ENGAGE 2022 TRANSFORMATION
ENGAGEMENT CONNECTIVITY & EXPERIENCE

Entity Optimization

To Elevate Your Search Results

Milestone

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

Hyatt House White Plains

Milestone Case Study

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

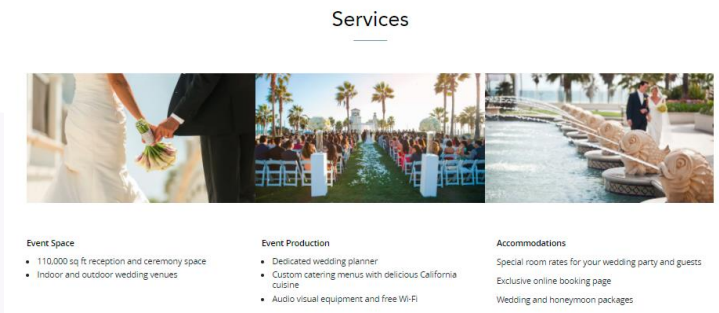
Challenge

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.

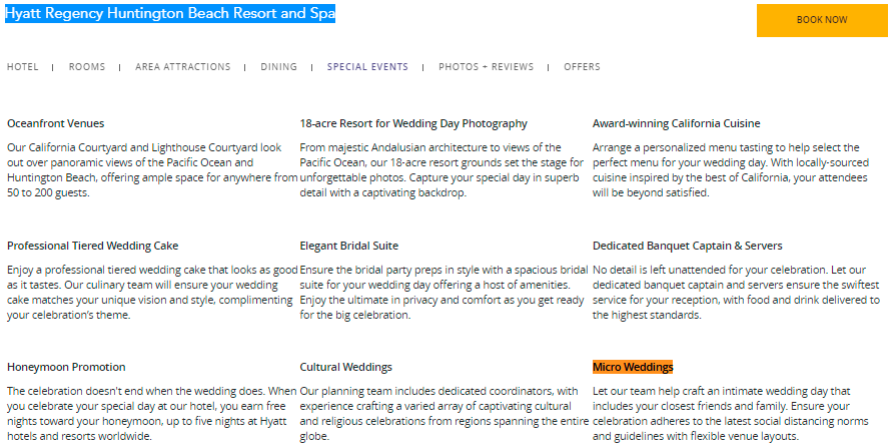
Solution

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

Before



After



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

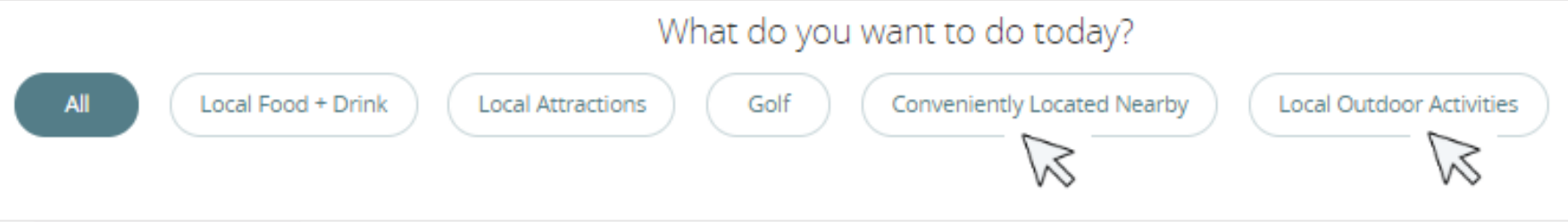
Hyatt Place Austin/Arboretum – Domain Area

Challenge

A select-service property which was under promoting the local area attractions struggled to attracted 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

