

The Holy Grail of

Semantic SEO

Tales from the trenches

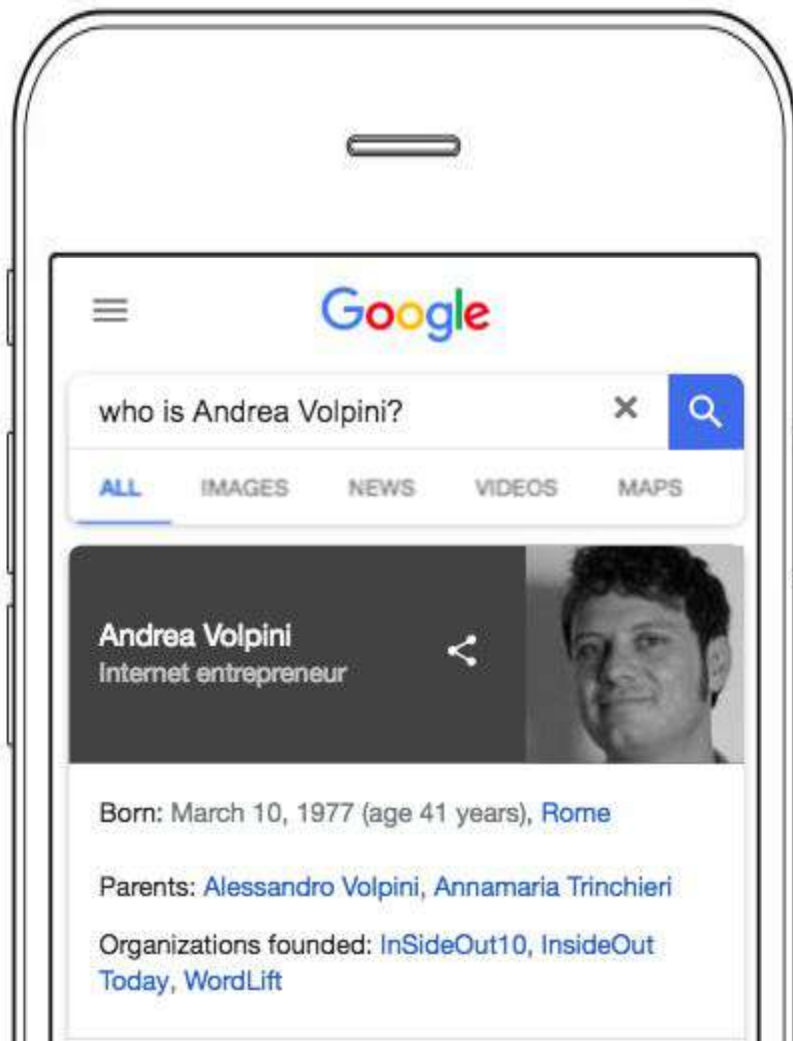


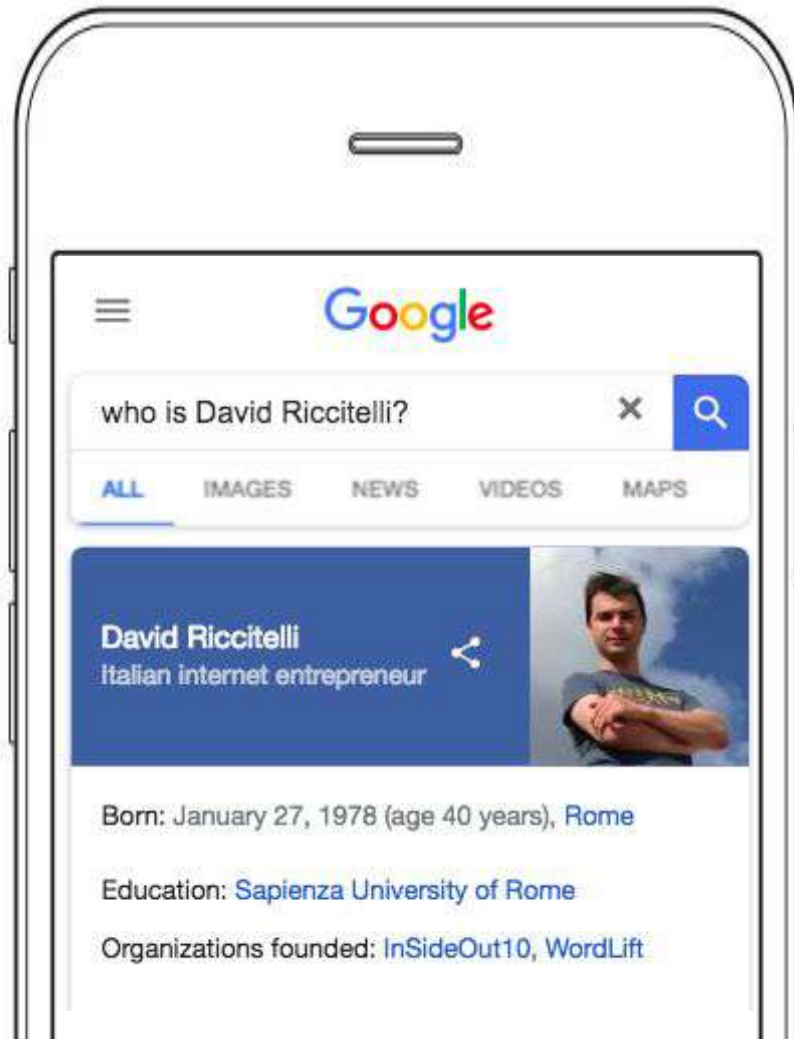
IF LANGUAGE IS NOT
RECTIFIED

WORDS DO NOT CORRESPOND TO
MEANING, AND IF WORDS DO
NOT CORRESPOND TO MEANING,
OUR DEEDS CANNOT BE
ACCOMPLISHED.

CONFUCIUS







Google

who is David Riccitelli?



