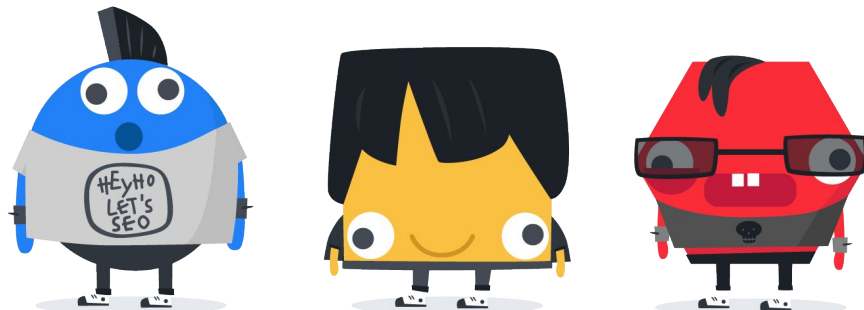


The Holy Grail of Semantic SEO

Tales from the trenches by [WordLift](#)



IF LANGUAGE IS NOT
RECTIFIED

WORDS DO NOT CORRESPOND TO
MEANING, AND IF WORDS DO
NOT CORRESPOND TO MEANING,
OUR DEEDS CANNOT BE
ACCOMPLISHED.

CONFUCIUS



Hard Facts

SEO is changing!



1. **Structured Data** is growing fast
2. **Traditional SEO opportunities** are shrinking
3. **ROI of Semantic Web technologies** - in the context of Search Optimisation - is **easy to prove**
4. **Voice Search** is getting bigger



Key Takeaways

1

The industry of **SEO** has entered an **era of chaos**, a **pivotal change** is happening in the way people access information and most of the SEOs are still ignoring it.

2

The **Google Knowledge Graph** eats Rich Cards and Featured Snippets making the game even harder.

3

There is more than **structured data**: winning the **modern SEO Game** is about combining several factors such as **speed**, **hyper-targeted content** and **in-depth serp optimisation**.

4

Having **your own knowledge graph** means a lot to stand out on Search and helps content move into **personal digital assistants**.

A KG also helps you decide **what to publish next**.

SEO HAS ALWAYS BEEN A
SPECULATIVE BUSINESS
TOTALLY DEPENDENT ON
ASSUMPTIONS ON HOW THE
MYSTERIOUS ALGORITHM OF
GOOGLE WORKS COMBINED
WITH **INFORMATION**
RETRIVAL KNOW-HOW.

AI-FIRST MAKES THINGS
EVEN HARDER...



Knowledge Graph eats it all

Featured snippet

Google who is gennaro cuofano

All Images News Videos Maps More Settings Tools

About 22,500 results (0.46 seconds)

In San Diego, he worked as a financial analyst for a real estate investment firm. Now **Gennaro** is a Business Developer for WordLift.

Who is Gennaro Cuofano? - The Four-Week MBA
<https://fourweekmba.com/gennaro-cuofano/>

Knowledge Panel

Google Gennaro Cuofano Mba

All Images News Videos Maps More Settings Tools

About 1,330 results (0.20 seconds)

Gennaro Cuofano | Professional Profile - LinkedIn
<https://www.linkedin.com/in/gennarocuofano/>
I have known Mr. Gennaro Cuofano since March, 2012, when he was a student in my MBA classes in strategic management and business ethics at LUISS Guido Carli University in Rome, Italy. Mr. Cuofano showed a combination of reliability, initiative, and personality that together made him an outstanding student and ...

Gennaro Cuofano - Contributor | LinkedIn
<https://www.linkedin.com/in/gennarocuofano/>
Gennaro Cuofano International MBA, from LUISS Business School, Rome, Italy. He has been working in the international management field, across Europe and US in the last ten years. Gennaro acquired experience in the accounting field as Assistant Controller for a Real Estate Investment firm, based in Se... MOBE

Gennaro Cuofano Mba
Author

Gennaro Cuofano International MBA, from LUISS Business School, Rome, Italy. He has been working in the international management field, across Europe and US in the last ten years. Gennaro acquired experience in the accounting field as Assistant Controller for a Real Estate Investment firm, based in Se... MOBE



Semantic SEO rocks!

