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00:00:04.010 --> 00:00:18.230

Anne Lentino: Hello, everyone! Thank you so much for joining us today. My name is Anne Lentino, I am a Senior Product Owner with Sandstorm Design, and I'm joined by my colleague, Madeline Jensen.

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00:00:18.570 --> 00:00:33.089

Madeline Jensen: Hi, I'm Madeline, development team lead at Sandstorm. So, Anne and I are both here together because, with, as you'll learn, schema.org and a lot of these AI initiatives,

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00:00:33.190 --> 00:00:47.289

Madeline Jensen: really, really have the best results when you have two... when you have your technical team and your strategic team working together. So, together, we are a pair, and we're excited to, share what we've learned so far about schema.org.

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Anne Lentino: Excellent. Thanks, Madeline. And we're also joined by Alma Meshes, host extraordinaire.

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00:00:53.930 --> 00:00:54.760

Alma Meshes: Hello!

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00:00:54.760 --> 00:00:56.220

Anne Lentino: So, she's going to be

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00:00:56.220 --> 00:01:20.750

Anne Lentino: posting some helpful, links in our chat. She'll also be monitoring the chat for any questions that may come up, so please feel free to drop those in there. Alma will be taking a look at them, and then if we have time at the end of our session today, we will try to answer as many as possible. Otherwise, we can reach out and try to answer as many asynchronously as we can.

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00:01:20.750 --> 00:01:21.290

Anne Lentino: care.

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00:01:21.430 --> 00:01:23.410

Anne Lentino: Thanks again, everyone, for being here.

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00:01:24.380 --> 00:01:42.050

Anne Lentino: Let's go ahead and dive in. So, just to start, a few fun facts about Sandstorm. We've been around for over 25 years. We work primarily with, clients in the association, nonprofit, higher ed, and healthcare spaces.

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Anne Lentino: And we build enterprise-sized websites in Drupal, WordPress, and Sitefinity. As we're going through today, we're gonna be

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00:01:53.260 --> 00:02:06.869

Anne Lentino: looking at some examples from some Drupal sites that we've built, but just know that, as we're talking through some of these, implementation practices, a lot of these are

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00:02:06.870 --> 00:02:14.770

Anne Lentino: Platform agnostic, so just, keep that in mind as we're going through, and looking at some of those examples.

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00:02:16.180 --> 00:02:34.140

Anne Lentino: So here's what we're going to cover today. So we're going to start with a brief overview of what Schema and Schema.org, the platform, are, and then we're going to talk a little bit about how we use schema to help inform search engines and different AI systems.

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00:02:34.140 --> 00:02:39.739

Anne Lentino: And then we'll also talk about content strategy to sort of help map to those schemas.

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00:02:39.740 --> 00:02:48.250

Anne Lentino: And, looking at implementing schema on your website, and then how we test, validate, and iterate on that going forward.

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00:02:49.950 --> 00:02:56.500

Anne Lentino: So, first and foremost, what is schema? The burning question? So

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00:02:56.830 --> 00:03:10.970

Anne Lentino: Schema is an outline of categories that, are being used to kind of standardize how we are categorizing content on websites.

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00:03:11.110 --> 00:03:28.039

Anne Lentino: across the internet. It's a way for us to, translate content on a website so that it is easily digestible by LLMs and different AI bots that are crawling the site.

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00:03:28.040 --> 00:03:30.410

Anne Lentino: And gives it a little bit more

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00:03:30.410 --> 00:03:49.269

Anne Lentino: context, particularly for structured content. So it's just, sort of a level-setting vocabulary that we can start to use across web properties... web properties as a whole, and adding that context beyond just the words on the page.

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00:03:50.370 --> 00:04:03.139

Anne Lentino: So, when we dive into a particular schema type, so a pretty ubiquitous one is a web page, which is housed under the kind of creative work category.

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00:04:03.510 --> 00:04:12.140

Anne Lentino: If you dive in, you'll start to see these different references and what we sort of think of as fields. So.

