



The power of Knowledge Graphs in modern SEO

A journey in semantic SEO for the editorial
industry



Beatrice Gamba



Beatrice Gamba



Beatrice Gamba

Head
of SEO
Agency



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 Head
of SEO
Agency



Beatrice Gamba

 **Head
of SEO
Agency**

✓ Searching for: **who is Beatrice Gamba?**

✓ Generating answers for you...

Beatrice Gamba is Head of Agency and SEO strategist at WordLift¹. She was born and raised in Rome and joined WordLift's team in 2016 after a 3-year experience in Berlin where she worked for a big e-commerce company¹. Beatrice has over 7 years of experience in digital marketing and SEO¹. She is responsible for leading the agency's strategy, operations, and growth, overseeing all aspects of the agency's operations, including budgeting, client management, team development, and marketing campaigns¹.

I hope this helps! Let me know if you have any other questions.

Learn more: [1. wordlift.io](#) [2. linkedin.com](#) [3. worldathletics.org](#)

6 of 20 ●

who is Beatrice Gamba?



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**We are living
in very weird
times...**

I DON'T KNOW
WHERE I'M GOING
- FROM HERE, -
BUT I PROMISE IT
WON'T BE BORING

DAVID BOWIE

Content Tsunami of AI-written content



91%

of online content has
no organic traffic
from Google



**What about
optimization for AI?**



what was Fabrice Canel's advice to SEOs?

✓ Searching for: **Fabrice Canel SEO advice**

✓ Generating answers for you...

Fabrice Canel is the Principal Product Manager for Microsoft Bing. According to a [Search Engine Journal article](#), he emphasized the importance of using the lastmod tag correctly, adopting IndexNow, and [creating quality content with semantic markup to optimize content for Bing's AI search](#). He also suggested [sticking with the same SEO playbooks for optimizing content for Bing's AI experience](#) because it's still the early days for AI search.

Learn more: [1. searchenginejournal.com](#) [2. inferse.com](#) [3. searchenginejournal.com](#)

1 of 20 ●

What is semantic markup?

✓ Searching for: **what is semantic markup in SEO?**

✓ Generating answers for you...

In modern SEO, semantic markup is the process of adding semantic value to the content of a web page. According to [Wordlift](#), there are two groups of semantic markup: semantic HTML tags and structured data. Semantic HTML tags are used to create a hierarchical structure of a web document. They convey the meaning—or semantics—of the content contained within them. By adding semantic HTML tags to your pages, you provide additional information that helps define the roles and relative importance of the different parts of your page. Structured data is a standardized format for providing information about a page and classifying the page content. It is used by search engines to understand the content of a page and provide rich snippets in search results.

Learn more: [1. peppercontent.io](#) [2. wordlift.io](#) [3. semrush.com](#) [4. searchenginejournal.com](#)

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Best of X Panel



Artificial intelligence SEO tools



[All](#)

[Images](#)

[News](#)

[Videos](#)

[Shopping](#)

[More](#)

[Tools](#)

Artificial intelligence SEO tools

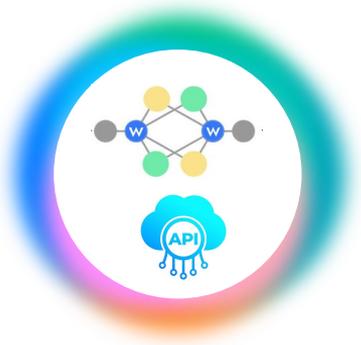


**Secure the value of
digital content in
the era of AI**



Leverage **knowledge graphs** to **generate**
and **validate content** at scale

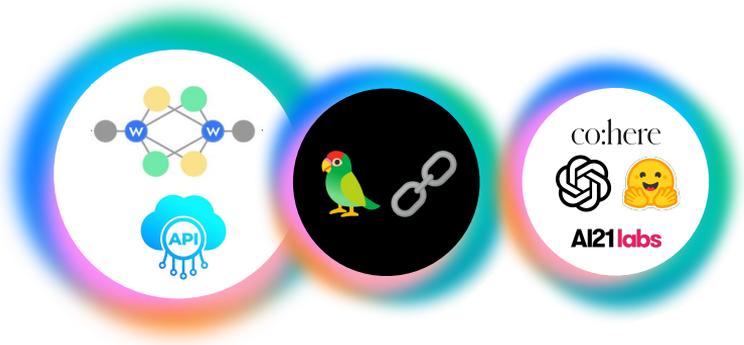
Leverage **knowledge graphs** to **generate**
and **validate content** at scale