+18.31%

Unique pageviews
from Google

+4.09%

Avg. Time on
Page

-1.35%

Bounce Rate

7 weeks (before and) after *WordLifting* 85 articles on a technology magazine for PC users.

Windowsreport



+1.312.250

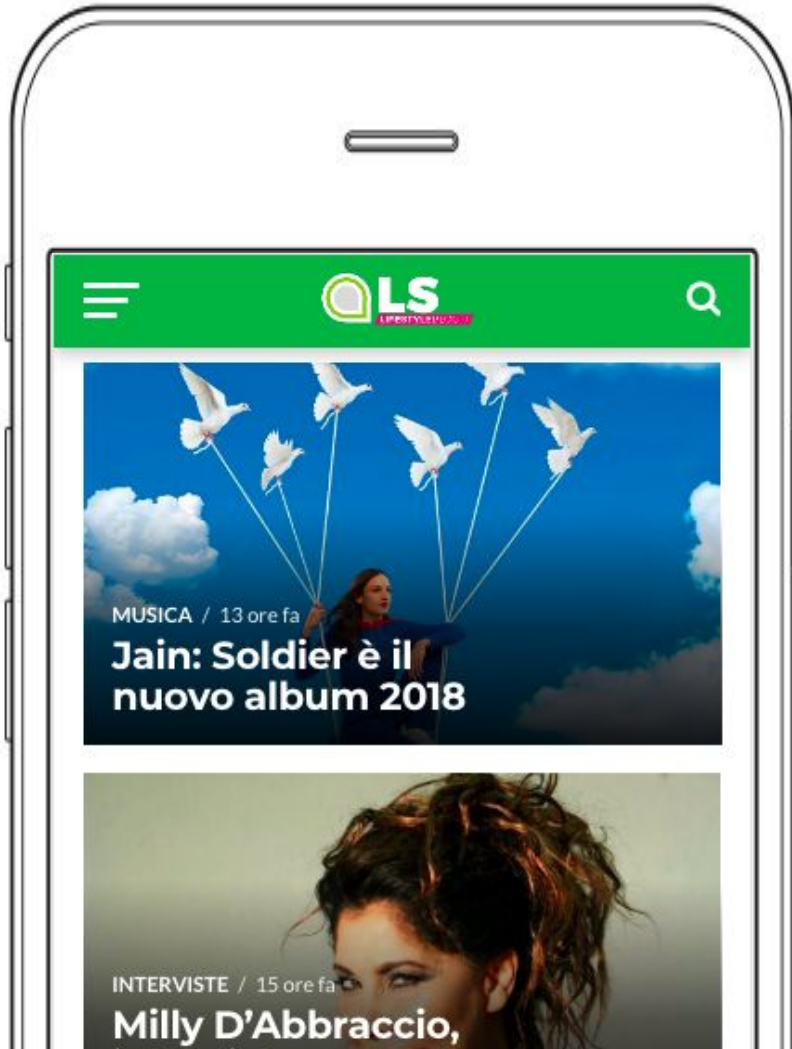
Monthly new users from Google
(after 8 months of work)



Windowsreport



ROI of Semantic Web Tech for SEO can be Huge!



Total clicks	Total impressions	WordLifted!	Average CTR	Average position
55.8K	2.81M	—	2%	12.6
Last 3 months	Last 3 months		Last 3 months	Last 3 months
9.92K	496K	---	2%	12.4
Previous 3 months	Previous 3 months	?	Previous 3 months	Previous 3 months
			Pre-WordLift	

3 months (before and) after
WordLifting an Italian
lifestyle blog.



Ok Google,
what is **personal
assistant search
optimization?**



Personal Assistant Search Optimization (PASO) also called **Answer Engine Optimization (AEO)**, aims to position content as the source for answers given by personal assistants.

Competition is very stiff because voice search returns only one answer.



“40.7% of all voice search answers come from a featured snippet.”

