

INTERACTIVE STRATEGIES

Boost Your Visibility in Google Search: Implementing Schema in Drupal 8

PREPARED BY INTERACTIVE STRATEGIES



Google search results often include snippets that answer key user questions before other search listings. That means, if you want your site to appear, there are steps you must take to be featured and featured and benefit from additional brand exposure in search results. We tackled this issue from both a strategic and technical perspective.

In this session:

- We will walk you through the key concepts and some tactics for crafting and optimizing a structured data strategy.
- We will also show how we built on this strategy and worked with the MedicalEntity spec from schema.org, Google's Structured Data Testing Tool and the schema_metatag module in Drupal 8 as part of our ongoing work with a major medical non-profit.
- Specifically, we will showcase how taking this approach can help with areas of your site like resource libraries, including the one that's funded by the Centers for Disease Control for our client.
- We will also discuss the patch we submitted to add support for MedicalEntity objects to the schema_metatag module. https://www.drupal.org/project/schema_metatag/issues/3116016

Top SEO Opportunities

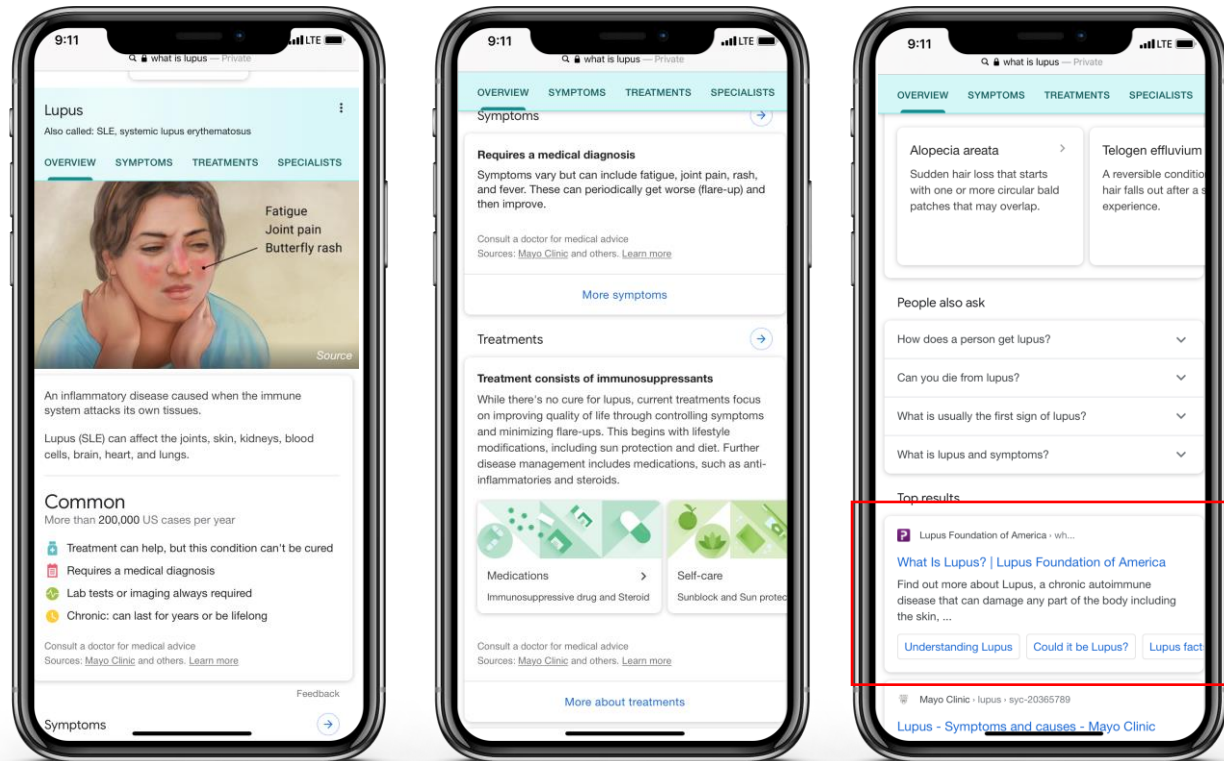
Summary of recommendations

- Structured data strategy
 - Why structured data
 - What is it?
 - Plan and recommendations
- Specific keyword targets
 - On-page optimizations
 - New page opportunities
- Toxic Links

Why structured data?

