

# AI Search Visibility

## Optimizing Your Content to Work with Schema

June 11, 2026 with Anne Lentino & Madeline Jensen

# Fun facts about Sandstorm®



Accessibility-certified, creative technology agency for 25+ years for **purpose-driven brands**

Deep expertise with **Associations, Global Non-Profits, Higher Ed & Healthcare**



**Certifications:** CPACC (accessibility), AWS Cloud, Pantheon, Acquia, Drupal, DEIB, and WBENC (women-owned)

Build enterprise websites in **Drupal, Wordpress & Sitefinity**

**Interdisciplinary team:** UX, UI, AI, strategy, technology, analytics

UX practice started by **Ph.D in human factors** in 2006

# Today, We'll Cover

What is [Schema.org](https://schema.org)

And how to use:

- Schema to inform **search engines** and **AI systems**
- Content strategy and add **structured data** to existing content
- Schema.org on your website.
- Processes to test, measure, and improve schema implementation

# 1 What is Schema?

# Schema.org: A GPS for LLMs

- Maintained by Google, Microsoft, and many other big companies
- Used to standardize the way to share structured data on the Internet
- Translator between your content and **LLMs and AI bots**
- Provides a standardized vocabulary for describing content
- Adds context beyond what is visible on the page

## ▼ CreativeWork -

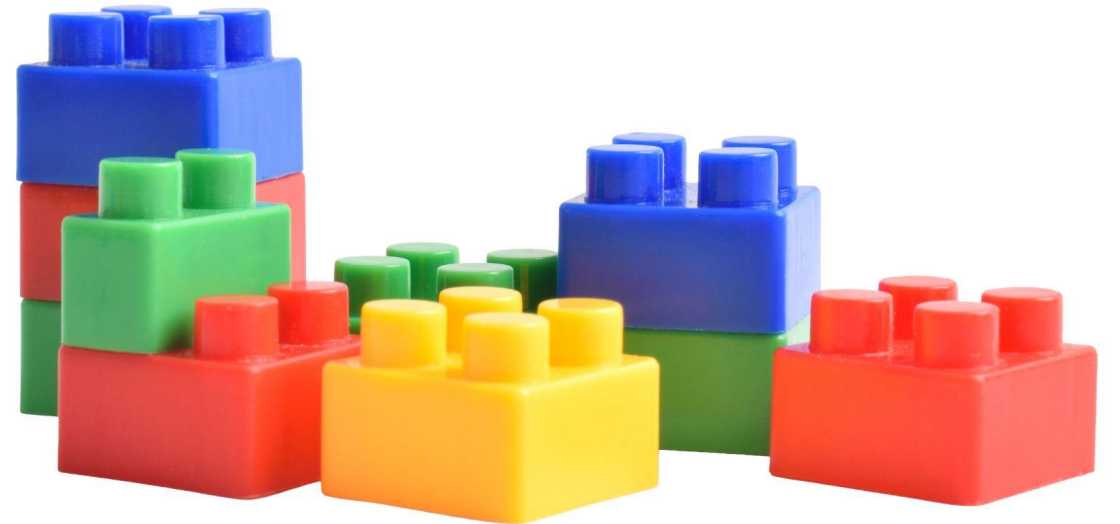
- AmpStory
- ArchiveComponent
- ▶ Article +
- Atlas
- Blog
- ▶ Book +
- Certification
- Chapter
- Claim
- ▶ Clip +
- Code
- ▶ Collection +
- ▶ ComicStory +
- ▶ Comment +
- Conversation
- Course

# Schema.org: Granular Directions

Properties from <b>WebPage</b>		
<b>breadcrumb</b>	<b>BreadcrumbList</b> or <b>Text</b>	A set of links that can help a user understand and navigate a website hierarchy.
<b>lastReviewed</b>	<b>Date</b>	Date on which the content on this web page was last reviewed for accuracy and/or completeness.
<b>mainContentOfPage</b>	<b>WebPageElement</b>	Indicates if this web page element is the main subject of the page. Supersedes <b>aspect</b> .
<b>primaryImageOfPage</b>	<b>ImageObject</b>	Indicates the main image on the page.
<b>relatedLink</b>	<b>URL</b>	A link related to this web page, for example to other related web pages.
<b>reviewedBy</b>	<b>Organization</b> or <b>Person</b>	People or organizations that have reviewed the content on this web page for accuracy and/or completeness.
<b>significantLink</b>	<b>URL</b>	One of the more significant URLs on the page. Typically, these are the non-navigation links that are clicked on the most. Supersedes <b>significantLinks</b> .

# Schema.org: Not a Silver Bullet

- **Not a replacement** for strong content strategy
- **Does not require** rebuilding your website
- **Most effective** when layered onto content you already have



# The Good News?

You're  
already on  
your way!