WordLift KG + API

W

Leverage **knowledge graphs** to **generate** and **validate content** at scale



WordLift KG + API

LANGCHAIN + LLM

W

Leverage **knowledge graphs** to **generate** and **validate content** at scale



WordLift KG + API

LANGCHAIN + LLM

WEBSITE

W

Leverage **knowledge graphs** to **generate** and **validate content** at scale



WordLift KG + API

LANGCHAIN + LLM

WEBSITE

AI ECOSYSTEM

Leverage **knowledge graphs** to **generate** and **validate content** at scale



WordLift KG + API

LANGCHAIN + LLM

WEBSITE

AI ECOSYSTEM

CUSTOMERS

W



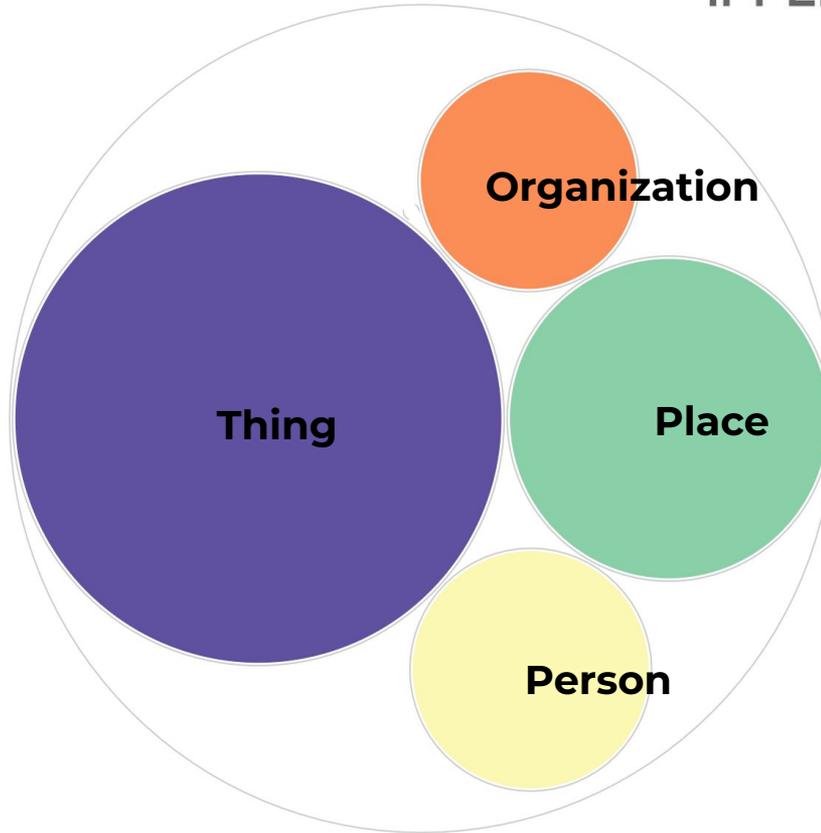
**Helping publishers and
digital editors stand out in
a fast-paced industry**