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00:04:12.240 --> 00:04:31.649

Anne Lentino: for instance, on a web page, you might find a breadcrumb. You might want to look at when the page was last reviewed. We have, an entry here for main content of page, primary image of page. These are all things that

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00:04:32.040 --> 00:04:44.789

Anne Lentino: the powers that be have kind of agreed on are things that one would expect on a web page. Does that mean that you have to, like, have every single one of these? No. But,

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00:04:44.830 --> 00:04:55.760

Anne Lentino: It is helpful when you are thinking about structured content to have this kind of map of what might be expected on sort of a generic web page.

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00:04:56.280 --> 00:05:00.009

Anne Lentino: So... When we talk about schema.

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00:05:00.040 --> 00:05:10.960

Anne Lentino: We have to be a little careful, because using schema in the background is not a replacement for strong content strategy that

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00:05:10.960 --> 00:05:28.389

Anne Lentino: humans are going to read. I equate this in my brain to, I studied Shakespeare in college, and our teachers always used to say, if you don't know the words that are coming out of your mouth, the audience isn't going to understand the words that are coming out of your mouth. So, if you don't have a strong content strategy for human-readable things.

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00:05:29.410 --> 00:05:34.949

Anne Lentino: bots aren't gonna understand it either. But what we want to...

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00:05:35.610 --> 00:05:46.199

Anne Lentino: here is that it doesn't mean that you have to rebuild from scratch. It doesn't mean that you have to start your content strategy from scratch. The great thing about this

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00:05:46.200 --> 00:05:57.059

Anne Lentino: Is you can map this schema to a lot of the fields and a lot of the values that you already have there, and that's what we want to take a little bit of a look at today.

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00:05:57.720 --> 00:06:11.570

Anne Lentino: So again, you're already on the right path. You've already been writing content for the website to drive traffic there. Now we're just using this extra tool to help increase your visibility.

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00:06:11.990 --> 00:06:13.840

Anne Lentino: for the bots.

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00:06:15.870 --> 00:06:22.080

Anne Lentino: So we want to talk a little bit about how we use schema with existing content.

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00:06:22.950 --> 00:06:41.069

Anne Lentino: So the first place we like to start is just look at your existing content types, or templates, or however you're sort of structuring the various, types that you're building out in your admin. So we think of, like, a basic page, we think about individual events.

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00:06:41.070 --> 00:06:53.619

Anne Lentino: And pull out the ones that have really clear, structured content. So, fields that you're filling out every time you create a new page, or a new article, or a new post.

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00:06:53.920 --> 00:07:11.109

Anne Lentino: focusing on the pages that really are sort of the highest value, the ones that you really want to elevate as much as possible as your starting place. And then we can think about ways to enrich those, build upon what you have already.

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00:07:11.110 --> 00:07:16.659

Anne Lentino: And see if there are opportunities as you're looking through that list of

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00:07:16.660 --> 00:07:21.570

Anne Lentino: Values in a particular schema to see if there are other,

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00:07:22.010 --> 00:07:25.690

Anne Lentino: Other values that you can tie into to help

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00:07:25.810 --> 00:07:31.210

Anne Lentino: The bots understand what other context is around that page.

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00:07:32.180 --> 00:07:47.819

Anne Lentino: And it also gives you an opportunity to clean house a little bit. This is a, as we say at Sandstorm, it's a little bit of a twofer, so going through the content that you have and making sure that, it's a good representation of

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00:07:48.610 --> 00:07:59.770

Anne Lentino: the content that you're trying to convey, or the message that you're trying to convey to your audience, but knowing that there's not always a one-to-one relationship, you might want to

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00:07:59.770 --> 00:08:15.789

Anne Lentino: be using multiple schemas within a page, so if you have a web page, but then you also have an accordion of FAQs on that page, we might want that particular page to be able to tie into both of those schemas.

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00:08:15.790 --> 00:08:23.430

Anne Lentino: Because FAQs in particular are a thing that we've learned that LLMs and AI bots really are attracted to.

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00:08:24.480 --> 00:08:39.859

Anne Lentino: So, focusing also on relationships between content pieces, so overview page and basic page, or related articles, if we're doing something like a blog, are a really great thing to sort of tap into here to help

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00:08:40.010 --> 00:08:42.730

Anne Lentino: Not create those dead ends for the

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00:08:42.890 --> 00:08:47.150

Anne Lentino: for LLMs, just the way we do for a regular human user.