For the search term “What is Lupus” there are 18 pieces of featured snippets on the organic search page before reaching LFA’s #1 search ranking.

#0 is the new #1!



What is structured data?

- Structured data is code that we can add to the site around your current content that is in a specific format (Schema.org) which allows search engines to understand it.
- In short, schema markups helps search engines understand your content better.
- Health and medical schema is intended to make it easier for people to find the right web pages by exposing structured information contained in web pages to search engines.
- While writing content for humans is still critical, we must also build and structure content for robots.

Schema.org health markup

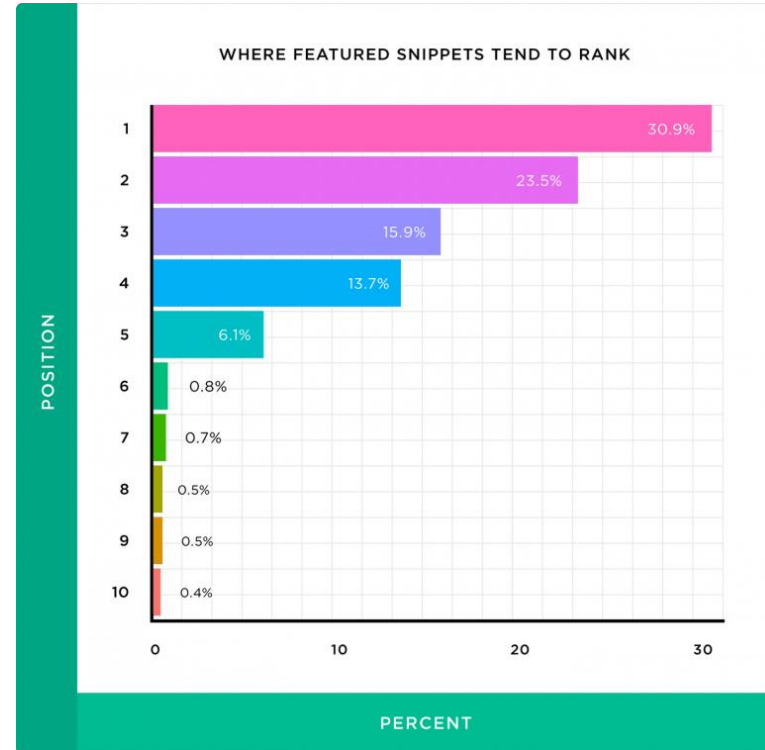
Schema has specific code for various health-related information. It will be important to assign LFA content with specific markup.

The health and medical types model a core set of medical entities, including:

- Conditions
- Signs and symptoms
- Causes
- Risk factors
- Therapies (including drugs and procedures)
- Tests
- Devices
- Studies and trials
- Guidelines
- Diets
- Supplements
- Exercise plans
- Anatomy

Where does structured data come from?

- Most featured snippets are pulled in from the top-5 organic rankings.
- This is good news for NRCL – which is often ranked in the top five for lupus-related searches.



