GETTING STA D W SEMANTIC SEO

# 3 Schema Types You Should Start Using Today

Daniel K Cheung

# What exactly *is* schema?

Schema is the representation of an entity where an entity is a **unique** thing or concept.

You can think of an **entity = noun**.

Our languages are made up of entities and in our everyday conversations we refer to entities without even knowing.

But unlike human brains, a search engine needs a bit of help (much like a developing child) to put these schemas into context because there are many **ambiguous terms** in our human lexicon.

This is where schema markup, or structured data, or semantic SEO, or entity-based SEO comes in.

That is, helping search engines disambiguate between similar and overlapping things and concepts and **building a network of how these things relate to each other**.

# Schema used to be an easy sell to get rich results.

But the days of high CTRs from SERP rich results are over.

As of early May 2023, FAQ rich results have **dramatically disappeared** and for the last 4 years, SEOs have been using some schema types as a hack to get Google rich results.

Those days are over (for now it seems).

So why should you invest in semantic SEO?

**Google is a business**. If it cannot make more revenue from advertisers, the other lever it can pull to improve profitability is to cut back on its expenses.

We've already seen that happen in 2022-2023 with employee lay-offs.

# NLP and indexing the web costs Google billions ($B).

Another way to reduce costs is to slow its rate of indexing the web.

Another way it can reduce costs is to reduce its NLP computation.

Both of these levers have significant impact on websites.

Therefore, as SEO professionals, apart from the everyday tactics that help our content get crawled, indexed, and ranked, we need to be cognisant of other factors.

And this is what schema through semantic SEO achieves.

Let's get started!

# The 3 types of schemas your website should have.

Schema.org is an organisation that maintains structured data standards on the Internet.

Did you know that all schema fall under one umbrella term aptly named **"thing"**?

Which makes sense given everything is *technical* a **thing**.

And within this schema type are many others but the ones that your website should include are:

1. **CreativeWork**
2. **Organization**
3. **Person**

# What is a CreativeWork?

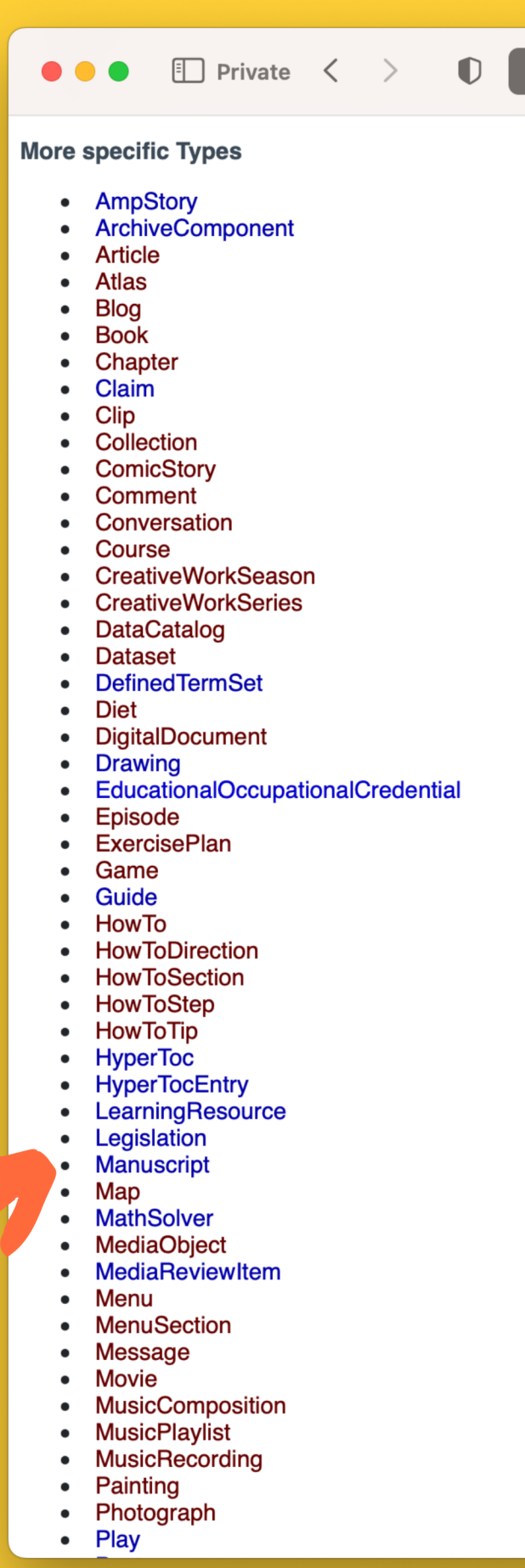
CreativeWork is a type of schema defined by Schema.org.

