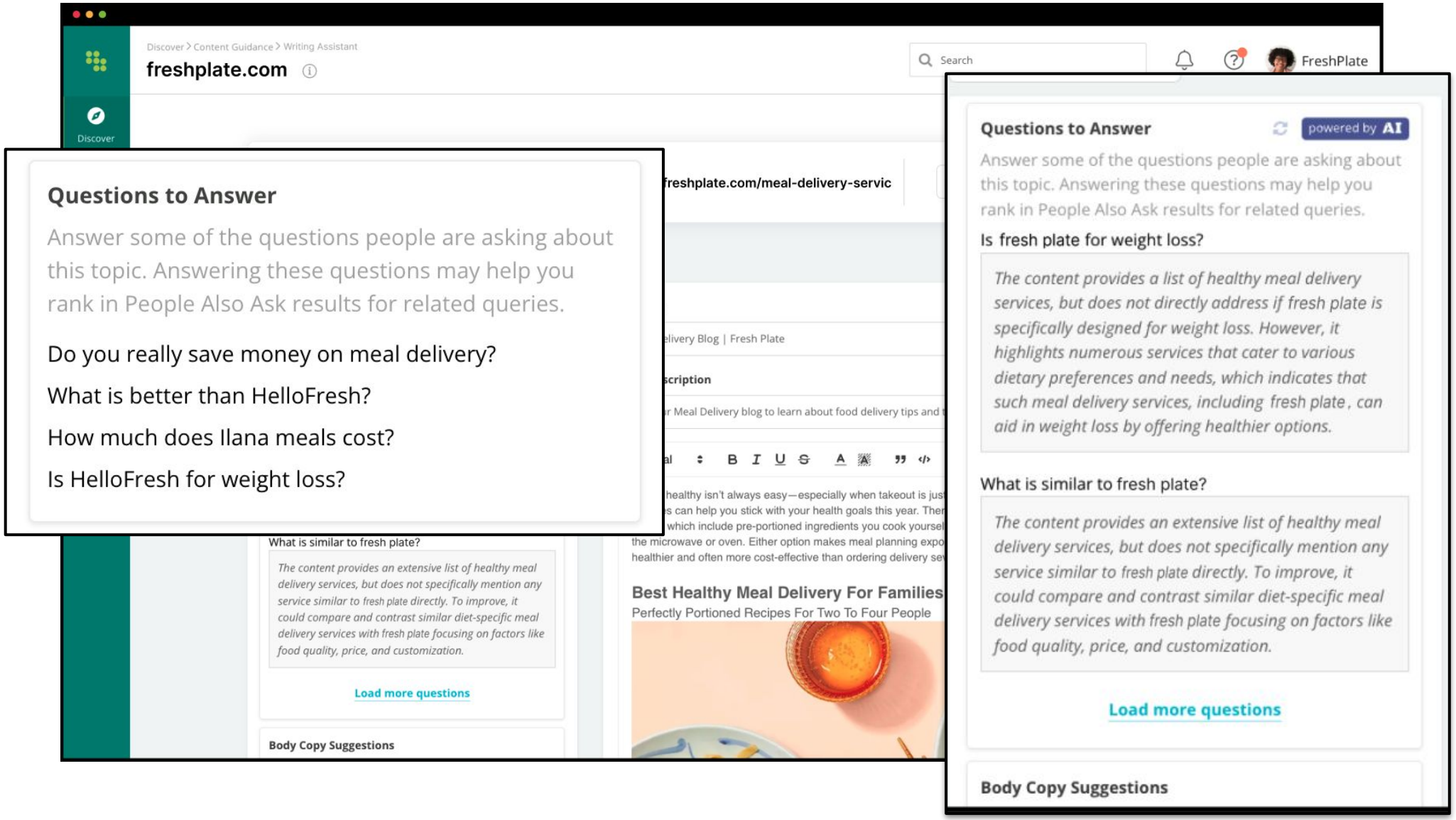
Canada's most distinguished meal kit delivery services are Goodfood, HelloFresh, and Chef's Plate. All th companies put an emphasis on quality and freshness. There are also a variety of dishes and delicious dinne on the menus, but who has the most, and who's the cheapest?