ALL

IMAGES

NEWS

VIDEOS

MAPS

David Riccitelli

Italian internet entrepreneur



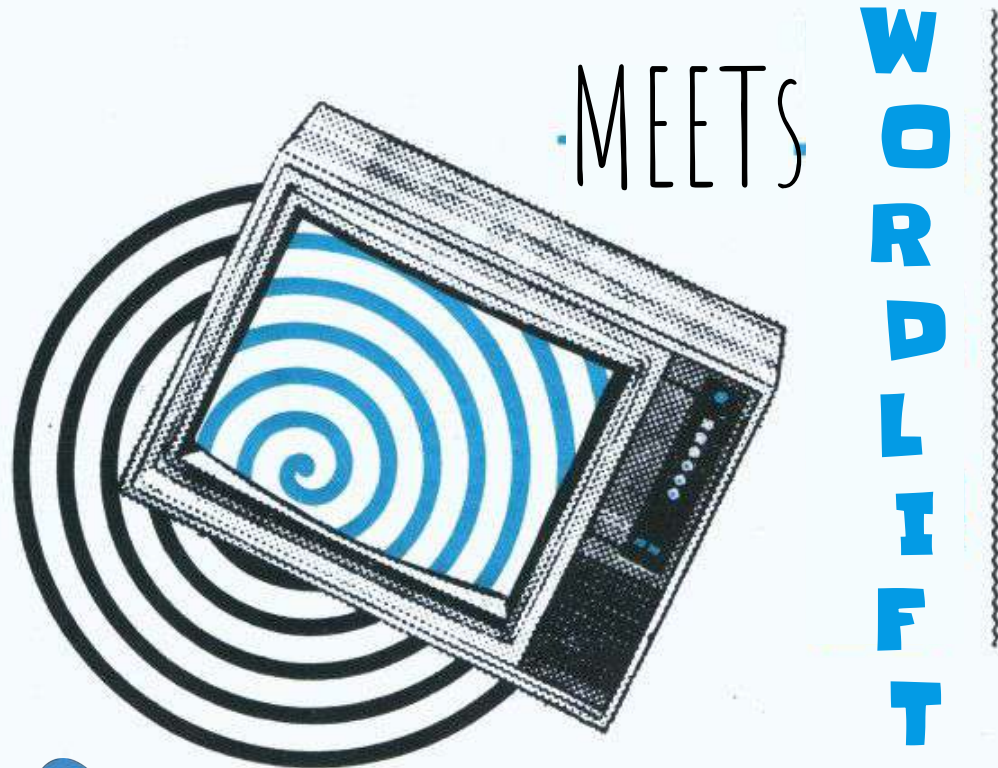
Born: January 27, 1978 (age 40 years), Rome

Education: Sapienza University of Rome

Organizations founded: InSideOut10, WordLift



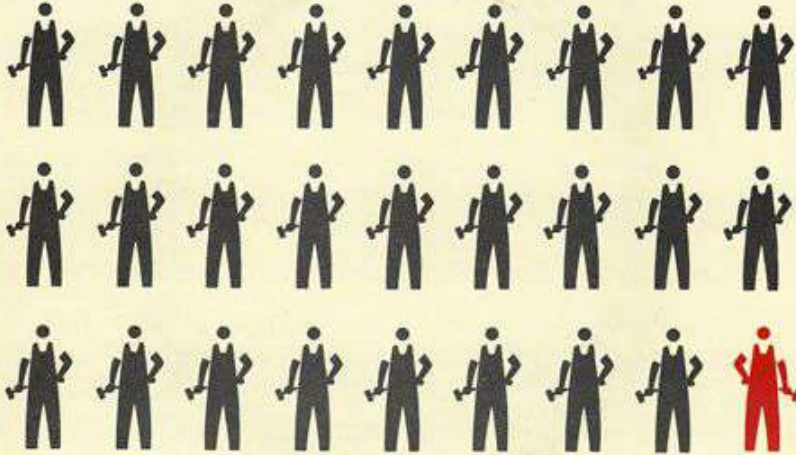
THE NEW SEO



- A Semantic Platform for SEO
- 300+ active subscriptions
- Partner of WooRank (a leading SEO tool from Belgium)
- Available as **WordPress plugin** and as **JavaScript library**
- Started in **2017** after few years in R&D
- **Alive & Kicking** 🦘



DEPECHE MODE

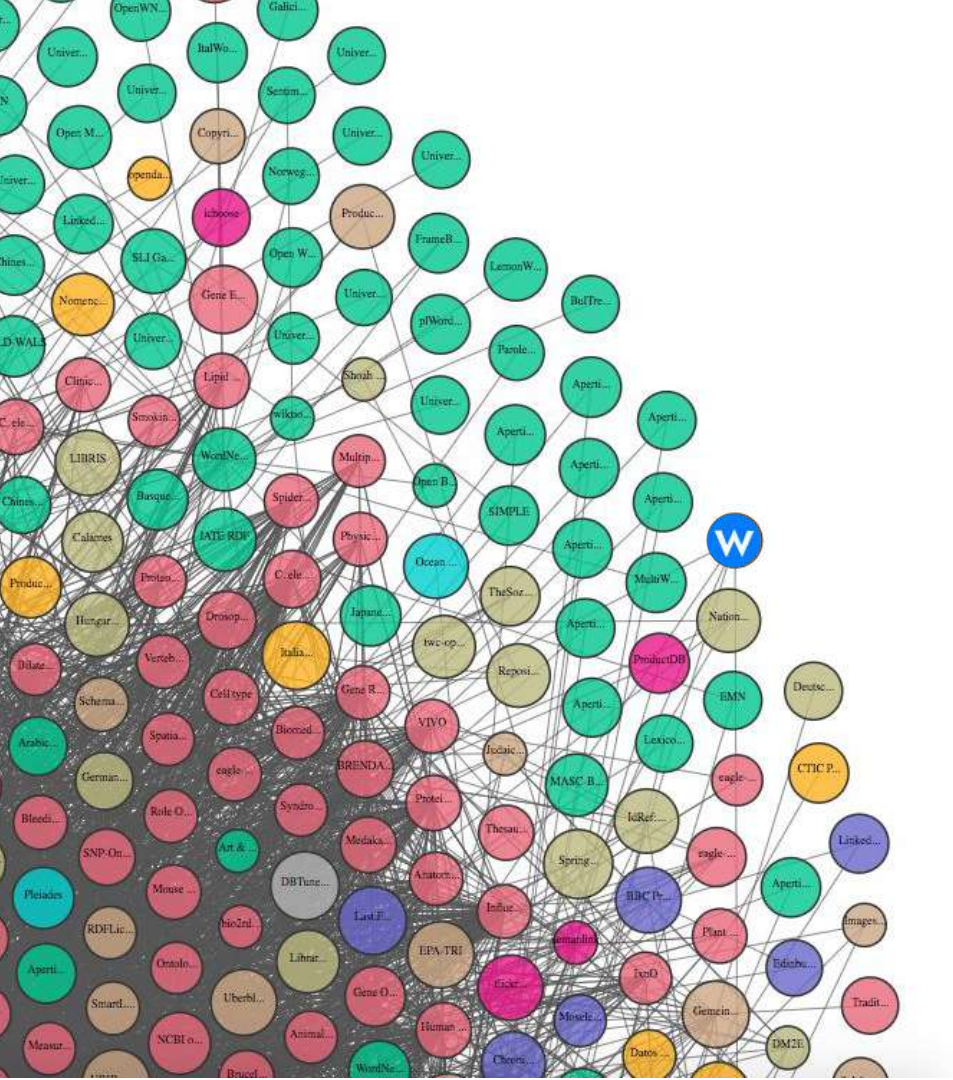


Get The Balance Right!



TRUSTED BY





99.180

Named entities published as
Linked Data with WordLift





Key Takeaways

1

The industry of **SEO** has entered an **era of chaos**, a **pivotal change** is happening in the way people access information and most of the SEOs are still ignoring it.