It is also an umbrella term used to describe **anything that is created** by a person, an organisation, and perhaps very soon, generative AI.

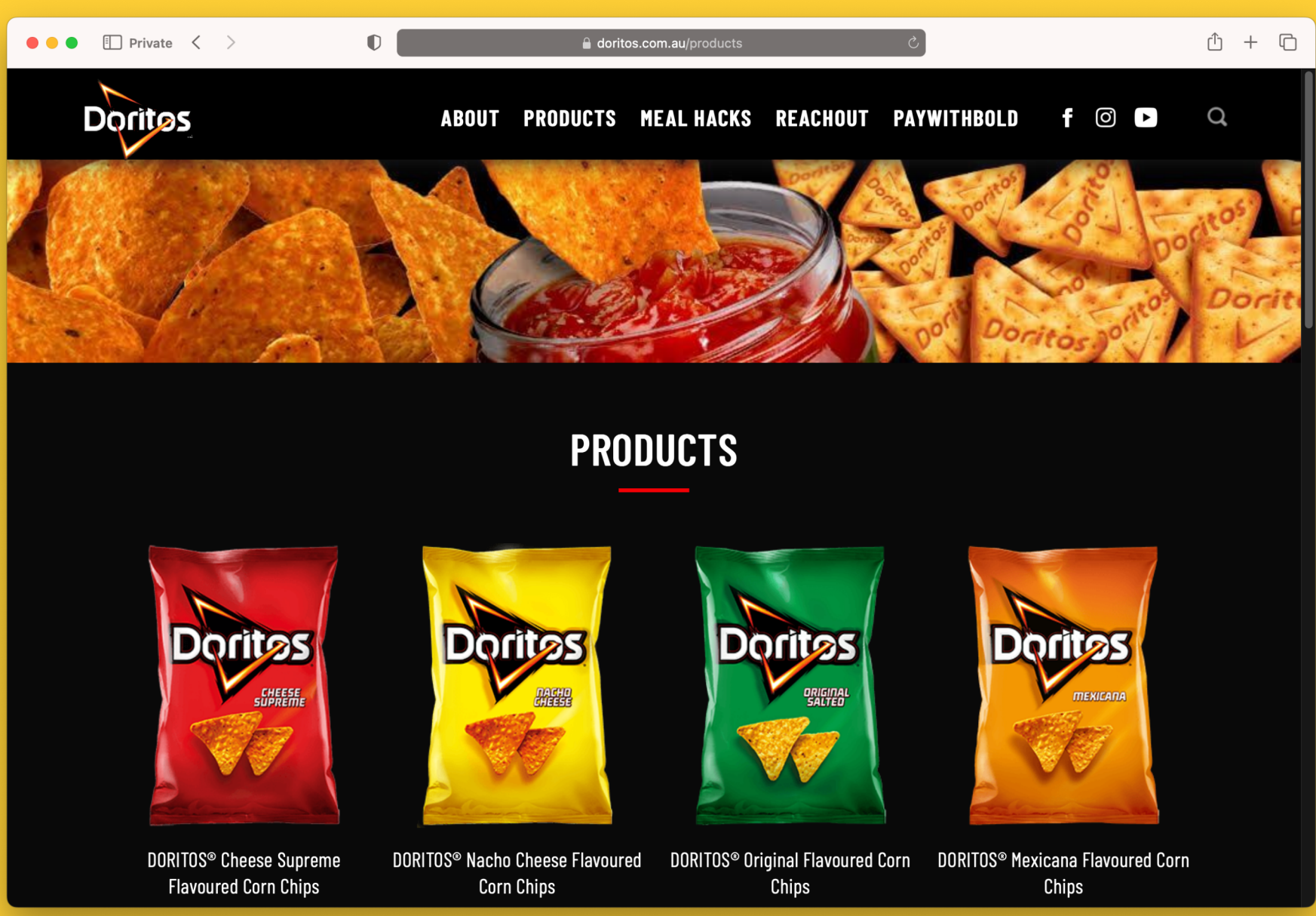
A webpage, a blog, an article, an online course, a how-to guide, an entire website, and SaaS product are all specific types of CreativeWork.

You can see the full list of CreativeWork types on the Schema.org website.

tl;dr - **every website can use this type of schema** as part of their semantic SEO.



