

ENGAGE TRANSFORMATION
2022 ENGAGEMENT
CONNECTIVITY
& EXPERIENCE

Entity Optimization

To Elevate Your Search Results



Entity Optimization

1. What does success look like? A few examples.
2. Demystifying entities.
3. Developing an entity-first strategy.
4. Creating your entity optimization (content) scorecard.
5. Deploying and maintaining schemas for maximizing content visibility.
6. Tracking performance.

Bess Montecalvo



Challenge

A hotel in White Plains, NY needed to increase traffic to their website, specifically to their Special Events page. Their goal was to get users to know about wedding room block opportunities at their property.

Solution

Milestone enhanced the content for the Weddings section and emphasized intimate gatherings and room blocks instead of overall weddings.

Before

WEDDINGS

Let us coordinate professional dining, audio, and visual services for the perfect wedding rehearsal dinner.

From insert cards with our hotel's information for your invitations to room block coordination, our wedding coordinator will ensure that your celebration is flawless and full of joy.

Contact us for a full list of our custom services.

- Rehearsal dinners
- Audio/visual services
- Private breakfasts/brunches
- Guest accommodations

After

WEDDINGS

If you're looking to host a bridal shower or rehearsal dinner following the latest social distancing guidelines, or looking to book room blocks for your guests, we've got you covered.

We offer insert cards with our hotel's information for your invitations, room block coordination, as well as a prime location near some of the area's most popular wedding ceremony sites.

Contact us for a full list of our custom services.
Rehearsal dinners
Audio/visual services
Private breakfasts/brunches
Guest accommodations



Results



**18%
increase**

in Special Events page views



**116%
increase**

in natural search visits



**112%
increase**

in natural search check
availability



**15%
increase**

in overall traffic quality



Hyatt Regency Huntington Beach Resort and Spa

Challenge

Hyatt Regency Huntington Beach Hotel and Spa needed to increase traffic to their website, specifically to their Special Events/wedding page. Their goal was to get users to know about wedding room and other varied services that this property offers.

Solution

Milestone enhanced the content for the Weddings section and emphasized intimate gatherings/micro-wedding, cultural wedding and other varied services.

Before

Services

- Event Space**
 - 110,000 sq ft reception and ceremony space
 - Indoor and outdoor wedding venues
- Event Production**
 - Dedicated wedding planner
 - Custom catering menus with delicious California cuisine
 - Audio visual equipment and free Wi-Fi
- Accommodations**
 - Special room rates for your wedding party and guests
 - Exclusive online booking page
 - Wedding and honeymoon packages

After

Hyatt Regency Huntington Beach Resort and Spa [BOOK NOW](#)

HOTEL | ROOMS | AREA ATTRACTIONS | DINING | SPECIAL EVENTS | PHOTOS + REVIEWS | OFFERS

- Oceanfront Venues**
Our California Courtyard and Lighthouse Courtyard look out over panoramic views of the Pacific Ocean and Huntington Beach, offering ample space for anywhere from 50 to 200 guests.
- 18-acre Resort for Wedding Day Photography**
From majestic Andalusian architecture to views of the Pacific Ocean, our 18-acre resort grounds set the stage for unforgettable photos. Capture your special day in superb detail with a captivating backdrop.
- Award-winning California Cuisine**
Arrange a personalized menu tasting to help select the perfect menu for your wedding day. With locally-sourced cuisine inspired by the best of California, your attendees will be beyond satisfied.
- Professional Tiered Wedding Cake**
Enjoy a professional tiered wedding cake that looks as good as it tastes. Our culinary team will ensure your wedding cake matches your unique vision and style, complimenting your celebration's theme.
- Elegant Bridal Suite**
Ensure the bridal party preps in style with a spacious bridal suite for your wedding day offering a host of amenities. Enjoy the ultimate in privacy and comfort as you get ready for the big celebration.
- Dedicated Banquet Captain & Servers**
No detail is left unattended for your celebration. Let our dedicated banquet captain and servers ensure the swiftest service for your reception, with food and drink delivered to the highest standards.
- Honeymoon Promotion**
The celebration doesn't end when the wedding does. When you celebrate your special day at our hotel, you earn free nights toward your honeymoon, up to five nights at Hyatt hotels and resorts worldwide.
- Cultural Weddings**
Our planning team includes dedicated coordinators, with experience crafting a varied array of captivating cultural and religious celebrations from regions spanning the entire globe.
- Micro Weddings**
Let our team help craft an intimate wedding day that includes your closest friends and family. Ensure your celebration adheres to the latest social distancing norms and guidelines with flexible venue layouts.

Results



78% increase

in Special Events page views



22% increase

in natural search visits



18% increase

in natural search check availability



76% increase

in natural search room nights

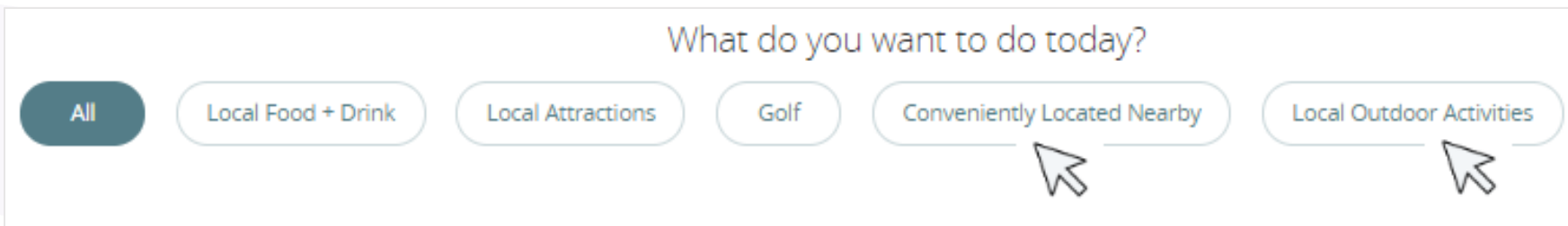
Hyatt Place Austin/Arboretum – Domain Area

Challenge

A select-service property which was under promoting the local area attractions struggled to attract guests wanting to stay near to certain attractions and had very low levels of traffic to their Area Attractions page.