Brian Dean - Backlinko

An **high-quality voice response** for Google meets **informational needs**, in **short answers**, **grammatically correct** (syntactically **well-formed**), and with an **accurate pronunciation**

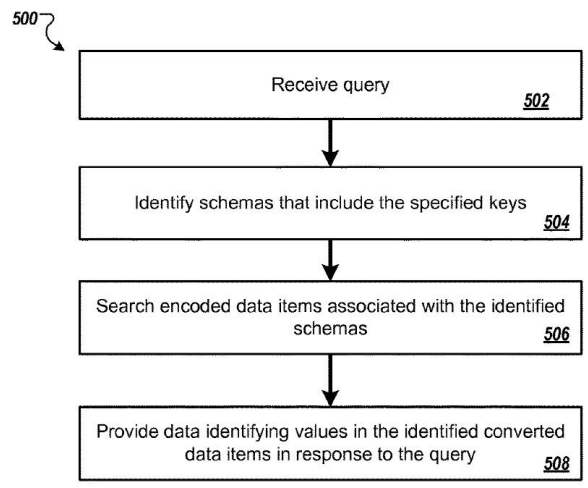
source: [Evaluation of search speech guidelines](#)

Google will search **Knowledge Graph Entities first**, if these are missing, the conversational search will seek the answer from the web.



“There is no reordering in voice search; just **extraction and compression. No paraphrasing.**”
Enrique Alfonseca - Google

What is a **book**, by **Ernest Hemingway**, **published** in **1948-1952?**



Storing semi-structured data patent - 9/2017

“receiving a query for **semi-structured data items**, wherein the query specifies requirements for **values for one or more keys**; identifying schemas from the plurality of schemas that identify locations for values corresponding to each of the one or more keys”



“By using **Structured Data** [...], you make sure that you provide **precise facts in key/value pairs** that **provide an alternative to the HTML-based content**”

Bill Slawski - SEO by the sea

BETA

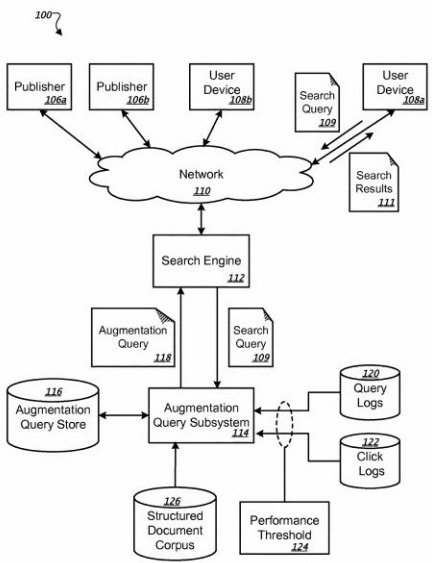
What Content Shall be spoken aloud?

Schema Speakable Markup

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).

PATENT

Ok Google,
find the best
syntetic query to
answer my request



Query augmentation patent - 3/2018

“In addition to actual queries submitted by users, **augmentation queries** can also include **syntetic 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

Page Load Time
is a great SEO
opportunity

SEO
NOT
DEAD



K R A F T W E R K

~~GOOGLE~~ USERS

LOVE SPEED

Google is using **Page Speed** (“*resource load times*”) in **ranking search results**.

The **load time** is based upon measures of how long it takes a page to load on a **range of devices**.

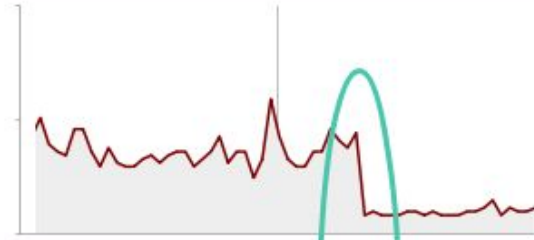


Google has very **high speed** expectations

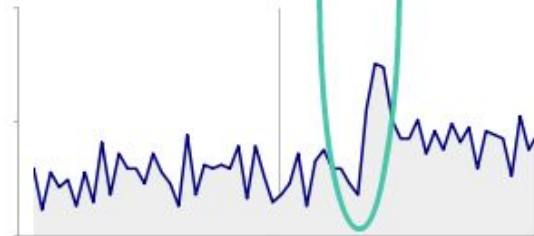
When Google can **access pages faster**, it can, in fact, **crawl more pages in the same amount of time**, resulting in more of pages (**in large sites**) being explored and indexed.