2

The **Google Knowledge Graph** eats Rich Cards and Featured Snippets making the game even harder.

3

There is more than **structured data**: winning the **modern SEO Game** is about combining several factors such as **speed**, **hyper-targeted content** and **in-depth serp optimisation**.

4

Having **your own knowledge graph** means a lot to stand out on Search and helps content move into **personal digital assistants**.

A KG also helps you decide **what to publish next**.

SEO HAS ALWAYS BEEN A
SPECULATIVE BUSINESS
TOTALLY DEPENDENT ON
ASSUMPTIONS ON HOW THE
MISTERIOUS ALGORITHM OF
GOOGLE WORKS COMBINED WITH
INFORMATION RETRIVAL
KNOW-HOW.

AI-FIRST MAKES THINGS EVEN
HARDER...



**"GOOGLE
UNDERSTANDS HOW
RANKBRAIN WORKS
(AFTER MUCH
EFFORT), BUT THEY
DON'T UNDERSTAND
WHAT IT'S DOING
EXACTLY."**

Paul Haahr

a Software Engineer at Google
during SMX West 2016



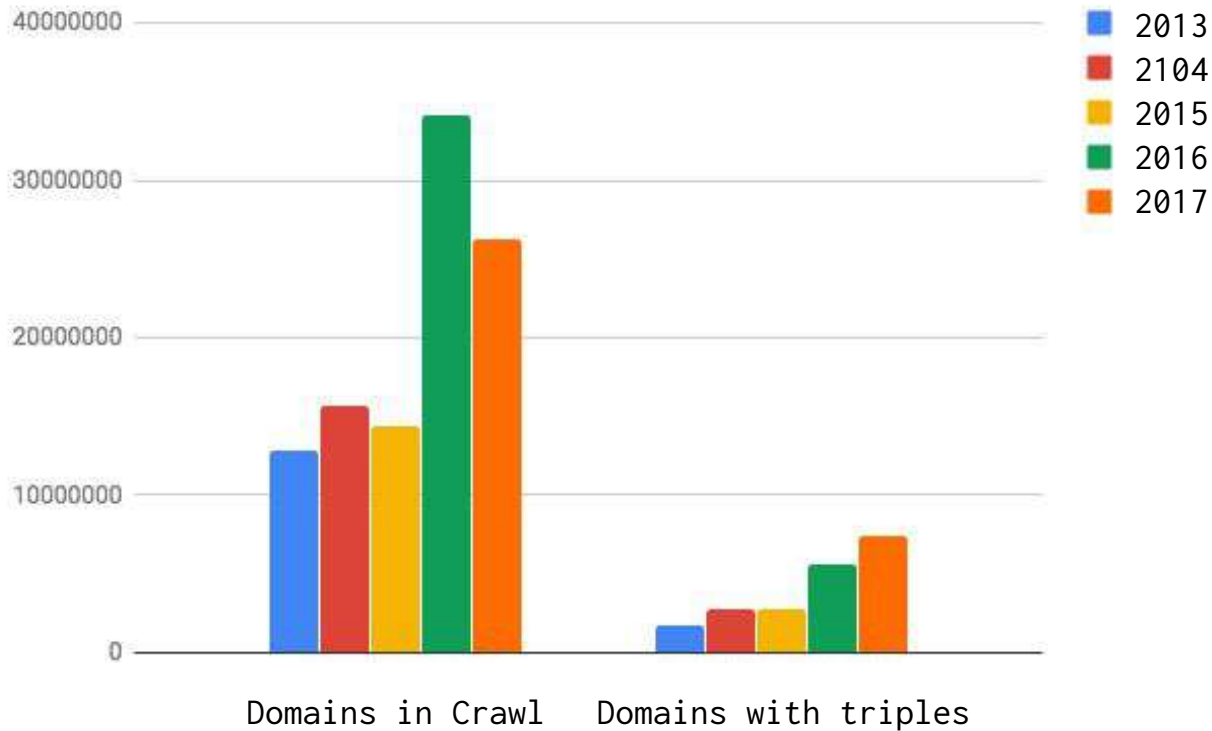
Hard Facts

SEO is changing!

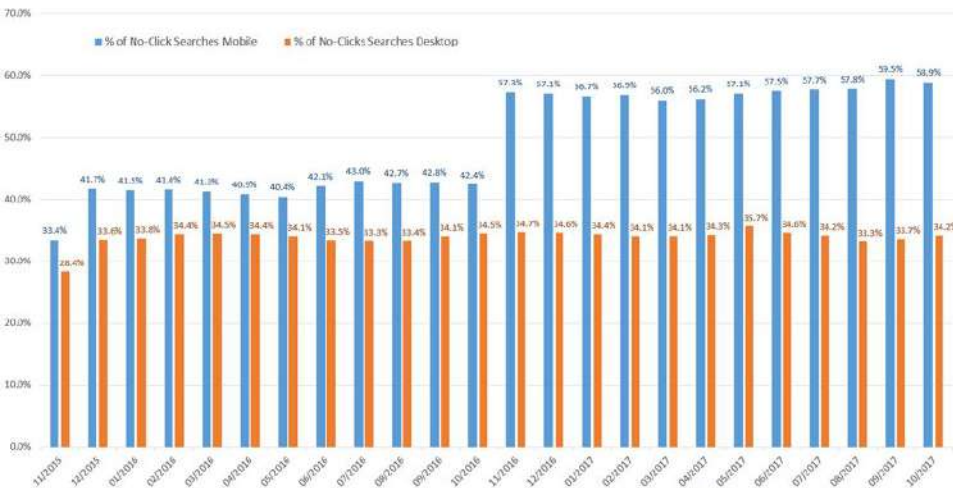


1. **Structured Data** is growing fast
2. **Traditional SEO opportunities** are shrinking
3. **ROI of Semantic Web technologies** - in the context of Search Optimisation - is **easy to prove**
4. **Voice Search** is getting bigger