Competitors are already using health schema

https://www.mayoclinic.org/diseases-conditions/lupus/diagnosis-treatment/drc-20365790 NEW TEST

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <meta charset="utf-8" />
6   <title>
7     Lupus - Diagnosis and treatment - Mayo Clinic</title>
8   <link rel="apple-touch-icon-precomposed" sizes="57x57" href="/styles/img/GBS/apple-to
9   <link rel="apple-touch-icon-precomposed" sizes="114x114" href="/styles/img/GBS/apple-
10  <link rel="apple-touch-icon-precomposed" sizes="72x72" href="/styles/img/GBS/apple-to
11  <link rel="apple-touch-icon-precomposed" sizes="144x144" href="/styles/img/GBS/apple-
12  <link rel="apple-touch-icon-precomposed" sizes="120x120" href="/styles/img/GBS/apple-
13  <link rel="apple-touch-icon-precomposed" sizes="152x152" href="/styles/img/GBS/apple-
14  <meta name="application-name" content="&nbsp;" />
15  <meta name="msapplication-TileColor" content="#FFFFFF" />
16  <meta name="msapplication-TileImage" content="/styles/img/GBS/mstile-144x144.png" />
17  <meta name="viewport" content="width=device-width, initial-scale=1.0" />
18  <meta name="format-detection" content="telephone=no" />
19  <meta name="PocID" content="CON-20337965" />
20 <meta name="Subject" content="Lupus" />
21 <meta name="Subject" content="Systemic lupus erythematosus" />
22 <meta name="Focus" content="" />
23 <meta name="Audience" content="" />
24 <meta name="Description" id="Description" content="Inflammation caused by lupus can a
25
26   <link rel="alternate" href="https://www.mayoclinic.org/diseases-conditions/lupus/diag
27   <link rel="alternate" href="https://www.mayoclinic.org/es-es/diseases-conditions/lupus/di
28   <link rel="alternate" href="https://www.mayoclinic.org/ar/diseases-conditions/lupus/diagn
29   <link rel="canonical" href="https://www.mayoclinic.org/diseases-conditions/lupus/diagnosi
30   <meta name="PublishDate" content="2017-10-25" />
31   <script type="application/ld+json">{"@context":"https://schema.org","@type":"WebPage","na
32   <script type="application/ld+json">{"@context":"https://schema.org","@type":"Breadcru
33   <script type="application/ld+json">{"@context":"http://schema.org","@type":"MedicalWebP
34   <meta name="contentLanguage" content="en" />
35
36   <!--[if lt IE 9]>
37     <script src="//html5shiv.googlecode.com/svn/trunk/html5.js"></script>
38   <![endif]-->
39   <link rel="stylesheet" type="text/css" href="/styles/css/gbs/mayocombined_0030FC3312F

```

MedicalWebPage


0 ERRORS 0 WARNINGS

@type	MedicalWebPage
about	
@type	MedicalCondition
alternateName	Systemic lupus erythematosus
name	Lupus