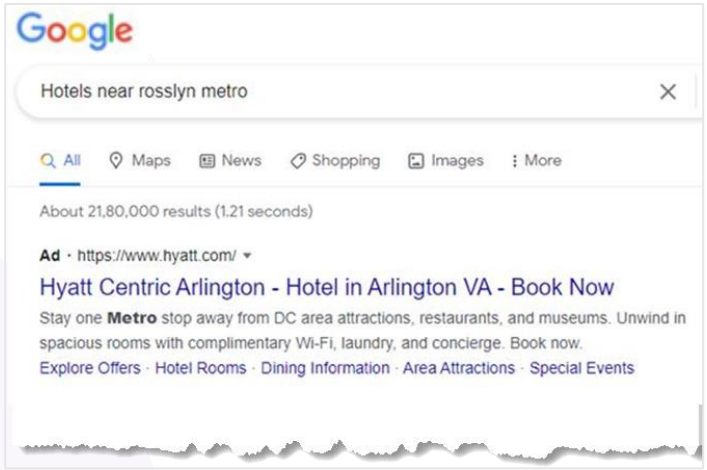
Hyatt Centric Arlington

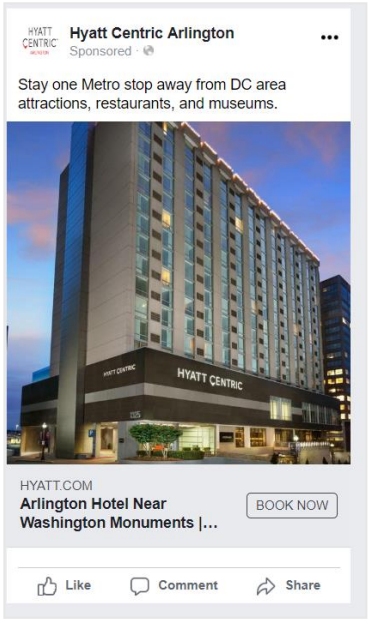
Challenge

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

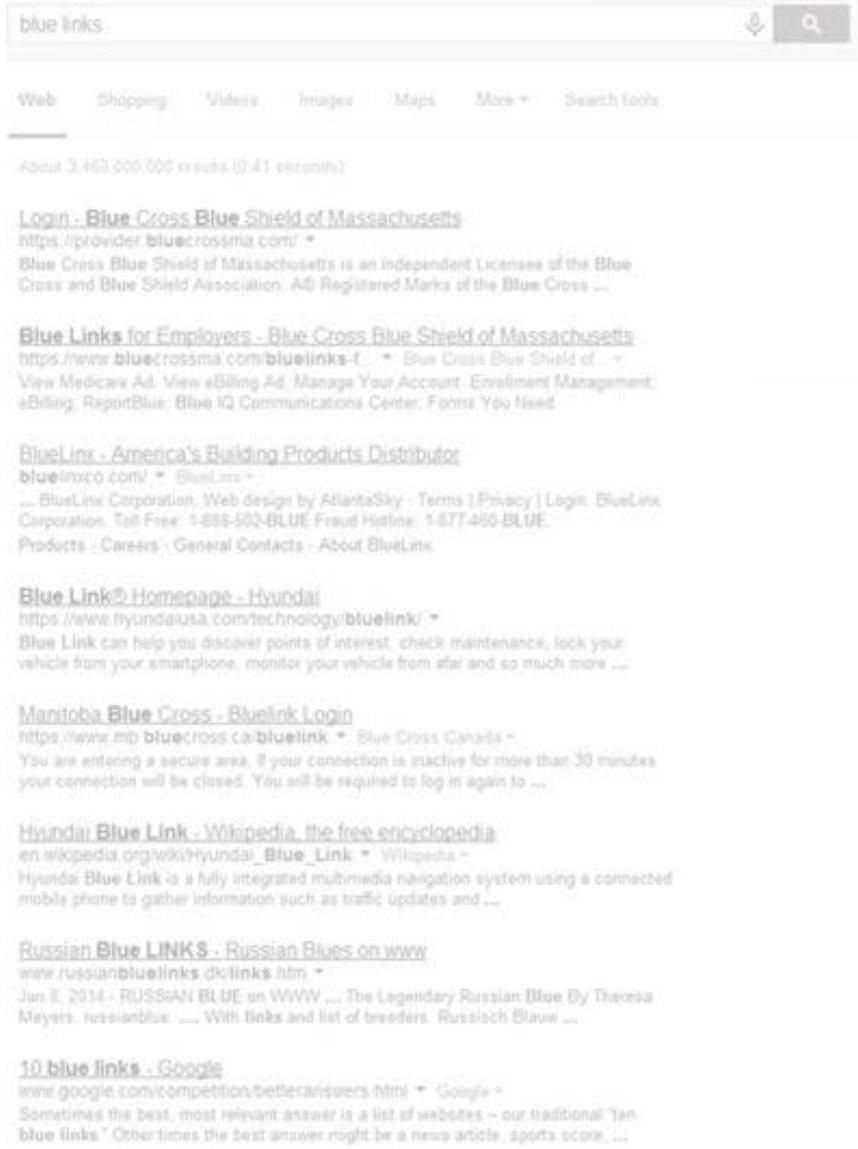
Tushar Prabhu

Leveraging Entities for Business Growth

Back In The Day...

Google

Restaurants



Milestone

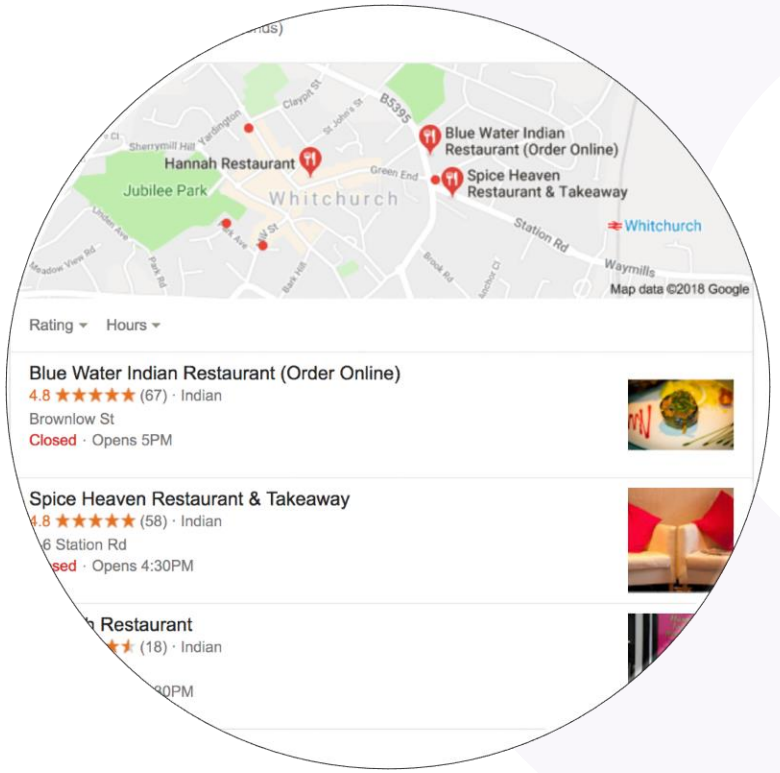
Not Too Long Ago...

Search turned local.

Google

Restaurants serving Indian food near me

Enter, the local pack...



More Recently...

We started asking questions.

Google

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

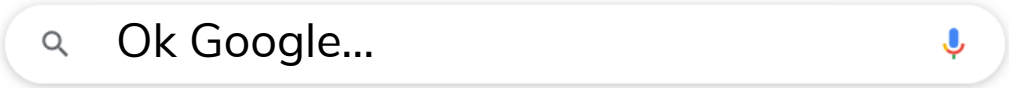
The 7 Best Indian Restaurants In Santa Clara - boam

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?

Now...

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...

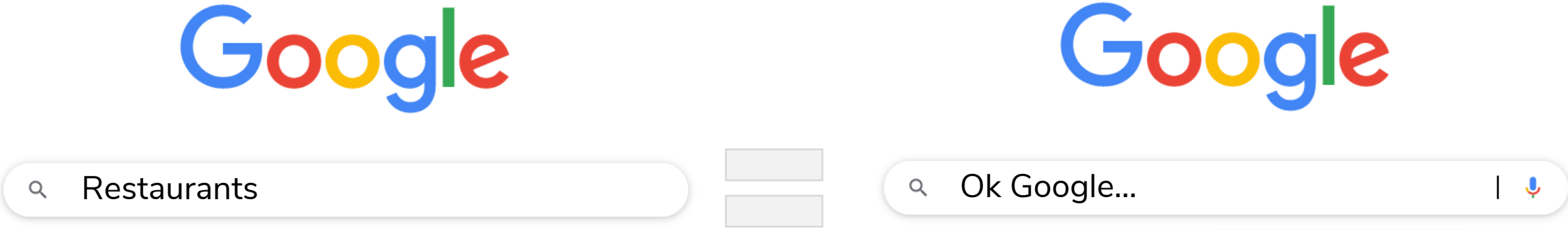
All queries became questions, and all results became answers...