26.71% yearly average growth of public triples in web pages



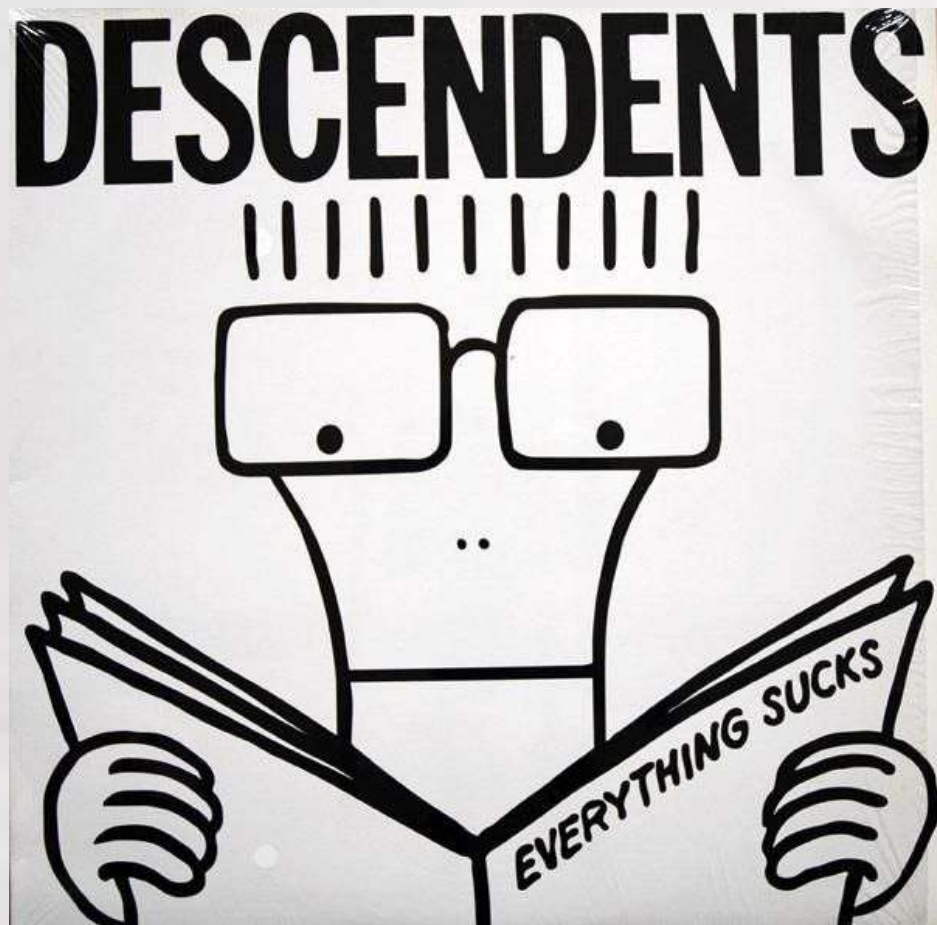
% of Google.com (USA) Searches resulting in **NO CLICKS!!**



November 2015 - October 2017



source: Jumpshot's panel via MOZ 2018



Knowledge Graph eats it all

Featured snippet

Google who is gennaro cuofano

All Images News Videos Maps More Settings Tools

About 22,500 results (0.46 seconds)

In San Diego, he worked as a financial analyst for a real estate investment firm. Now **Gennaro** is a Business Developer for WordLift.

Who is Gennaro Cuofano? - The Four-Week MBA
<https://fourweekmba.com/gennaro-cuofano/>

Knowledge Panel

Google Gennaro Cuofano MBA

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About 1,330 results (0.20 seconds)

Gennaro Cuofano | Professional Profile - LinkedIn
<https://www.linkedin.com/in/gennarocuofano/>
I have known Mr. Gennaro Cuofano since March, 2012, when he was a student in my MBA classes in strategic management and business ethics at LUISS Guido Carli University in Rome, Italy. Mr. Cuofano showed a combination of reliability, initiative, and personality that together made him an outstanding student and ...

Gennaro Cuofano - Contributor | LinkedIn
<https://www.linkedin.com/in/gennarocuofano/>

Gennaro Cuofano MBA
Author

Gennaro Cuofano International MBA, from LUISS Business School, Rome, Italy. He has been working in the international management field, across Europe and US in the last ten years. Gennaro gained experience in the accounting field as Assistant Controller for a Real Estate Investment firm, based in Se... MOSE



Semantic SEO rocks!

+18.31%

Unique pageviews
from Google

+4.09%

Avg. Time on
Page

-1.35%

Bounce Rate

7 weeks (before and) after *WordLifting* 85 articles on a technology magazine for PC users.

Windowsreport



+1.312.250

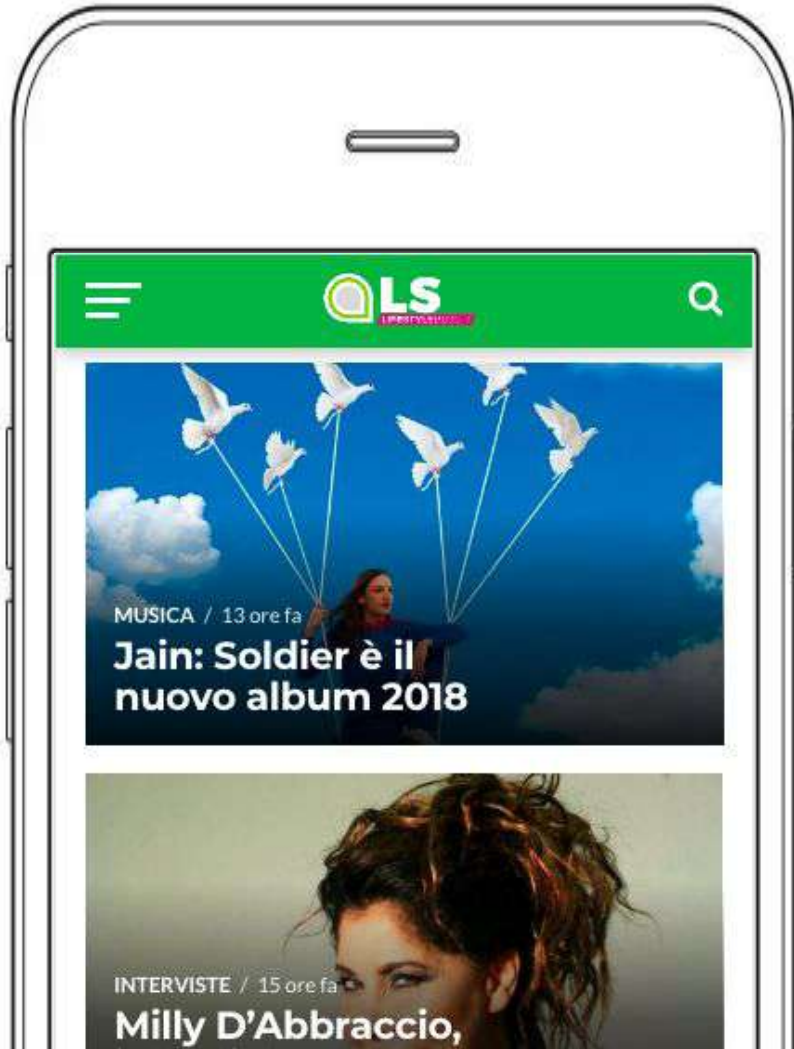
Monthly new users from Google
(after 8 months of work)



Windowsreport



ROI of Semantic Web Tech for SEO can be Huge!