code	
@type	MedicalCode
name	Lupus erythematosus
codeValue	200936003
codingSystem	SNOMED
code	
@type	MedicalCode
name	Systemic lupus erythematosus
codeValue	55464009
codingSystem	SNOMED
associatedAnatomy	
@type	MedicalEntity
name	Musculoskeletal system
typicalTest	
@type	MedicalTest
name	Echocardiogram
typicalTest	

NRCL is already showing up in featured snippets

- At the moment, LFA content is appearing in a featured snippet in 13 searches – which is great!

This result is going to a blog page
































Keyword		Volume
is lupus fatal		5,400
lupus arthritis		N/A
lupus chest pain		880
lupus flare symptoms	new	1,600
lupus hair loss	new	2,400
lupus headaches		1,300
lupus in men		2,900
lupus joint pain		1,300
lupus medications		6,600
lupus remission		590
lupus skin	new	6,600
lupus test		9,900
signs of lupus		22,200

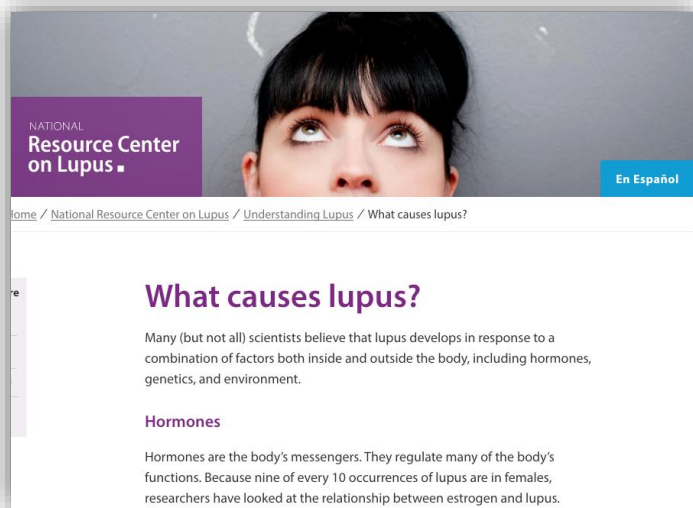
Our plan for more featured snippets and opportunities

- Add medical schema to top opportunity pages.
- Identify new opportunities via Google's "People also ask" content (seen below).
- Create new "snippet bait."

Augment pages with current opportunities

	Keyword 	Volume 	Est. Traffic potential 	You 	Diff 	Who is in Featured snippet (organic rank & URL) 
1	lupus	673,000	+6034.57	3	+97	-  https://www.medicalnewstoday... 
2	what is lupus	135,000	+1075.50	2	+98	-  https://www.medicalnewstoday... 
3	lupus rash	74,000	+804.13	7	+93	-  https://www.webmd.com/lupus/... 
4	how to diagnose lupus 	22,200	+176.86	2	+98	-  https://www.mayoclinic.org/dise... 
5	lupus treatment	22,200	+241.24	7	+93	-  https://www.mayoclinic.org/dise... 
6	what causes lupus	18,100	+144.20	2	+98	-  https://www.mayoclinic.org/dise... 
7	lupus disease	14,800	+132.71	3	+97	-  https://www.medicalnewstoday... 
8	lupus nephritis	8,100	+88.02	7	+93	-  https://www.webmd.com/lupus/l... 
9	lupus skin	6,600	+52.58	2	+98	-  https://healthcare.utah.edu/der... 
10	early lupus symptoms	5,400	+61.92	11	+89	-  https://www.healthline.com/hea... 
11	how do you get lupus	5,400	+43.02	2	+98	-  https://www.mayoclinic.org/dise... 

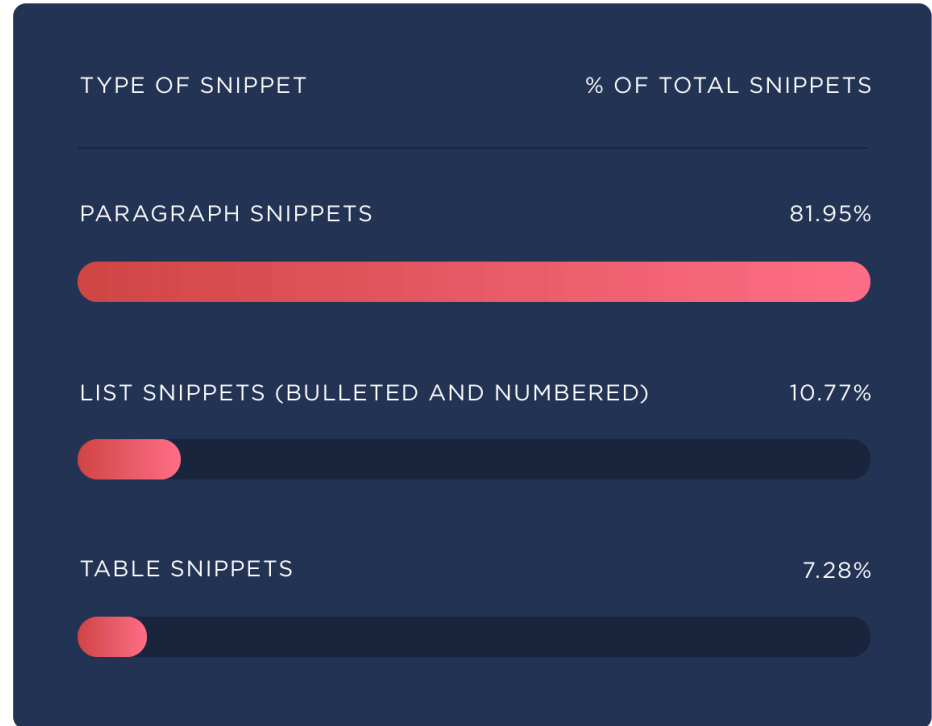
Update schema to appropriate type with module update



Article		All (1) ▾
Article		3 ERRORS 1 WARNING ^
@type	Article	
name	What causes lupus?	
headline	What causes lupus?	
description	Learn more about the factors many scientists believe to cause lupus, including hormones, genetics, and environment.	
isAccessibleForFree	http://schema.org/True	
dateModified	2020-02-04T17:33:56-05:00	
image	ImageObject	
@type	ImageObject	