Time spent downloading a page (in milliseconds)



Pages crawled per day



source: Diffbot



In-depth SERP Optimization

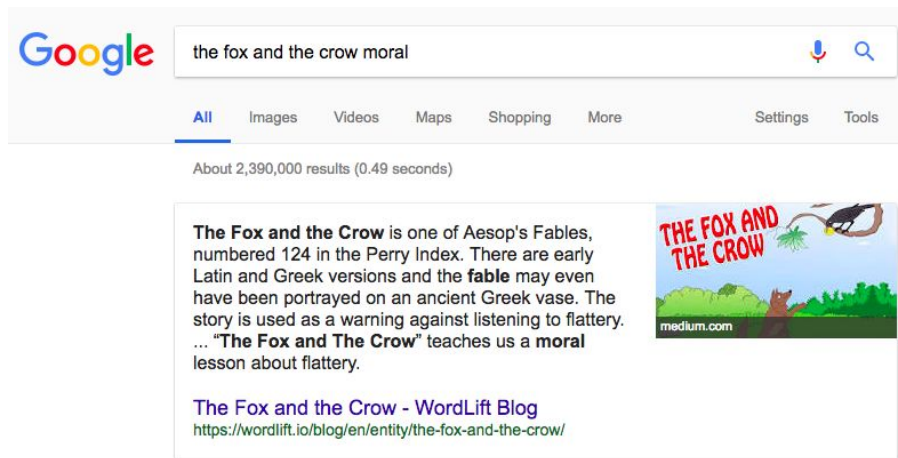
SEO
NOT
DEAD



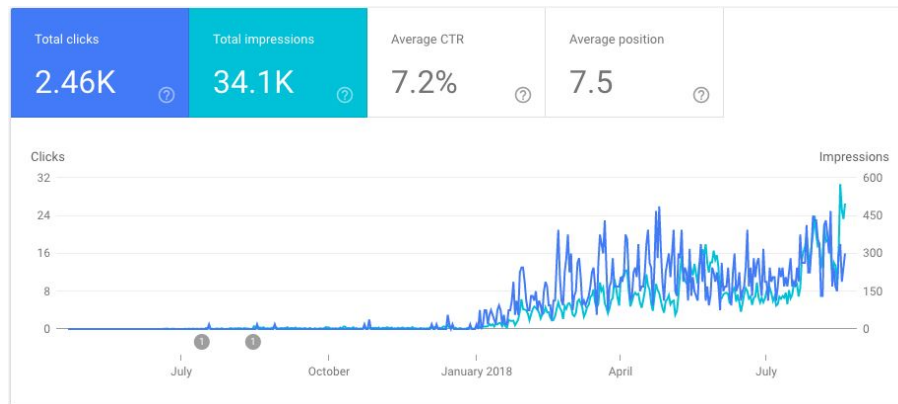
1. STANDARD	8. SITE LINKS	15. IMAGES	22. CAROUSEL	29. TWEETS	36. QUOTES
2. TALLER ORGANIC CARDS	9. SITE IMAGE CAROUSEL	16. VIDEO / TRAILERS	23. APPS	30. DISCOVER MORE PLACES	37. EVENTS
3. LOCAL 3-PACK	10. TOP STORIES FOR NEWS	17. LIVE	24. GOOGLE FOR JOBS	31. SEND TO GOOGLE HOME	38. DATASETS SEARCH
4.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