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00:08:47.180 --> 00:08:54.970

Anne Lentino: And then making sure that as we're going through that content, we're really focusing on being concise.

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00:08:54.980 --> 00:09:12.520

Anne Lentino: and clear, which is something that, you know, we've been preaching for a long time, not only from a user experience perspective, but an accessibility perspective. So, what's good for humans is also what's good for bots as we try and pare down and really make sure that our content is concise.

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00:09:13.880 --> 00:09:17.509

Anne Lentino: I'm going to hand it over to Madeline now to talk about the technical side.

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00:09:17.870 --> 00:09:36.429

Madeline Jensen: Yay! And I'm gonna just sneak peek into the technical part. I don't want to go too, too, too deep, but, the purpose of this is, okay, now we know we need to clean up our content, so, like, how do we implement this? Like, what is... what is the first step to make

this real? And...

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00:09:36.440 --> 00:09:49.280

Madeline Jensen: Just, you know, from the technical side, you know, in this case, it's handed off to me, but just to say, step one, it's still... before you even think about the code, the technical.

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00:09:49.770 --> 00:09:52.419

Madeline Jensen: You still want to have good content, because

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00:09:53.520 --> 00:09:58.239

Madeline Jensen: you're gonna make at the end of this activity, the LLMs are gonna find your content.

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00:09:58.400 --> 00:10:14.370

Madeline Jensen: better, so we want it to be good. So that really comes back to, writing good content. So I what I tell a lot of content editors is once this is wired, once this is good to go and implemented in the back end.

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00:10:14.370 --> 00:10:18.769

Madeline Jensen: It's business as usual. Other than making some decisions maybe on...

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00:10:18.770 --> 00:10:31.980

Madeline Jensen: what schema.org type you might want to choose for a given page. But beyond that, the best, the most powerful thing that you can do as an editor is ensuring that you're filling out as many

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00:10:31.990 --> 00:10:36.850

Madeline Jensen: Juicy fields that are available to you to give that page more semantic meaning.

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00:10:37.420 --> 00:10:52.529

Madeline Jensen: So, for example, one thing, and this has been true since the dawn of SEO, is making sure you have your short description in there, so meta tags are showing, you know, meta descriptions. This is the same principle. Make sure you're filling out

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00:10:52.530 --> 00:11:01.080

Madeline Jensen: Your summaries, if there is a taxonomy or

classification that can provide, More details, just

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00:11:01.420 --> 00:11:06.149

Madeline Jensen: the less that the LLM can infer about your page.

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00:11:07.060 --> 00:11:17.789

Madeline Jensen: the more it's, I think, going to better understand what your goals are. So, we can move on. I just wanted to make that as a note, so now we can talk a little bit about

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00:11:17.790 --> 00:11:27.840

Madeline Jensen: the technical, part here. So, again, still, we still haven't written code yet, because we want to have a good plan.

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00:11:27.860 --> 00:11:40.949

Madeline Jensen: This is an example of Anne and I. Exactly, this is what it looks like when, like, a technical lead and a product owner or, like, a stakeholder, you know, come together

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00:11:40.950 --> 00:11:57.399

Madeline Jensen: and we decide, okay, this is an example for a Drupal site, but again, this could be for really any CMS, is we look at the types of pages we have together. And sometimes it's the developer going in and just giving a list of the content types available on the site.

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00:11:57.520 --> 00:12:03.599

Madeline Jensen: Putting that in a ticket, and saying, okay, let's share this with the team, with the client, let's all talk about

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00:12:04.110 --> 00:12:09.099

Madeline Jensen: Which ones would be most impactful to start with? What kind of types should they be?

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00:12:09.220 --> 00:12:20.520

Madeline Jensen: We've even had, I think that they are here, but we've had superstar clients and superstar people on Sandstorm, too, just that will talk the chat GPT

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00:12:20.650 --> 00:12:29.230

Madeline Jensen: Find out where the gaps are, and then that... where

that... where those gaps fell short helped us plan our implementation.

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00:12:29.380 --> 00:12:35.439

Madeline Jensen: And for anybody else out there looking on tips to implement, if it feels overwhelming.