Solution


Milestone enhanced the meta data on all pages to focus on specific area attractions that generate demand (Ex. *The Domain*), added appropriate images, created content around multiple new area attractions including creating two new categories on the Area Attractions page (**Conveniently Located Nearby** & **Local Outdoor Activities**)



Results

 **150% increase**
in overall site traffic

 **475% increase**
in entrances to the site via the Area Attractions page

 **96% increase**
in natural search check availability

 **100% increase**
in bookings from natural search

Hyatt Centric Arlington

Challenge

While demand increased in the market the hotel in spring 2021, the hotel wanted to ensure that the additional demand was successfully captured by the property through increased awareness.

Solution

Non-branded paid search campaigns were implemented as well as social campaigns to ensure that users searching for hotels using **in-market terms** would become aware of the hotel and visit the site. Specific terms related to nearby areas & attractions (Ex. Georgetown / Georgetown University) were also targeted

Results



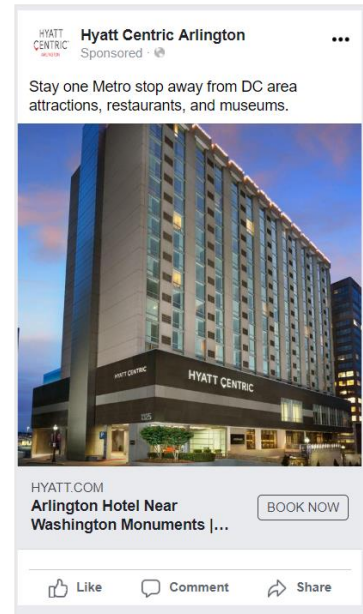
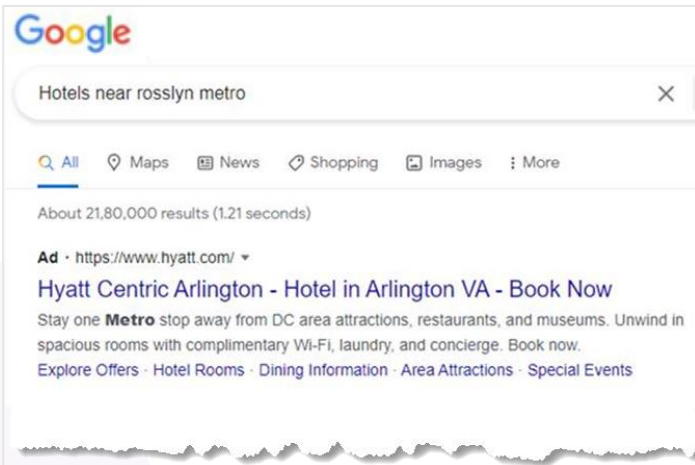
6.6% CTR

through Google Search Ads



44% increase

in overall traffic to the site



Tushar Prabhu



Leveraging Entities for Business Growth

Back In The Day...



🔍 Restaurants



blue links

Web Shopping Videos Images Maps More Search tools

About 3,469,000,000 results (0.41 seconds)

Login - Blue Cross Blue Shield of Massachusetts
<https://provider.bluecrossma.com/> *
Blue Cross Blue Shield of Massachusetts is an independent Licensee of the Blue Cross and Blue Shield Association. All Registered Marks of the Blue Cross ...

Blue Links for Employers - Blue Cross Blue Shield of Massachusetts
<https://www.bluecrossma.com/bluelinks-t> * Blue Cross Blue Shield of ...
View Medicare Ad, View eBilling Ad, Manage Your Account, Enrollment Management, eBilling, ReportBlue, Blue IQ Communications Center, Forms You Need

BlueLink - America's Building Products Distributor
blueinco.com/ * BlueLink *
... BlueLink Corporation, Web design by AtlantaSky | Terms | Privacy | Login: BlueLink Corporation, Toll Free: 1-888-502-BLUE Fraud Hotline: 1-877-450-BLUE
Products - Careers - General Contacts - About BlueLink

Blue Link® Homepage - Hyundai
<https://www.hyundaiusa.com/technology/blueink/> *
Blue Link can help you discover points of interest, check maintenance, lock your vehicle from your smartphone, monitor your vehicle from afar and so much more ...

Manitoba Blue Cross - Blueink Login
<https://www.mb.bluecross.ca/blueink> * Blue Cross Canada *
You are entering a secure area. If your connection is inactive for more than 30 minutes your connection will be closed. You will be required to log in again to ...

Hyundai Blue Link - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Hyundai_Blue_Link * Wikipedia *
Hyundai Blue Link is a fully integrated multimedia navigation system using a connected mobile phone to gather information such as traffic updates and ...

Russian Blue LINKS - Russian Blues on www
www.russianblueinks.dk/links.htm *
Jan 3, 2014 - RUSSIAN BLUE on WWW ... The Legendary Russian Blue By Theresa Meyers. russianblue. ... With links and list of breeders. Russisch Blau ...

10 blue links - Google
www.google.com/competition/betteranswers.html * Google *
Sometimes the best, most relevant answer is a list of websites - our traditional "ten blue links." Other times the best answer might be a news article, sports score, ...

Not Too Long Ago...

Search turned local.



🔍 Restaurants serving Indian food near me



Enter, the local pack...

The screenshot shows a Google search result for 'Restaurants serving Indian food near me'. At the top, there is a map of the Whitchurch area with several restaurant locations marked with red pins. Below the map, there are filters for 'Rating' and 'Hours'. The local pack lists three restaurants:

- Blue Water Indian Restaurant (Order Online)**
4.8 ★★★★★ (67) · Indian
Brownlow St
Closed · Opens 5PM
- Spice Heaven Restaurant & Takeaway**
4.8 ★★★★★ (58) · Indian
6 Station Rd
Closed · Opens 4:30PM
- Hannah Restaurant**
★ (18) · Indian
9:30PM

More Recently...

We started asking questions.



Which is the most romantic Indian restaurant?



Enter Featured Snippets

All News Images Videos Shopping More Tools

About 12,400,000 results (0.49 seconds)

Featured snippets are **highlighted excerpts of text that appear at the top of a Google search results page in what is known as 'Position 0'**. They provide users with a quick answer to their search query. Featured snippets are more likely to appear when users enter informational search queries.

<https://www.searchmetrics.com> > Glossary Item

[Featured Snippets Definition – SEO Glossary - Searchmetrics](#)

People also ask

- How does a featured snippet work?
- How do you get featured in a snippet?
- What is a snippet in SEO?
- Why are featured snippets important?