Get the most out of your SERP



Google search results for "the fox and the crow moral". The search bar shows the query and the Google logo. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "Shopping", "More", "Settings", and "Tools". The results show "About 2,390,000 results (0.49 seconds)". A featured snippet is displayed with the following text: "The Fox and the Crow is one of Aesop's Fables, numbered 124 in the Perry Index. There are early Latin and Greek versions and the fable may even have been portrayed on an ancient Greek vase. The story is used as a warning against listening to flattery. ... 'The Fox and The Crow' teaches us a moral lesson about flattery." To the right of the text is a small illustration of a fox and a crow. Below the text is a link to "The Fox and the Crow - WordLift Blog" with the URL <https://wordlift.io/blog/en/entity/the-fox-and-the-crow/>. There are also links for "About this result" and "Feedback".





cash conversion cycle

Volume: 18,100/mo | CPC: \$11.21 | Competition: 0.01

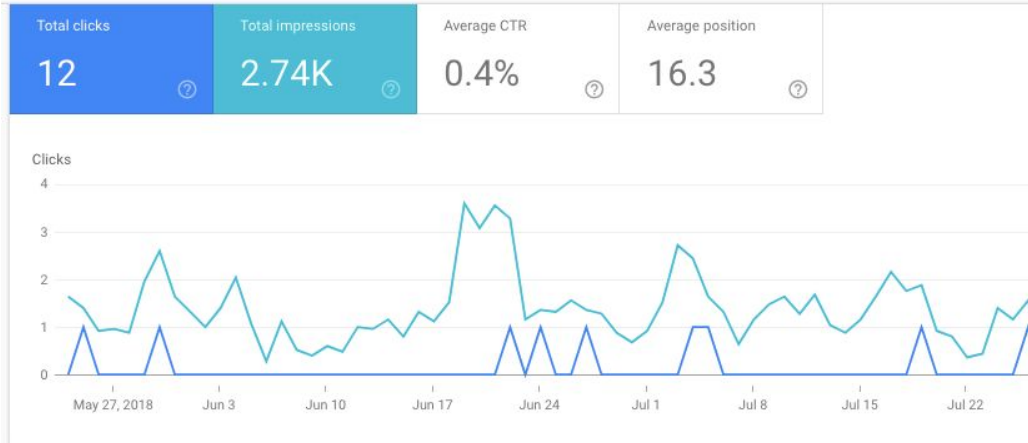
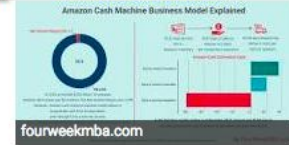
All Images Books News Videos More Settings Tools

About 21,600,000 results (0.48 seconds)

The **cash conversion cycle** is a metric used to gauge the effectiveness of a company's management and, consequently, the overall health of that company. The calculation measures how fast a company can **convert cash** on hand into inventory and accounts payable, through sales and accounts receivable, and then back into **cash**.

[Cash Conversion Cycle \(CCC\) | Investopedia](https://www.investopedia.com/terms/c/cashconversioncycle.asp)
<https://www.investopedia.com/terms/c/cashconversioncycle.asp>

Click on the image





who is gennaro cuofano



All

News

Images

Maps

Videos

More

Settings

Tools

About 20,700 results (0.41 seconds)

Featured Snippet

In San Diego, he worked as a financial analyst for a real estate investment firm. Now **Gennaro** is a Business Developer for WordLift.



Who is Gennaro Cuofano? - FourWeekMBA

<https://fourweekmba.com/gennaro-cuofano/>



About this result



Feedback

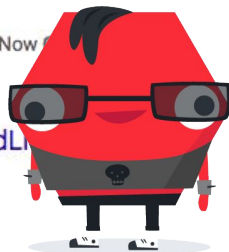
Who is Gennaro Cuofano? - FourWeekMBA

<https://fourweekmba.com/gennaro-cuofano/>

In San Diego, he worked as a financial analyst for a real estate investment firm. Now Business Developer for WordLift.