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00:12:35.840 --> 00:12:50.800

Madeline Jensen: We've found that just starting with... as a team, starting with a basic page, being a web page just to get your feet wet, and, rolling it out, you know, trying a content type and rolling it out. So,

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00:12:51.130 --> 00:13:03.670

Madeline Jensen: All of this to say, again, before you start really worrying about the technical details, as a developer, what you can do in parallel here, or even as a stakeholder, is as you go to the schema.org

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00:13:03.850 --> 00:13:07.110

Madeline Jensen: Documentation, learn about it,

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00:13:07.940 --> 00:13:12.059

Madeline Jensen: So you can kind of understand the syntax and what it's looking for before you write it out.

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00:13:12.890 --> 00:13:26.949

Anne Lentino: So it's really helpful, not only as a first pass, but also as you're validating. We like to create these kind of tables, so we can say, okay, at a high level, we know that this is the

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00:13:26.970 --> 00:13:42.160

Anne Lentino: schema type that we're adding this collection page, but within that, sort of like we looked at on the webpage where it had the breadcrumb and the main description of page, and all that, we're mapping those out one-to-one

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00:13:42.160 --> 00:13:47.740

Anne Lentino: With the fields that we already have in that content type, and then looking to see, like.

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00:13:47.810 --> 00:14:07.300

Anne Lentino: oh, is there something that we're missing that would help enrich this in the way that someone might discover this page? So, starting with this documentation to get alignment is a great place to start, and as you iterate over time, you kind of know where you are, and then can add to it

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00:14:07.590 --> 00:14:11.889

Anne Lentino: Going forward, and then also using it as your testing guide as well.

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00:14:14.990 --> 00:14:27.219

Madeline Jensen: Cool, alright, so now we're on the same page, we know what we're doing, we have a really good ticket, now you're the developer, and you start writing code. Now.

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00:14:27.320 --> 00:14:40.839

Madeline Jensen: There are a lot of ways to slice and dice this, because there's a lot of content management systems, there's a lot of, within each content management system, there's different modules, and

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00:14:40.840 --> 00:14:54.249

Madeline Jensen: plugins. We have evaluated them all, and, you know, being an agency, we have a lot of clients with different needs. For the clients that have more complex needs, we,

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00:14:54.450 --> 00:15:03.079

Madeline Jensen: our development team, we just decided to do custom. At the end of the day, once you iron out the logic, you can kind of see in this,

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00:15:03.160 --> 00:15:15.190

Madeline Jensen: screenshot is my, you know, my code editor. What I usually do is I'll ask Claude, I'll take that table in the ticket, ask Claude to print out, you know.

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00:15:15.910 --> 00:15:21.909

Madeline Jensen: Comments, so that it's just really easy to keep that, you know, field mapping

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00:15:22.280 --> 00:15:36.710

Madeline Jensen: I will say that I would say personally the most difficult part as a developer about schema.org is, just making sure

you're getting the syntax correct. Just make sure you're going to their website, learning their documentation, ask

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00:15:36.900 --> 00:15:49.179

Madeline Jensen: Claude, ChatGPT, anything, whatever you need to do to make sure that the syntax is correct. There's just little nuances between, you know, like, a web page might have title.

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00:15:49.830 --> 00:15:53.590

Madeline Jensen: as the schema.org attribute, and events might have

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00:15:53.740 --> 00:16:04.799

Madeline Jensen: like, headline, or name, so you'll see little nuances between the types, so you'll want to validate that you've gotten that correctly. It's all

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00:16:05.790 --> 00:16:14.979

Madeline Jensen: you know, images, might be an object, so... but beyond that, it really is just, you know, writing PHP that says.

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00:16:16.320 --> 00:16:19.409

Madeline Jensen: I'm gonna, if you don't mind going to the next one, I can show you.

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00:16:20.990 --> 00:16:24.020

Madeline Jensen: Oh, nope, we didn't do the... did we show the code sample?