**9.074
entities**

**29.947
triples**

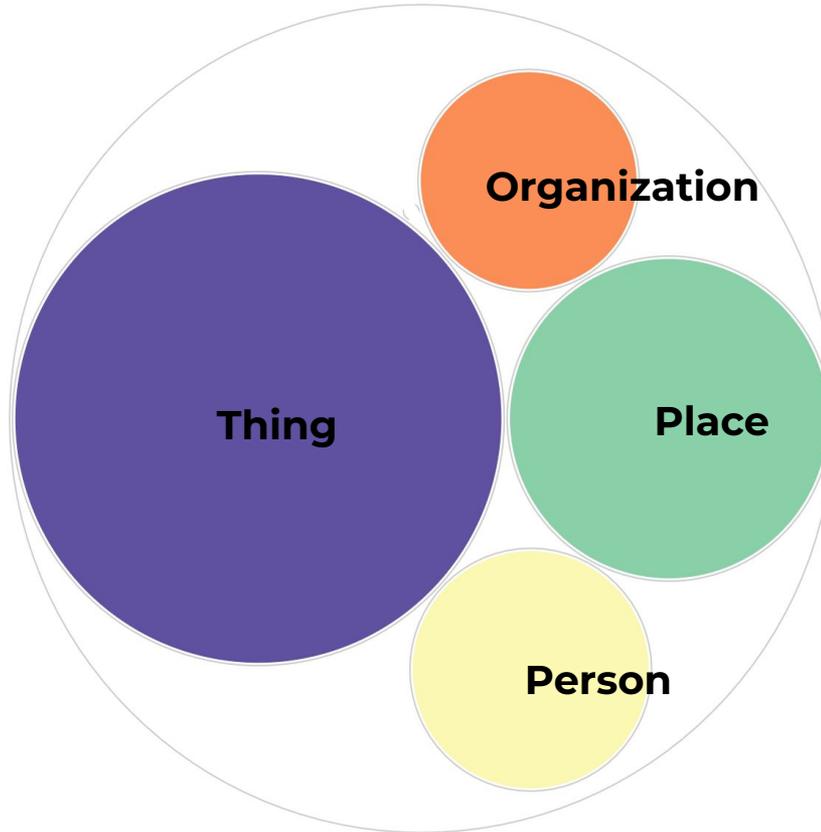
**4
types**



9.074
tags

29.947
triples

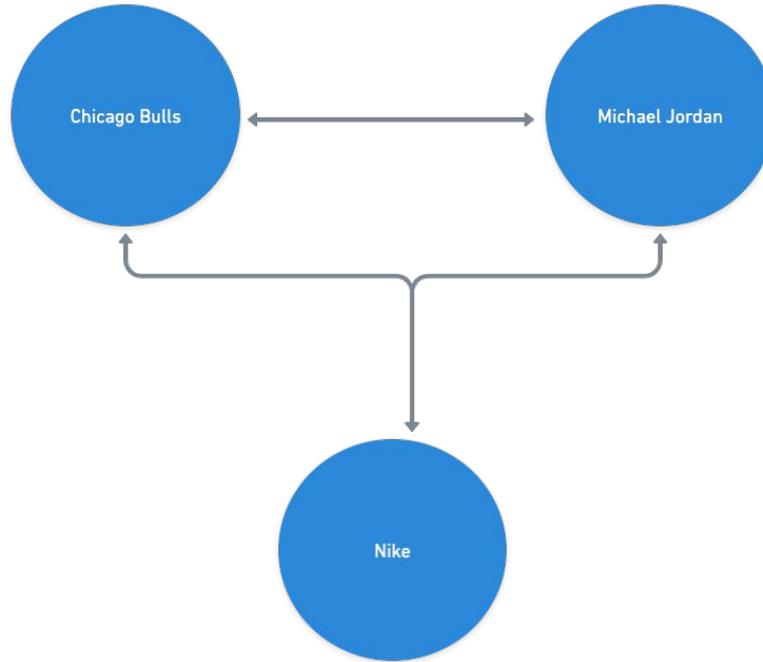
4
types



2.400
Links to/from
Wikidata

2.100
Links to/from
DBpedia

Scaling Tags as Entities



All the articles with a specific tag are connected to the knowledge graph and are in relation with the conceptually nearest tag, generating linked **mini graphs** with smart features.

