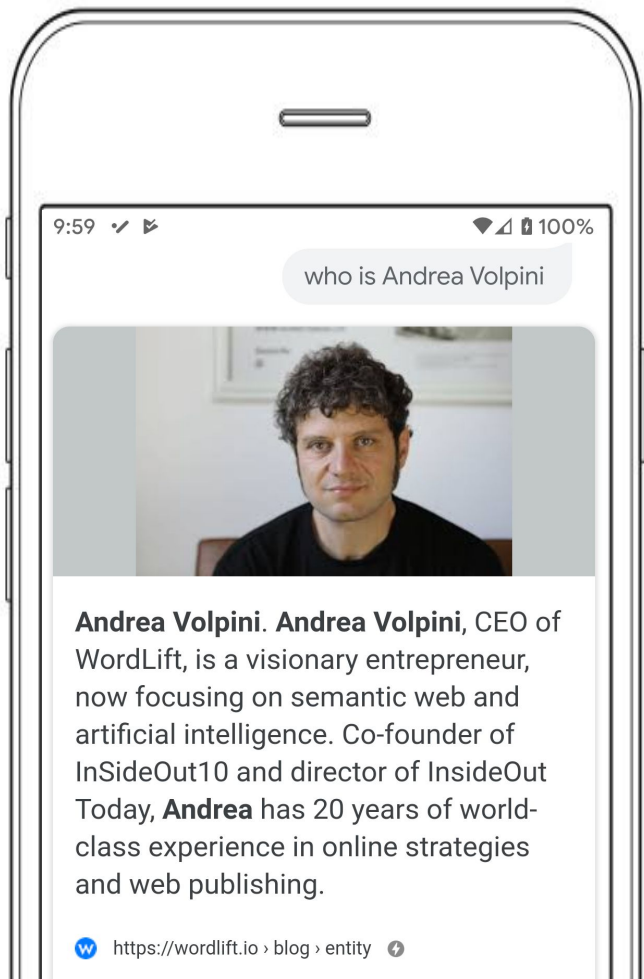
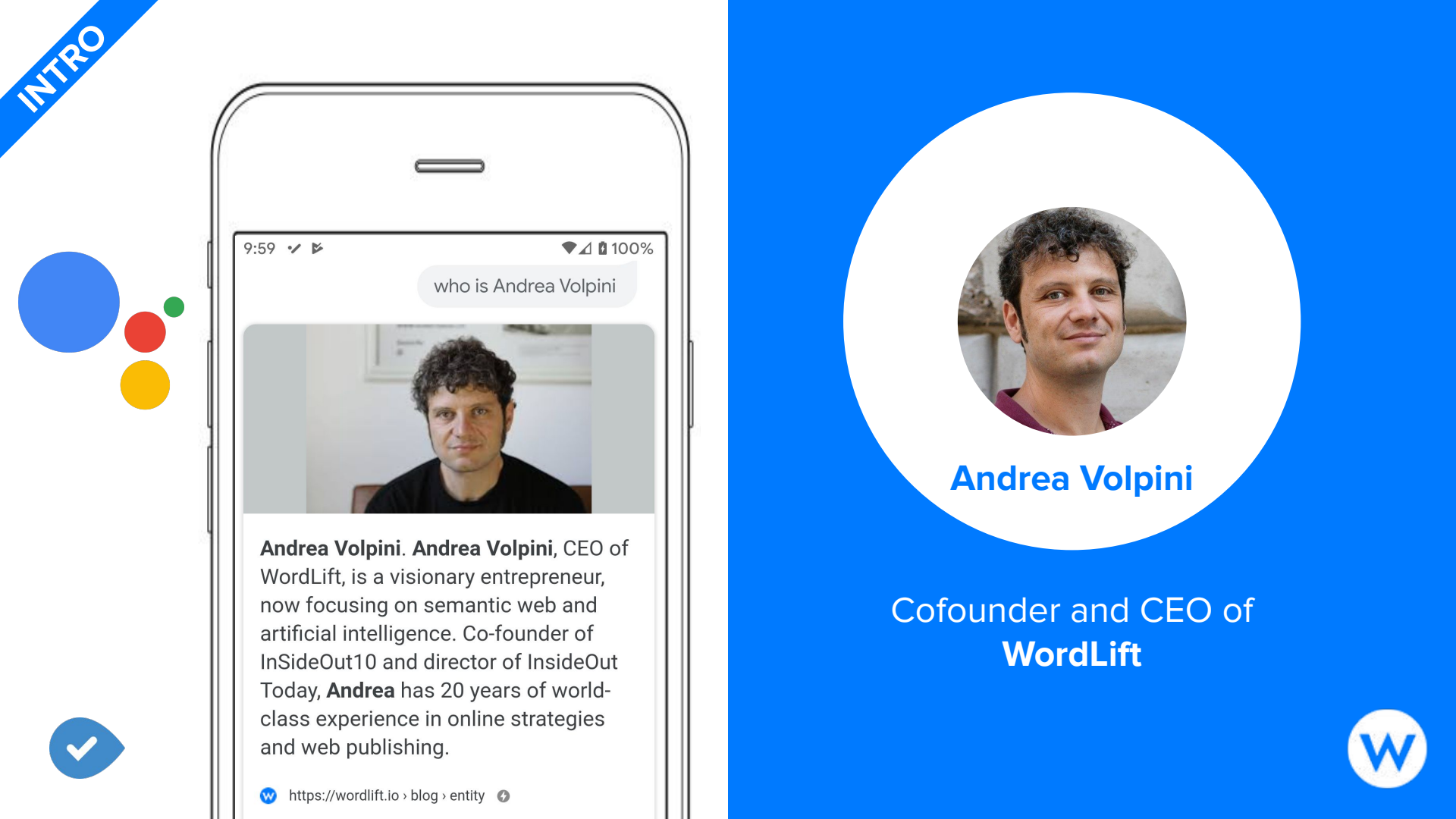




## Using **Semantic SEO** To **Future-Proof** Your **Strategy**





who is Andrea Volpini



**Andrea Volpini.** Andrea Volpini, CEO of WordLift, is a visionary entrepreneur, now focusing on semantic web and artificial intelligence. Co-founder of InSideOut10 and director of InsideOut Today, **Andrea** has 20 years of world-class experience in online strategies and web publishing.