Close to

50%

Of page 1 real estate today contains Q&A type results

So How Do Search Engines Understand Conversations?



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

Entities

Demystifying Entities

A Short Story...

Recipe

Schema

Attributes

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

Topic

Banana Nut Bread

Image

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?

Related Topics

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

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

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

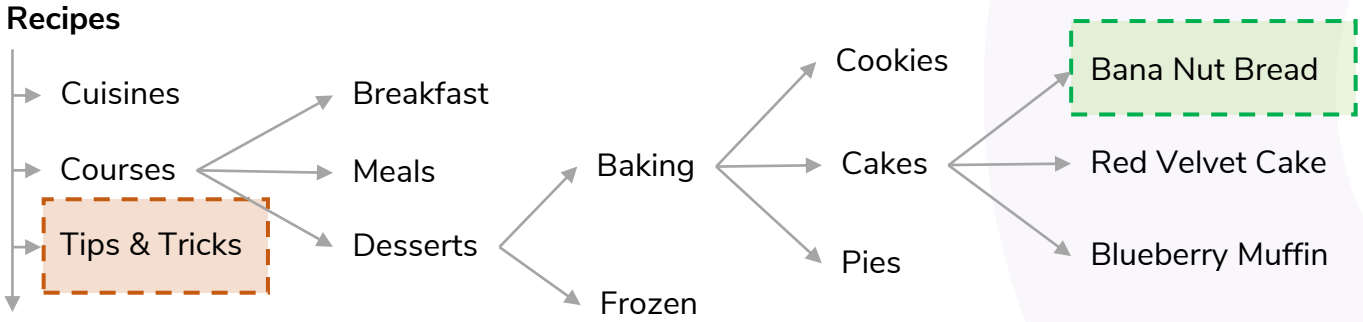
Strategy → **ARCHITECTURE** PRIORITIZATION EXECUTION

Create a full inventory

Identify what's performing

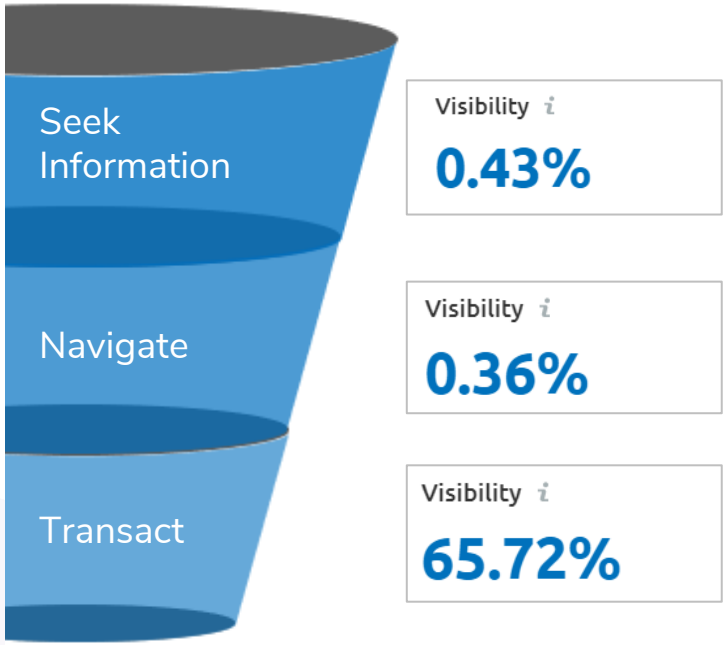
Carve out what is missing

The rest should be enhanced



Strategy and Planning

Strategy → ARCHITECTURE → PRIORITIZATION → EXECUTION



Potential Impact

- Search potential
- Search Intent
- Share of voice

Ease of Execution

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

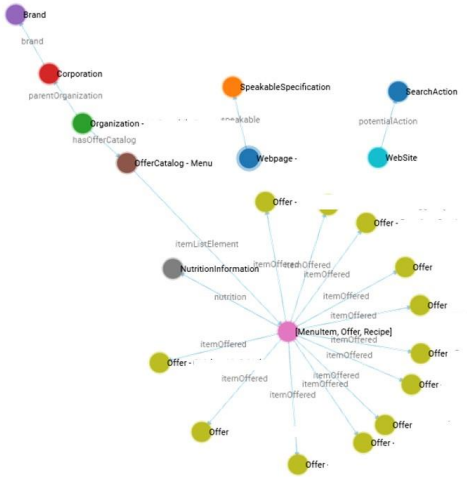
Strategy and Planning

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

1 AVAILABILITY

- Number of indexed pages
- Content opportunity
- Content Gaps

2 VISIBILITY

- Visibility % for identified group of terms

QUALITATIVE

3 RICH RESULTS

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

4 ENTITY COVERAGE

- Number of entities covered
- Entity Gaps

PERFORMANCE

5 TRAFFIC

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

6 ENGAGEMENT

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

7 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

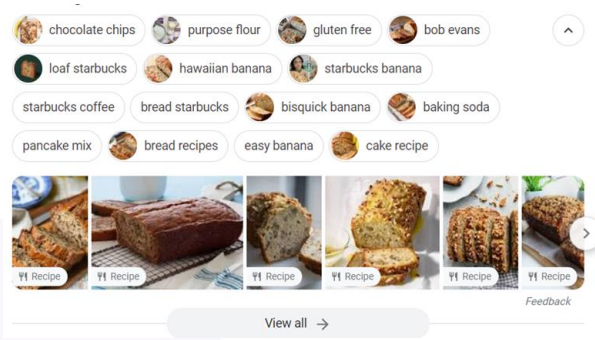
Very little guidance on how to implement schemas when changes are introduced