Feedback

And FAQ listings

<https://boam.com> > CA > Santa Clara

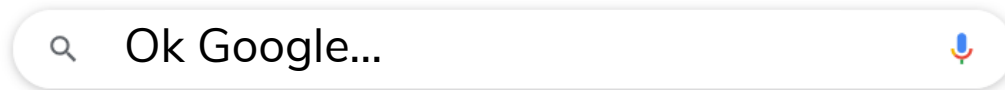
[The 7 Best Indian Restaurants In Santa Clara - boam](#)

3 days ago — Find the perfect **restaurant** · Great **Indian** Cuisine · Puranpoli · Kabab and **Curry's** · Kabila Sweets and **Restaurant** · Malabar Coast · Star Udupi Cafe.

What are some of the highest rated Indian restaurants in Santa Clara for a group dinner?

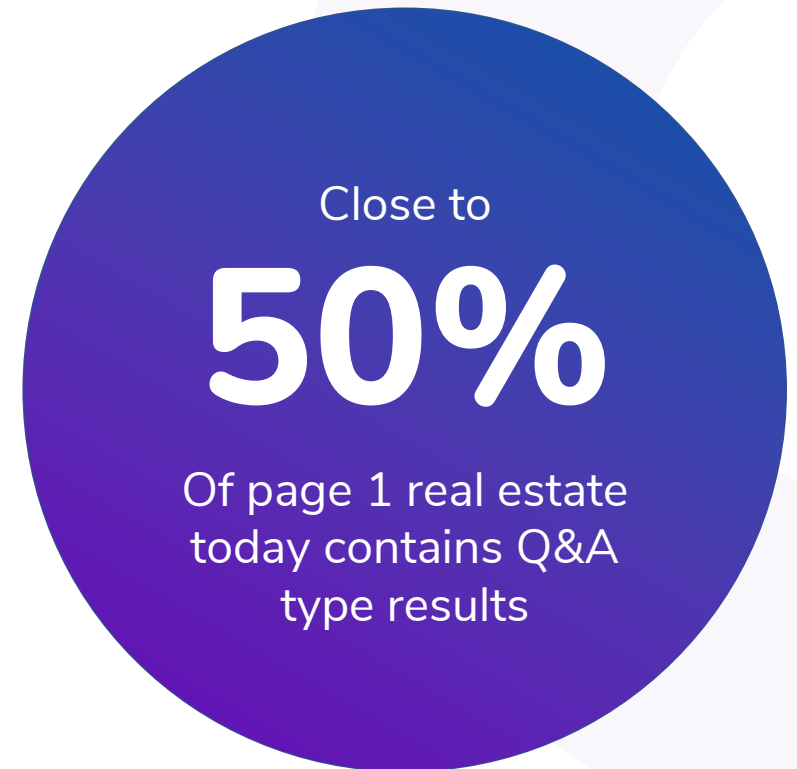
What are the best Indian restaurants for a quick lunch in Santa Clara?

We are having conversations with search



Take me to the nearest romantic Indian restaurant that also serves gluten free, vegetarian food and is also affordable...

All queries became questions, and all results became answers...



So How Do Search Engines Understand Conversations?

Google

Google

🔍 Restaurants

🔍 Ok Google...

Take me to the nearest romantic Indian restaurant that also serves gluten free, vegetarian food and is also affordable...

Most recent Google algorithms have been aimed at understanding language and relationships between words through....

Entities

Demystifying Entities

A Short Story...

Recipe

Schema

Dessert
Cuisine
Nutrition value
Calories
Ingredients
Instructions
Number of servings
Rating
Video

Attributes

Topic

Banana Nut Bread



Image

Related Topics

Banana	Bowl
Nuts	Oven
Bread	Temperature
Flour	Duration
Flavor	Teacup
Butter	Measurement
Sugar	Spatula
Milk	Storage
Water	Parchment
Yeast	Substitutions

FAQs

Why my banana nut bread doesn't cook in the middle?

Why is my Banana nut bread not moist?

Why does my Banana nut break up?

The Entity Optimization Recipe...



What people search for:

E.g.: Banana nut bread recipe, how to make banana nut bread, how to make banana nut bread at home

All different keywords – same topic

What they expect in the results:

Video, ingredients, cooking instructions, pictures...



Why they are searching (motivating factors)

- Want to make it yourself
- Seeking information
- Trying a new dessert



How search engines understand content

- Pictures
- Videos
- Chef's name
- Attributes
- FAQs

Schemas help us tag entities and their relationships for search engines



Google's New Search Quality Rater Guidelines

Welcome news for small businesses

Old YMYL and EAT Guidelines...

- Impacted businesses
- Impacted authors

New YMYL and EAT Guidelines...

- Impacts topics and pages
- Potential to cause harm

Entity optimization can help businesses create “expert” content that is “better” than what is already ranking

Type of topic	Clear YMYL Topic	May be YMYL Topic	Not or unlikely YMYL Topic
Information Could significant harm result from inaccurate information?	Evacuation routes for a tsunami Explanation: Inaccurate information on evacuation routes could cause significant harm to people.	Weather forecast Explanation: In most situations, slightly inaccurate information about the weather forecast will not cause harm. People often ask family members "what's the weather today".	Music award winners Explanation: This topic is unlikely to cause harm.
Advice about an activity Could significant harm result from poor advice?	When to go to the emergency room Explanation: Bad advice on when to go to the emergency room could cause significant harm.	How often to replace a toothbrush Explanation: This is a casual health topic people commonly discuss with friends. A slightly imperfect suggestion is unlikely to significantly impact health or safety.	How frequently to wash jeans Explanation: This topic is unlikely to cause harm.
A personal opinion What impact could this opinion have on other people and society?	Personal opinion about why a racial group is inferior Explanation: Pages on this topic have been used to justify or incite violence against groups of people.	Personal opinion about why an exercise is inferior Explanation: While there may be a health concern if the exercise is extreme or risky, most discussions of jogging vs swimming, etc. involve personal preference.	Personal opinion about why a rock band is inferior Explanation: This topic is unlikely to cause harm, although there may be strong opinions involved!
News about current events Could this topic significantly impact people and society? For societal impact, consider issues such as elections and trust in public institutions that benefit society.	News about ongoing violence Explanation: People need accurate information to stay safe. Society may also be impacted by information about ongoing violence, as citizens and governments make civic decisions accordingly.	News about a car accident Explanation: The accident itself may have been harmful, but there is likely little risk of future harm from small inaccuracies in reporting about an incident.	News about a local high school basketball game Explanation: This topic is unlikely to cause harm.