 <https://wordlift.io> > blog > entity 



**Andrea Volpini**

Cofounder and CEO of  
**WordLift**



We help website owners **expand traffic** with an **organic sustainable growth**



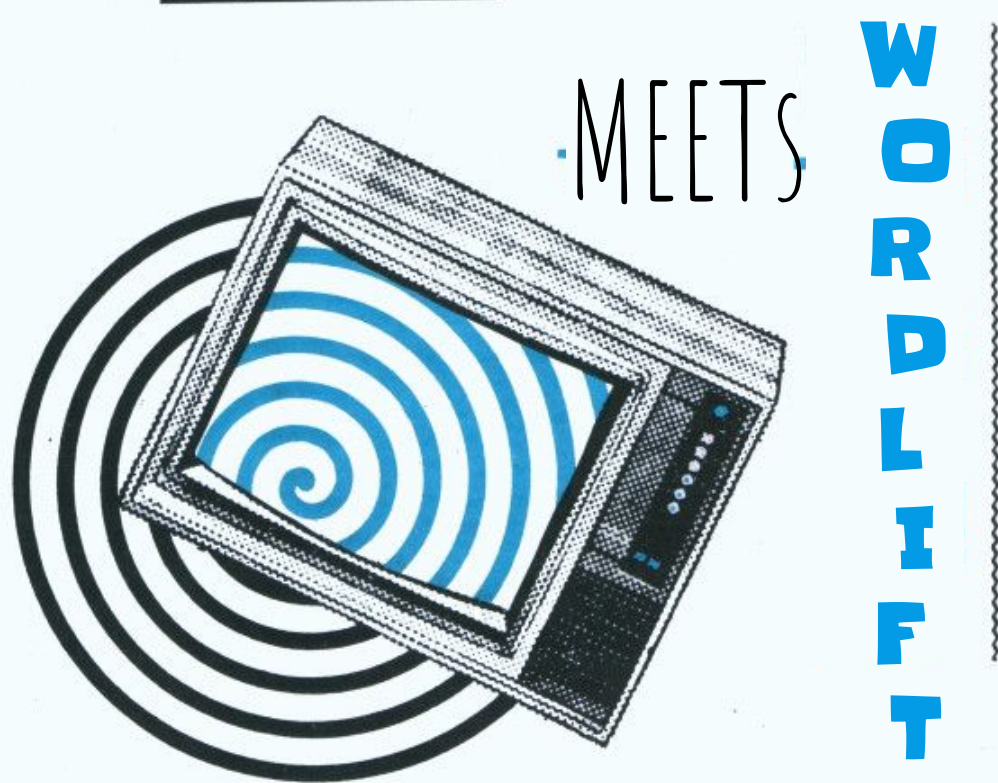
...using **semantic web** technologies



Source: SEOZOOM data from an Italian blog on photography



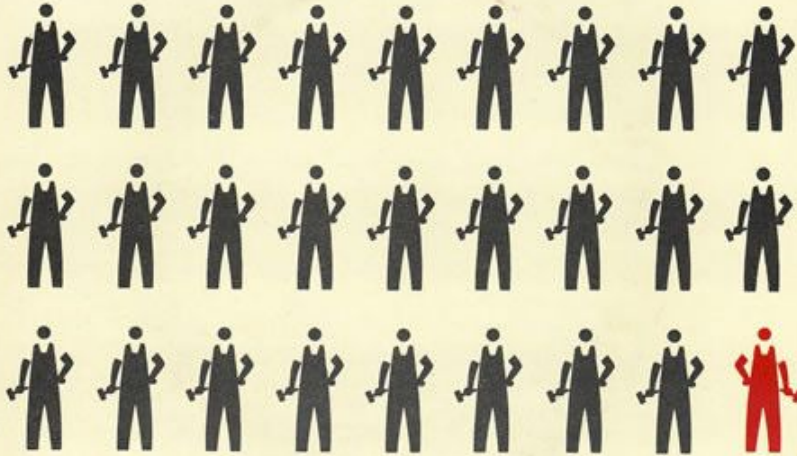
# THE NEW SEO



- A **Semantic Platform** for **SEO**
- **496+** active subscriptions
- **133.789** named entities published as **LOD**
- Partner of **WooRank** (a leading SEO tool from Belgium)
- Available as **WordPress plugin** and as **JavaScript library**
- Started in **2017** after few years in R&D w/ **Redlink**
- **Alive & Kicking** 🎉



# DEPECHE MODE



*Get The Balance Right!*



## TRUSTED BY

SALZBURGER LAND



TNW

audible  
an amazon company



9:49



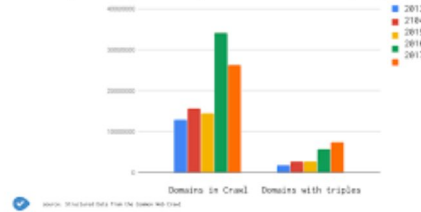
27%



WordLift what is structured data?