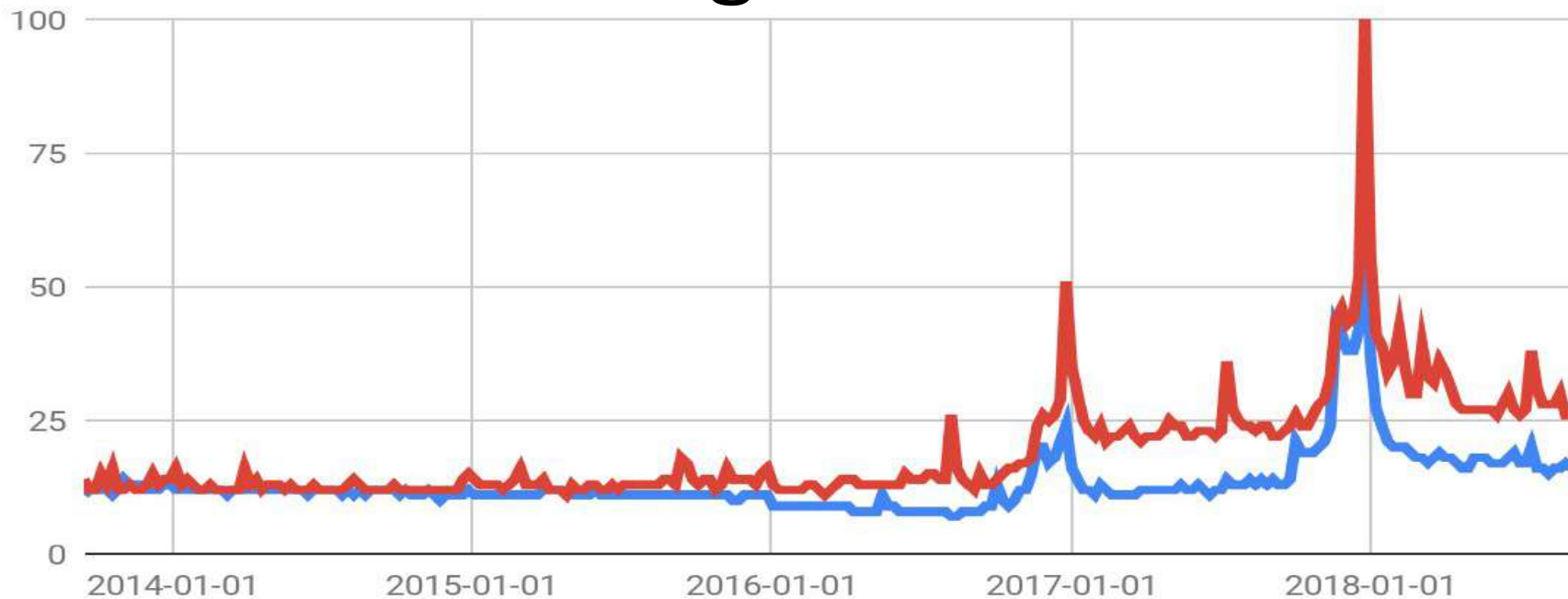


WordLifted!		Pre-WordLift	
Total clicks	Total impressions	Average CTR	Average position
55.8K	2.81M	2%	12.6
Last 3 months	Last 3 months	Last 3 months	Last 3 months
9.92K	496K	2%	12.4
Previous 3 months	Previous 3 months	Previous 3 months	Previous 3 months

3 months (before and) after
WordLifting an Italian
lifestyle blog.



Google Home, Alexa on Google Trends



source: Google Trends



Ok Google,
what is **personal
assistant search
optimization?**



Personal Assistant Search Optimization (PASO) also called **Answer Engine Optimization (AEO)**, aims to position content as the source for answers given by personal assistants.

Competition is very stiff because voice search returns only one answer.



“40.7% of all voice search answers come from a featured snippet.”

Brian Dean - Backlinko

An **high-quality voice response** for Google meets **informational needs**, in **short answers**, **grammatically correct** (syntactically **well-formed**), and with an **accurate pronunciation**



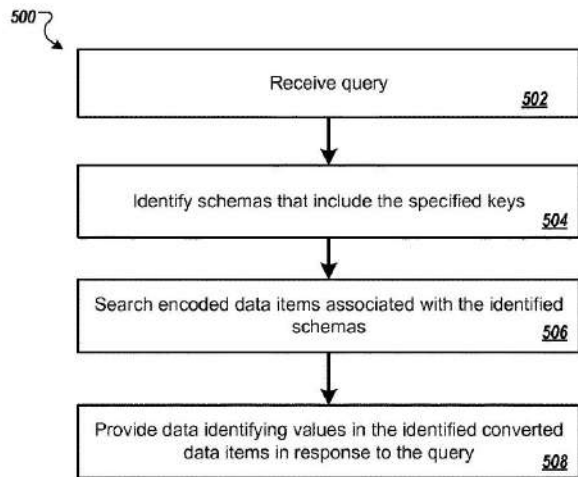
source: [Evaluation of search speech guidelines](#)

Google will search **Knowledge Graph Entities first**, if these are missing, the conversational search will seek the answer from the web.



“There is no reordering in voice search; just **extraction and compression. No paraphrasing.**”
Enrique Alfonseca - Google

What is a **book**, by
Ernest Hemingway,
published in
1948-1952?



[Storing semi-structured data patent - 9/2017](#)

“receiving a query for **semi-structured data items**, wherein the query specifies requirements for **values for one or more keys**; identifying schemas from the plurality of schemas that identify locations for values corresponding to each of the one or more keys”



“By using **Structured Data** [...], you make sure that you provide **precise facts in key/value pairs** that **provide an alternative to the HTML-based content**”

Bill Slawski - SEO by the sea



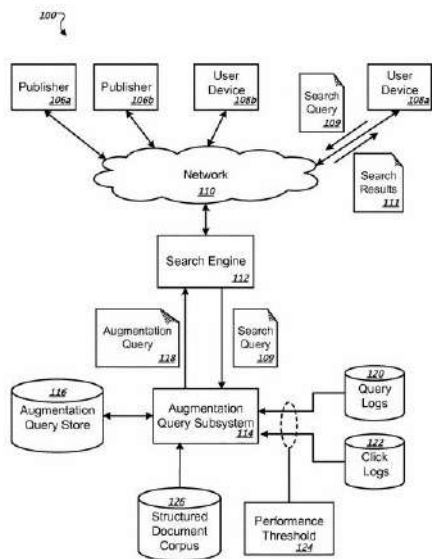
What Content Shall be spoken aloud?

Schema Speakable Markup

Using `Speakable Schema Markup` we can tell Google what sections within an article or a webpage are best suited for audio playback using text-to-speech (TTS).



Ok Google,
find the best
syntetic query to
answer my request



Query augmentation patent - 3/2018

“In addition to actual queries submitted by users, **augmentation queries** can also include **syntetic queries** that are machine generated [...] A way of identifying an **augmentation query** is **mining structured data**, e.g., business telephone listings, and identifying queries that include terms of the structured data, e.g., business names.”