[Google Search Quality Rater Guidelines – July 2022](#)

**How Can You Apply This
to Your Industry?**

5-Step Entity Optimization Framework



Strategy and Planning

Content Audit

It's not just about creating new content.

Start with what's already working for you.

Your best performing pages are your entity optimization champions.

Then do:

- Keyword research
- Competitor gap analysis

Build your inventory of content needs

RETAIN
Whatever has
page 1 visibility

ENHANCE
What's on pages
2-10

CREATE
Everything
else

Strategy and Planning

Schema Audit

1

Schema Vocabulary

Identify all schemas and their attributes relevant to your business

2

Schema Gaps

Identify schemas and vocabularies missing on your pages

3

Schema Mapping

Map the missing schemas and attributes to different page types on your site

Strategy and Planning

Strategy

ARCHITECTURE

PRIORITIZATION

EXECUTION

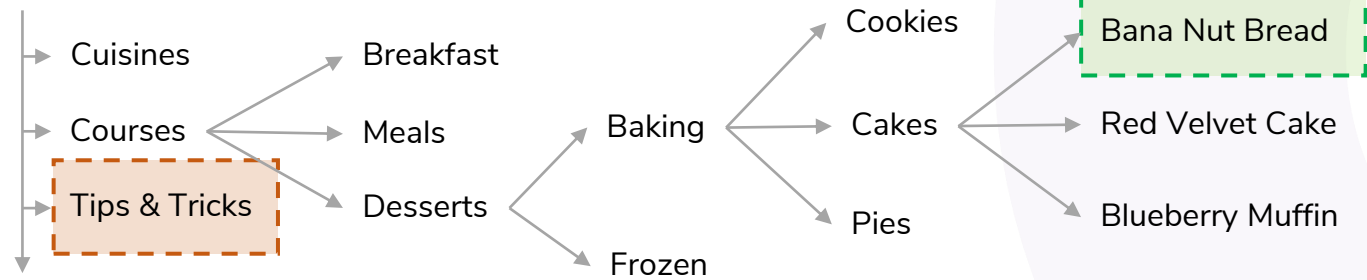
Create a full inventory

Identify what's performing

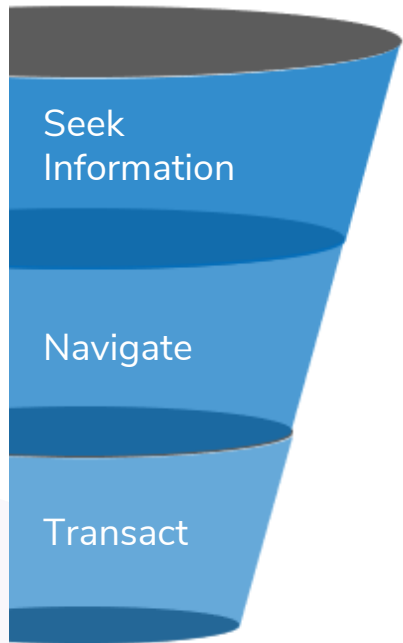
Carve out what is missing

The rest should be enhanced

Recipes



Strategy and Planning



Visibility *i*
0.43%

Visibility *i*
0.36%

Visibility *i*
65.72%

Potential Impact

- Search potential
- Search Intent
- Share of voice

Ease of Execution

- Meta data
- Page 2 Content
- Missing Attributes
- Template level changes

Strategy and Planning

Strategy

→ ARCHITECTURE

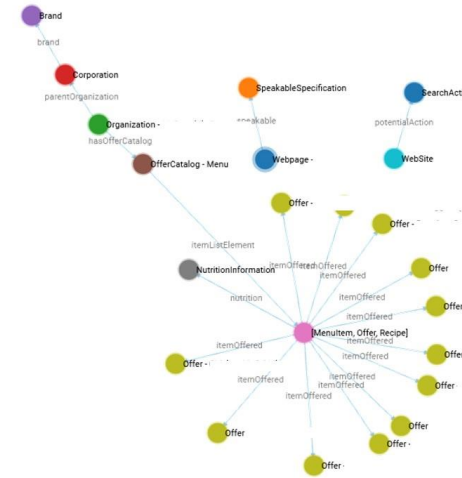
→ PRIORITIZATION

→ EXECUTION

Entity and Topical Coverage

Topic	Usage ?
> Recipe	4 9 14 1
> Baking	1 5 7 0
> Ingredient	1 4 5 0
> Flour	1 3 6 0
> Butter	1 3 5 0
> Sugar	1 2 5 0
> Banana	4 15 20 1
> Milk	1 2 4 0

Nested Schema Architecture



SEO Best Practices

- Crawling & Indexing
- Speed
- Core Web Vitals
- Mobile friendliness
- Meta data, etc.

Execution Rigor

- Weekly cadence
- Resourcing
- Sprint alignment

Your Entity (Content) Optimization Scorecard

QUANTITATIVE



AVAILABILITY

- Number of indexed pages
- Content opportunity
- Content Gaps



VISIBILITY

- Visibility % for identified group of terms

QUALITATIVE



RICH RESULTS

- Number of rich results
- Number of Q&A results (Featured Snippet, PAA, FAQ)



ENTITY COVERAGE

- Number of entities covered
- Entity Gaps

PERFORMANCE



TRAFFIC

- Organic traffic
- Traffic potential based on click-rate based on position



ENGAGEMENT

- Combination of bounce rate, time on site and pages / visit



CONVERSION

- Conversion rate
- Transactions
- Revenue

Susan Connelly



Deploying Advanced Schemas at Scale

Challenges to deploying and maintaining schemas at scale:



Skill:

Google is evolving



Scale:

Content is changing and growing



Scope:

Technical infrastructure is changing



Strategy:

Is your site including the entities Google identifies as most important

Schema Becomes Increasingly More Complex Every Day

Advanced schemas
had a
+124%
spike in visibility
in 2021

Based on Milestone
Research: <https://blog.milestoneinternet.com/seo/schemas-positively-impact-multiple-aspects-of-visibility-and-seo-performance/>

Google made
>4,500
improvements
in search results
in 2020 alone

Google insights:
<https://www.google.com/search/howsearchworks/how-search-works/rigorous-testing/>

- The **complexity** of schema architecture and knowledge. Entities are an additional layer that becomes your competitive advantage

- Schema.org and Google often **revise the schema** attributes leading to errors; search engines ignore pages with errors. Very basic Schema types usually applied.