Here's the top search result

26.71% yearly average growth of  
public triples in web pages



A relational **database** is an example of **structured data**: tables are linked using unique IDs and a query language like SQL





**“Make Your Website Talk” using Google  
featured snippets and structured data**

# schema.org

- Developed by and **for the search engines**
- Stable, reliable and **extensible**
- Has become the **de-facto standard for Linked Data** development
- Strikes the right balance from **complexity** and **expressiveness**
- **Open** and **community-driven**



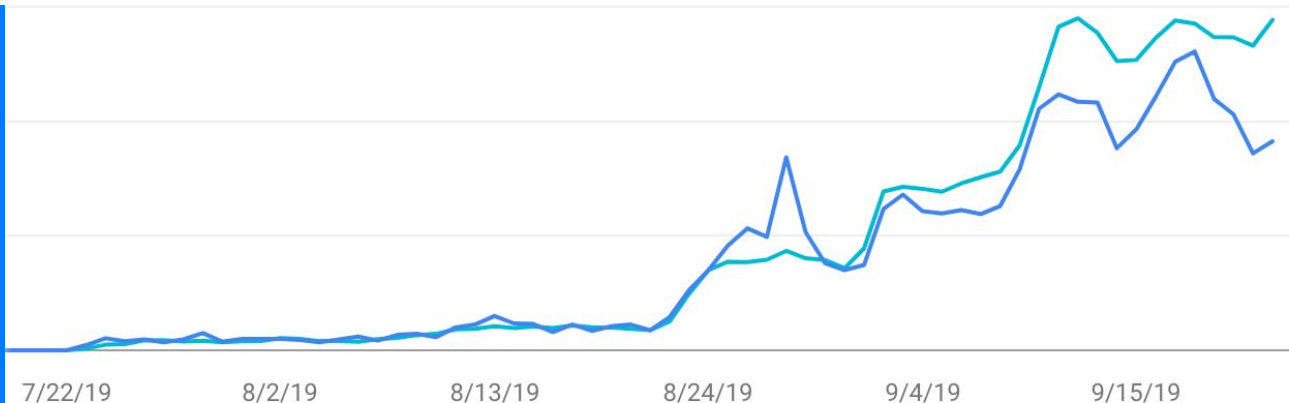


...then one day, in 2010, we tell  
**our biggest client** that **we have**  
***a product*** that uses **schema**  
**markup** to boost **SEO!!**



# ROI of **Semantic Web** technologies - in the context of Search Optimisation - is *now* **easy to prove**

- **+12%** avg. rankings growth (from 28.7 to 25.6)
- **+22.22%** CTR increase (from 1.8% to 2.2%)



Search appearance: Rich results 

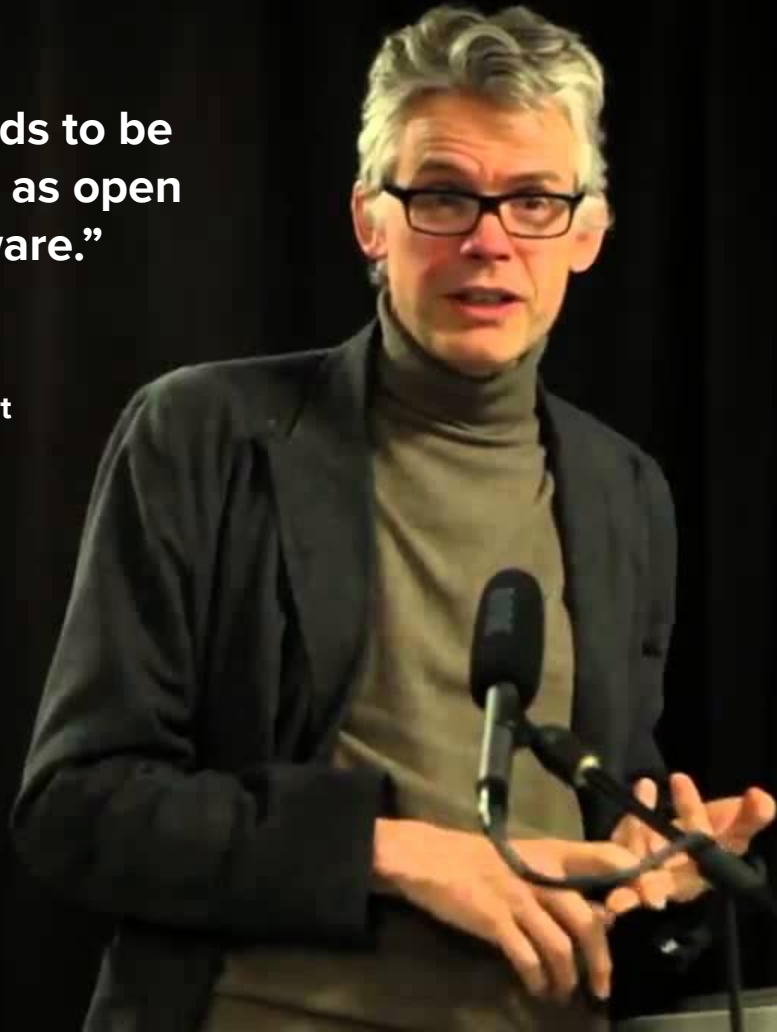


Source: GSC data from a travel brand in Canada



**“Open data needs to be taken as serious as open source software.”**

Chris Taggart



**Semantic  
Open Data is  
an essential  
building block  
of Modern  
SEO**

# Danny Sullivan and John Mueller on how to enable snippets, thumbnails and rich results following EU reform of online copyright law



**Danny Sullivan** ✓ @dannysullivan · Sep 25

Replying to @cyberandy @ChungFeiWu and 3 others

I believe if you provide such markup, that continues to be shown. cc: @JohnMu who might be able to double-check me on this. [support.google.com/webmasters/ans...](https://support.google.com/webmasters/ans...)