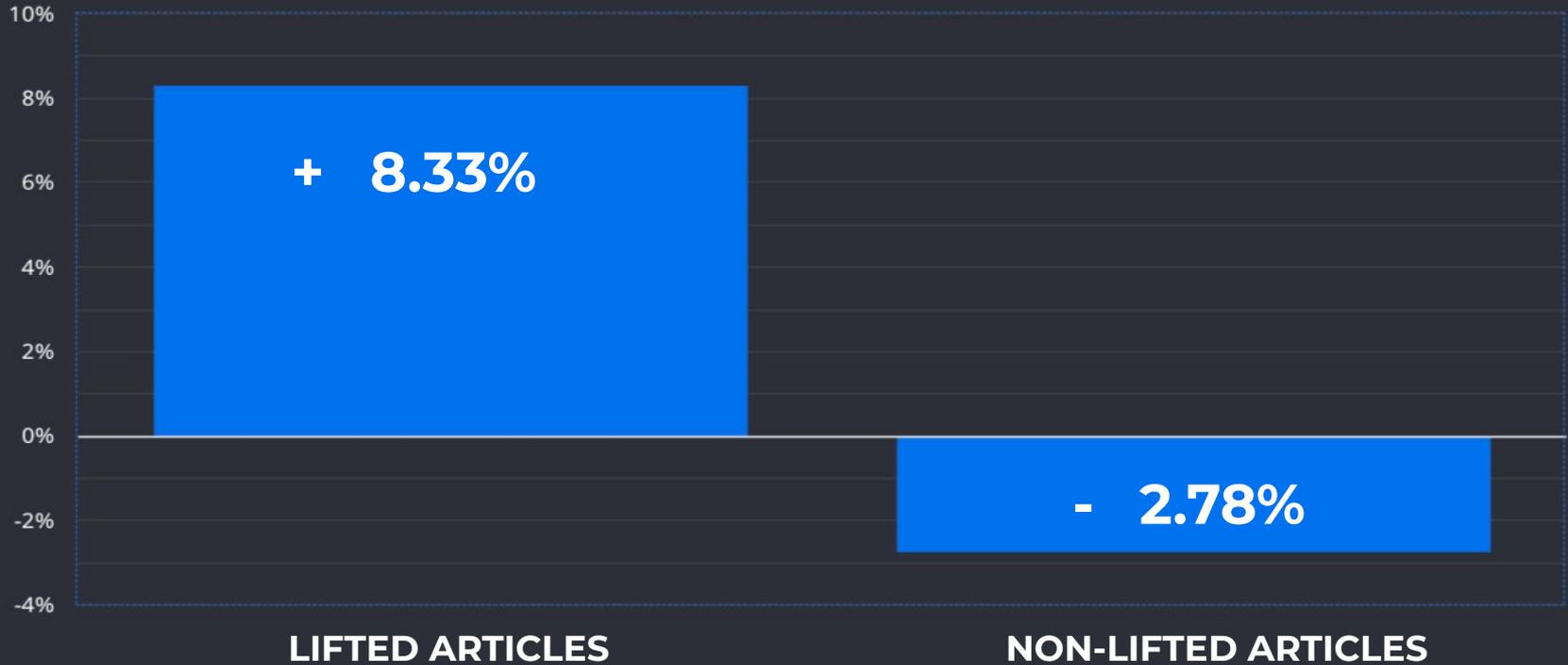
Millions of articles

Marked up



4000 articles

Clicks (Median)



Why did it work?





Context



Information

Take action on the changes acted by Artificial Intelligence in SEO, by structuring data within content.



Local News Targeting

Sourcing
local
queries

Place

ID: <https://data.globalnewsgraph.org/gng/entity/rottenburg-an-der-laaber-175>

@type	Place
@id	https://data.globalnewsgraph.org/gng/entity/rottenburg-an-der-laaber-175
name	Rottenburg an der Laaber
sameAs	http://de.dbpedia.org/resource/Rottenburg_an_der_Laaber
sameAs	http://www.wikidata.org/entity/Q170243
address	
@type	PostalAddress
addressLocality	Niederbayern
addressRegion	Bayern
addressCountry	
@type	Country
name	Deutschland

“If you use structured data, you’re presenting more precise information to search engines, using data in formats that they expect people to use the search for.”

Bill Slawski

The image features a large, abstract, organic shape that resembles a splash or a cloud. It is filled with a gradient of colors, transitioning from a deep blue on the left to a vibrant green on the right. The shape is set against a solid black background. In the center of this shape, the word "Accountability" is written in a bold, white, sans-serif font.

Accountability

The background is a large, irregular, organic shape with a smooth gradient from light blue on the left to bright green on the right. The shape has rounded, flowing edges and a central indentation. The text is centered horizontally within this shape.