You have been working hard all year to write great content, **now it's time to structure it for LLMs and search engines!**

# 2

**Content Strategy**

# How to Use Schema With Your Current Content

# Don't Start From Scratch



1/

**Review existing content types**  
(ex. Basic Page vs Events)

2/

**Identify pages**  
with clear, structured information

3/

**Focus on high-value content** that supports organizational goals

4/

**Look for opportunities to enrich existing assets** rather than create new ones

# Clean House



1/

**Review content**  
based on what  
it represents, not  
where it lives

2/

**One page**  
may support  
**multiple**  
**schema types**  
(at a time)

3/

**Focus on**  
**meaningful**  
**relationships**  
between  
content pieces

4/

**Prioritize clarity**  
**and accuracy**  
**over complexity**

# 3










Let's Get Technical

# How to Implement Schema.org

# Step 1: Write good content!

1. Before LLMs can read your content more easily, **it's time to make it shine.**
2. Be sure to fill out all juicy fields such as **taxonomy terms and keywords.**

## Body

Styles ▼ **B** U  *I*  Paragraph ▼ |  AI Assistant ▼ |   |  ▼  ▼ |  

Food Is Medicine (FIM) interventions are a spectrum of programs and services that respond to the critical link between nutrition access and health within the health-care system. FIM interventions include produce prescriptions, medically tailored groceries meals, and nutrition incentives.

Feeding Change responds to emerging needs in the FIM landscape by leveraging research and thought leadership to catalyze systems change, embed FIM interventions into policy and financing, and promote nutrition security.

To move this work forward, Feeding Change convenes the Food Is Medicine Task Force, a unique collective of more than 40 thought leaders from diverse sectors—including health insurance, food retail, health care, and health technology—committed accelerating FIM implementation.

AI Writ

[About text](#)


## Schema Type

- None - ▼

Select the schema type you want to assign to this content. The selected schema will define the structure and metadata applied to the created node.

# Step 2: Plan Implementation!

1. Map **content types** to **Schema.org types**.  
Basic Page = Webpage  
Article = Blog
2. Map fields on the content type to the schema.org value (ex: node title = name)
3. The Schema.org type and fields should be well defined **before you even write code**.

 Schema.org - S <a href="https://schema.org">chema.org</a> Property	Drupal Source / Mapping
Type	CollectionPage
Name	<code>node title</code>
Description	<code>field_subheading</code>
Image	<code>field_hero_image</code>
URL	<code>node url</code>
MainEntityOfPage	<code>node url</code>
FAQ	Generated by adding an 'Accordion' block in Layout Builder and selecting <code>true</code> for

# Step 3: Dev!

1. **Write code!** (or ask your dev to.)
2. Use **custom php** (or Schema.org Blueprints Module for Drupal or Yoast Module for Wordpress)
3. You will want to use proper **schema.org syntax** (get familiar with their docs, or ask Claude ;))

```
<?php

/* Basic Page Content Type Schema.org
 * This file defines the JSON-LD schema for the Basic Page content type.
 * Schema.org Type: field_schema_type
 ** name → (Node Title)
 ** description → field_body
 ** image → field_hero_image
 ** url → (Node URL)
 ** mainEntityOfPage → (Node URL)
 ** keywords → metatags (keywords)
 ** if Schema is of type WebPage
 ** - use the default schema template
 ** if Schema is of type AboutPage
 ** - add AboutPage - review line 404
 ** if Schema is ContactPage
 ** - use the block type text_callouts to get contact items - review line
 ** if Schema is an FAQPage
```

# Example 1: Basic Page

## Start with a top-level default

### WebPage

A Schema.org Type

Usage: 10M+ Domains (Google - May 2026)

[Thing](#) > [CreativeWork](#) > [WebPage](#)

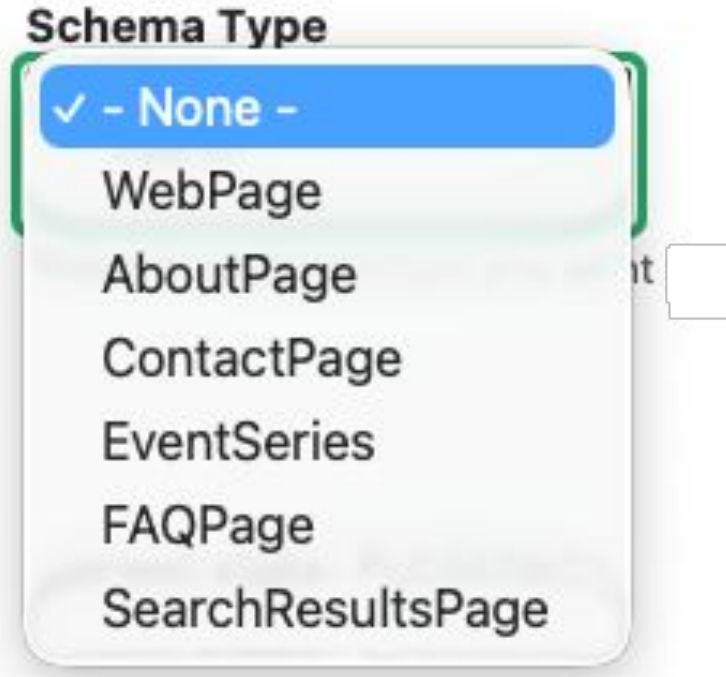
[\[more...\]](#)

A web page. Every web page is implicitly assumed to be declared to be of type WebPage, so the various properties about that webpage, such as `breadcrumb` may be used. We recommend explicit declaration if these properties are specified, but if they are found outside of an itemscope, they will be assumed to be about the page.