## How to enable snippets, thumbnails, and rich results

Text snippets and thumbnail images can help people who are looking at your result by giving them a preview of your page and a better sense of how it relates to their search. To enable these text or image previews, use [max-snippet](#) or [max-image-preview directives](#). You can enable other special features and [rich results](#) by using [structured data](#).



1



2



**Andrea Volpini** @cyberandy · Sep 25

Yes documentation seems clear but before making any move, it would be great to have your or @JohnMu's confirmation. Basically schema markup, as I understand it, becomes an opt-in for rich snippet and the simplest way to expose free (open) content that Google can use.



1



4



👉 John 👉 ✓ @JohnMu · Sep 25

That's correct. Regardless of the designation as a European press publication, if you use structured data in the way that meets the requirements in the developer docs, then that page can be eligible for being shown as a rich result.



1



1



5



<https://twitter.com/cyberandy/status/1176942111767388160?s=12>

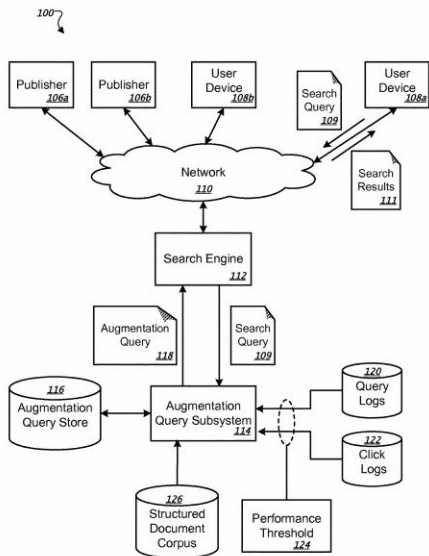




**GOOGLE MAKES BROADER USE  
OF SCHEMA TYPES THAN WHAT  
IS APPARENT THROUGH  
EVIDENCE LIKE RICH SNIPPETS.**



Ok Google,  
find the best  
**synthetic query** to  
answer my request



### Query augmentation patent - 3/2018

“In addition to actual queries submitted by users, **augmentation queries** can also include **synthetic queries** that are machine generated [...] A way of identifying an **augmentation query** is **mining structured data**, e.g., business telephone listings, and identifying queries that include terms of the structured data, e.g., business names.”

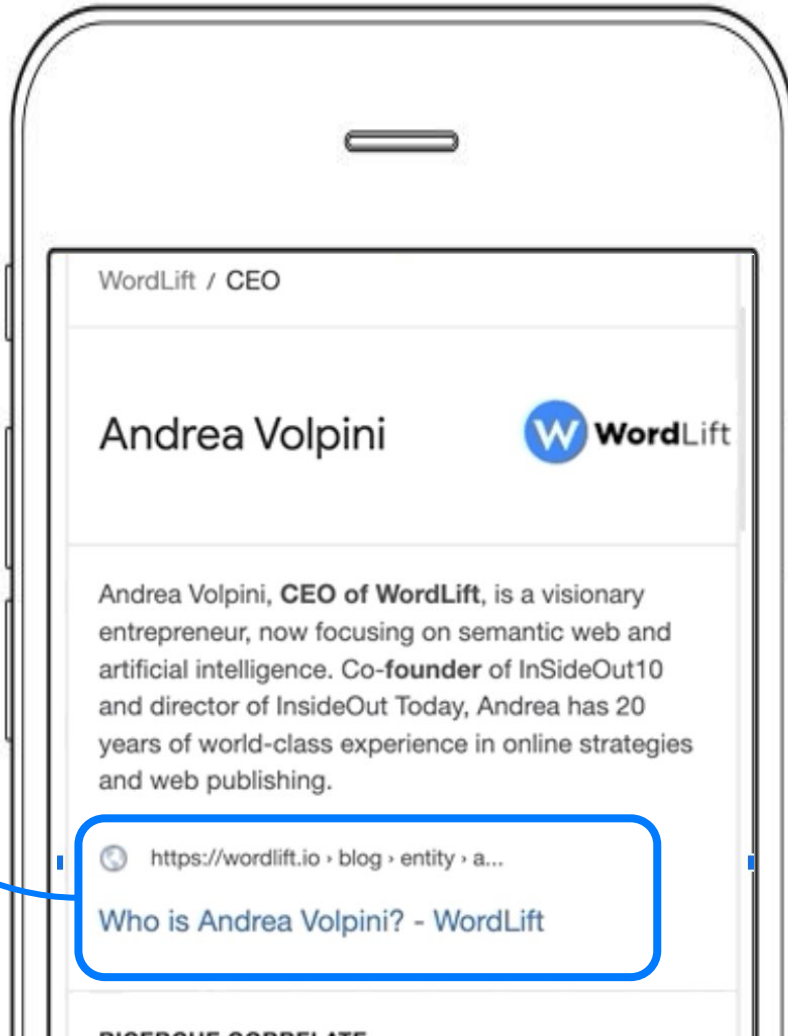


“Google may decide to add results from an augmentation query to the results for the query searched for to improve the overall search results.”

