



Doreid Haddad

SEO Specialist in WordLift

“E-commerce SEO. Come creare il Product Knowledge Graph dal Merchant Feed”

SEO e INNOVAZIONE.

Opportunità emergenti della SEO
in tempi di recessione.

30 Novembre dalle 18.00

Talent Garden Ostiense di Roma



Reasons behind moving from pay-to-play to more organic results on Google Shopping



We're advancing our plans to make it free for merchants to sell on Google. Beginning next week, search results on the Google Shopping tab will consist primarily of free listings, helping merchants better connect with consumers, regardless of whether they advertise on Google.

Bill Ready
President, Commerce
Published Apr 21, 2020

It's free to sell on Google since 2020



Google Shopping vs Amazon

Reasons behind moving from pay-to-play to more organic results on Google Shopping

Video Games › Mac › Accessories › Headsets



Gaming Headset for PS4 PS5 Xbox One Switch PC with Noise Canceling Mic, Deep Bass Stereo Sound

Brand: Tatybo
★★★★★ 2,749 ratings | 35 answered questions
Amazon's Choice for "game headset"

List Price: \$29.99 Details
With Deal: **\$16.99**
You Save: \$13.00 (43%)

No Import Fees Deposit & \$20.95 Shipping to Italy Details

Color: **Black Blue**

 \$16.99	 1 option from \$21.99	 1 option from \$23.99	 1 option from \$23.99
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Brand Tatybo
Model Name YZ-US-GM-1B
Color Black Blue
Form Factor Over Ear
Connectivity Technology Wired

Roll over image to zoom in

\$16.99
No Import Fees Deposit & \$20.95 Shipping to Italy Details

Delivery Friday, September 16.
Order within 20 hrs 40 mins
Deliver to Italy

In Stock.
Qty: 1

Add to Cart
Buy Now

Secure transaction

Ships from Amazon
Sold by GZCT-GAME
Packaging Shows what's inside. It...
Details

4 stars and above

Page 1 of 47

 Gaming Headset with Microphone, Gaming Headphones for PS4 PS5 Xbox One PC, Playstat... ★★★★★ 524 Limited time deal \$14.22 ,prime List: \$18.47 (23% off)	 BENGOO G9000 Stereo Gaming Headset for PS4 PC Xbox One PS5 Controller, Noise... ★★★★★ 98,171 #1 Best Seller \$23.99 ,prime Save 5% with coupon	 Razer BlackShark V2 Gaming Headset: THX 7.1 Spatial Surround Sound - 50mm Drivers... ★★★★★ 27,499 \$73.99 ,prime	 Gaming Headset for PC PS4 PS5 Xbox One Switch, Stereo PS4 Headset with 90°... ★★★★★ 86 \$25.99 ,prime	 DAREU Gaming USB Headset with 3.5mm for PS4/5 Xbox One with Stereo Surround... ★★★★★ 340 \$21.99 ,prime Save 15% with coupon	 VersionTECH G200 Gaming Headset, G Headsets for PS4 P Xbox One PS5... ★★★★★ 1,924 \$25.99 ,prime
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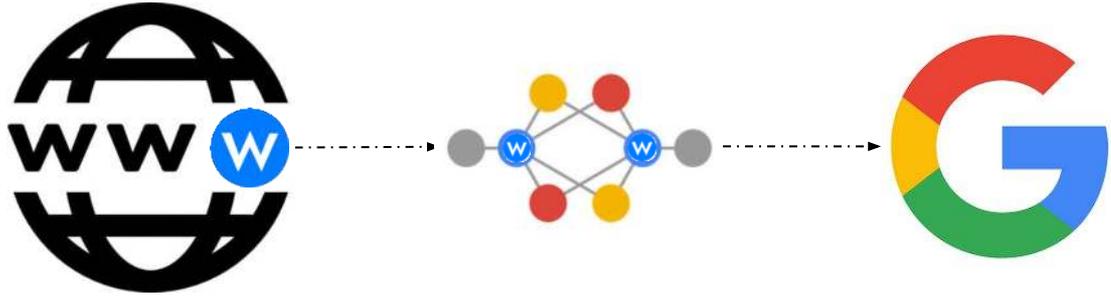
Reasons behind moving from pay-to-play to more organic results on Google Shopping