“Google may decide to **add results from an augmentation query** to the results for the query searched for **to improve the overall search results.**”

Bill Slawski - SEO by the sea



DESCENDENTS



FARTATHON

1. Search is **still** a huge **opportunity** and it keeps **growing fast** (January-October, 2017 has **13.4%** more search volume than the same months in 2016)
2. SEO still gets **~20X more traffic** than PPC but **the number of clicks has gone down**
3. **Drawing more clicks** from Google is about **building better data** and getting smarter at optimising content for snippets while **improving the user experience**.

Page Load Time
is a great SEO
opportunity

SEO
NOT
DEAD



K R A F T W E R K

~~GOOGLE~~ USERS

LOVE SPEED

Google is using **Page Speed** (“*resource load times*”) in **ranking search results**.

The **load time** is based upon measures of how long it takes a page to load on a **range of devices**.

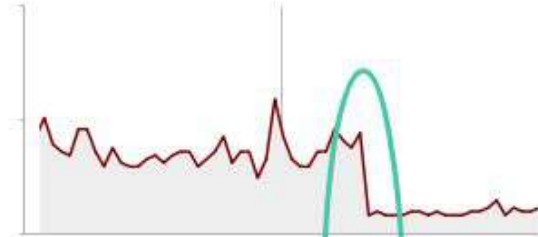


Google has very **high speed** expectations

When Google can **access pages faster**, it can, in fact, **crawl more pages in the same amount of time**, resulting in more of pages (**in large sites**) being explored and indexed.



Time spent downloading a page (in milliseconds)



Pages crawled per day



source: Diffbot



In-depth SERP Optimization

SEO
NOT
DEAD



1. STANDARD	8. SITE LINKS	15. IMAGES	22. CAROUSEL	29. TWEETS	36. QUOTES
2. TALLER ORGANIC CARDS	9. SITE IMAGE CAROUSEL	16. VIDEO / TRAILERS	23. APPS	30. DISCOVER MORE PLACES	37. EVENTS
3. LOCAL 3-PACK	10. TOP STORIES FOR NEWS	17. LIVE	24. GOOGLE FOR JOBS	31. SEND TO GOOGLE HOME	38. DATASETS SEARCH
4. QUICK ANSWERS	11. AMP	18. TOP SIGHTS	25. RECIPES	32. PEOPLE ALSO SEARCH FOR	?? . . .
5. SHOPPING	12. GOOGLE FLIGHTS	19. REVIEWS	26. SCHOLARLY RESEARCH	33. SEE RESULTS ABOUT	source: BrightEdge
6. RICH SNIPPETS	13. PEOPLE ALSO ASK	20. BLOGS	27. WEATHER	34. WIDGETS	
7. SITE CAROUSEL	14. CATEGORY	21. KNOWLEDGE PANEL	28. GAME SCORES	35. FOUND IN RELATED SEARCH	





the fox and the crow moral



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About 2,390,000 results (0.49 seconds)

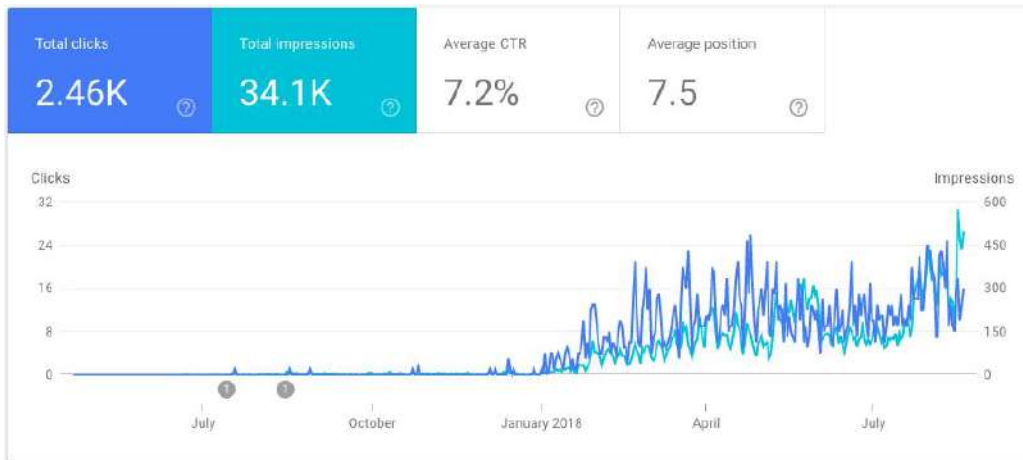
The Fox and the Crow is one of Aesop's Fables, numbered 124 in the Perry Index. There are early Latin and Greek versions and the **fable** may even have been portrayed on an ancient Greek vase. The story is used as a warning against listening to flattery. ... **"The Fox and The Crow"** teaches us a **moral** lesson about flattery.



[The Fox and the Crow - WordLift Blog](https://wordlift.io/blog/en/entity/the-fox-and-the-crow/)

<https://wordlift.io/blog/en/entity/the-fox-and-the-crow/>

About this result Feedback





cash conversion cycle



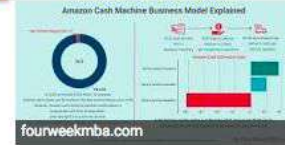
Volume: 18,100/mo | CPC: \$11.21 | Competition: 0.01

All Images Books News Videos More Settings Tools

About 21,600,000 results (0.48 seconds)

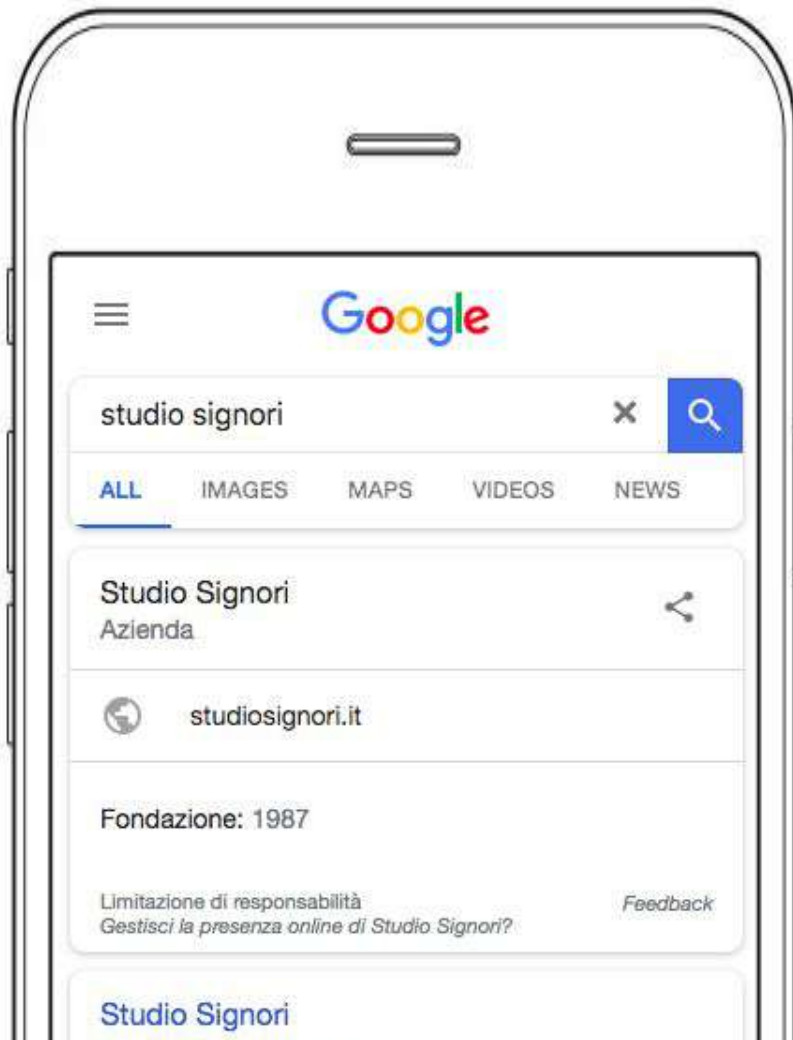
The **cash conversion cycle** is a metric used to gauge the effectiveness of a company's management and, consequently, the overall health of that company. The calculation measures how fast a company can **convert cash** on hand into inventory and accounts payable, through sales and accounts receivable, and then back into **cash**.