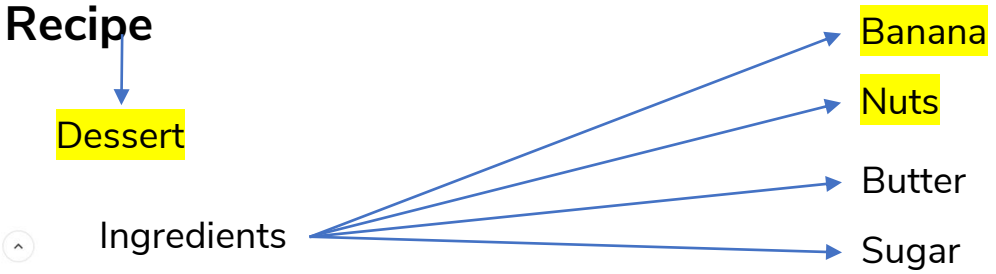
For example, Google introduced new mandatory fields for Product Schema like offers/aggregateRating/review. Correct implementation for this schema was identified through R&D and experimentation

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



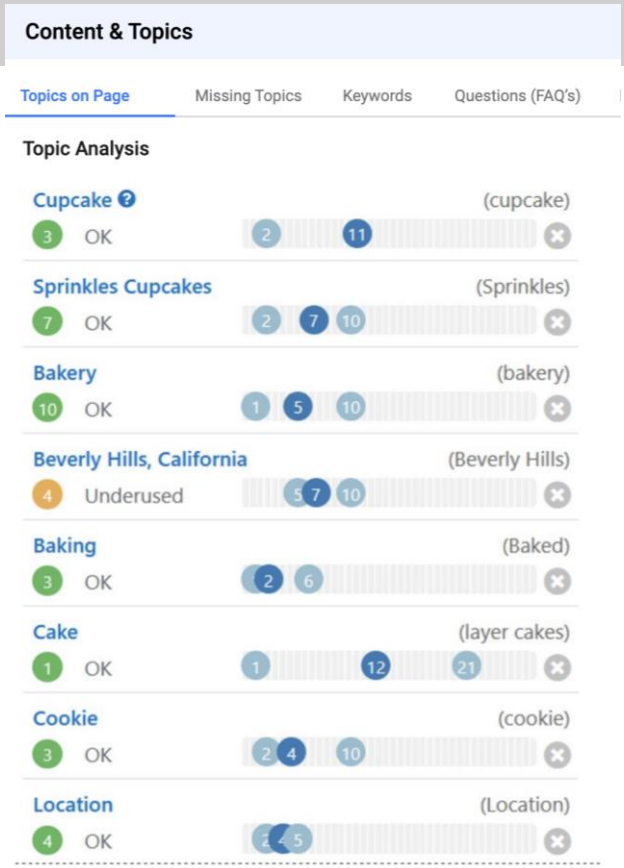


Entities – Coming to Milestone Presence Cloud

STOP BY THE MILESTONE PRODUCT ROUNDUP FOR A SNEAK PEAK

Discovering entities

Topics/ Frequency



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

Milestone

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

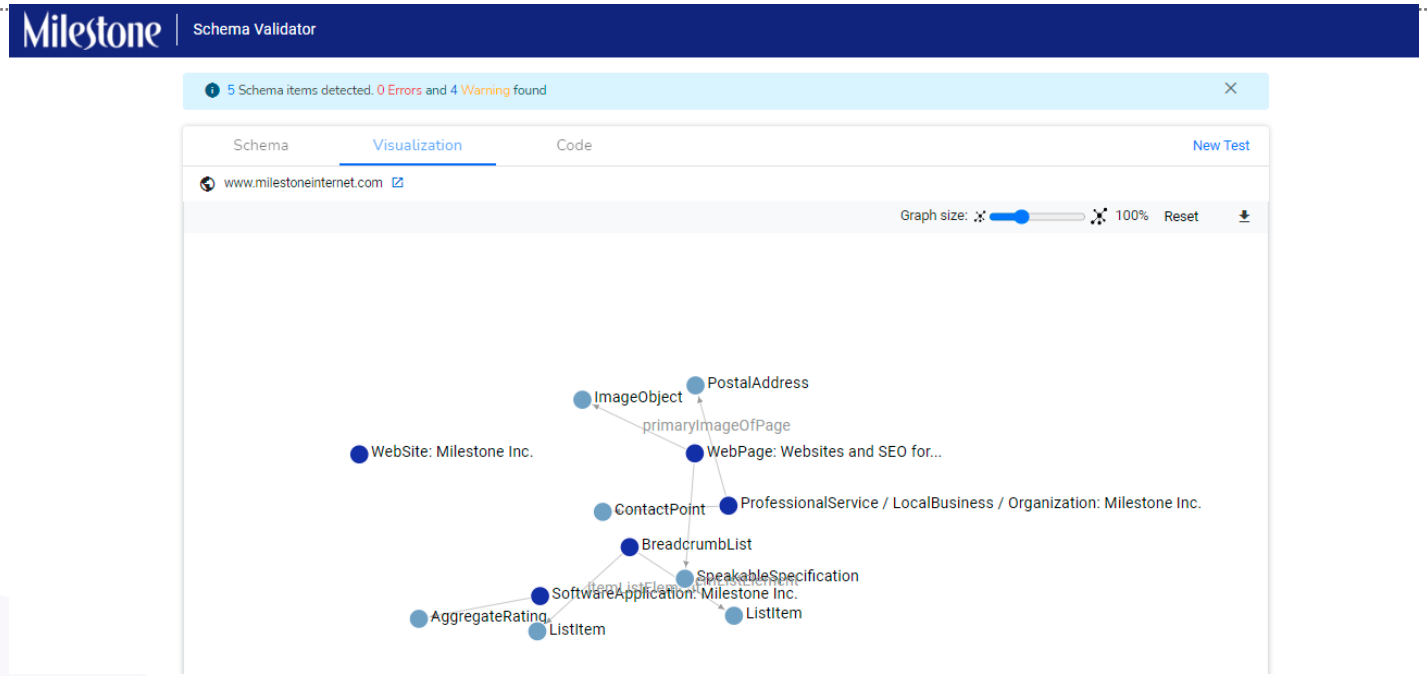
Experience this premier **resort** in Grapevine, **Texas**. This sample hotel is located within walking distance of the Erickson **Convention Center** and meeting hall. This well-known hotel is located in the Semple district, this city's most popular neighborhood. The **hotel** retains its heritage without 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.