The era of Person Schema

E-E-A-T

Expertise

Experience

Authoritativeness

Trustworthiness



Adding “sameAs” attribute to the Schema markup

The information are shown in the frontend of my Author page as well as in the form of metadata.

name	Beatrice Gamba
alternateName	Beatrice Gamba
birthDate	1990-06-07
email	beatrice@wordlift.io
sameAs	https://www.linkedin.com/in/beatrice-g/
sameAs	https://twitter.com/geatricebi
sameAs	https://www.crunchbase.com/person/beatrice-gamba
sameAs	https://wordlift.io/ng/author/beatrice/
sameAs	https://voicesofsearch.com/episode/knowledge-graph-seo-beatrice-gamba-wordlift-beatrice-gamba-wordlift-beatrice-gamba-wordlift/
sameAs	https://data.wordlift.io/wl82991/entity/beatrice-gamba-11090
sameAs	https://data.wordlift.io/wl82989/entity/beatrice-gamba-9910
sameAs	https://www.knowledgegraph.tech/speakers/beatrice-gamba/
url	https://wordlift.io/blog/en/entity/beatrice-gamba/
url	https://about.me/beatricegamba/
url	https://www.linkedin.com/in/beatrice-g/
url	https://twitter.com/geatricebi
url	https://www.crunchbase.com/person/beatrice-gamba
url	https://voicesofsearch.com/episode/knowledge-graph-seo-beatrice-gamba-wordlift-beatrice-gamba-wordlift-beatrice-gamba-wordlift/
url	https://wordlift.io/ng/author/beatrice/
url	https://brandedsearchandbeyond.com/entity/beatrice-gamba/
url	https://kalicubetuesdays.com/entity/beatrice-gamba/
url	https://www.knowledgegraph.tech/speakers/beatrice-gamba/
url	https://fast.wistia.com/embed/channel/fj0vyg0l2j?wchannelid=fj0vyg0l2j&wmediaid=pk97yne3t2
image	
@type	ImageObject
url	https://wordlift.io/blog/en/wp-content/uploads/sites/3/2023/02/Beatrice.Gamba_v4.jpg



The **more Google recognizes**
the Author name as an *Expert*
on the topic, **the better the**
authority of their content
online.

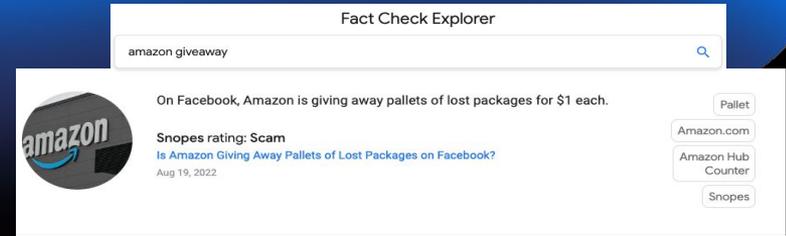
Structure Authors' expertise within Author markup



How to Prove it?

Schema.org Property

reviewedBy
citation
knowsAbout
hasCredential
ClaimReview
award



Google's Fact Check
Explorer Tool



yahoo.com

https://news.yahoo.com › cnet-q... Traduci questa pagina

CNET Has Been Quietly Publishing AI-Written Articles for ...

11 gen 2023 — ... quietly publishing articles written by AI since November, according to Futurism and online marketer Gael Breton. The AI-written CNET ...

“By CNET Money Staff”



Content published under this author byline is generated using automation technology. CNET's mission is to give you an unbiased assessment of the products and services that matter most. A dedicated team of editors oversees the automated content production process - from ideation to publication. Ensuring that the information we publish and the recommendations we make are accurate, credible and helpful to you is a defining responsibility for what we do. Editorial integrity is central to every article we publish. Accuracy, independence and authority remain key principles of our editorial guidelines. For further information



This article is a curation of expert advice from Men's Fitness, using deep-learning tools for retrieval combined with OpenAI's large language model for various stages of the workflow. This article was reviewed and fact-checked by our editorial team.

Last medically reviewed on April 10, 2023

How we reviewed this article:

Share this article

HISTORY



Our experts continually monitor the health and wellness space, and we update our articles when new information becomes available.

● Current Version

○ Apr 10, 2023

Written By

The Healthline Editorial Team

Edited By

A. L. Heywood

Medically Reviewed By

Alana Biggers, MD, MPH

Copy Edited By

Sofia Santamarina

The image features a large, abstract shape with a gradient from red at the top to yellow at the bottom, set against a black background. The text is centered within this shape.

**Exceed Search
Engines' expectations**

NewsMedia Organization



Supplementary background information about an editorial enterprise.