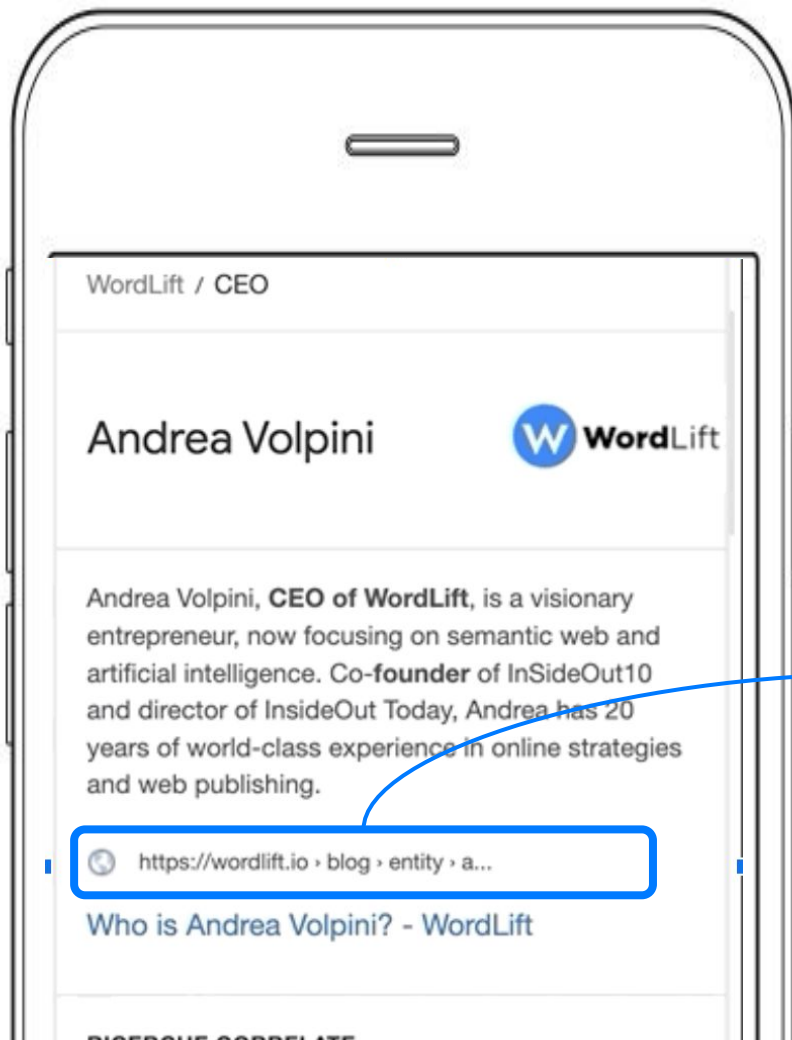
Bill Slawski - SEO by the sea



Isn't this  
supposed to be  
**Wikipedia?**







WordLift / CEO

Andrea Volpini



Andrea Volpini, **CEO of WordLift**, is a visionary entrepreneur, now focusing on semantic web and artificial intelligence. Co-**founder** of InSideOut10 and director of InsideOut Today, Andrea has 20 years of world-class experience in online strategies and web publishing.

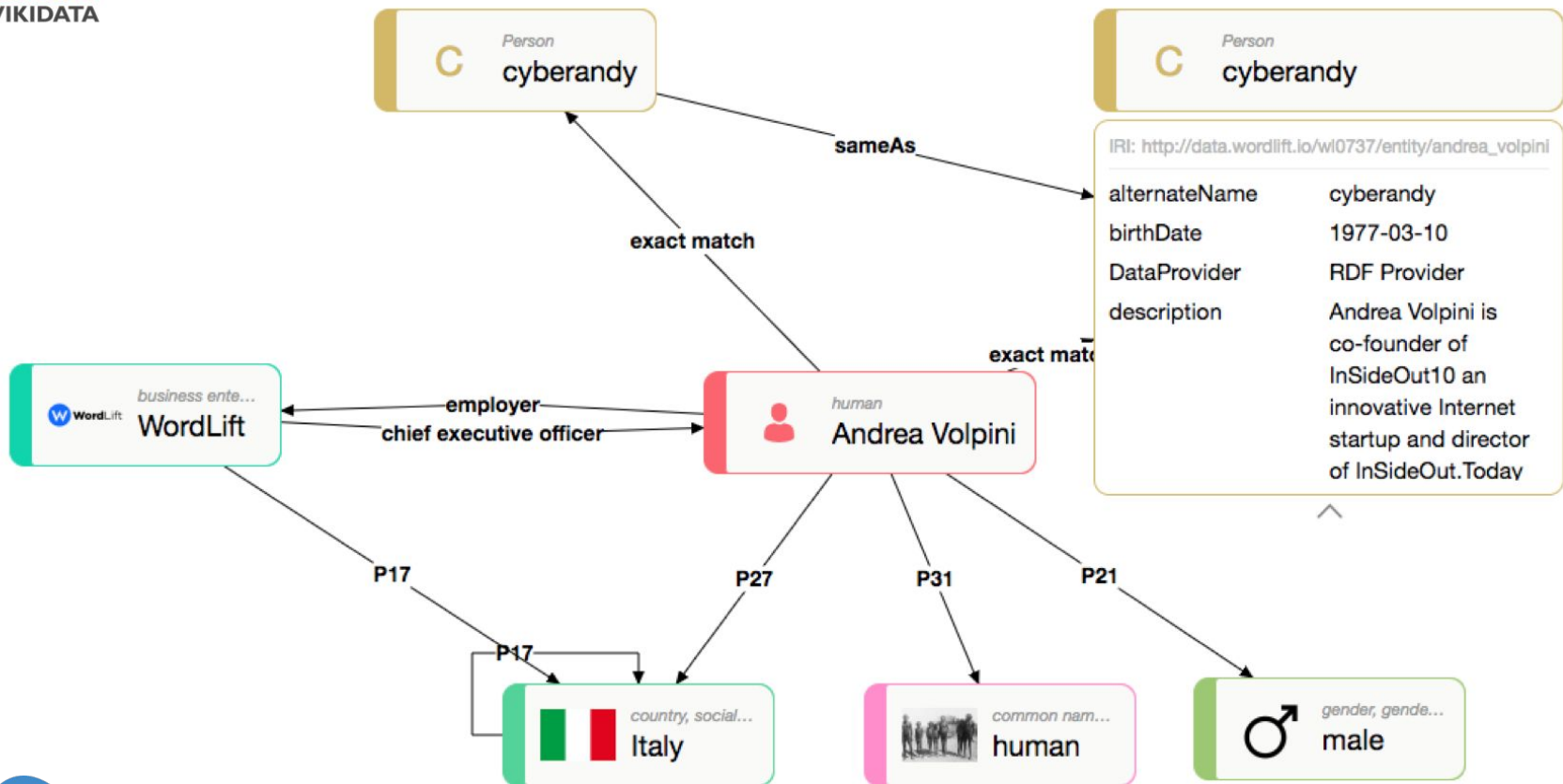
<https://wordlift.io> › [blog](#) › [entity](#) › a...