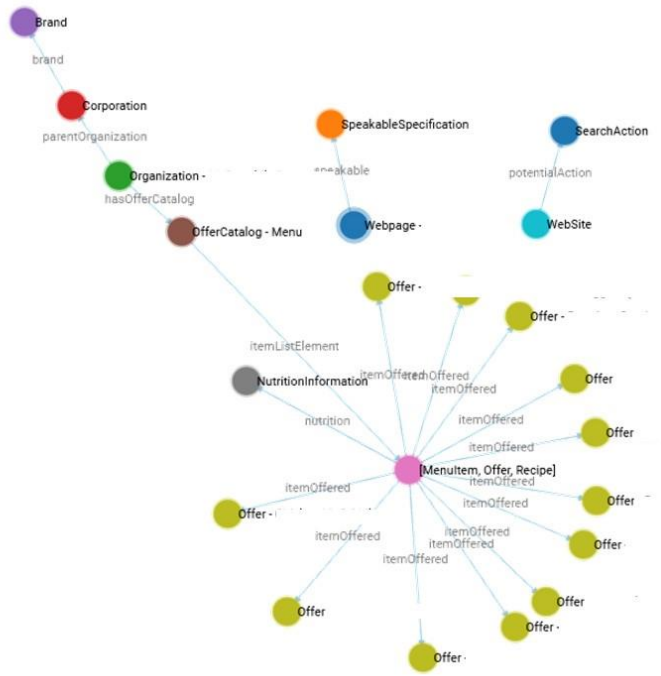
```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Sunnyvale",
    "addressRegion": "CA",
    "postalCode": "94086",
    "streetAddress": "1901 Lemur Ave"
```