# How many CreativeWork schemas can you spot?




For starters, there is WebPage, WebSite, SiteNavigationElement, imageObject, WPHeader, WPFooter and Logo.

These are all i**ndividual schema types** that you can choose to describe if you wish.

# What CreativeWork schema should I describe?

This is a really good question because **not everything on a webpage or website needs to be translated into structured data.**

I recommend marking up the following CreativeWork schema types for most websites irrespective of their niche or vertical:

1. **WebPage**
2. **WebSite**
3. **Article**
4. **BlogPosting**
5. **FAQPage**
6. **HowTo**
7. **ImageObject**
8. **VideoObject**

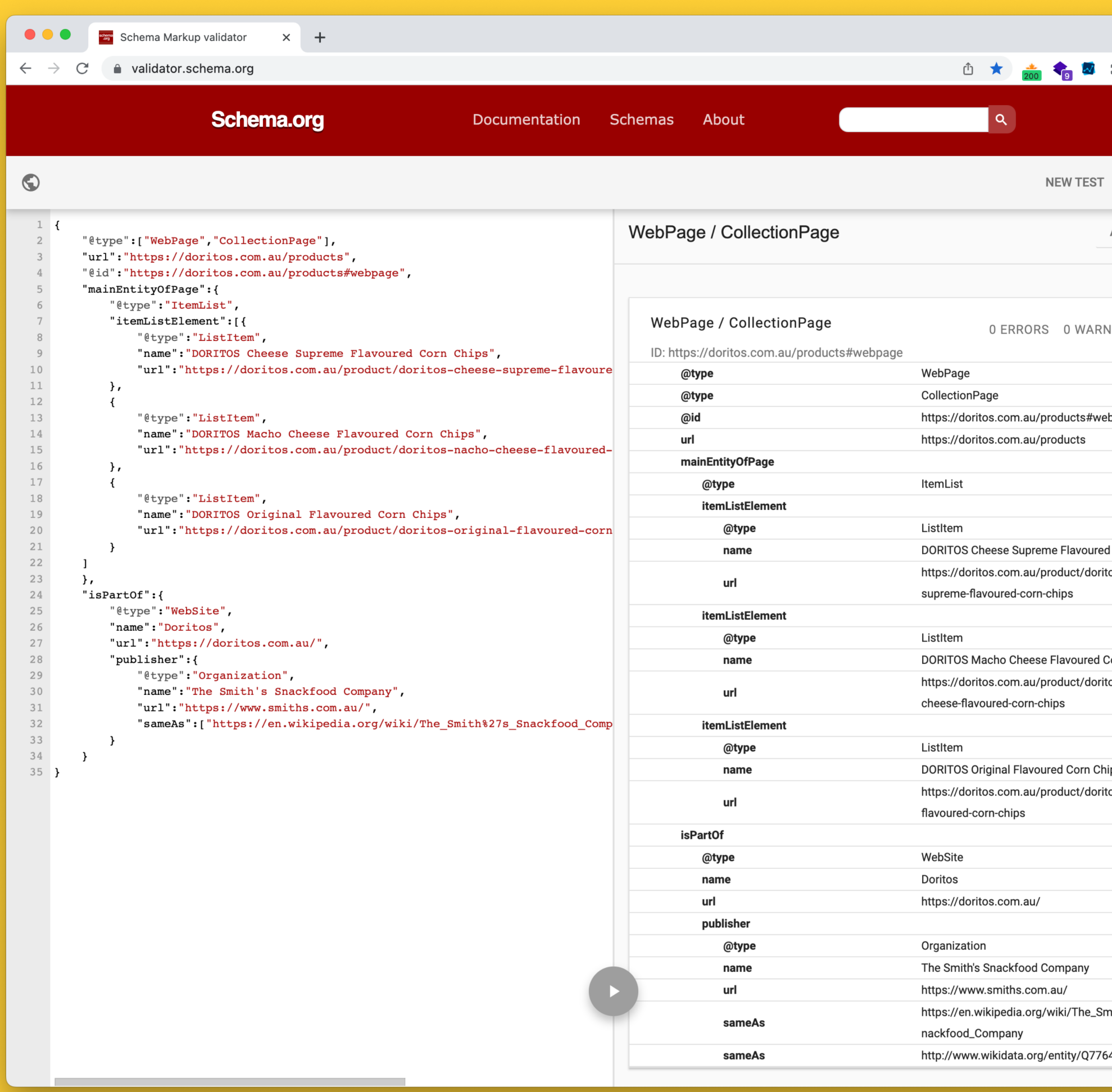
For SaaS websites, WebApplication is the schema you should look into to describe your SaaS product(s).