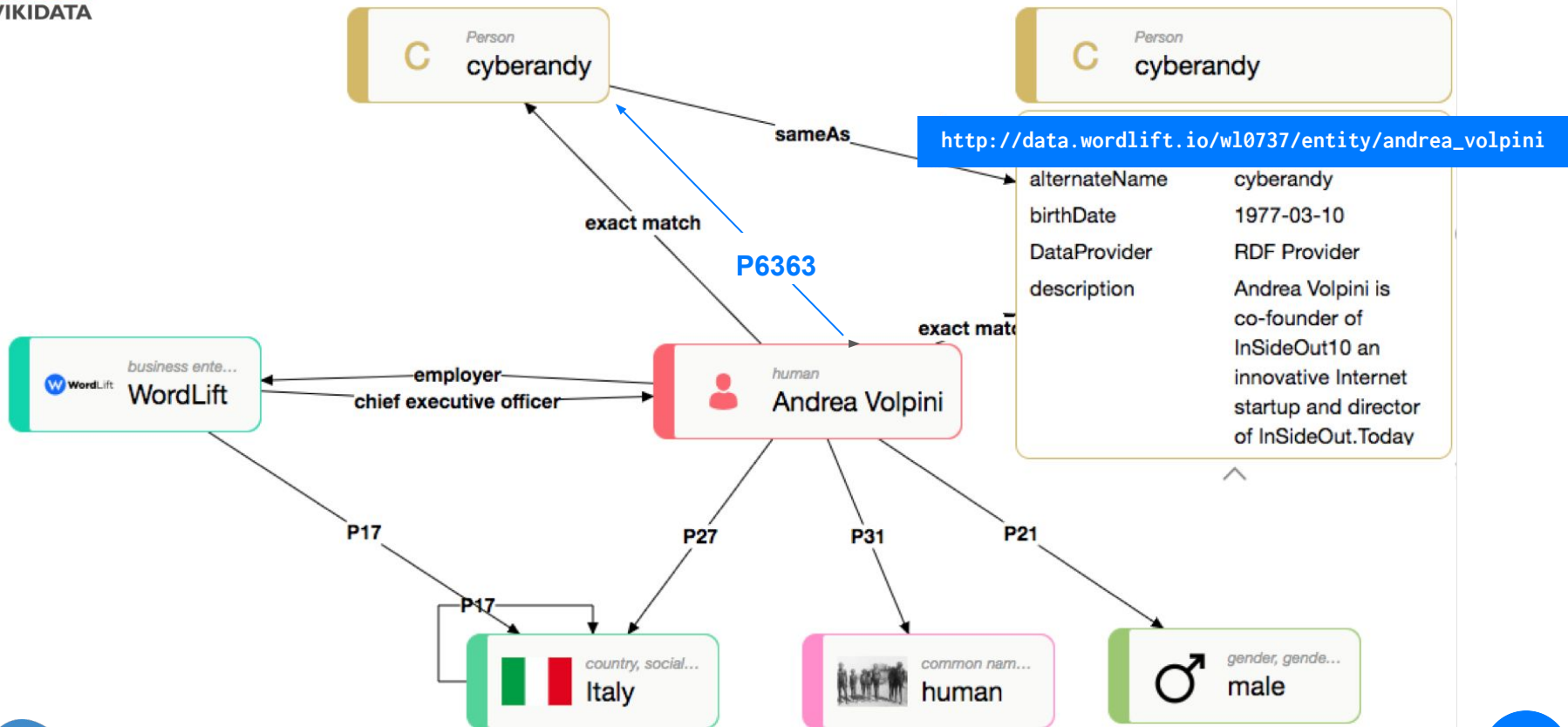
Who is Andrea Volpini? - WordLift

[http://data.wordlift.io/wl0737/entity/andrea\\_volpini](http://data.wordlift.io/wl0737/entity/andrea_volpini)

MainEntityOfPage





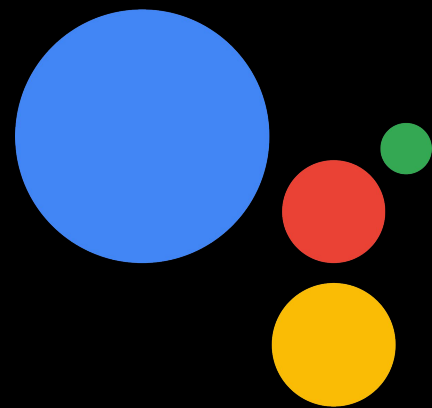


# What Content Shall be **spoken aloud**?

Using **speakable schema markup** we can tell Google what sections within an article or a webpage are best suited for audio playback using text-to-speech (TTS).