The image shows a Google Shopping search for headphones. On the left, there are several filter panels:

- Show only:** On sale
- Price:** Up to €25, €25 - €50, €50 - €100, Over €100
- Type:** Headsets, Headphones
- Use:** Gaming, Computer, Call Phone, Sports, Studio
- Form:** Over-ear, On-ear, In-ear
- Colour:** Black, White, Black & Red, Nero, Mint, Lilac, Space Gray
- Brand:** Jabra, Logitech, Sony, ASTRO, Plantronics, Midland, Motorola
- Category:** Computer Headsets, Gaming Headsets, Bluetooth Headsets

The main grid shows the following products:

Product Name	Price	Shipping
Skullcandy Inequality Crusher Headphones	€199.99	Free shipping
HP Pavilion Gaming Headset 400 - Cuffia Gaming	€22.49	Free shipping
Logitech G332 Stereo Headset Cuffia Gaming	€30.99	+€4.99 shipping
Logitech Wireless Headset Mono H820e	€160.98	+€8.48 shipping
OMEN Blast - Cuffia Gaming	€45.98	Free shipping
Trust Ziva Cuffia Over-Ear da Gioco con Microfono a...	€12.90	Free shipping
Logitech G733 Lightspeed Wireless Headset	€101.99	€5.56 delivery
Logitech G335 Wired Gaming Headset - Mint	€49.23 + tax (€48.88 + tax)	€15.81 delivery
Trust GXT 488 force Gaming Headset PS4	€24.99	€5.00 delivery
Led Light Audio Jack Sports Foldable Wireless Gaming Headset Noise Cancelling ...	€94.00	Free delivery
Fingertime P1 Wireless Bluetooth 5.0 Stereo Soft Leather Earmuffs		
Turtle Beach Recon 50x Gaming Headset - Black		
HP Headset HyperX - Cloud Stinger		
Uib Headset3.5mm Computer Headset With Microphone Noise		