# **How** (and when) **to mark up WebPage + WebSite schema.**

**Every webpage** benefits from having WebPage schema and each webpage should be **nested** as part of the website.


When a search engine comes across this JSON-LD, it will understand it has come across a page that is part of a website. And with this, you can describe the webpage in **full** detail.

# For example.


Schema Markup validator
validator.schema.org
Schema.org
Documentation
Schemas
About
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0 WARN
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supreme-flavoured-corn-chips
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publisher
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sameAs http://www.wikidata.org/entity/Q7764

# **How** (and when) **to mark up Article schema vs BlogPosting schema.**

Both Article and BlogPosting schema are types of CreativeWork schema.

Article schema should be used for news articles or investigative content whereas **everything else should be BlogPosting schema**.

When you use BlogPosting schema, you can use all the attributes that are available with Article schema such as the articleBody item property.

Similar to WebPage schema, you will get the most out of Article and BlogPosting schema by nesting it to the web page it sits on and to the wider website itself.

And if you have images in your article or blog post, you can describe these using the image attribute.

# **How** (and when) **to mark up FAQPage schema.**

99% of you are misusing FAQPage schema and as of May 2023, FAQ rich results have been declining in both desktop and mobile SERPs.

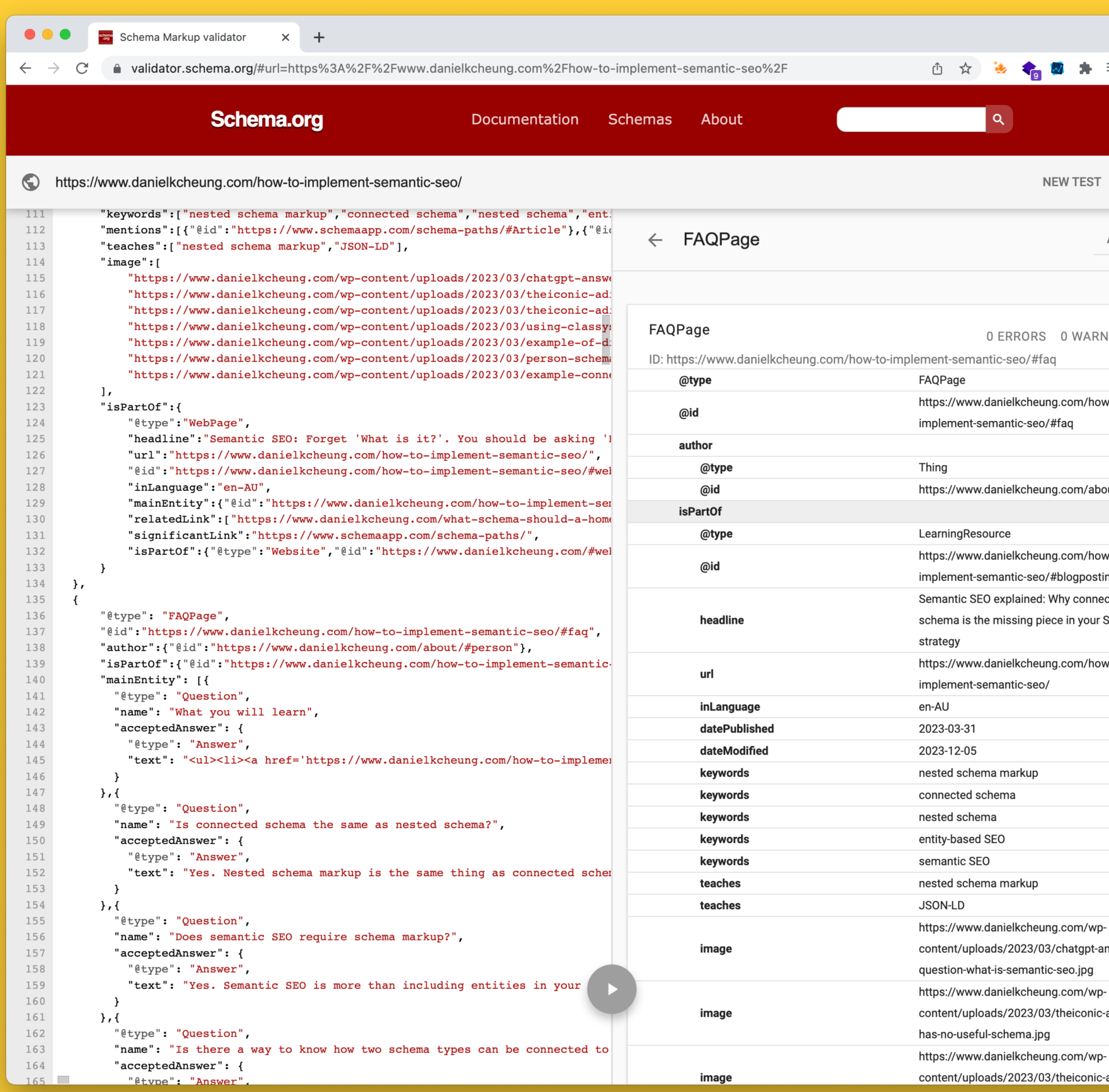
Forget about FAQ rich results for just one moment because the real power of FAQPage schema is nesting it as part of the webpage it sits on.