# Make Content easy to be found by Assistant Users



GOOD

BETTER

BEST

Structured Data/AMP

Claim directory page

Custom Action

- Optimised for Search and for the Google Assistant
- Semantically enriched content
- 5 stars linked open data

- Personalise the listing in the Google Actions Directory

- Let Google find your action with implicit invocation
- Add links to your intent

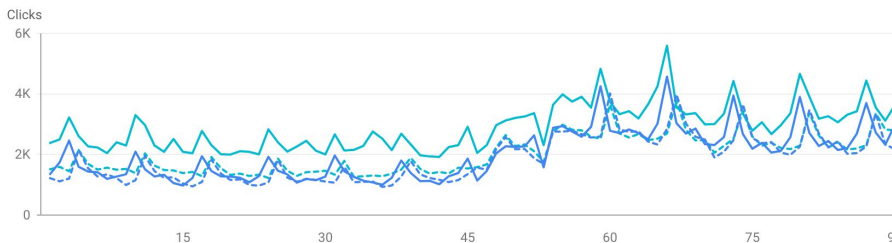
# Can I book this **bungalow** for you?

Total clicks

**+7.5%**

Total impressions

**+43.0%**

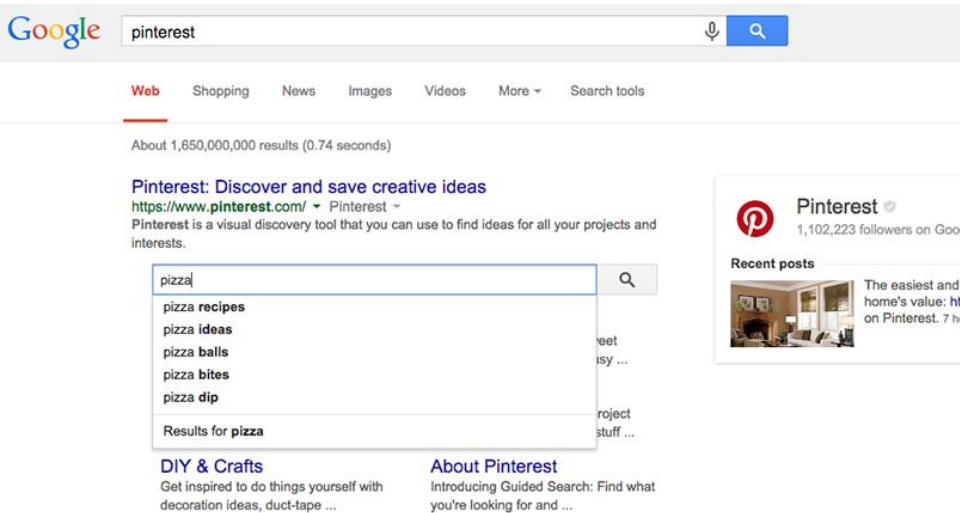


Source: GSC data from a travel brand in Netherlands

Using **Schema Actions** we can tell Google and personal digital assistants what **actions** can be trigger for a given entity.



# Actions *in Action*



```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://www.example.com/",
  "potentialAction": {
    "@type": "SearchAction",
    "target":
      "https://query.example.com/search?q=
{search_term_string}",
    "query-input": "required
name=search_term_string"
  }
}
</script>
```





# Recap

1

Using **schema markup** I **opt-in** for **Google's snippets thumbnails and rich results**. Google considers **structured data** as ***free-to-use open data***.

**The ROI of rich results** is now easy to demonstrate.

2

**Google** makes broader use of **structured linked data** that we can benefit from.

**Findability is improved** by helping Google **augment user queries**.

3

**Branding is also improved/controlled** by helping Google **enrich its Knowledge Graph** (I can *claim kg panels* and *connect data*).

We can also **claim a directory pages** for the **Google Assistant**.

4

Using **schema actions** I can **improve the user engagement on Google SERP**.

This results in **new entry points** for the funnel (ie. ***deep links to apps***) and support for **conversational UIs**.







# DO I REALLY NEED SEMANTIC ANNOTATIONS AND LINKED DATA?



1. STANDARD	8. SITE LINKS	15. IMAGES	22. CAROUSEL	29. TWEETS	36. QUOTES
2. TALLER ORGANIC CARD	9. SITE IMAGE CAROUSEL	16. VIDEO / TRAILERS	23. APPS	30. DISCOVER MORE PLACES	37. EVENTS
3. LOCAL 3-PACK	10. TOP STORIES FOR NEWS	17. LIVE	24. GOOGLE FOR JOBS	31. SEND TO GOOGLE HOME	38. DATASETS SEARCH
4. HOWTO	11. AMP	18. TOP SIGHTS	25. RECIPES	32. PEOPLE ALSO SEARCH FOR	39. MOVIE CAROUSEL
5. SHOPPING	12. GOOGLE FLIGHTS	19. REVIEWS	26. SCHOLARLY RESEARCH	33. SEE RESULTS ABOUT	40. PODCAST
6. RICH SNIPPET	13. PEOPLE ALSO ASK	20. BLOGS	27. WEATHER	34. WIDGETS	41. COURSE
7. SITE CAROUSEL	14. CATEGORY	21. KNOWLEDGE PANEL	28. GAME SCORES	35. FOUND IN RELATED SEARCH	



1. STANDARD	8. SITE LINKS	15. IMAGES	22. CAROUSEL	29. TWEETS	36. QUOTES 
2. TALLER ORGANIC CARDS	9. SITE IMAGE CAROUSEL	16. VIDEO / TRAILERS 	23. APPS	30. DISCOVER MORE PLACES	37. EVENTS 
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“Data science should go  
at the speed of thought.”