NewsMediaOrganization / Organization

ID: https://data.globalnewsgraph.org/gng/entity/ippen_digital

@type	NewsMediaOrganization
@type	Organization
@id	https://data.globalnewsgraph.org/gng/entity/ippen_digital
description	Ippen Digital ist eine Tochtergesellschaft der Ippen Publishing Group in Deutschland, die eine Plattform für die Aggregation von Inhalten, das Wachstum von Abonnements und die Verwaltung von Werbung für digitale Inhalte anbietet. Das Unternehmen ist bekannt dafür, Verlagen bei der Umstellung auf neue digitale Einnahmequellen durch fortgeschrittene Nutzung von Publikumsdaten und Empfehlungen für Inhalte zu...

founder	
@type	Person
@id	https://data.globalnewsgraph.org/gng/entity/jan-ippen-397
name	Jan Ippen
sameAs	https://www.crunchbase.com/person/jan-ippen
sameAs	https://de.linkedin.com/in/janippen
affiliation	
@type	NewsMediaOrganization
@type	Organization
@id	https://data.globalnewsgraph.org/gng/entity/ippen_digital
address	
@type	PostalAddress
streetAddress	Paul-Heyse-Straße
postOfficeBoxNumber	2-4
postalCode	80336
addressLocality	München
addressRegion	Bayern
addressCountry	
@type	Country
name	Deutschland