Chefs Plate is a subsidiary of HelloFresh; however, the two companies differ on several levels. Chefs Plate, for instance, provides the best value. HelloFresh offers the most variety on its menu so is good for families with fussy eaters or for people who like to try new dishes and cuisines. Goodfood has the fastest recipes around, with some starting at just 10 minutes, although Chefs Plate also has a fast recipe option.

Examine the content below to compare Canada's three top leading meal kit services. We discuss every aspect of these three meal kit companies, from their intriguing weekly meals to places where free shipping is available (and which of the companies even offers this), to customer reviews. We also have some discount codes for you to enjoy along the way so stick with us.

HELLO FRESH Get Up to 20 Free Meals 23 Hours 19 Minutes 44 Seconds Apply discount

Specificity Will Be Key Moving Forward



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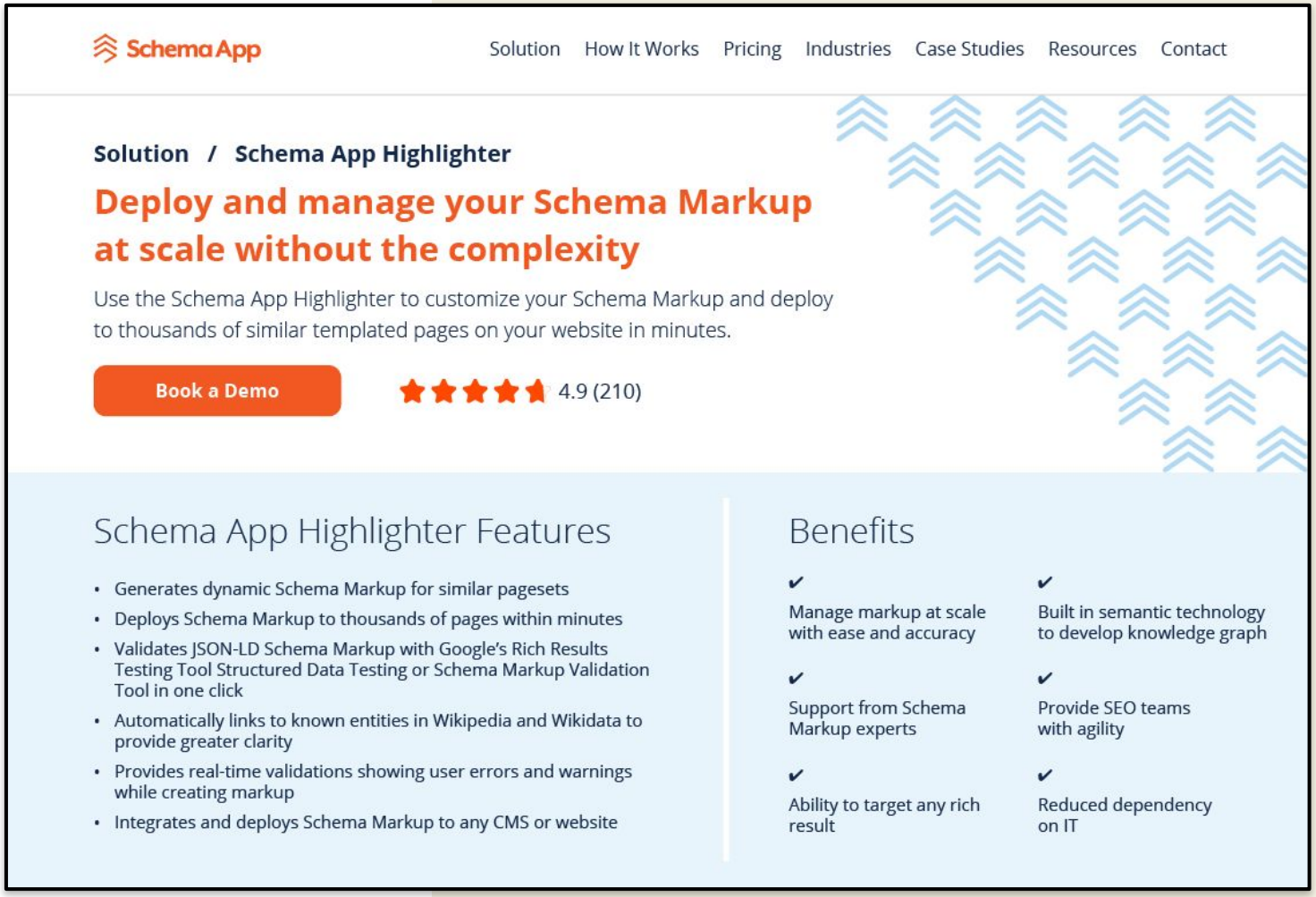
Example