In doing so, you are making a direct relationship between the helpful and useful content and the webpage itself.

How do achieve this?

By giving your WebPage schema and FAQPage schema each a unique ID, then adding the isPartOf attribute to your FAQPage schema and referencing the WebPage schema ID.

# For example.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validator.schema.org/#url=https%3A%2F%2Fwww.danielkcheung.com%2Fhow-to-implement-semantic-seo%2F
Schema.org
Documentation
Schemas
About
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}
},
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isPartOf
@type
LearningResource
@id
https://www.danielkcheung.com/how
implement-semantic-seo/#blogpostin
headline
Semantic SEO explained: Why connec
schema is the missing piece in your S
strategy
url
https://www.danielkcheung.com/how
implement-semantic-seo/
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en-AU
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2023-03-31
dateModified
2023-12-05
keywords
nested schema markup
keywords
connected schema
keywords
nested schema
keywords
entity-based SEO
keywords
semantic SEO
teaches
nested schema markup
teaches
JSON-LD
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question-what-is-semantic-seo.jpg
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content/uploads/2023/03/theiconic-a
has-no-useful-schema.jpg
image
https://www.danielkcheung.com/wp-
content/uploads/2023/03/theiconic-a

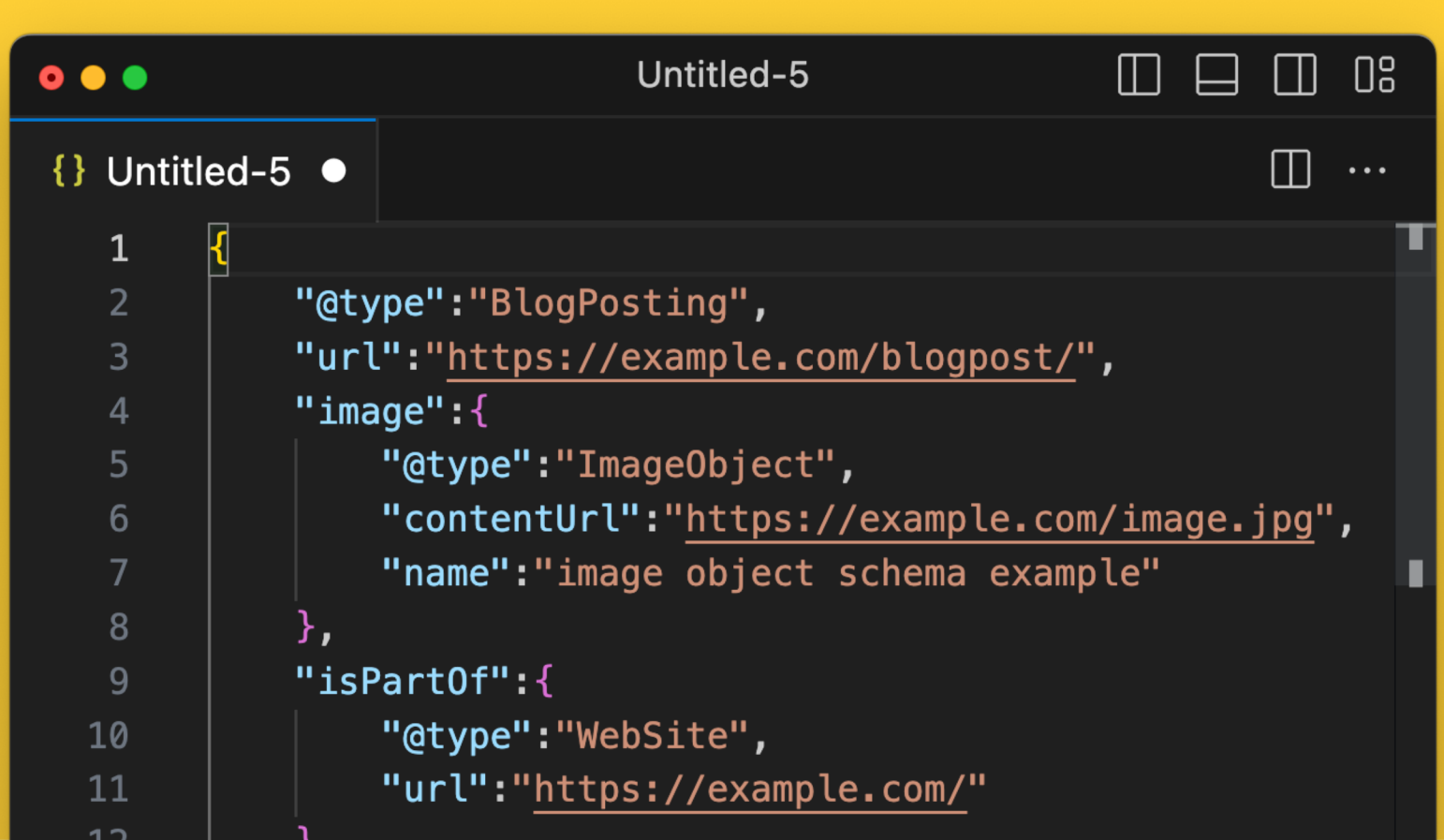
# **How** (and when) **to mark up ImageObject schema.**