Date Format Clarity

datePublished

dateModified

**with the correct time zone in the
structured data of an article**



**Is this for Google
only?**



NO

Better & safer AI

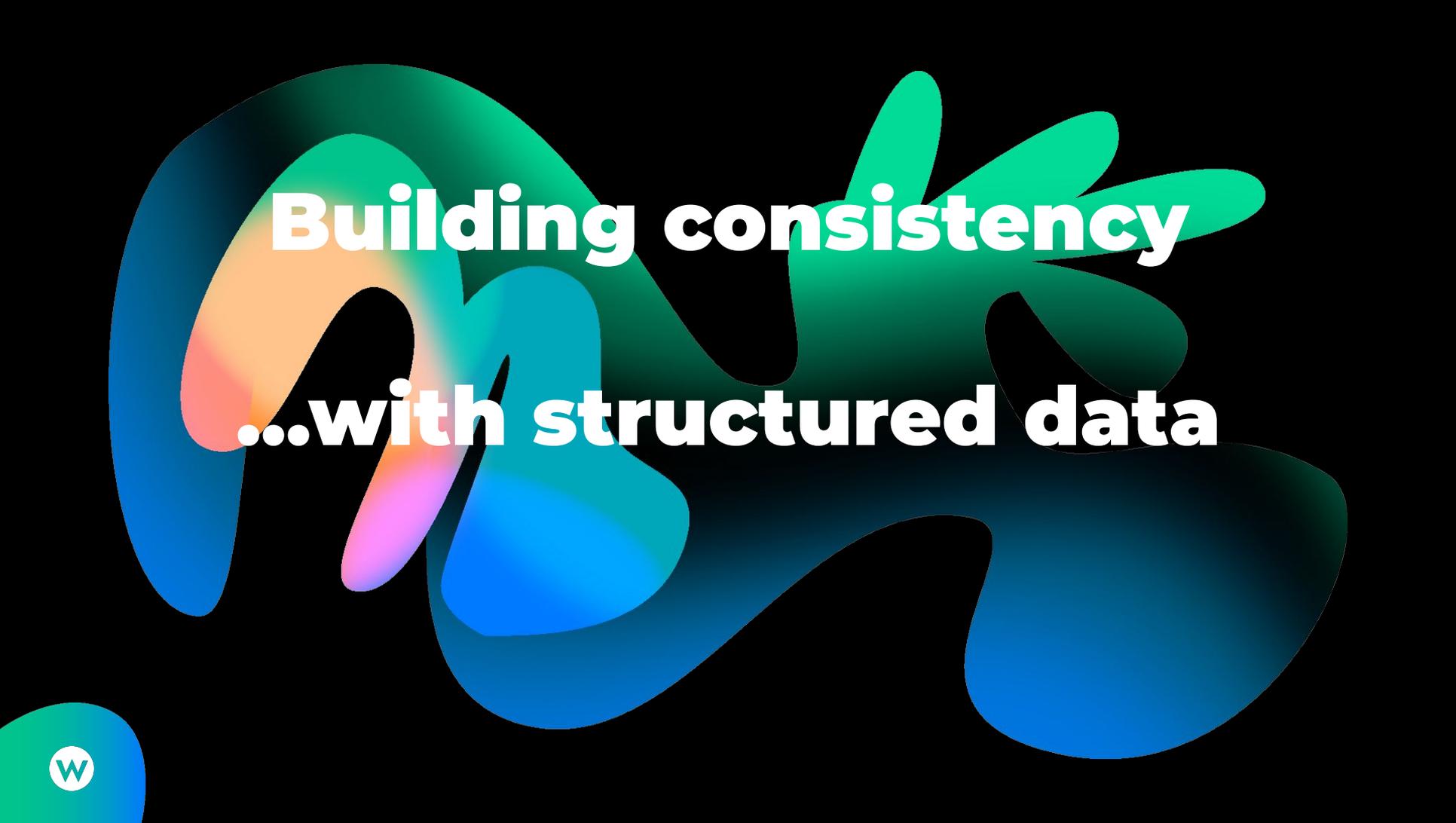


**Spread good
information**



**Provide more value
to editorial teams**

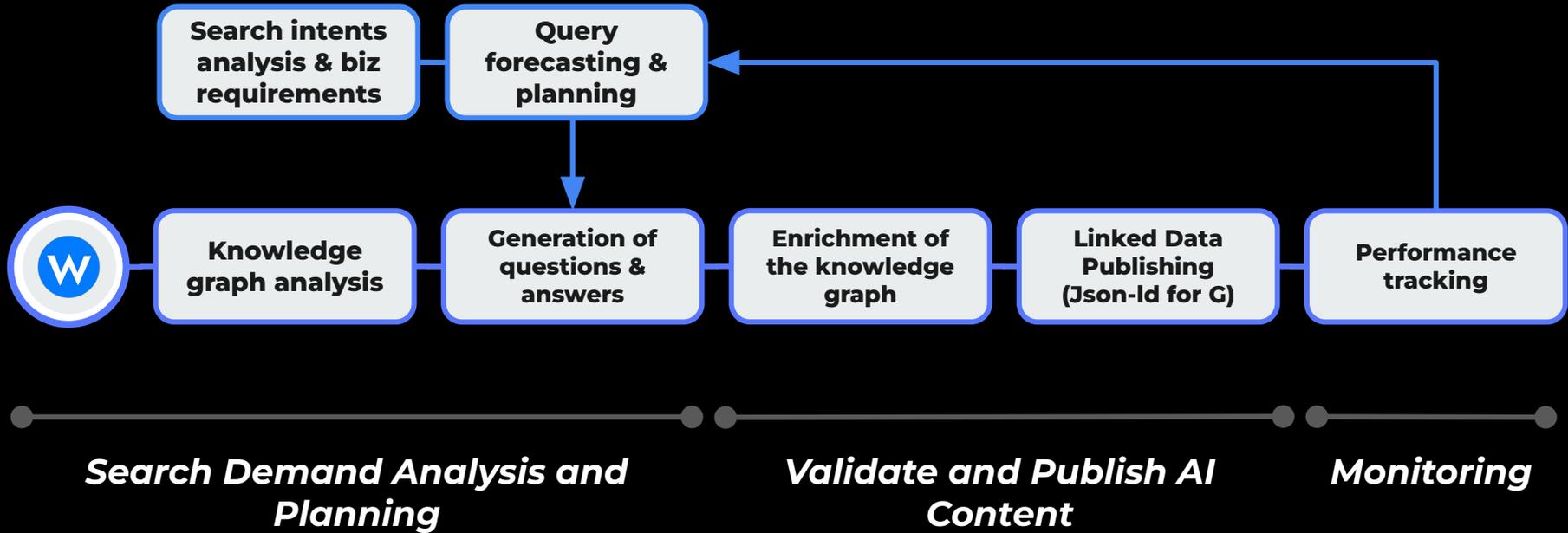




Building consistency
...with structured data



- **Traffic Boost**
- **Full coverage of topics (topical authority)**
- **Content used as a reliable source from AI-ecosystems**