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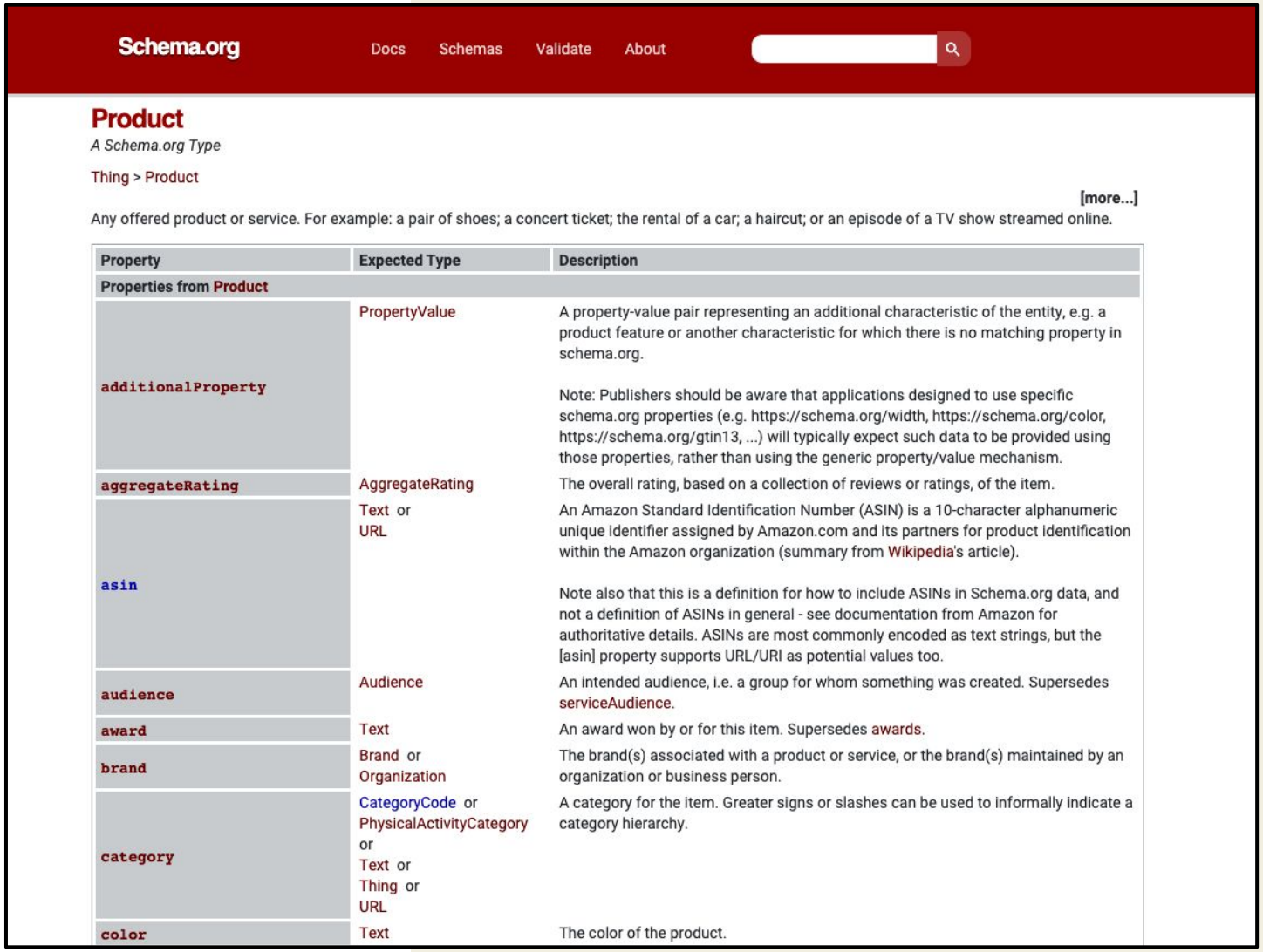
2. Leverage Schema.org properties to describe entity