Your website has images but not all images are important from a search perspective.

Do you have images that you want to surface on Google image search?

Then you should mark up these images with ImageObject schema.

To do this, add the image attribute to the page, article or blog post it is embedded on. This will let you nest ImageObject within the parent CreativeWork schema.



# What is Organization schema?

Organization is a type of schema defined by Schema.org.

It is also an umbrella term used to describe **information about a group of people who work together**.

Organization schema lets you communicate important things such as:

- reviews of your products or services,
- the relationship between your business and its parent company,
- your logo,
- subsidiaries,
- its different locations and their contact information; and
- your specialty or specialties.

# **How** (and when) **to mark up Organization schema.**

You should have Organization schema on your homepage and About page.

You can also nest Organization schema **as the publisher** of every WebPage schema.

But which type of Organization schema should you use (because there are subtypes)?

For most of you, the generic Organization schema will suffice, however, if you're a publicly traded company, **Corporation schema** may be a better fit.

Or perhaps you're a brick and mortar business. Then **LocalBusiness schema** may be the best one to use.

Similarly, for medical practices, **MedicalOrganization schema** is the one to use.

# What is Person schema?

As the name implies, Person schema is used to describe the attributes of an individual person.

This is important because **there are many people with the same name**. With schema, you can **help search engines disambiguate** between two or more people with the exact same names.

You do this by telling search engines:

- their name,
- their place of birth,
- their occupation,
- who they work for,
- their nationality,
- any social media accounts they may have,
- who their parent(s) are
- if they offer any service or product,
- and what expertise they have.

# **How** (and when) **to mark up Person schema.**

It is rare to mark up Person schema by itself.

Instead, most uses of Person schema is as a **nested attribute** of other Schema types.