Property	Expected Type	Description
Properties from <b>WebPage</b>		
<b>breadcrumb</b>	<a href="#">BreadcrumbList</a> or <a href="#">Text</a>	A set of links that can help a user understand and navigate a website hierarchy.
<b>lastReviewed</b>	<a href="#">Date</a>	Date on which the content on this web page was last reviewed for accuracy and/or completeness.
<b>mainContentOfPage</b>	<a href="#">WebPageElement</a>	Indicates if this web page element is the main subject of the page. Supersedes <a href="#">aspect</a> .
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<b>reviewedBy</b>	<a href="#">Organization</a> or <a href="#">Person</a>	People or organizations that have reviewed the content on this web page for accuracy and/or completeness.
<b>significantLink</b>	<a href="#">URL</a>	One of the more significant URLs on the page. Typically, these are the non-navigation links that are clicked on the most. Supersedes <a href="#">significantLinks</a> .
	<a href="#">SpeakableSpecification</a> or <a href="#">URL</a>	Indicates sections of a Web page that are particularly 'speakable' in the sense of being highlighted as being especially appropriate for text-to-speech conversion. Other sections of a page may also be usefully spoken in particular circumstances; the 'speakable' property serves to indicate the parts most likely to be generally useful for speech.

Example 1:  
Basic Page

**Give your  
editors  
a choice**



# Example 1: Basic Page

## Observe success!

```
"@context": "https://schema.org",
"@type": "AboutPage",
"@id": "https://test-milken-institute.io/about",
"name": "About the Milken Institute",
"url": "https://test-milken-institute.io/about",
"mainEntityOfPage": "https://test-milken-institute.io/about",
"image": {
  "@type": "ImageObject",
  "url": "https://test-milken-institute.io/sites/default/files/2024-03/DecorativeImage.jpeg",
  "contentUrl": "https://test-milken-institute.io/sites/default/files/2024-03/DecorativeImage.jpeg",
  "caption": "Decorative"
},
"mainEntity": {
  "@type": "Organization",
  "name": "About the Milken Institute",
  "url": "https://test-milken-institute.io/about"
}
```

# Example 2: Events

Review Schema.org website for documentation.

**Fun note!** There are many types of events for Schema.org like:

- ConferenceEvent
- EducationEvent
- FoodEvent 🍕
- DanceEvent

...check out their documentation at [schema.org/Event](https://schema.org/Event)

## Event

A Schema.org Type

Usage: 100K - 1M Domains (Google - May 2026)

**Thing > Event**

An event happening at a certain time and location, such as a concert, lecture, or festival. Ticket property. Repeated events may be structured as separate Event objects.

Property	Expected Type	Description
<b>Properties from Event</b>		
<b>about</b>	<b>Thing</b>	The subject matter of the event. Inverse property: <b>about</b>
<b>actor</b>	<b>PerformingGroup</b> or <b>Person</b>	An actor (individual or organization) participating in an event. Actors are represented by the <b>actor</b> property. Superclass: <b>Person</b> .
<b>aggregateRating</b>	<b>AggregateRating</b>	The overall rating of the event.
<b>organizer</b>	<b>Organization</b> or <b>Person</b>	A person or organization that organizes the event.

# Example 2: Events

## Fill out important content fields.

Schema.org requires certain data for events like:

- title
- description
- startDate

Be sure those fields are available on your content type!

### Schema.org Supplemental Fields

#### Event Attendance Mode (for schema.org)

- None - ▾

#### Event Dates (for schema.org)

##### Start date

mm/dd/yyyy 📅

--:--:-- -- 🕒

##### End date

mm/dd/yyyy 📅

--:--:-- -- 🕒

#### Event Address for Schema.org

##### Country

- None - ▾



# 4 VALIDATE & ITERATE

## How to Measure Success

# Guiding Principles

**1/**  
**Validate your  
schema  
implementation**

**2/**  
**See what's  
working - act  
like a bot**

**3/**  
**Refine** for  
better results

# There's a Tool for That

- ✓ Use schema validation tools to identify errors
- ✓ Verify that structured data matches visible content
- ✓ Monitor search results and AI-generated responses

# Pretend You're New

- Ask ChatGPT, Claude, or Google about your organization
- Compare responses before and after schema implementation
- Identify gaps in surfaced information
- Use findings to guide future optimization efforts



# Takeaways

1. **Schema helps search engines and AI systems** better understand your content
2. **Start with content you already have** before creating something new
3. **Prioritize high-value content types** like events, articles, organizations, and FAQs
4. **Measure, test, and iterate** to improve discoverability and visibility over time

# Thanks for joining us!



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To continue the [schema.org](https://schema.org) conversation, read these blogs:



Optimizing Your Content to Work with Schema



From SEO to AEO: How to Optimize Your Website for Search & AI