Enhance with Advanced Nested Schema

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

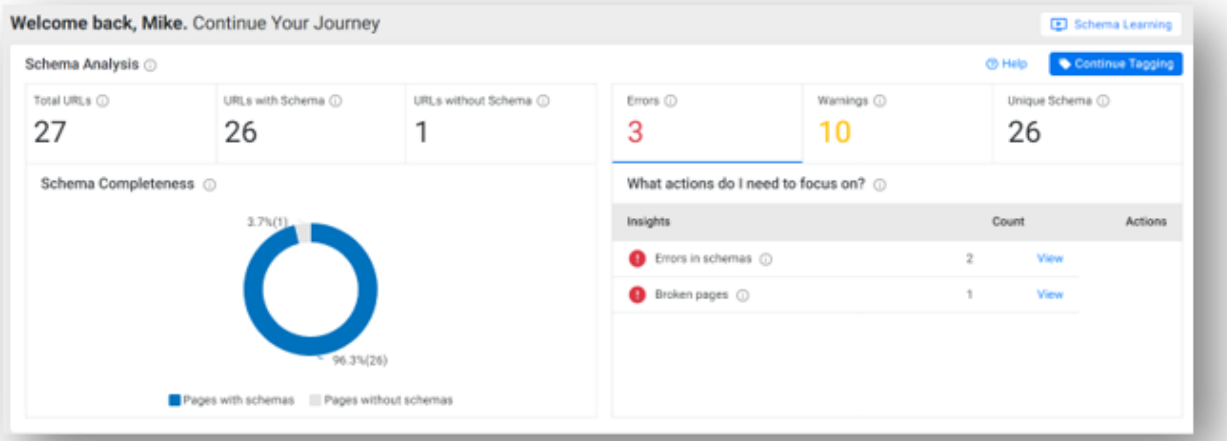
Nesting the Architecture

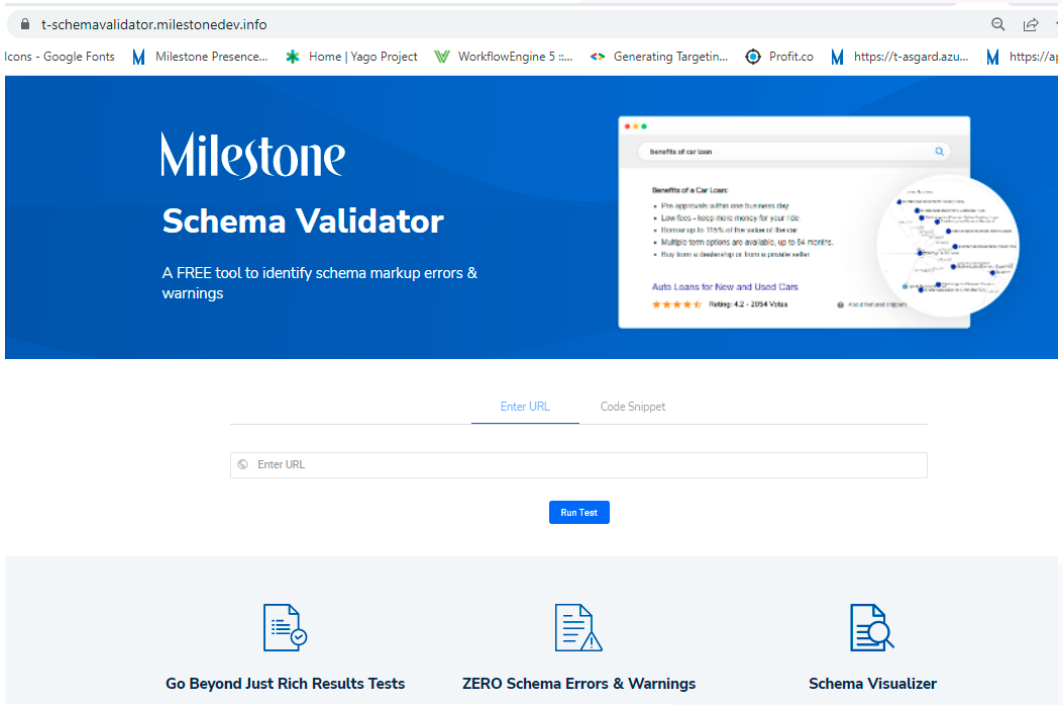




Validate and Quickly Identify Errors

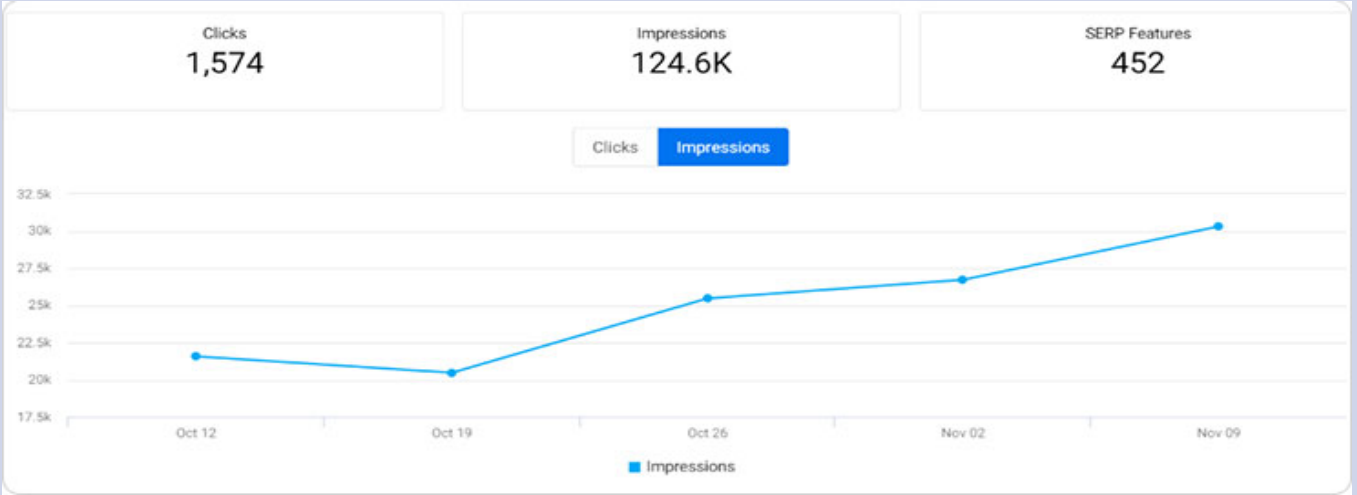
Ensure your Schema is error free





Monitor Core KPIs

- Impressions
- Clicks
- Total visibility across Rich Snippets
- Per page visibility