Build a Product Knowledge Graph for Large eCommerce Sites

Make your content easy to understand by search engines



Building a Product Knowledge Graph

1990s Oversized-frame Sunglasses In Black



Dives deep into the power of data for e-commerce

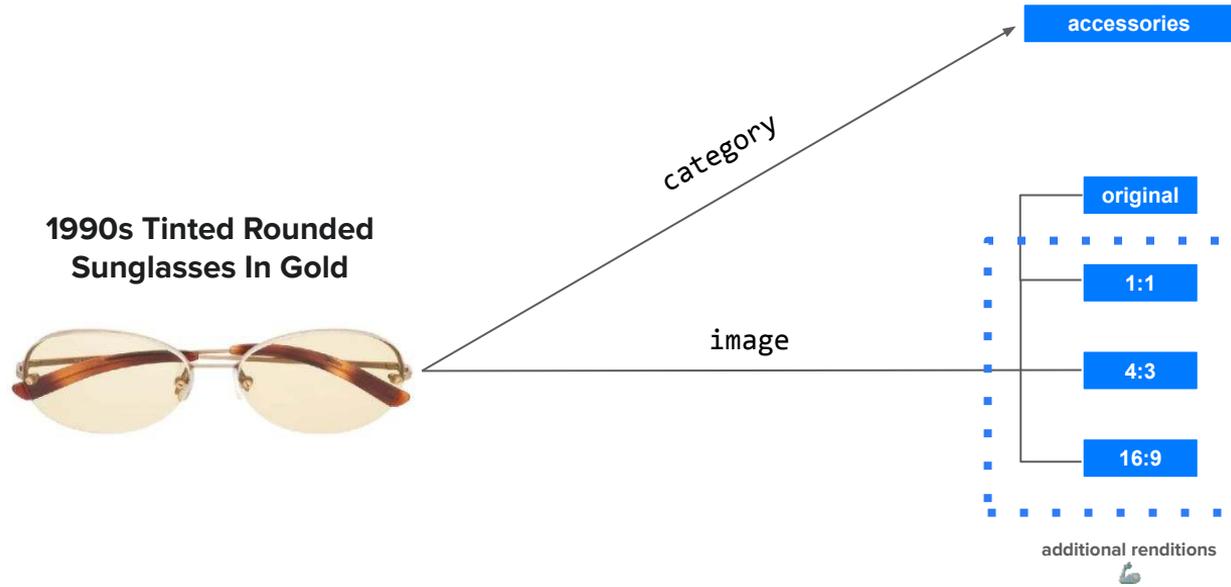
1990s Tinted Rounded
Sunglasses In Gold



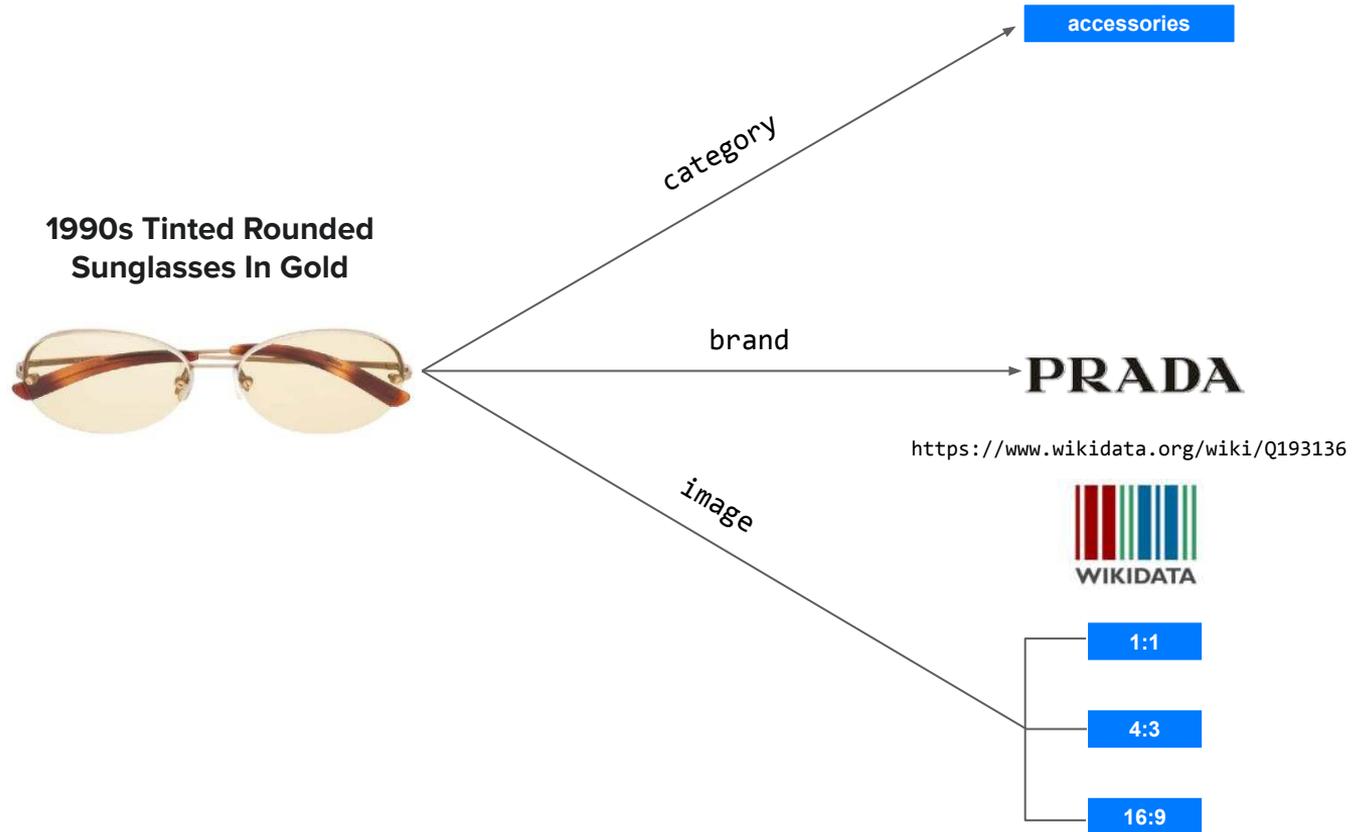
category

accessories

Dives deep into the power of data for e-commerce



Dives deep into the power of data for e-commerce



Product Markup

1

shipping details

shippingDestination	
@type	DefinedRegion
addressCountry	
@type	Country
name	US
postalCodeRange	
@type	PostalCodeRangeSpecification
postalCodeBegin	98100
postalCodeEnd	98199
deliveryTime	
@type	ShippingDeliveryTime
cutoffTime	19:30-08:00
handlingTime	
@type	QuantitativeValue
minValue	0
maxValue	1
transitTime	
@type	QuantitativeValue
minValue	1
maxValue	5
businessDays	
@type	OpeningHoursSpecification
dayOfWeek	http://schema.org/Monday
dayOfWeek	http://schema.org/Tuesday
dayOfWeek	http://schema.org/Wednesday
dayOfWeek	http://schema.org/Thursday

2

sku, gtin, model, size .. etc ..

sku	17387283
model	Lamb Skin 100%
size	40 (IT)
countryOfOrigin	
@type	Country
name	Italy

3

review, aggregate rating

review	
@type	Review
reviewRating	
@type	Rating
ratingValue	4
bestRating	5
author	
@type	Person
name	Fred Benson
aggregateRating	
@type	AggregateRating
ratingValue	4.4
reviewCount	89

Merchant Feed >> Product Knowledge Graph (1/3)

Google Merchant Center | Sartoria Scavelli 671033802 | Prodotti > Tutti i prodotti

671033802 (Sartoria Scavelli) doreid@wordlift.io SSC: Google Shopping (google.com/shopping)