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00:16:24.490 --> 00:16:31.110

Madeline Jensen: Anyways... We'll start with this example, because I think that will help kind of show how this evolves. So

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00:16:31.820 --> 00:16:37.079

Madeline Jensen: like we mentioned, if you're feeling overwhelmed, I really feel like

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00:16:37.490 --> 00:16:44.229

Madeline Jensen: a basic page, if you really want to get started, it's safe to say

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00:16:45.400 --> 00:16:56.949

Madeline Jensen: everything is a web page. If you want to show up in the Google results as a web page, and really get lifted and understood, and show up in those FAQs, or, you know, anything like that, just at least getting

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00:16:57.900 --> 00:17:00.440

Madeline Jensen: Now, if you have... I don't have the best content, I would

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00:17:01.020 --> 00:17:08.509

Madeline Jensen: still make sure you're cleaning up your content house, but once you feel confident with that, a very good first step is to say, basic page is a web page.

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00:17:08.750 --> 00:17:15.339

Madeline Jensen: From there, this is where, if you... oh, yep, this is perfect.

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00:17:15.670 --> 00:17:34.420

Madeline Jensen: And then if you want to go more advanced beyond that, this is a good example of where we were using the schema.org Blueprints module, we were using, some other schema.org, like, plugins and modules, and ultimately found out that our editors

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00:17:34.730 --> 00:17:36.310

Madeline Jensen: That we work with.

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00:17:37.210 --> 00:17:40.750

Madeline Jensen: They don't want to have too many choices, but they do want to have a choice.

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00:17:40.820 --> 00:17:55.530

Madeline Jensen: We kind of worked this out as a team together. We didn't want it to be too overwhelming, where there's too many choices, but at the same time, there might be a situation where a basic page is a web page, but

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00:17:55.530 --> 00:18:08.379

Madeline Jensen: it might be an FAQ page where it has that structured Q&A, and we really, really do want that to show up as the answer, you know, in those new Google, you know, FAQ things that they do now.

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00:18:08.690 --> 00:18:11.969

Madeline Jensen: We might want that, we might not,

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00:18:12.090 --> 00:18:19.489

Madeline Jensen: And again, it might be an about page. So, this is an example of in Drupal, but again, you could theoretically do this in any CMS.

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00:18:19.600 --> 00:18:24.280

Madeline Jensen: Is adding a field, a drop-down field, of approved types

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00:18:25.430 --> 00:18:37.679

Madeline Jensen: And then this is what drives the logic in the code in the backend that says, if they choose web page, render it as web page schema. If it is about page, render as about page. So you're really just doing conditional logic in the code.

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00:18:38.570 --> 00:18:39.460

Madeline Jensen: Yes.

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00:18:39.760 --> 00:18:40.690

Madeline Jensen: Gear?

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00:18:41.480 --> 00:18:54.600

Madeline Jensen: Ultimately, this is what we are writing the code to render this. So we are taking the fields that the editor is just doing what they're normally doing, and we're going in the back end, writing, you know.

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00:18:54.740 --> 00:19:13.119

Madeline Jensen: the code that says, like I said, if they chose About page, the type will be about page, so it's going to render, and that's where you'll want to pay attention to some of the nuances, is if they do change the type, you might have to show a different field, right? Like, you might have to render FAQ things, so just...

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00:19:13.470 --> 00:19:21.809

Madeline Jensen: And that's where, in one of the previous slides, just having that kind of reference of what maps to what, so you don't lose

track.

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00:19:24.720 --> 00:19:36.669

Madeline Jensen: Hopefully that makes sense. So this is what it should look like. We'll talk a little bit more about how you can validate it, but this is... so once it goes live, you've entered in your content.

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00:19:36.780 --> 00:19:49.349

Madeline Jensen: you right-click on a page, you know, and depending on your browser, you can do View HTML or View Source, you should see this rendering is... is, what that success looks like there.

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00:19:52.530 --> 00:20:04.820

Madeline Jensen: Okay, cool. So, events, that's where, okay, we've done basic pages, we kind of got our feet wet. Events can be a little bit more complex, or they can be straightforward. We have,

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00:20:05.020 --> 00:20:09.950

Madeline Jensen: We have clients that have very simple events, and it's just a conference event, or it's an event.

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00:20:10.090 --> 00:20:15.669

Madeline Jensen: It's an event-to-event event. But we have some clients that might have

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00:20:15.780 --> 00:20:29.630

Madeline Jensen: a conference, they might have a webinar, they might have... they have all kinds of different formats to attend events. So, this is where spending the time, schema.org slash event.