Gennaro Cuofano - Head Of Business Development - WordLift

<https://www.linkedin.com/in/gennarocuofano/>



Coming from Google Books - before it was an Amazon page

Knowledge Panel

Gennaro Cuofano Mba



Author

Gennaro Cuofano International MBA, from LUISS Business School, Rome, Italy. He has been working in the international management field, across Europe and US in the last ten years. ... Google Books

Books

View 2+ more



The Enlightened Accountant...
2016



Fundamen... Analysis - Simplified...
2016



The Portable Guide for...
2016



Financial Accounting Simplified...
2016



Corporate Finance Simplified...
2016



Coming from an entity type "person" on my site

Hyper-targeted
Content

SEO
NOT
DEAD



SONIC YOUTH . LP



I HAVE DONE
SEO FOR A
FEW YEARS
AND IT HAS
ALL BEEN
WHIRLWIND.

DESIGN YOUR
CONTENT TO
MEET A VERY
SPECIFIC
INFORMATION
NEED, KILL
EVERYTHING
ELSE AND HIT
THE ROAD.

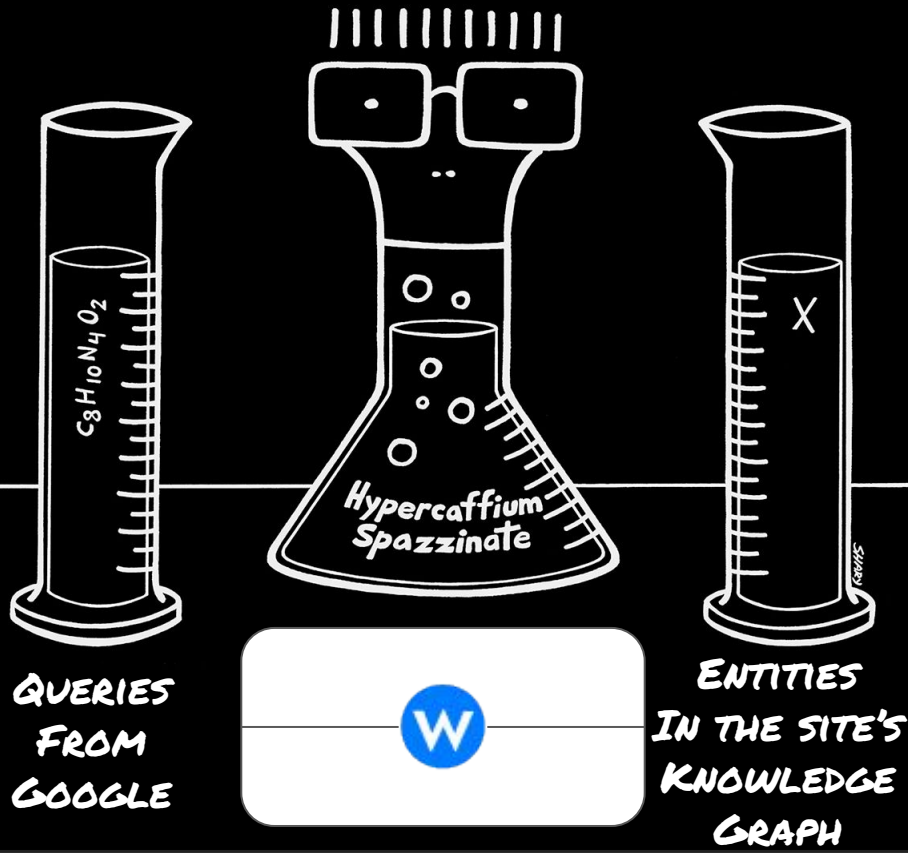


QUERIES

VS

ENTITIES

DESCENDENTS

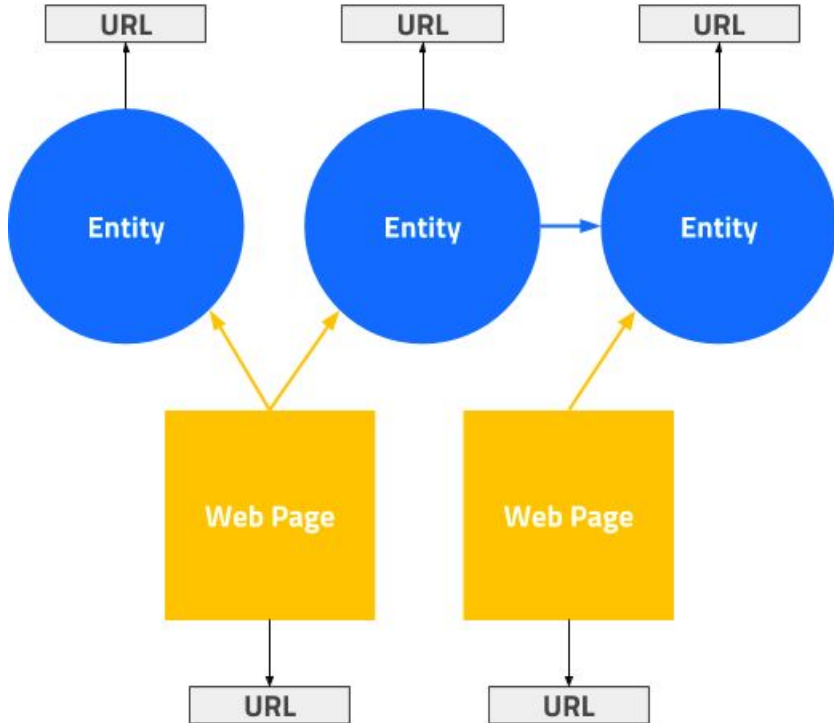


WordLift Dashboard for Editorial Teams

An **entity-centric approach** uses the **knowledge graph** to help the editorial team **improve the organic visibility** of their content.



The Graph Behind #1



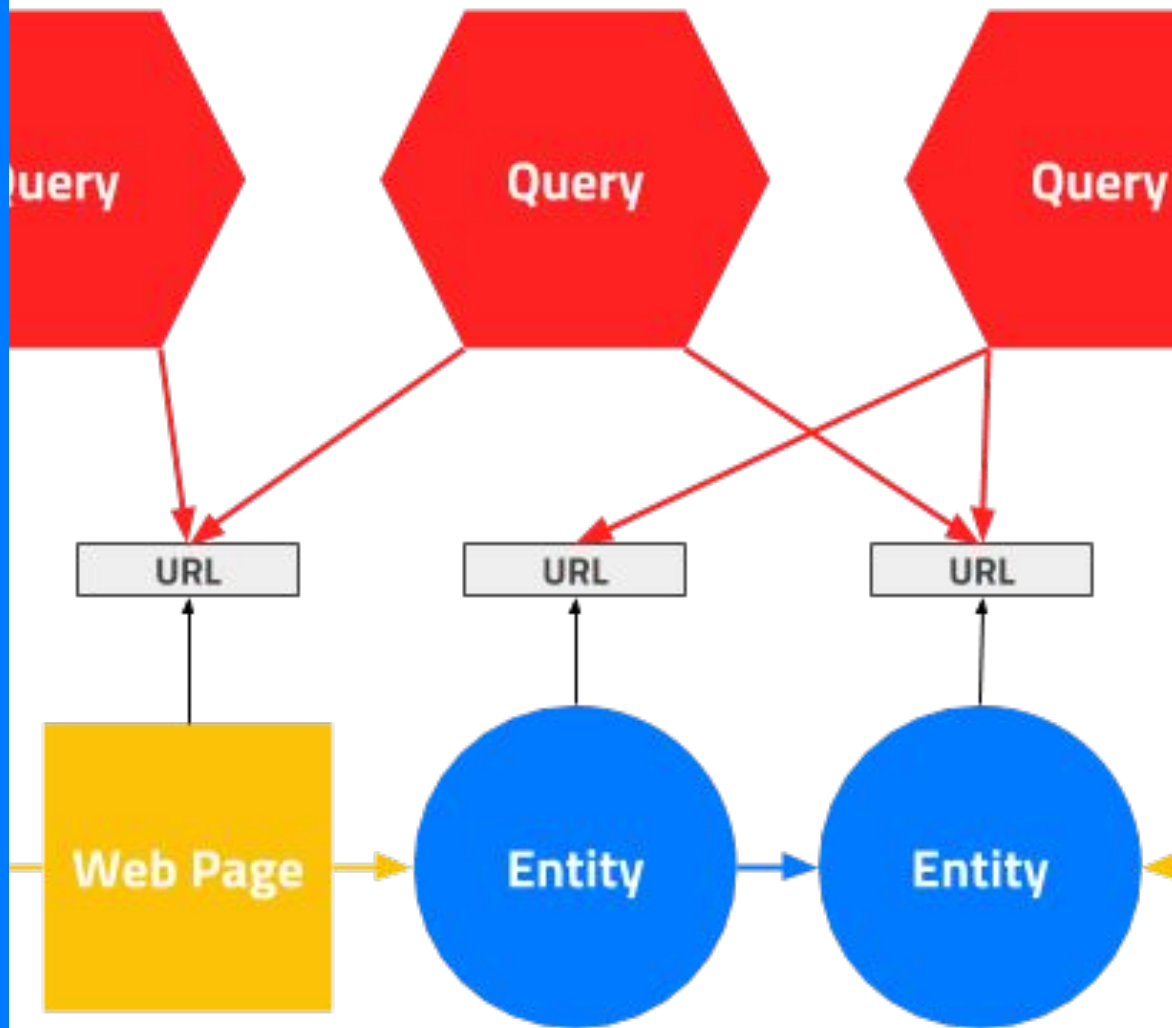
Using the Knowledge Graph to drive your editorial plan