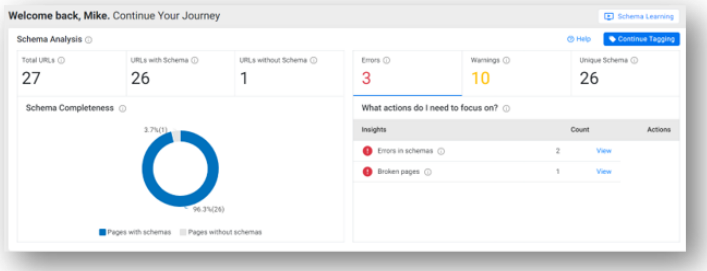
Milestone

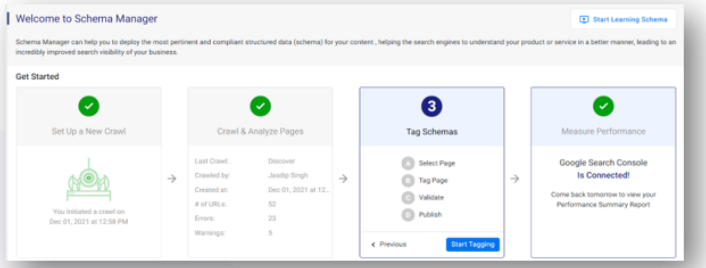
Milestone Schema Manager

One stop solution for schema creation, deployment and management

Analysis / Health Check

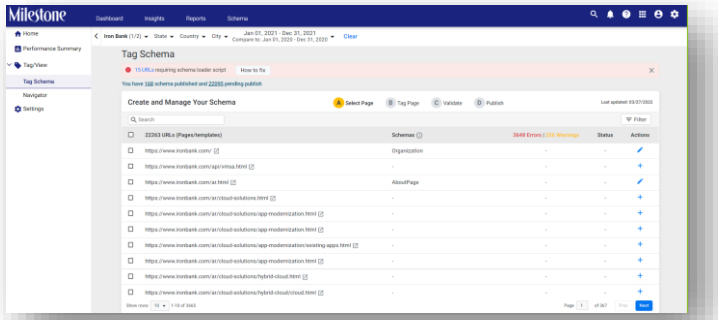
New and Returning User

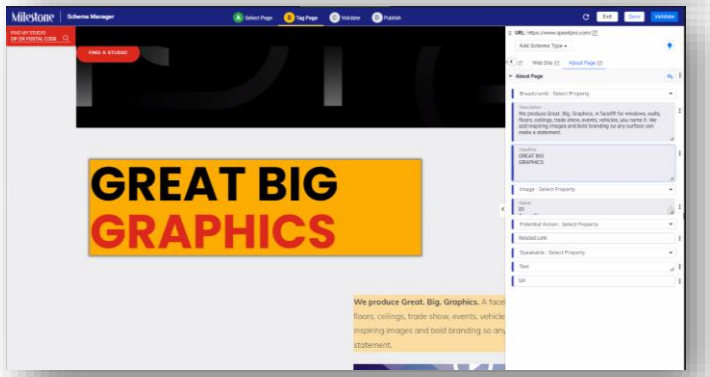




Editor / Tagging

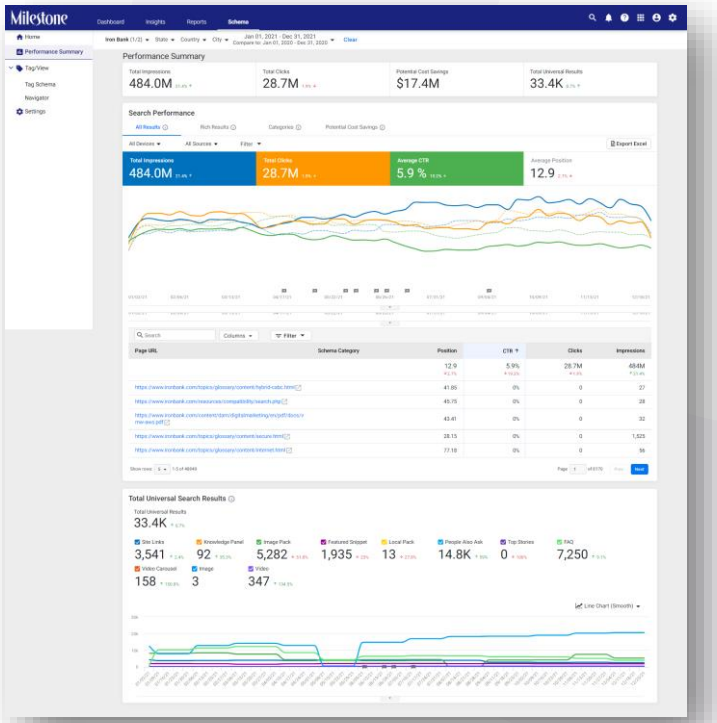
Intuitive UI with WYSiWYG





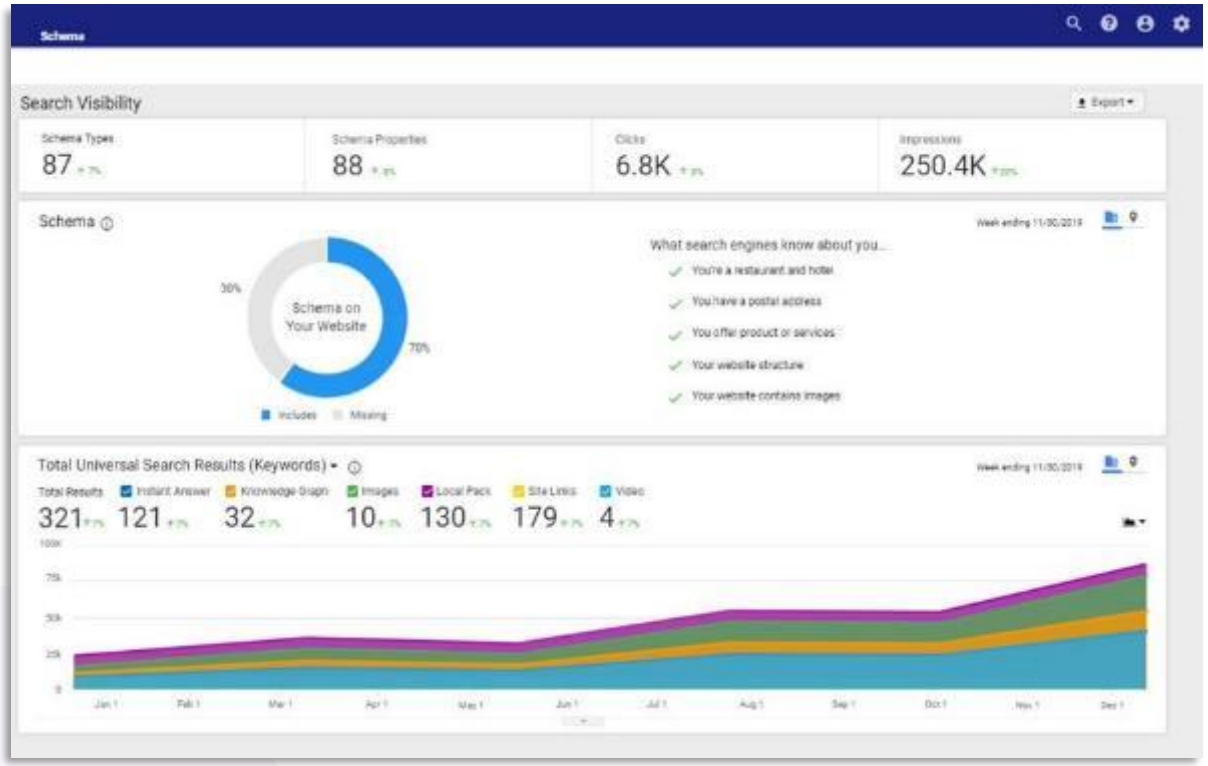