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00:20:29.800 --> 00:20:36.739

Madeline Jensen: you will see all the subtypes, and, what I would recommend is,

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00:20:37.100 --> 00:20:41.850

Madeline Jensen: If you're not sure what to choose, just pick event.

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00:20:42.080 --> 00:20:52.160

Madeline Jensen: But if you know your conference, and you know you have a conference, then you're gonna choose conference. And just for fun, you can do even cool things like food event and dance event.

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00:20:52.240 --> 00:21:10.789

Madeline Jensen: You could just get... I mean, not that our typical clients have those things, but that just kind of shows, if you check out that documentation, you'll see a long list of different, event pipes. So, that's kind of going back to this, this, this, this table and this screenshot is what

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00:21:11.560 --> 00:21:19.419

Madeline Jensen: if you're going forward with this implementation, you're going to be looking at the schema.org. This is, like, your life, is

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00:21:19.700 --> 00:21:23.769

Madeline Jensen: looking at the page,

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00:21:24.410 --> 00:21:32.510

Madeline Jensen: what can I use from this website that's, like, most meaningful to my content and gonna have the most impact, I think, is your goal there?

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00:21:32.950 --> 00:21:35.490

Madeline Jensen: And then next

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00:21:36.140 --> 00:21:50.030

Madeline Jensen: Same as usual, so this is a screenshot of the Drupal admin for one of our clients. This is where they can go and, you know, like we talked about.

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00:21:50.620 --> 00:22:05.770

Madeline Jensen: this is... I think this can be kind of confusing to convey sometimes, but a lot of the schema.org work is going to use your existing content, like your node title, your description, your body.

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00:22:06.120 --> 00:22:16.270

Madeline Jensen: But as you're evaluating this, you might find that you need to add new fields just for schema.org. For example, in this situation, event attendance mode

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00:22:16.910 --> 00:22:26.250

Madeline Jensen: our client is never going to use that field for anything else. It's not... you know, it's just... so you will find little things like that. What

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00:22:26.880 --> 00:22:39.990

Madeline Jensen: we try to do to make this easier is, in this screenshot, for example, you know, we've given it a section, schema.org Supplemental fields. The goal there is just to kind of signal, like, this is not, like, this is just for schema.org.

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00:22:40.270 --> 00:22:44.130

Madeline Jensen: You know, and again.

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00:22:45.350 --> 00:22:54.110

Madeline Jensen: as you're developing this, remembering that certain types have required fields, or you will get errors. So, example, an event.

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00:22:54.220 --> 00:22:55.290

Madeline Jensen: Start date.

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00:22:55.530 --> 00:23:05.200

Madeline Jensen: important, or it will give you an error. What I found on a lot of client sites is we have a date field that is more for display purposes.

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00:23:05.470 --> 00:23:22.950

Madeline Jensen: in, like, a hero display. And we've had to implement new fields that have a date-time field that is appropriate for schema.org. So that's kind of where, the planning comes in, is what new fields do I need to add? Which ones can I use that already exist?

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00:23:23.110 --> 00:23:29.989

Madeline Jensen: so, that's an example of kind of a more complex implementation for that.

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Anne Lentino: Yeah, so basically leveraging what's already displaying on the site, but you may need to add some hidden, hidden to an end-user fields, in order to satisfy some of these requirements.

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00:23:44.800 --> 00:23:46.249
Anne Lentino: And then this is...

143
00:23:46.590 --> 00:23:47.650
Madeline Jensen: Oh, yeah, go ahead.

144
00:23:47.920 --> 00:23:48.989
Anne Lentino: Go ahead, Madeline.

145
00:23:48.990 --> 00:23:55.469
Madeline Jensen: Yeah, this is, an example of it rendering. So,

146
00:23:56.560 --> 00:24:15.289
Madeline Jensen: what Anne was saying before is just to kind of show, this is where they have chosen conference event specifically for this event type, and you can see... and just to point out, really, again, the image, you see how that's an image object? So you'll get an error. If you just pass that node string, you'll get an error, so you'll want to

147
00:24:15.390 --> 00:24:23.899
Madeline Jensen: in your development has the proper syntax, so it renders like that. And then this has part, this is the juicy stuff that Ann was mentioning.