- Significant **website IT resources needed** during the deployment and for ongoing maintenance. Identifying the right schemas that increase impressions and clicks is more challenging to maintain and nest properly

Ongoing Schema Management Workflow



Identifying new schema opportunities

Frequent changes to schema vocabulary by schema.org. For example, Sitelink Searchbox was introduced in Feb. HowTo schema was introduced in May. Speakable schema was introduced in July 2019.



Changes to schemas cause errors

Constant monitoring of Search Console to identify any new errors or warnings

For example - Google issued a new mandatory field in late September 2019 for Breadcrumb schema that causes issues with pages that previously produced no errors.



Removing deprecated schemas

Social Profile schema used to identify all social channels that a Person or Organization has deprecated and had to be removed from sites



R&D to implement schemas

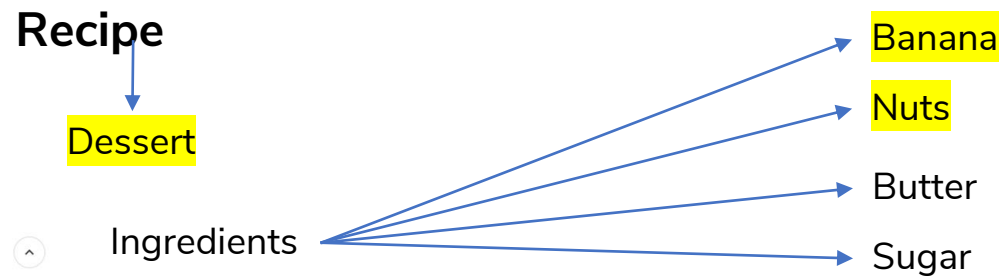
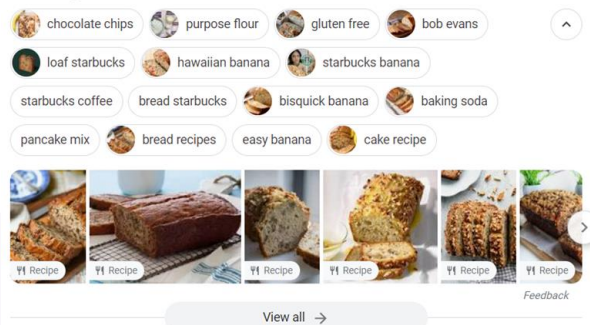
Very little guidance on how to implement schemas when changes are introduced

For example, Google introduced new mandatory fields for Product Schema like offers/aggregateRating/review. Correct implementation for this schema was identified through R&D and experimentation

Utilize Google's Own Classification Engine of Data

With Schema Manager, quickly identify what attributes are missing

- Building relationships between content elements
- Giving search engines context about the content



Entities – Coming to Milestone Presence Cloud

STOP BY THE MILESTONE PRODUCT ROUNDUP FOR A SNEAK PEAK

Discovering entities

Topic: Texas

Texas is a state in the South Central Region of the United States. [More on Wikipedia](#)

★ MAIN PROJECT RELATED TOPICS

Click on a topic below to display related headings

Resort Convention center Experience Incentive Grapevine, Texas
Room Convention

RELATED TOPICS - BUSINESS

World Perfume Valero Energy Amtrak ConocoPhillips Kimberly-Clark
Six Flags

Technology

Lavabit Redtube Apptix Pluck (company) Google Earth Lanyrd
IceRocket Dell Texas Instruments

Oil Gas Energy

Extraction of petroleum Smart meter Port Arthur Refinery Shale gas
ExxonMobil Marathon Oil Tesoro Liquefied petroleum gas

Automotive

Dump truck Volkswagen Beetle in Mexico Cadillac Escalade
Chevrolet Silverado Toyota Tundra Chevrolet Caprice Nissan Leaf

Food and Beverages

Minute Maid Porchetta Mustang wine Pigs in a blanket Dreyer's
Kính và Đồ dùng

Topics/ Frequency

Content & Topics

Topics on Page Missing Topics Keywords Questions (FAQ's)

Topic Analysis

Topic	Frequency	OK	Underused
Cupcake (cupcake)	2	11	0
Sprinkles Cupcakes (Sprinkles)	2	7	10
Bakery (bakery)	1	5	10
Beverly Hills, California (Beverly Hills)	0	5	7
Baking (Baked)	2	6	0
Cake (layer cakes)	1	12	21
Cookie (cookie)	2	4	10
Location (Location)	1	5	0

Layer with Schema

Suggestions based on your industry (Food establishment)

- Item List
- Local Business
- Menu
- Menu Item
- Nutrition Information
- Offer
- Organization
- Person
- Product
- Recipe
- Restaurant

Schemas added by you




























- Breadcrumb List

Auto Detect the Right Entities for Your Industry

Identify opportunities to add entities

Hotel

URL: <https://www.sample-hotel.com>

  Convention center	4 potential links 
  Convention (meeting)	2 potential links 
  Resort	5 potential links 
  Texas	5 potential links 
  Grapevine, Texas	4 potential links 
  Hotel	3 potential links 
  Incentive	3 potential links 
  Restaurant	4 potential links 
  Experience	3 potential links 