Reporting

Schema Visibility and Impact Dashboards

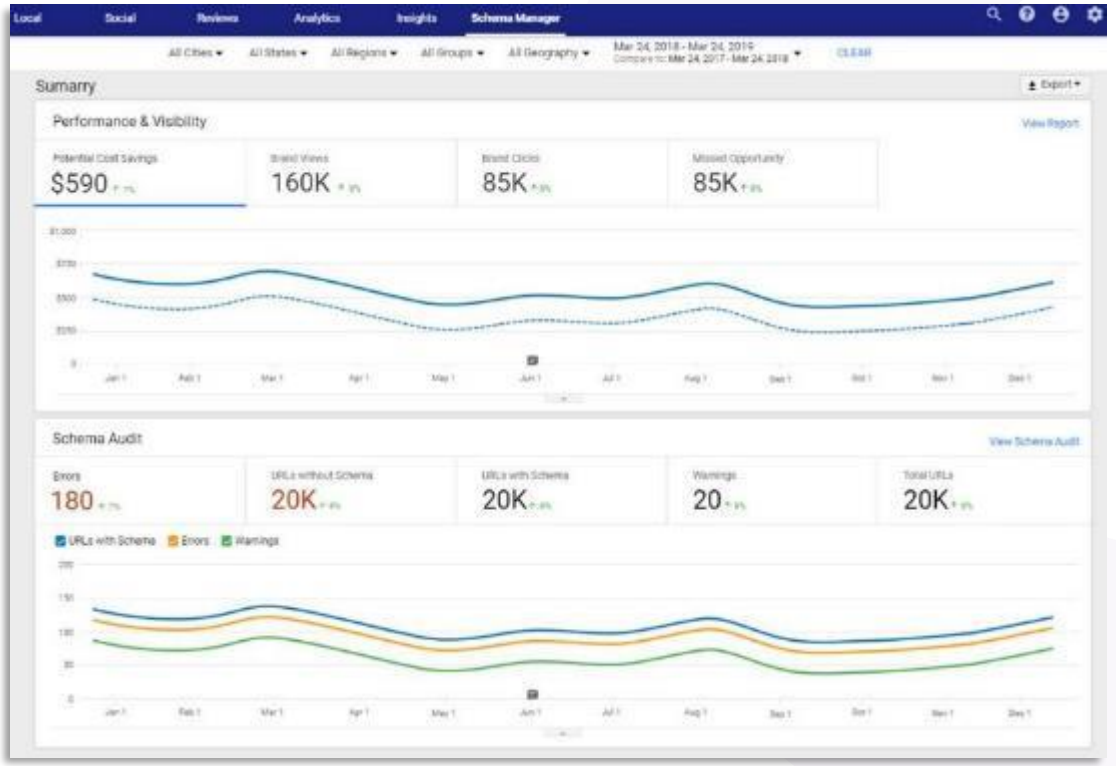


Enhanced Reporting Showing Impact of Schema Deployment

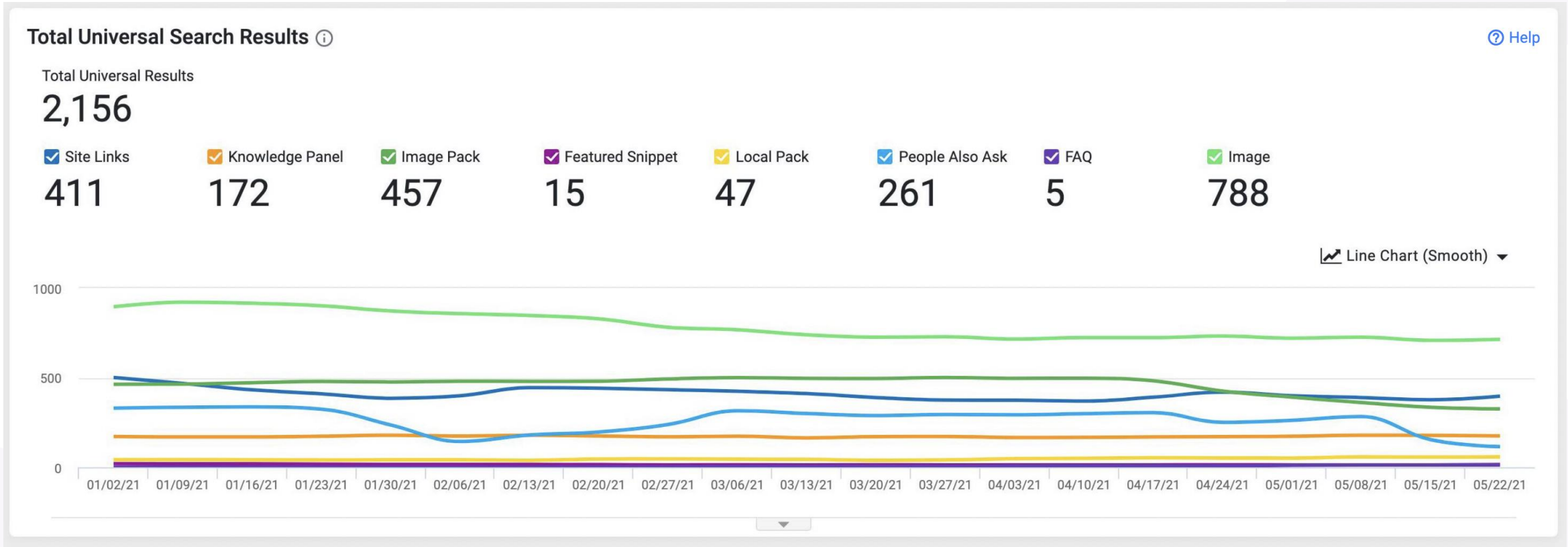
Content Visibility Report



Schema Performance Report

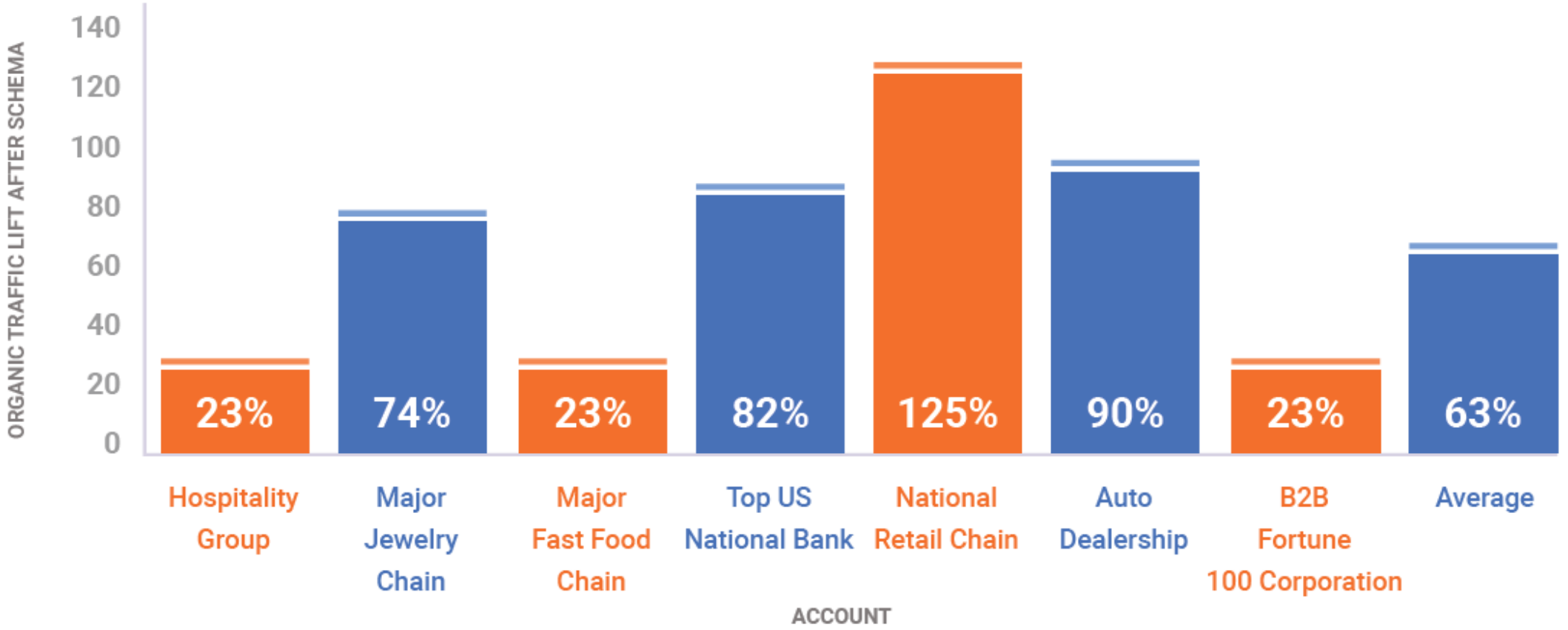


SERP Coverage



Impact Across Industries

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



Milestone

Thank You!