WordLift creates a **graph** which connects **web pages** to **entities** and **entities** among them, each node having a URL as connector to the external web.



The Graph Behind #2

Each **query** (keyword or terms the site rank for on Google) is connected to a **URL** and for each **URL** it expresses a **ranking value** which may be directly attributed to: a) an **entity** when the connected URL is a property of an entity or an **indirect value** when the connected URL is a property of a **web page**, so that, if the **web page** itself references an **entity**, we will attribute part of the **ranking value** to that **entity** according on how many **entities** are referenced by that **web page** and how many times that **query** is attributable to that **entity** by other paths.



Search Rankings

salzburgerland.com

Salzburg Place	Salzburg State Board of Tourism Organization	Mirabellgarten Place	Sound of Music Thing	Hellbrunn Place
SalzburgerLand Place	Julie Andrews Person	SalzburgerLand Card Thing		

Entity SalzburgerLand

Query	Rank	Ranking Page	Type	Score
salzburger	4	https://www.salzburgerland.com/en/	DIRECT	0.500
salzburg tourism	5	https://www.salzburgerland.com/en/	DIRECT	0.447
salzburg	14	https://www.salzburgerland.com/en/	DIRECT	0.267
slasburg	14	https://www.salzburgerland.com/en/	DIRECT	0.267
salzburg austria	15	https://www.salzburgerland.com/en/	DIRECT	0.258
salzburg austria tourism	16	https://www.salzburgerland.com/en/	DIRECT	0.250
salzburg, austria	17	https://www.salzburgerland.com/en/	DIRECT	0.243
salzburg austria	25	https://www.salzburgerland.com/en/	DIRECT	0.200
salzburg tourism	25	https://www.salzburgerland.com/en/	DIRECT	0.200
salzburg austria	32	https://www.salzburgerland.com/en/	DIRECT	0.177
salzburg visit	54	https://www.salzburgerland.com/en/	DIRECT	0.136

1. **Keywords** and **terms** the site is ranking for on Google are configured in the WordLift settings
2. **Entities** in the knowledge graph show the most visible topics in Google search
3. We can drill down and explore other **entities**
4. When selecting an **entity** we can see the cluster of **queries** and **pages** behind that **entity**.

THE DEMO

AI POWERED SEO

OUT OF THIS WORLD

WE'D LOVE TO
SHOW YOU
WHAT OUR
AI-POWERED
SEO TOOL
CAN DO
FOR YOU

[BOOK A DEMO](#)



THANK YOU!

W

TRY WORDLIFT FOR FREE