Cassie Kozyrkov

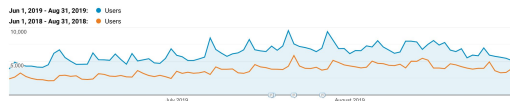


The ML/AI  
stack is  
evolving and  
UX is  
improving -  
*things*  
*become*  
*simpler*



# Semi-automate Structured Linked Data using NLP

1. Annotate/Link **Named Entities** in posts and pages
2. Build a **Knowledge Graph** optimised for **SEO**
3. Improve **Impressions** and **Clicks** on Google



- **+ 69%** growth from organic search compared to last year
- **+269 %** growth when compared to other travel websites in Austria

“This **May** don't miss the **Florianifeier**, we'll have fun as usual in **Unternberg**”

“label”: “May”,  
“reference”:  
“http://dbpedia.org/resource/May”  
Type: **Thing**

“label”: “Florianifeier”,  
“reference”:  
“http://rdf.salzburgerland.com/events/event/dea7fde1-5583-4002-97eb-0074a182fa9c.html”  
Type: **Event**

“values”[“13.7446”], “predicate”: “http://www.w3.org/2003/01/geo/wgs84\_pos#long”  
values”[“47.10222”], “predicate”: “http://www.w3.org/2003/01/geo/wgs84\_pos#lat”  
“reference”:  
“http://dbpedia.org/page/Unternberg”  
Type: **Place**

LANGUAGE	EVENT	THING	LOCATION
ENGLISH	FLORIANIFEIER	MAY	UNTERNBERG



Source: Google Analytics data from a travel brand in Austria

# Can I simply add structured data with my CMS?

	Average			
	Clicks	Impressions	CTR	Position
Semantically Enriched	5.23	89	2.39%	35.32
Non-Semantically Enriched	2.15	57	1.60%	37.93
	243.09%	156.56%	149.06%	6.88%



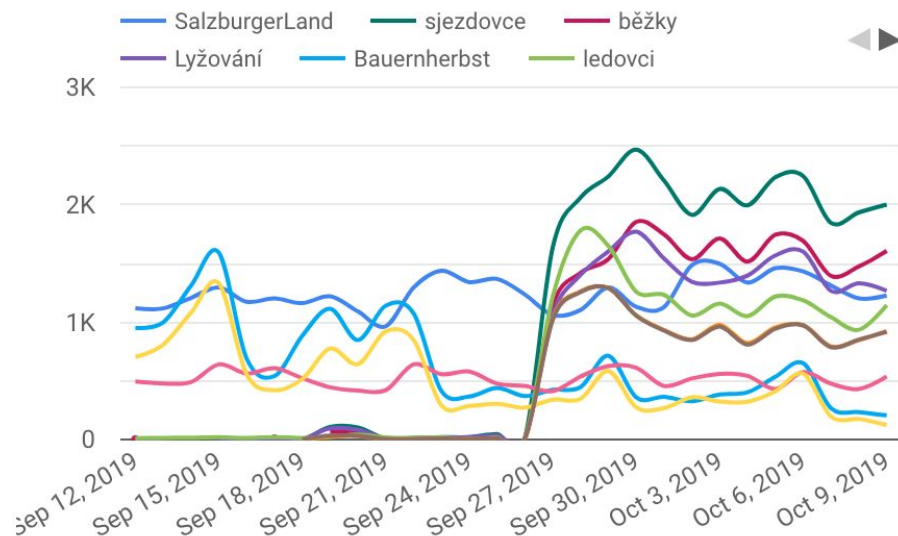
Source: GSC data from a content publisher in Germany



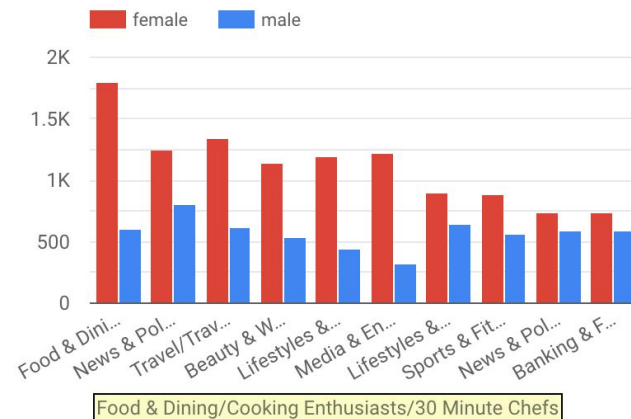
# IS DATA FOR GOOGLE ONLY?



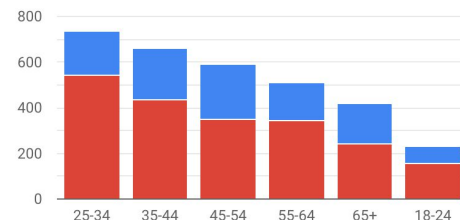
# Google Analytics goes Semantic



Traffic by **Topic**



Demographics for content on **Bauernherbst**





**“We want  
raw data NOW.”**

**Tim Berners-Lee**

**Always link  
data with other  
data - *data*  
*becomes the*  
*center of your*  
*new*  
*product/service***

**Get a 50% discount on  
the first month at  
[wordlift.io/mainstreetroi](https://wordlift.io/mainstreetroi)**