Experience this premier **resort** in Grapevine, **Texas**. This sample hotel is located within walking distance of the Erickson **Convention Center** and meeting hall. This well-known hotel is located in the Semple district, this city's most popular neighborhood. The **hotel** retains its heritage without sacrificing modern comforts or culture. Visit our bustling **restaurant** with **live events** from 5-7 pm nightly. You can attend a show at the elegant Bass Performance Hall, Symphony Orchestra, local Opera House.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Sunnyvale",
    "addressRegion": "CA",
    "postalCode": "94086",
    "streetAddress": "1901 Lemur Ave"
  }
}
```

Enhance with Advanced Nested Schema

The more connected your Schemas are to one another, the greater the impressions and clicks

Nesting the Architecture

Milestone

Schema Validator

5 Schema items detected. 0 Errors and 4 Warning found

Schema

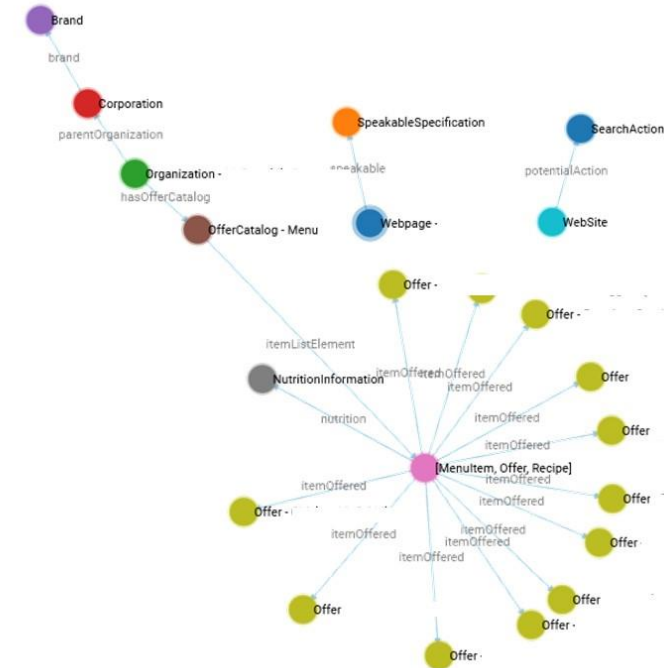
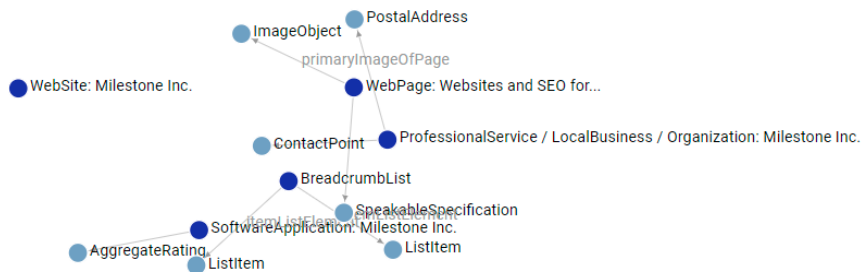
Visualization

Code

New Test

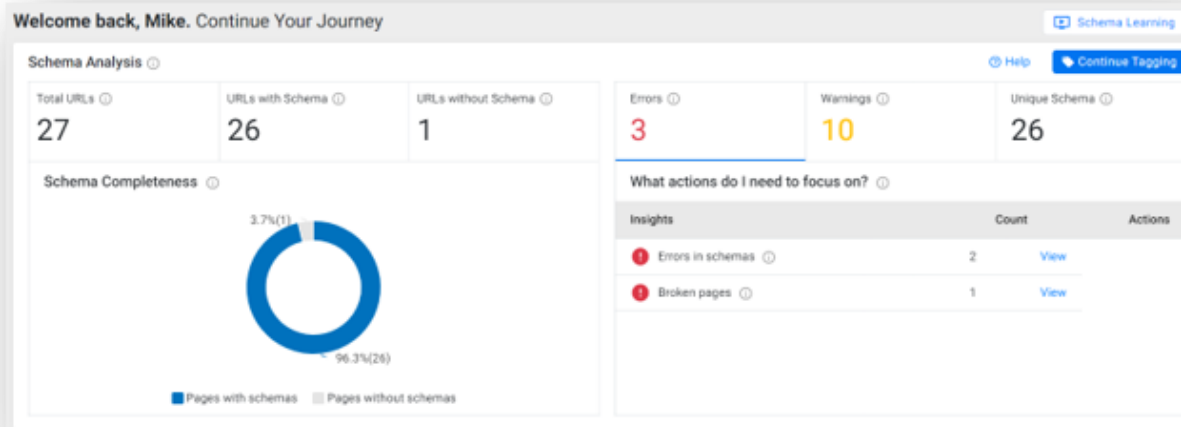
www.milestoneinternet.com

Graph size: 100% Reset



Validate and Quickly Identify Errors

Ensure your Schema is error free



t-schemavalidator.milestonedev.info

Icons - Google Fonts | Milestone Presence... | Home | Yago Project | WorkflowEngine 5 ... | Generating Targetin... | Profit.co | https://t-asgard.azu... | https://aj

Milestone Schema Validator

A FREE tool to identify schema markup errors & warnings

Enter URL | Code Snippet

[Run Test](#)

Go Beyond Just Rich Results Tests | ZERO Schema Errors & Warnings | Schema Visualizer

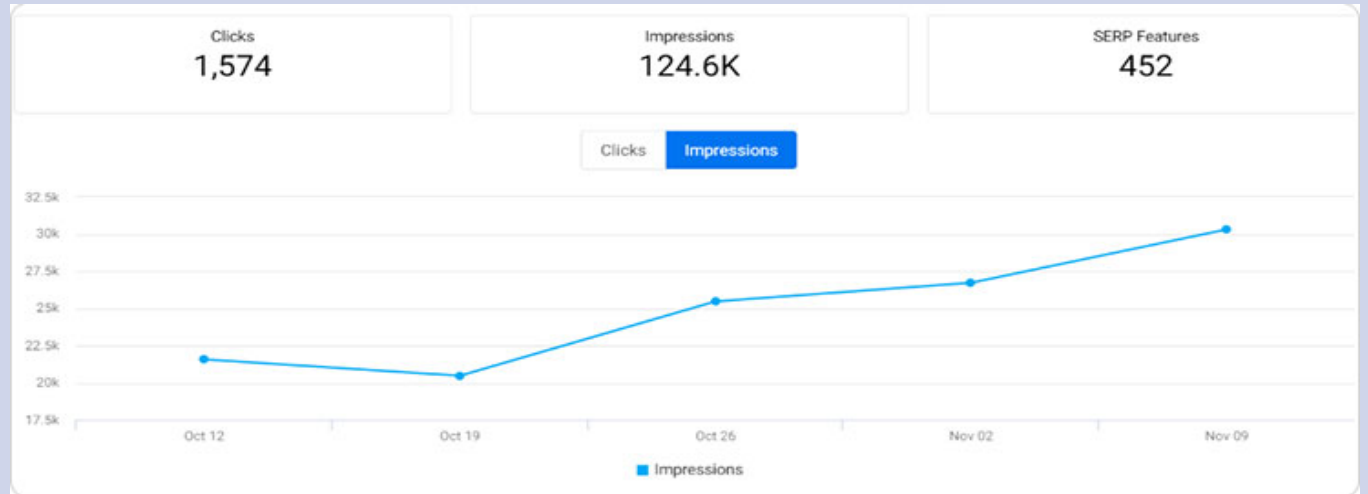
Monitor Core KPIs

Impressions

Clicks

Total visibility across Rich Snippets

Per page visibility

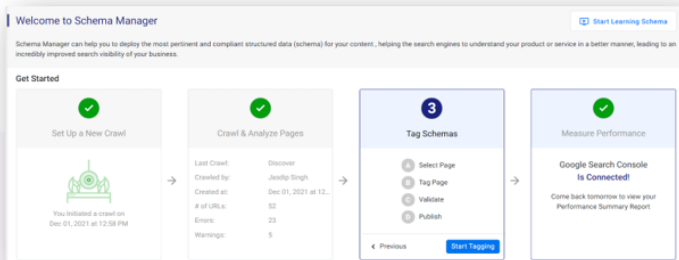
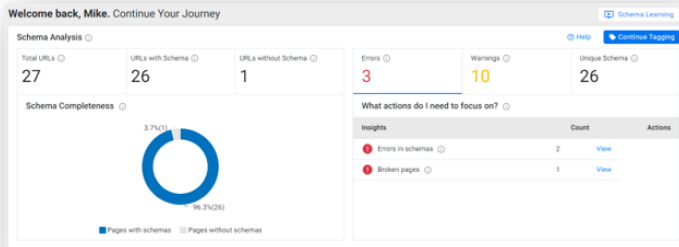


Milestone Schema Manager