Click on the image



[Cash Conversion Cycle \(CCC\) | Investopedia](https://www.investopedia.com/terms/c/cashconversioncycle.asp)
<https://www.investopedia.com/terms/c/cashconversioncycle.asp>







who is gennaro cuofano



All News Images Maps Videos More Settings Tools

About 20,700 results (0.41 seconds)

Featured Snippet

In San Diego, he worked as a financial analyst for a real estate investment firm. Now **Gennaro** is a Business Developer for WordLift.



Who is Gennaro Cuofano? - FourWeekMBA
<https://fourweekmba.com/gennaro-cuofano/>

About this result Feedback

Who is Gennaro Cuofano? - FourWeekMBA
<https://fourweekmba.com/gennaro-cuofano/>

In San Diego, he worked as a financial analyst for a real estate investment firm. Now Business Developer for WordLift.

Gennaro Cuofano - Head Of Business Development - WordLift
<https://www.linkedin.com/in/gennarocuofano/>

Coming from Google Books - before it was an Amazon page

Knowledge Panel

Gennaro Cuofano Mba



Author

Gennaro Cuofano International MBA, from LUISS Business School, Rome, Italy. He has been working in the international management field, across Europe and US in the last ten years. ... Google Books

Books

View 2+ more



The Enlightened Accounta...
2016



Fundamen... Analysis - Simplified...
2016



The Portable Guide for...
2016



Financial Accounting Simplified...
2016



Corporate Finance Simplified...
2016



Coming from an entity type "person" on my site



Hyper-targeted Content

SEO
NOT
DEAD



SONIC YOUTH . LP



I HAVE DONE
SEO FOR A
FEW YEARS
AND IT HAS
ALL BEEN
WHIRLWIND.

DESIGN YOUR
CONTENT TO
MEET A VERY
SPECIFIC
INFORMATION
NEED, KILL
EVERYTHING
ELSE AND HIT
THE ROAD.



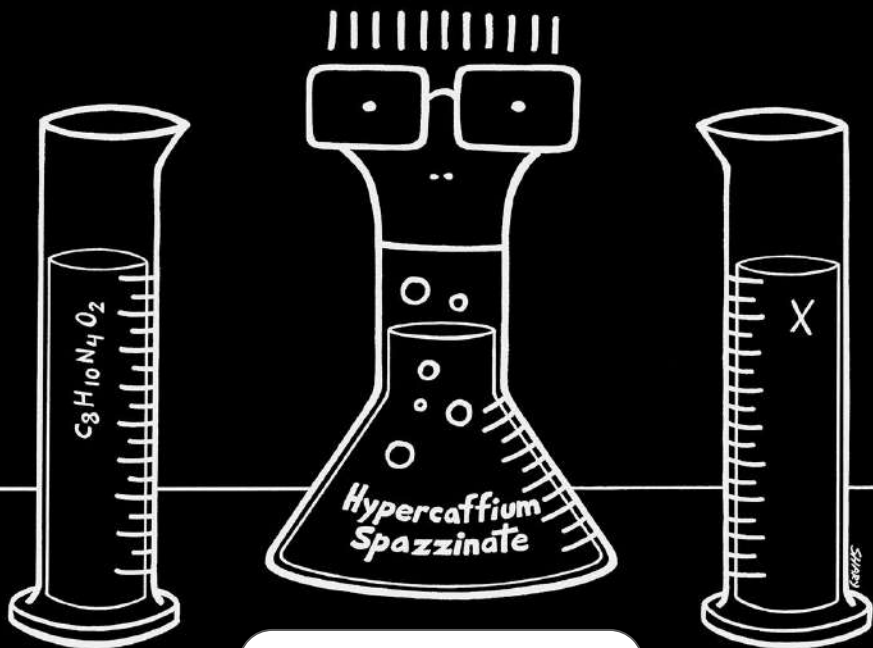
QUERIES

VS

ENTITIES



DESCENDENTS



QUERIES
FROM
GOOGLE

W WordLift + ✓ woorank

ENTITY RANK

ENTITIES
IN THE SITE'S
KNOWLEDGE
GRAPH

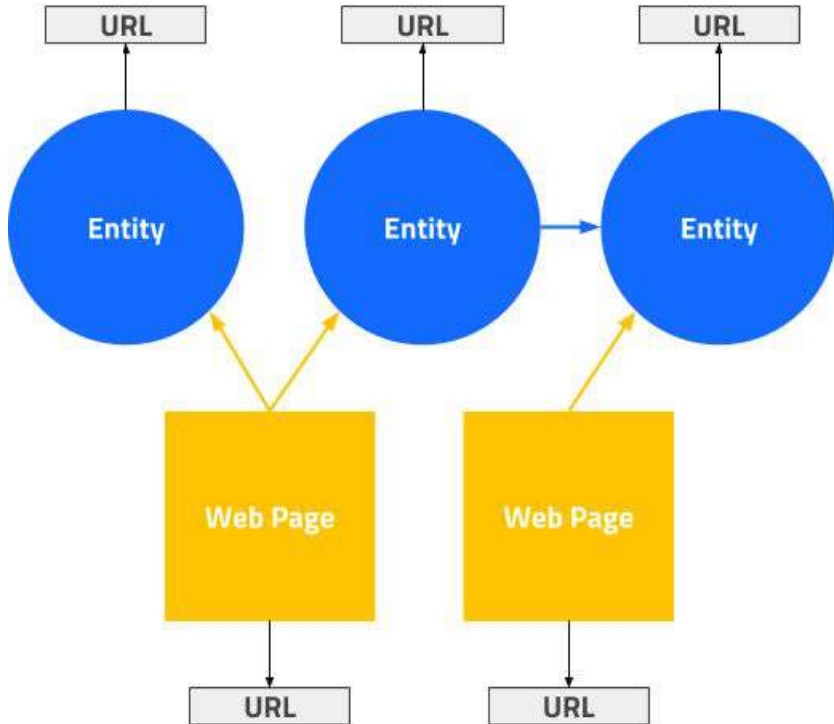
WordLift Dashboard for Editorial Teams

An **entity-centric** approach that uses the **knowledge graph** to help the editorial team to **improve the organic visibility** of their content.