Your Money
Your Life context



medicalrecords.com™

author

datePublished

dateModified

inLanguage

image (object specs)

publisher (name +sameAs+logo)

about (annotations)

mentions

Questions + Answers

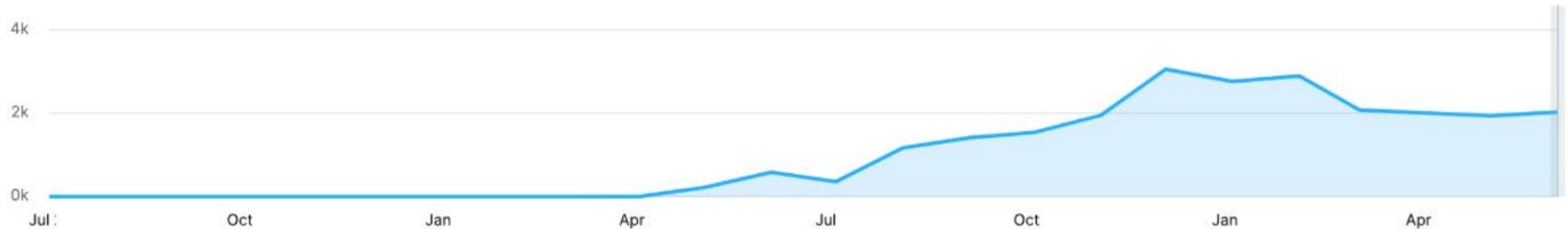


Article / FAQPage

ID: <https://data.medicalrecords.com/medicalrecords/post/what-is-an-aps-attending-physician-statement>

@type	Article
@type	FAQPage
@id	https://data.medicalrecords.com/medicalrecords/post/what-is-an-aps-attending-physician-statement
description	What is an attending physician statement (APS)? APS (Attending Physician Statement) is a form required by insurance companies whenever applying for insurance. The form is filled by a physician illustrating the exact medical status of the insured person and if he is suffering any medical condition that conflicts with the insurance plan. Who completes an...
mainEntityOfPage	https://www.medicalrecords.com/2022/03/23/blog/what-is-an-aps-attending-physician-statement
headline	What is an APS? (Attending Physician Statement)
url	https://www.medicalrecords.com/2022/03/23/blog/what-is-an-aps-attending-physician-statement
datePublished	2022-03-23T14:00:00-04:00
dateModified	2022-12-15T10:35:02-05:00
wordCount	606
articleSection	MedicalRecords.com Blog
commentCount	0
inLanguage	en-US
name	What is an APS? (Attending Physician Statement)
publisher	
@type	Organization
@id	https://data.medicalrecords.com/medicalrecords/page/about
name	About MedicalRecords.com
sameAs	https://www.facebook.com/MedicalRecords/
sameAs	https://www.linkedin.com/company/medicalrecords.com/
sameAs	https://twitter.com/medicalrecords
sameAs	https://g.co/kgs/CS3Hdh
logo	
@type	ImageObject
url	https://www.medicalrecords.com/wp-content/uploads/2019/09/logo-AMP-mrc-publisher-logo.png
width	600
height	60

The ROI of Structuring information on Articles



+110.5%
CLICKS

6
MONTHS

€2.5K
CPC ADV



SCALABLE TECHNOLOGY

**Knowledge
Graph
X
Publishers**

SCALABLE TECHNOLOGY

**Knowledge
Graph**

X

Publishers

VALUABLE ROI

SCALABLE TECHNOLOGY

**Knowledge
Graph
X
Publishers**

VALUABLE ROI

BETTER RANKINGS

SCALABLE TECHNOLOGY

**CONTENT
OPTIMIZATION FOR AI**

**Knowledge
Graph
X
Publishers**

VALUABLE ROI

BETTER RANKINGS

SCALABLE TECHNOLOGY

**CONTENT
OPTIMIZATION FOR AI**

**Knowledge
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X
Publishers**

VALUABLE ROI

PROVED GENUINITY

BETTER RANKINGS

SCALABLE TECHNOLOGY

**CONTENT
OPTIMIZATION FOR AI**

**Knowledge
Graph
X
Publishers**

VALUABLE ROI

PROVED GENUINITY

BETTER RANKINGS

**HANDS-ON
EXPERIENCE**

Let's keep the conversation going



[geatricebi](#)



[/beatrice-g/](#)

Link to my keynote



The background features a large, abstract, multi-colored shape that resembles a stylized letter 'W' or a series of overlapping curves. The colors transition from dark red at the top, through orange, yellow, green, cyan, and blue, to a dark purple at the bottom. A red, hand-like shape with five fingers is positioned on the right side, appearing to hold or support the central text. The overall composition is set against a solid black background.

Grazie!