Team: SEO + Content + IT



Schema.org Docs Schemas Validate About

Product

A Schema.org Type

Thing > Product

[more...]

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Property	Expected Type	Description
Properties from Product		
additionalProperty	PropertyValue	A property-value pair representing an additional characteristic of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org. Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. https://schema.org/width, https://schema.org/color, https://schema.org/gtin13, ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
asin	Text or URL	An Amazon Standard Identification Number (ASIN) is a 10-character alphanumeric unique identifier assigned by Amazon.com and its partners for product identification within the Amazon organization (summary from Wikipedia's article). Note also that this is a definition for how to include ASINs in Schema.org data, and not a definition of ASINs in general - see documentation from Amazon for authoritative details. ASINs are most commonly encoded as text strings, but the [asin] property supports URL/URI as potential values too.
audience	Audience	An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience.
award	Text	An award won by or for this item. Supersedes awards.
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.
category	CategoryCode or PhysicalActivityCategory or Text or Thing or URL	A category for the item. Greater signs or slashes can be used to informally indicate a category hierarchy.
color	Text	The color of the product.

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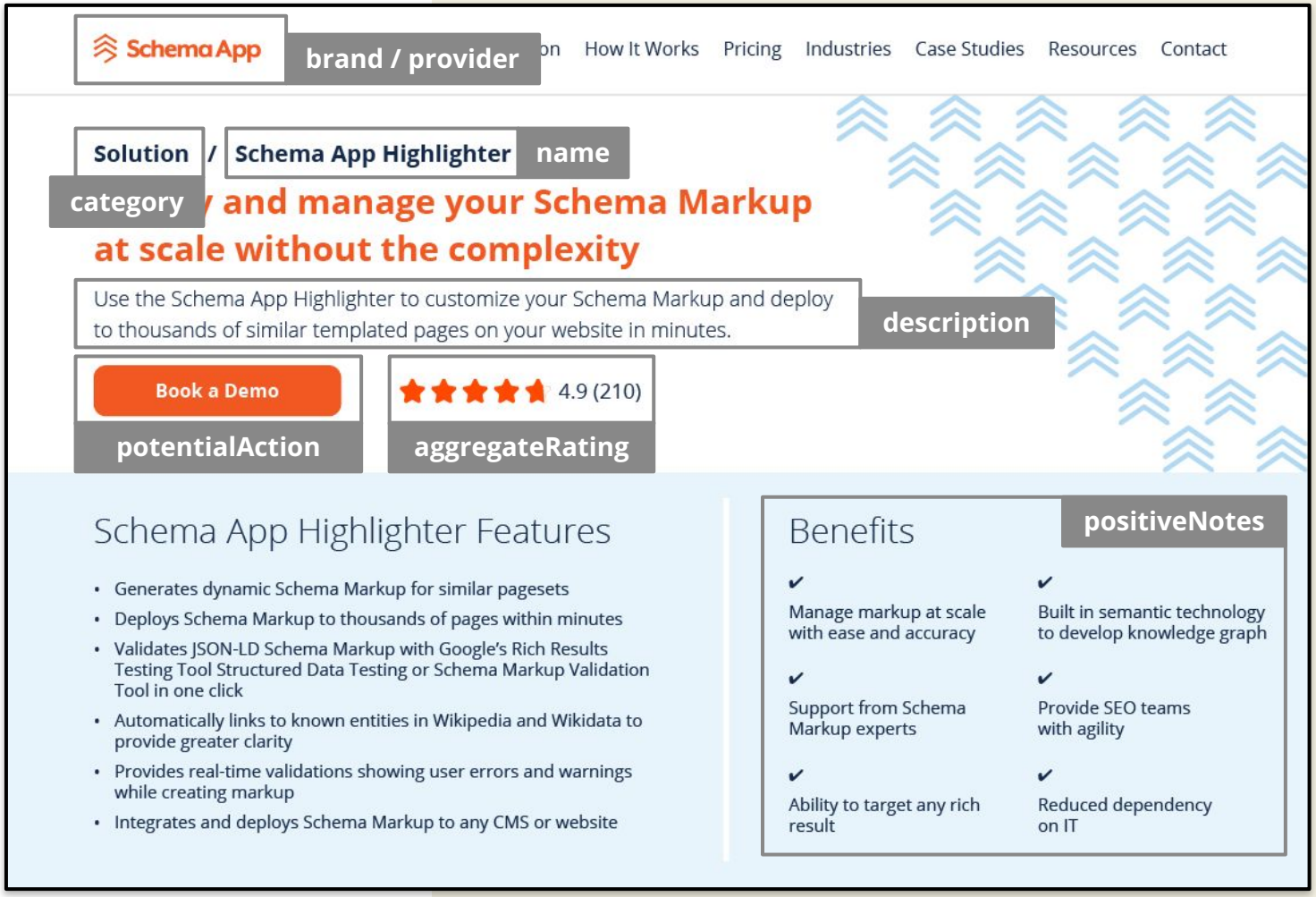
Use Properties to describe the Product entity and its relationship to other entities on the page/the website