Powered by Woorank



The Graph Behind #1



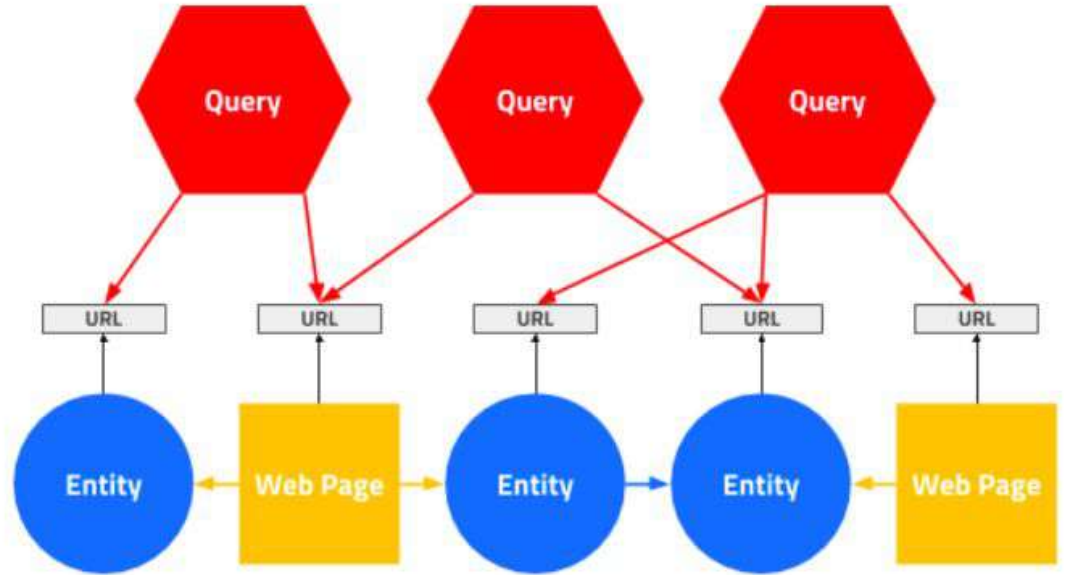
Using the Knowledge Graph to drive your editorial plan

WordLift creates a **graph** which connects **web pages** to **entities** and **entities** among them, each node having a URL as connector to the external web.



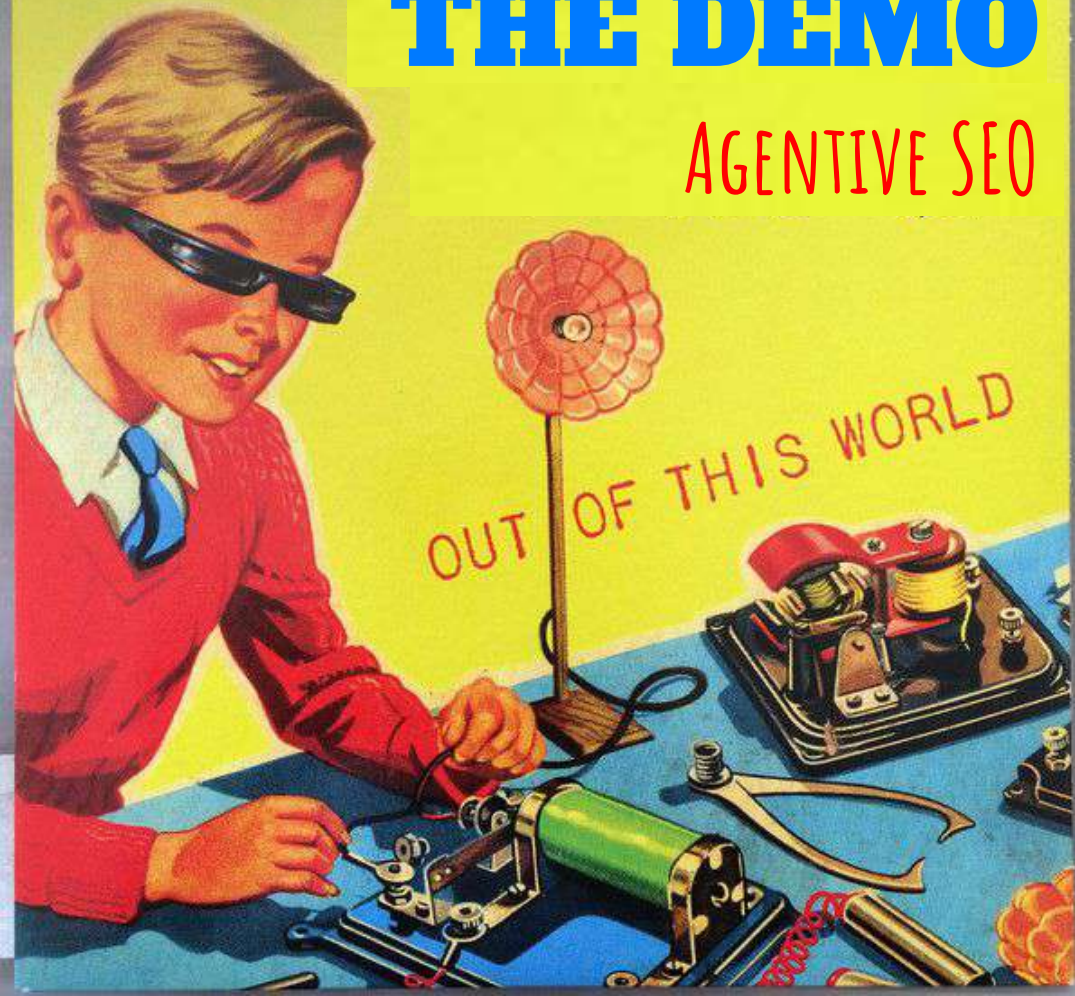
The Graph Behind #2

Each **keyword** is connected to a **URL** and for each URL it expresses a **ranking value** which may be **directly attributed to an entity** when the connected URL is a property of an entity or an indirect value when the connected URL is a property of a web page, so that, if the web page itself references an entity, we will attribute part of the ranking value to that entity according on how many entities are referenced by that web page and how many times that query is attributable to that entity by other paths.



THE DEMO

AGENTIVE SEO



WORDLIFT
DASHBOARD
FOR
EDITORIAL
TEAMS

AGENTIVE SEO



GIVE 'EM ENOUGH ROPE

TRY IT FOR FREE
wordlift.io/sem18

Grazie!

WORDLIFT.IO