One stop solution for schema creation, deployment and management

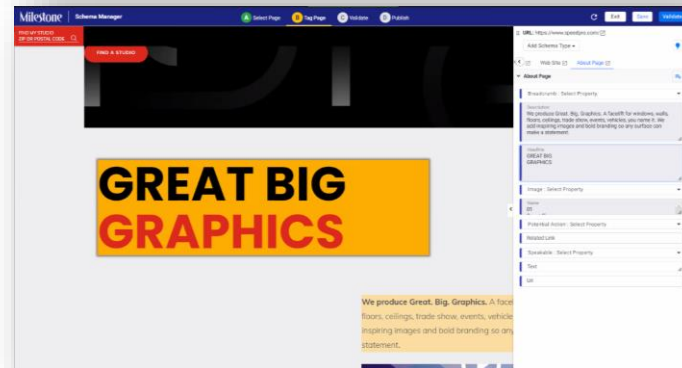
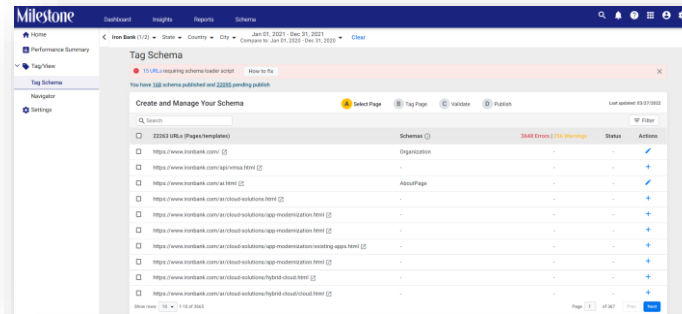
Analysis / Health Check

New and Returning User



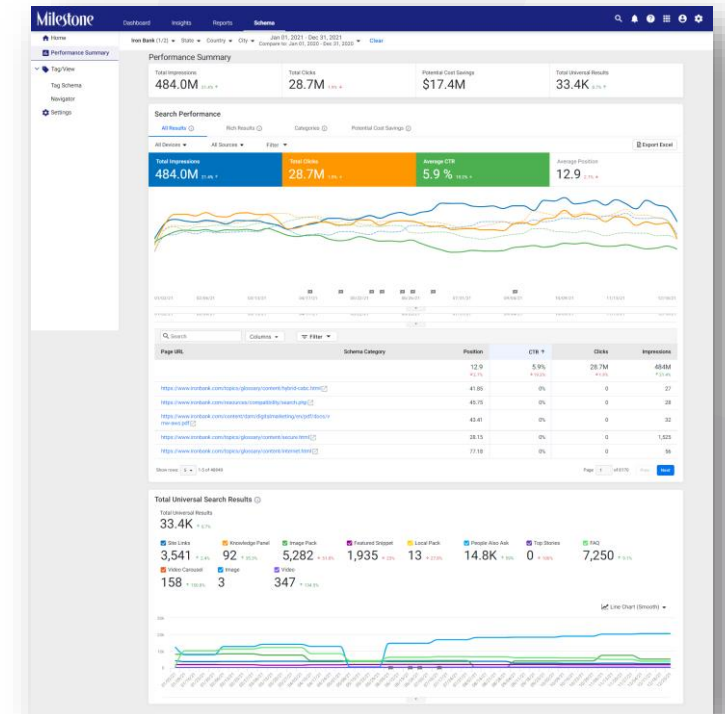
Editor / Tagging

Intuitive UI with WYSiWYG



Reporting

Schema Visibility and Impact Dashboards

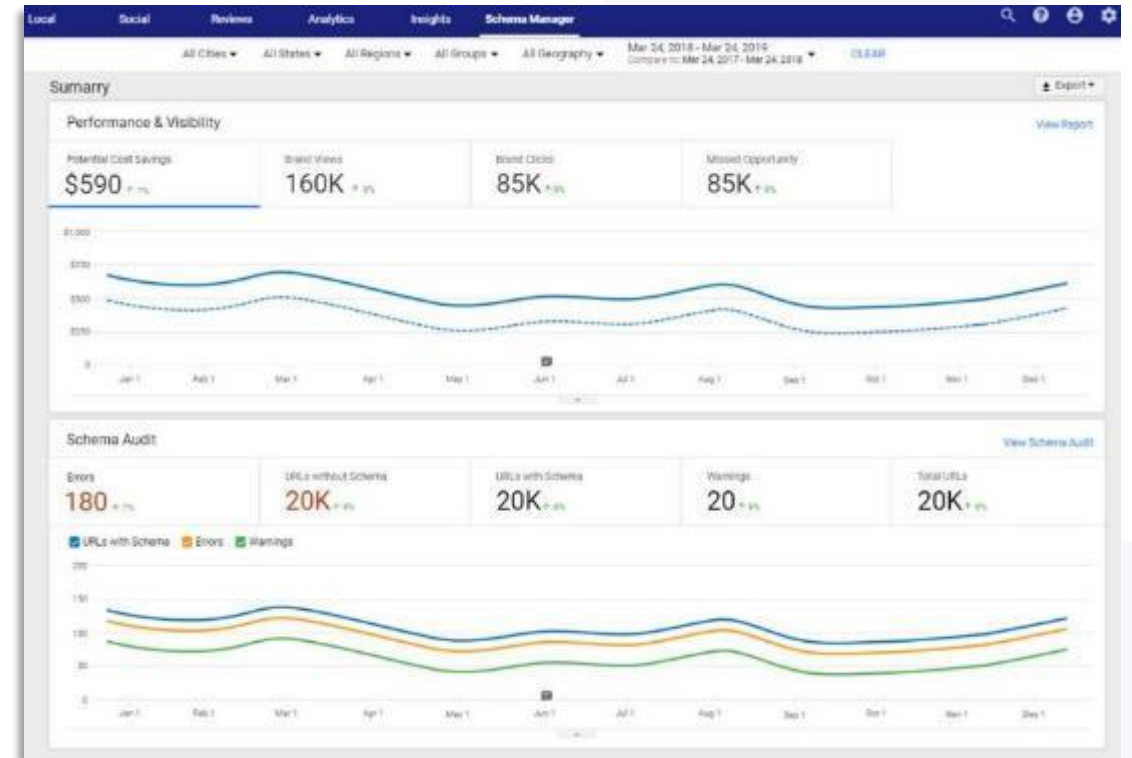


Enhanced Reporting Showing Impact of Schema Deployment

Content Visibility Report



Schema Performance Report



SERP Coverage

Total Universal Search Results ⓘ

[Help](#)

Total Universal Results

2,156

Site Links

411

Knowledge Panel

172

Image Pack

457

Featured Snippet

15

Local Pack

47

People Also Ask

261

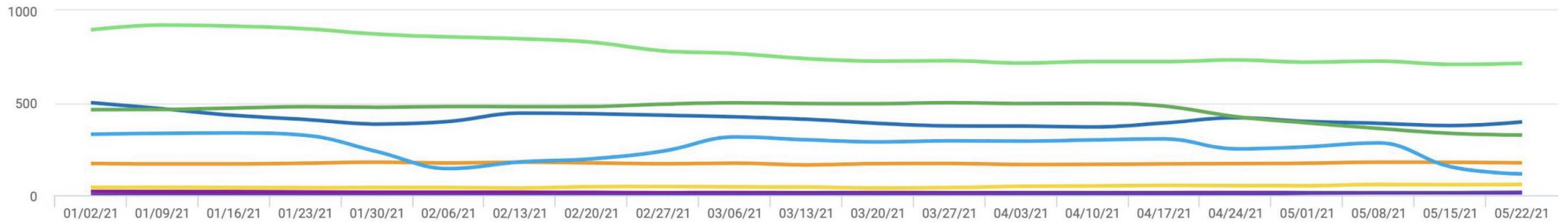
FAQ

5

Image

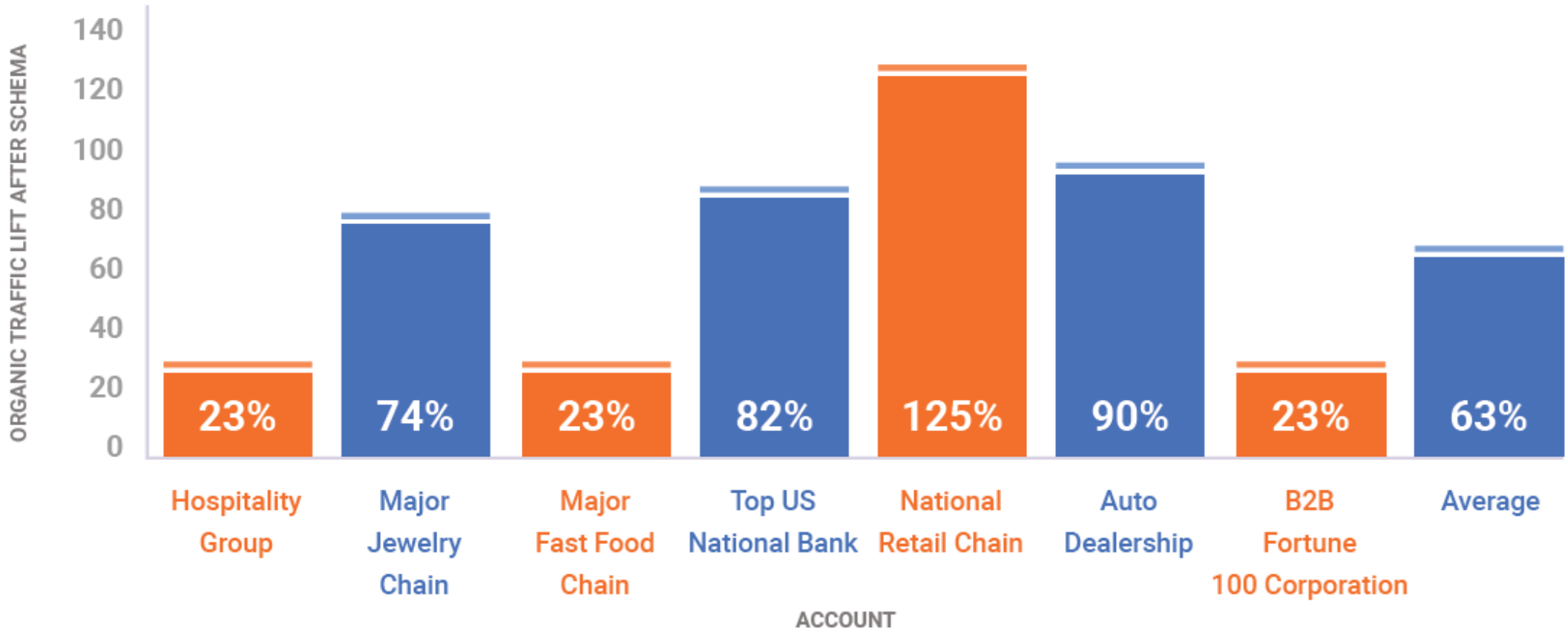
788

Line Chart (Smooth) ▾



Impact Across Industries

Here are some of Milestone's top-performing customer schema results across industries



Thank You!