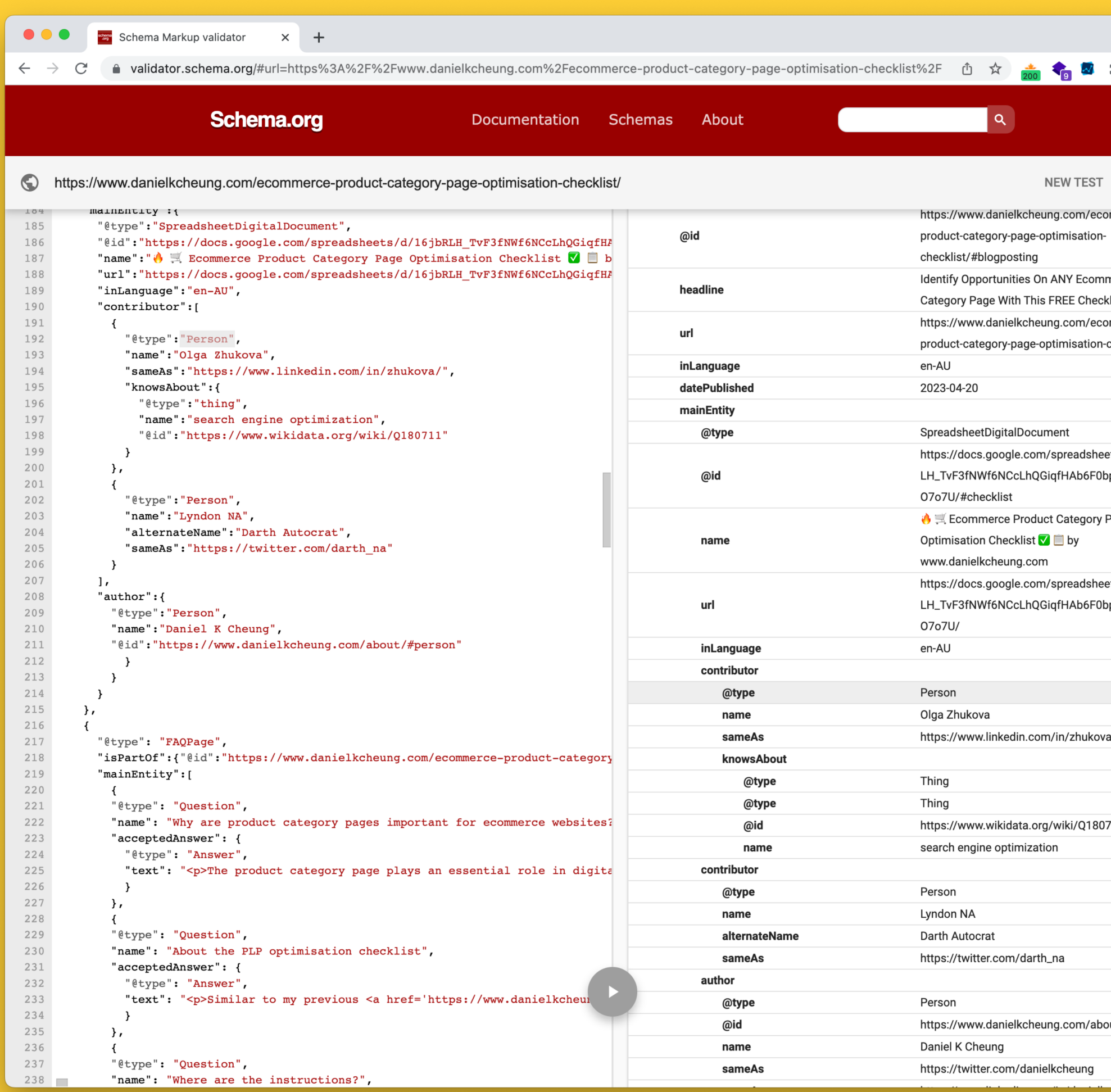
For example, you can use Person schema to tell Google who authored a blog post by adding the author attribute to BlogPosting schema.

You can add a reviewedBy attribute to WebPage schema to tell search engines that a lawyer with the appropriate qualifications and job title reviewed the contents of the page.

**Person schema is how you demonstrate experience, expertise, authoritativeness and trustworthiness** (EEAT) in semantic SEO.

Learn more in my eBook *"E-E-A-T you can digest"*.

# For example.


Schema Markup validator
validator.schema.org/#url=https%3A%2F%2Fwww.danielkcheung.com%2Fecommerce-product-category-page-optimisation-checklist%2F
Schema.org
Documentation
Schemas
About
https://www.danielkcheung.com/ecommerce-product-category-page-optimisation-checklist/
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Identify Opportunities On ANY Ecomm
Category Page With This FREE Checkl
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🔥 🛒 Ecommerce Product Category P
Optimisation Checklist ✅ ⬜ by
www.danielkcheung.com
url
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name
Daniel K Cheung
sameAs
https://twitter.com/danielkcheung

# Putting all 3 schema types together to achieve semantic SEO.

This is the secret sauce of semantic SEO because you're connecting multiple schema types and their relationships with other schema types and their inherent relationships.

Nesting one type of schema to another is a good start but it is not enough.