Tutti i prodotti: Totale 170

Aggiornamenti ai prodotti (ultime 24 ore): Nuovo 0, Aggiornato 0

Prodotti con suggerimenti per risolvere i problemi: Totale 170

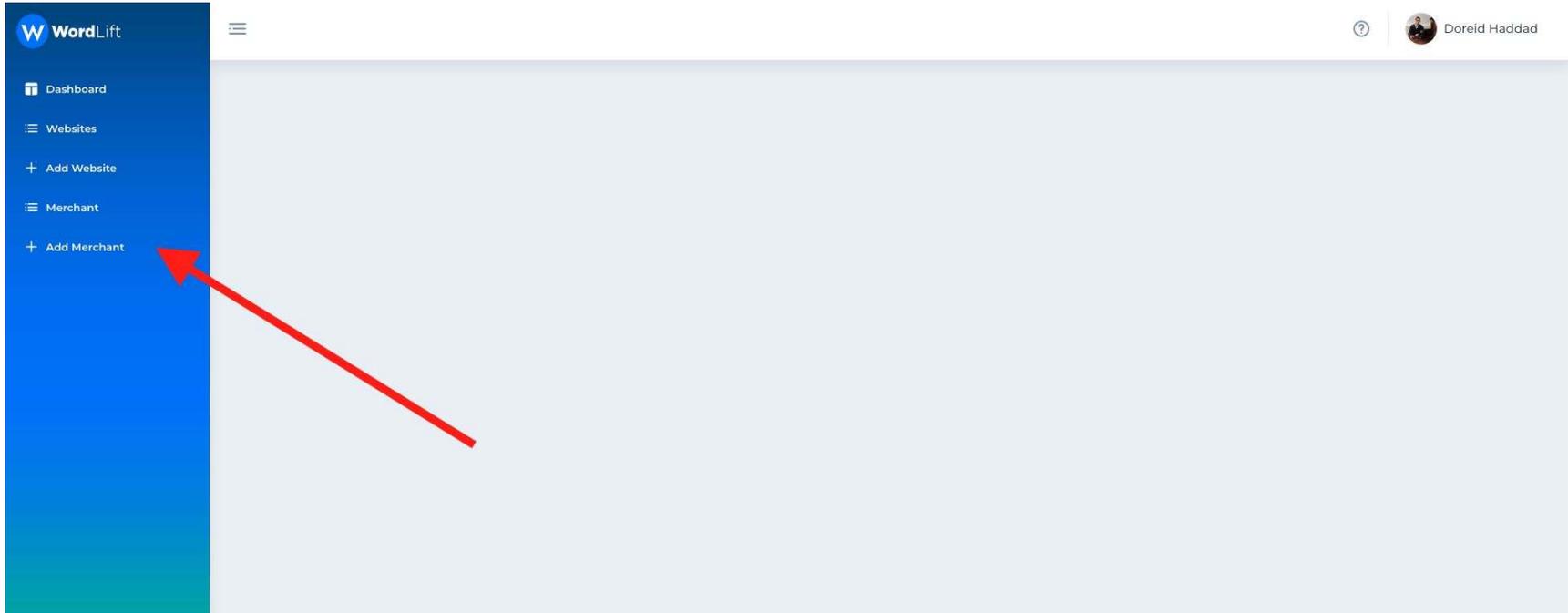
Prodotti con badge idonei: Totale 0

L'aggiornamento dei dati di prodotto può richiedere fino a 30 minuti

Aggiungi prodotti

Immagine	Titolo	ID elemento	Data/or ultimo aggiorn	Prezzo	Clic	Clic non a pagamento	Condizione	Disponibilità	Etichetta del feed	Lingua	Origine	Programma	Stato
<input type="checkbox"/>	 Papillon Cashmere 21 🔍 Visualizza il suggerimento per risolvere i problemi (1)	papillon-cashmere-21	25 nov 2022 01:26:51	60,00 €	0	0	Nuovo	Disponibile	IT	it	Website crawl	▼ Schede gratuite	🟢 Attivo (1 paese)
<input type="checkbox"/>	 Papillon Cashmere 1 🔍 Visualizza il suggerimento per risolvere i problemi (1)	papillon-cashmere-1	25 nov 2022 01:26:45	60,00 €	0	0	Nuovo	Disponibile	IT	it	Website crawl	▼ Schede gratuite	🟢 Attivo (1 paese)
<input type="checkbox"/>	 Papillon Seta 18 🔍 Visualizza il suggerimento per risolvere i problemi (1)	papillon-seta-18	25 nov 2022 01:26:45	60,00 €	0	0	Nuovo	Disponibile	IT	it	Website crawl	▼ Schede gratuite	🟢 Attivo (1 paese)
<input type="checkbox"/>	 Sciarpa 6 🔍 Visualizza il suggerimento per risolvere i problemi (1)	sciarpa-6	25 nov 2022 01:26:45	120,00 €	0	0	Nuovo	Disponibile	IT	it	Website crawl	▼ Schede gratuite	🟢 Attivo (1 paese)

Merchant Feed >> Product Knowledge Graph (1/3)



Merchant Feed >> Product Knowledge Graph (1/3)

my.wordlift.io/pages/merchants/add

WordLift

Dashboard

Websites

+ Add Website

Merchant

+ Add Merchant

Doreid Haddad

Merchant Center

- 1 Account
WordLift Merchant Center helps you to get rich results for your products in merchant feed with just few steps. Click 'Signin with google' to link your merchant account.
- 2 Knowledge Graph
- 3 Finish

Sign in with Google

Chat with us, we are online!

2

Merchant Feed >> Product Knowledge Graph (1/3)

my.wordlift.io/pages/merchants/add

WordLift

Dashboard

Websites

+ Add Website

Merchant

+ Add Merchant

Doreid Haddad

Merchant Center

Account

Please select the account:

https://sartoriascavelli.it/

Path (optional)

Path (optional), eg. /en

Only one language per import is supported, therefore if your feed contains multiple language, use the path to filter the language, e.g. /en. Then you can create another configuration for another language.

Website

Knowledge Graph

Finish

NEXT

3

Chat with us, we are online!

Merchant Feed >> Product Knowledge Graph (1/3)

The screenshot shows the WordLift Merchant Center interface. On the left is a dark blue sidebar with the WordLift logo and navigation options: Dashboard, Websites, Add Website, Merchant, and Add Merchant. The main content area is titled "Merchant Center" and features a vertical progress bar with four steps: "Account" (checked), "Website" (checked), "Knowledge Graph" (3), and "Finish" (4). A message states: "We couldn't find a Knowledge Graph for the website <https://sartoriascavelli.it/>. Click Next to create a new Knowledge Graph." A "NEXT" button is located at the bottom right of the main content area. In the bottom right corner of the overall interface, there is a chat button that says "Chat with us, we are online!".