148
00:24:24.260 --> 00:24:36.160
Madeline Jensen: LLMs, and it's just, right now, the game seems to be, how can you get into that AI summary, answering questions, and your source comes up? What we're finding is

149
00:24:36.790 --> 00:24:44.299
Madeline Jensen: FAQ is part of that. So there's a few ways to slice and dice this, but ultimately, if you want to do FAQs.

150
00:24:44.430 --> 00:24:49.159
Madeline Jensen: You must have a structured answer and question set.

151
00:24:49.680 --> 00:24:56.320
Madeline Jensen: So, what we've done, what we've found, is most of our clients already have an accordion component.

152

00:24:56.560 --> 00:25:13.040

Madeline Jensen: Everybody has one, or you have a title, you know, you have the... and most people do put their FAQs, in our experience, in those blocks anyways. So, what we did is, and as a little note for developers, sometimes you might have to do some extra logic

153

00:25:13.040 --> 00:25:22.719

Madeline Jensen: to dig into Layout Builder or a block on a page, but you can do this through, you know, node-entity relationships. But the idea is

154

00:25:25.040 --> 00:25:37.280

Madeline Jensen: then you can do this a lot of ways, this is just one of the ways, is if somebody puts a FAQ accordion on a page, and we gave a checkbox that says,

155

00:25:38.030 --> 00:25:51.750

Madeline Jensen: make this schema FAQ, so just normal accordion, then it can generate this has part, and then it can be considered, also FAQ, so this is an additional schema

156

00:25:52.150 --> 00:26:00.590

Madeline Jensen: So it has part is important because we're saying the main entity is this event, but it also does have FAQ, so

157

00:26:00.780 --> 00:26:12.919

Madeline Jensen: Just a side note, you can also choose to say, I have an entire main FAQ page. So, there's a lot of ways to slice this, but this is what it kind of looks like. Again, right-click, view source, look at that.

158

00:26:13.010 --> 00:26:22.889

Madeline Jensen: see it rendering, you can put that through the schema.org validator, see if it doesn't have any issues.

159

00:26:25.520 --> 00:26:37.669

Anne Lentino: So, how do we tell that this is working, right? As Madeline mentioned, you can validate your schema implementation. There is a tool attached to schema.org that you can use for this.

160

00:26:37.930 --> 00:26:48.939

Anne Lentino: I went backwards. But also, just doing that right click

and making sure that you're seeing those fields that you mapped out is a really easy way to sort of get that

161

00:26:49.180 --> 00:26:54.170

Anne Lentino: That dopamine hit of when you first, when you first implement it.

162

00:26:54.570 --> 00:27:08.110

Anne Lentino: But also, act like a bot and see what shows up. And then you can continue to refine as you go along, and as you're seeing any potential changes or opportunities, or maybe some additional gaps.

163

00:27:08.930 --> 00:27:24.740

Anne Lentino: So, again, the validator that we talked about, we want to make sure that your structured data matches the actual visible content on the page, and then continue to monitor those search results and the AI-generated responses over time.

164

00:27:25.430 --> 00:27:29.059

Anne Lentino: Another thing that we like to try is pretend you're new.

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00:27:29.390 --> 00:27:37.059

Anne Lentino: go to ChatGPT, or Claude, or your favorite LLM, and say, what does this organization do?

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00:27:37.100 --> 00:27:50.449

Anne Lentino: What is this organization about? And if you do that prior to embarking on this journey, and afterwards, you can observe the change of what results come back, and how much this schema implementation

167

00:27:50.460 --> 00:28:00.319

Anne Lentino: schema implementation is helping you. And then, again, if you identify other gaps where you're saying, oh, you know, we want to make sure that we're leveraging associated

168

00:28:00.320 --> 00:28:13.100

Anne Lentino: speakers for a particular event. That's something that you can also add on in time, but this is definitely a sort of step-by-step process, and you can continue to iterate on it.

169

00:28:14.980 --> 00:28:17.150

Anne Lentino: So, takeaways for today.