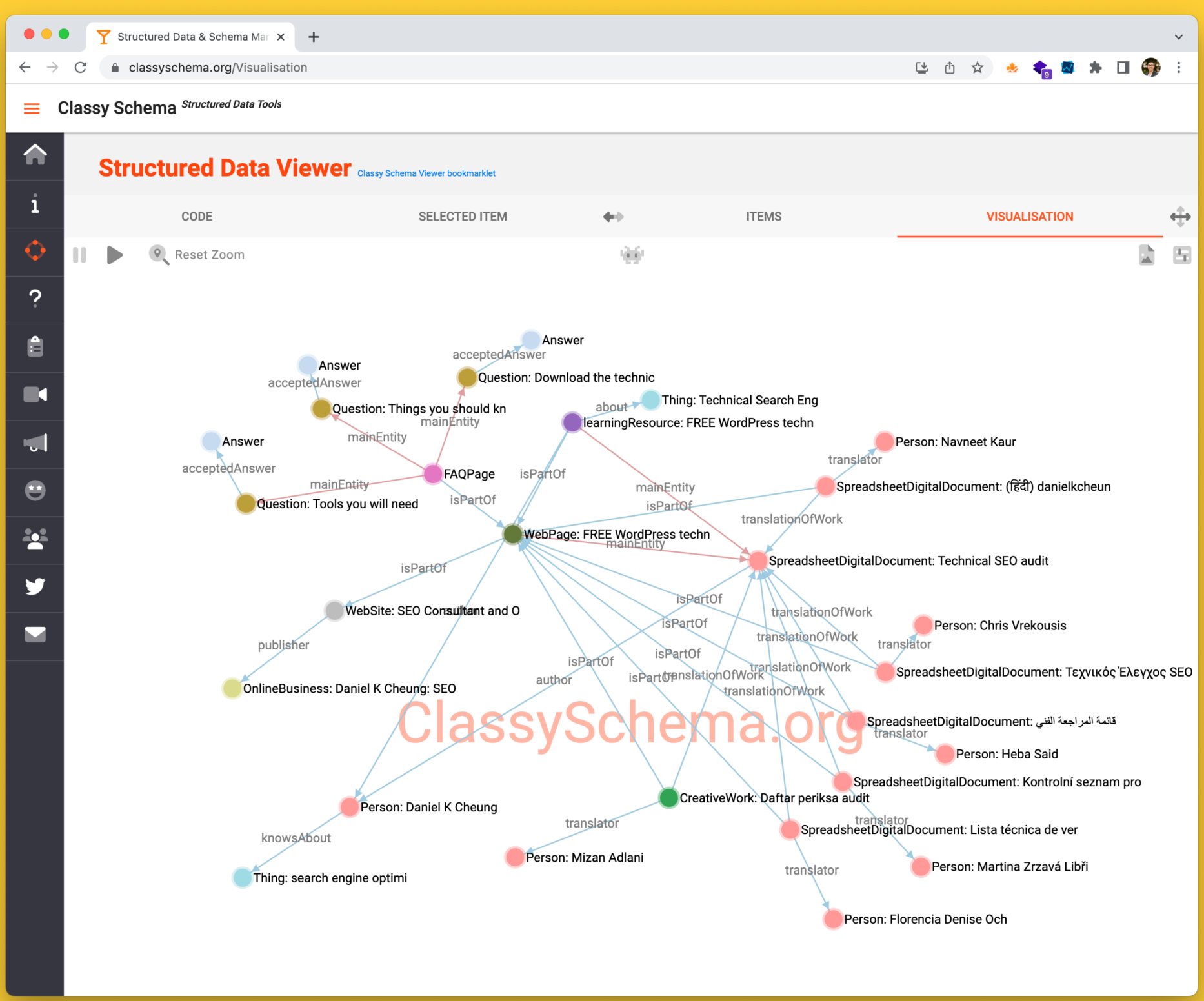
What you want to achieve across your entire network of webpages is a network of interconnected schema that spans multiple pages.

In doing so, when Google or Bing hits one page, it can easily understand how one page and its contents relate to another.

This is the true application of semantic SEO - to form your own knowledge graph of entities.

# For example.

For this URL, you will see at least 5 types of CreativeWork schema and how they interconnect with Organization (OnlineBusiness) schema and multiple Person schema.



# Recap.

Schema is a way to describe a thing so that search engines know exactly what it is.

No matter what type of website you run/manage, CreativeWork schema, Organization schema, and Person schema types of schema that will **help you help Google and Bing** put your content in front of its searchers.

There are many subtypes of CreativeWork and Organization schema so use the one that **best describes** the thing you are trying to describe - sometimes, you'll have to be creative as there is no direct schema attribute.

And you **combine all 3 schema types together**, you have effectively created a knowledge graph that search engines understand.

# Thanks for reading!

Have a complex organic growth problem that needs fixing ASAP?

Perhaps I can help.

Daniel K Cheung

**Follow me** for actionable SEO tips.