Merchant Feed >> Product Knowledge Graph (1/3)

The screenshot displays the WordLift Merchant Center interface. On the left is a dark blue sidebar with navigation options: Dashboard, Websites, Add Website, Merchant, and Add Merchant. The main content area is titled "Merchant Center" and shows a progress indicator with four steps: Account, Website, Knowledge Graph, and Finish. The first three steps are marked with green checkmarks, indicating they are complete. The "Finish" step is marked with a circled number 4. The text in the main area reads: "Congratulations, Merchant Import is successfully configured. To add the structured data, add the following code snippet in the header of your website: <script async type='text/javascript' src='https://cloud.wordlift.io/app/bootstrap.js'></script>". A "FINISH" button is located at the bottom right of the main content area. In the top right corner, there is a user profile for "Doreid Haddad". In the bottom right corner, there is a chat button that says "Chat with us, we are online!".

WordLift

Dashboard
Websites
+ Add Website
Merchant
+ Add Merchant

Merchant Center

✓ Account

Website

✓ Knowledge Graph

4 Finish

FINISH

Chat with us, we are online!

Dives deep into the power of data for e-commerce

- We built a platform to create **product knowledge graphs**
- We use knowledge graphs to tell **search engines** and **personal digital assistants** what content matters the most
- We build a stack of technologies **to improve the data** in these knowledge graphs
- Connected data makes our customer's content **discoverable** by the people that want to buy their product or service

HOW MUCH CAN WE GET ON GOOGLE WITH A PRODUCT KNOWLEDGE GRAPH?



Website
+
WordLift



Product
Knowledge
Graph



Direct link to the product page on the Manufacturer website

Product: Weber Original Kettle 18"
MREID: kgmid=/g/11b6rg_zd5

Weber Original Kettle 18"
★★★★★ 1,791 reviews

DETAILS

Shop now

\$89.00 - Weber Grill US Free shipping
Weber Grills Original Kettle Charcoal Grill | Black | Size 18"

\$89.00 - Target Free shipping
Weber 18" Original Kettle Charcoal Grill 441001 Black

→ Compare prices

Original Kettle E-4710 Charcoal Barbecue 47 on weber.com - Manufacturer

Cheers to the Original Kettle - a grill that was made for every backyard. For the memories created and ones soon to be made. Once the coals have extinguished, dinner is served, relax, and let the conversation ensue.

Features: Kettle Style, Portable, With Smoker
Material: Aluminum, Steel
Type: Charcoal
Width: 19 inches, 22 inches

→ More details

→ More details

REVIEWS

4.7
★★★★★ 1,791 reviews

Search user reviews

Does it light easily?

Show all reviews

Is the cooking surface sufficient?

Simple is best
★★★★★ 7 years ago
...around! Easy to use. **Light and easily movable.** Ease of Use So... More
Manufacturer - Reviewed on webergrills.com

STORES

Sold by	Product info	Details & Special offers	Item price	Total price
Weber Grill US	Weber 18" Original Kettle Charcoal Grill - Black - 18" 47	Free shipping	\$89.00	\$89.00
Home Depot	Weber 18" Original Kettle Charcoal Grill - Black	Free shipping	\$89.00	\$89.00
Ace Hardware	Weber 18" Weber Original Kettle Charcoal Grill Black Charcoal 47 - Grill Black	\$14.00 shipping	\$89.00	\$103.00
Weber - Amazon	Weber Original Kettle 18 Inch Black Charcoal Grill - 47" 47	Free shipping	\$89.00	\$89.00

Mobile Overview

Weber Original Kettle 18"
★★★★★ 1,791 reviews

Overview Stores Reviews Videos

Stores
Weber Grill US \$89.00

Frequently Asked Questions help users sift through reviews.

Videos are accessible on mobile with a single click.

Data harmonization and data reconciliation across multilingual and large eCommerce



Before Creating Product KG

After Creating Product KG



Questions?