170

00:28:18.310 --> 00:28:23.490

Anne Lentino: Schema is an aid for the content that you already have to help

171

00:28:23.920 --> 00:28:29.500

Anne Lentino: LLMs better understand the content that you're already putting out into the world.

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00:28:29.650 --> 00:28:38.730

Anne Lentino: Start with what you already have, and you don't always have to create something new. That's what's great about using this mapping to the structured content.

173

00:28:38.930 --> 00:28:52.150

Anne Lentino: And to get the best bang for your buck, as it were, make sure that you prioritize the high-value content that you really want to be driving people to first and foremost, and then you can continue to validate

174

00:28:52.260 --> 00:28:53.370

Anne Lentino: Test it.

175

00:28:53.480 --> 00:29:02.289

Anne Lentino: iterate on it over time to keep improving your discoverability and visibility in those AI and other search results as well.

176

00:29:05.020 --> 00:29:17.750

Anne Lentino: So thank you all for being here today. I know we only have one minute left. These are a couple blogs. I know some, we have them in the chat as well, but Alma, any pressing questions before we jump off today?

177

00:29:17.750 --> 00:29:36.100

Alma Meshes: I have one question, which I hope we can get to before we jump off. So, when you were describing step number two, as part of the implementation, we had a question about, does using a modular layout, like site studio components, affect the quality of schema mapping?

178

00:29:36.940 --> 00:29:52.719

Madeline Jensen: I don't think it will. I do think it will add some extra thoughtfulness and planning for your developer, or if you are the developer, you'll want to make sure, like I mentioned earlier, we have some with Layout Builder, with the block and layout builder on the page.

179

00:29:52.870 --> 00:29:56.310

Madeline Jensen: And, yeah,

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00:29:56.690 --> 00:30:03.069

Madeline Jensen: It's you have to be able to dig into that relationship on the node and say.

181

00:30:03.170 --> 00:30:16.960

Madeline Jensen: you know, what's in this, you know, array, like, what can I find? So it can get complicated, but it won't affect the quality of the schema, if that answers your question. As long as you're rendering it on the page in the HTML, it'll pick it up.

182

00:30:17.690 --> 00:30:19.679

Madeline Jensen: Hopefully that answers the question.

183

00:30:19.840 --> 00:30:21.050

Madeline Jensen: I know, that's fine.

184

00:30:21.050 --> 00:30:21.970

Alma Meshes: Thank you.

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00:30:22.100 --> 00:30:30.959

Alma Meshes: Yes, we gotta thank you for that. One more quick sneaky question before we're out of time here. Can a page have multiple content types?

186

00:30:32.530 --> 00:30:42.120

Anne Lentino: So you want to... there's always going to be a primary one, but like we saw in that FAQ example, there you can add a has part.

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00:30:42.250 --> 00:30:45.260

Anne Lentino: To add additional, so...

188

00:30:45.260 --> 00:31:08.689

Anne Lentino: In the beginning, I had mentioned, like, it might not be a one-to-one, it might be a one-to-many. So, you might have a default that just generates on that particular template, but then, like, with an FAQ, we might attach that schema to a block that's placed on the page, and that is a great way to add, sort of, additional context.

189

00:31:08.690 --> 00:31:15.149

Anne Lentino: Without changing, sort of, the main purpose of what that page is doing and the content on that page.

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00:31:18.720 --> 00:31:23.539

Anne Lentino: Alright, we're a minute over, so I think we have to hop, but is there anything else?

191

00:31:23.830 --> 00:31:25.060

Anne Lentino: Before we jump

192

00:31:25.580 --> 00:31:29.140

Alma Meshes: Nope, I think that was all the questions that we had in there for the moment.

193

00:31:29.530 --> 00:31:34.409

Anne Lentino: Fantastic. Thank you all so much for being here today, appreciate your time, and

194

00:31:35.000 --> 00:31:37.700

Anne Lentino: Good luck to everyone on your schema journey.

195

00:31:38.340 --> 00:31:38.960

Madeline Jensen: Bye!

196

00:31:38.960 --> 00:31:39.920

Alma Meshes: Bye!

197

00:31:39.950 --> 00:31:40.760

Anne Lentino: Bye.