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3. Connect entities on a page to other entities within your organization / website

Team: SEO

@type: Product
- @id
- url
- name
- description
- **brand**
  - **@type: Organization**
    - **name: Schema App**
    - **@id: https://www.schemaapp.com/#Organization**
    - **url: https://www.schemaapp.com/**
    - **description: Use the Schema App Highlighter to...**
    - **sameAs: https://twitter.com/schemaapptool**
    - **sameAs: https://www.linkedin.com/schema-app/**
    - **areaServed: http://www.wikidata.org/entity/Q13780930**
    - **telephone: +18554448624**
    - **email: support@schemaapp.com**
- aggregateRating
- positiveNotes
- category

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Nesting links to external authoritative knowledge bases

Team: SEO

@type: Product
- @id
- url
- name
- description
- brand
- aggregateRating
- positiveNotes
- category
  - **@type: Thing**
    - **name: Solution**
    - **sameAs: https://www.wikidata.org/wiki/Q21075690**

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Connect the primary entity on a page to the relevant rich result

Team: SEO + Content

@type: Product
- @id
- url
- name
- description
- brand
- **aggregateRating**
  - **@type: AggregateRating**
  - **@id: https://www.schemaapp.com/solutions/schema-app-highlighter #Product_aggregateRating_AggregateRating**
  - **bestRating: 5**
  - **ratingValue: 4.9**
  - **reviewCount: 210**
  - **worstRating: 1**
- positiveNotes
- category

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Schema App Process

1. Strategy

We analyze your content on site and create a custom Schema Markup strategy that aligns with your business goals.

2. Authoring

Bring your knowledge graph to life by creating your Schema Markup using our **Highlighter** and **Editor** tools.

3. Deployment

Integrate once with Schema App and gain agility to deploy new markup or updates in minutes.

4. Maintenance

Evolve your Schema Markup with your content and page architecture. Update your Content to gain more results and test what works in changing search engine landscape.

5. Measurement

Use **Schema Performance Analytics** and Google Search Console to measure the performance against your desired outcome.

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New Measures for AI Search

Structured data helps search engines understand content.

Metric:

- Click-through rate

CTR increases with more qualified traffic.

Introduce Agility Into Your Team.

Metric:

- Time to Update/Value
- Reduced IT Dependency

Move quickly with content updates and have your structured data dynamically update to show new context.

The future of search requires more than keywords. It requires a knowledge graph.

Metric:

- Schema Markup coverage
- Health of Knowledge Graph

Schema App creates knowledge graphs. You own the data and can reuse it for AI.

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Create a Knowledge Graph with Schema Markup

Search Engines Understand Content & Provide More Quality Traffic

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Thank You