url	https://s3.amazonaws.com/files.lupus.org/styles/466x250/s3/public/images/resources/What_Causes_Lupus_800.jpg?h=850285ed&itok=6Nj7gMfu	
width	466	
height	250	
✖ author	A value for the <i>author</i> field is required.	
✖ datePublished	A value for the <i>datePublished</i> field is required.	
✖ publisher	A value for the <i>publisher</i> field is required.	
⚠ mainEntityOfPage	The <i>mainEntityOfPage</i> field is recommended. Please provide a value if available.	

Implement list snippets when possible

- With schema in place, Google can identify lists via H2/H3 subheaders for every item on a list.



Create content specifically for snippet bait

- “Snippet Bait” is a 40-60 word block of content specifically designed to rank in the Featured Snippet spot.

PARAGRAPH	WORDS	CHARACTERS
AVERAGE	46	272
MAXIMUM	84	370

Snippet bait ideas can be found via “People also ask”

A tell-tale sign of **lupus** is a butterfly-shaped **rash** across the cheeks and bridge of the nose. Other common skin problems include sensitivity to the sun with flaky, red spots or a scaly, purple **rash** on various parts of the body, including the face, neck, and arms. Some people also develop mouth sores.

Symptoms: Fatigue; Arthralgia; Chest pain; Hair...

www.webmd.com › [Lupus](#) › [Slideshows](#)

[Lupus in Explained in Pictures: Rashes, Location, Pain, Nail ...](#)

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People also ask

What does a lupus rash look like?

▼

Is a lupus rash itchy?

▼

What is the first sign of lupus?

▼

What are the 4 types of lupus?

▼

[Feedback](#)

Top snippet bait opportunities

Based on a review of google search featured snippets and NRCL content, we recommend building content on the following subjects first:

People Also Ask	Top Keyword Searched	Volume
is a lupus rash itchy?	lupus rash	74,000
how does the lupus rash start?	lupus rash	74,000
what cream is good for lupus rash?	lupus rash	74,000
is lupus hard to diagnose?	how to diagnose lupus	22,200
can lupus be cured completely?	lupus treatment	22,200
can you be misdiagnosed with lupus?	how to diagnose lupus	22,200
who is at risk for lupus?	what causes lupus	18,100
how does a person get lupus?	what causes lupus	18,100
what causes discoid lupus?	lupus discoid	14,800
how is discoid lupus diagnosed?	lupus discoid	14,800
what is the difference between discoid lupus and systemic lupus?	lupus discoid	14,800
how do you treat discoid lupus naturally?	lupus discoid	14,800
how serious is discoid lupus?	lupus discoid	14,800
can lupus be diagnosed with a blood test?	lupus test	9,900
what is included in a lupus panel?	lupus test	9,900
what are the 11 criteria for lupus?	lupus test	9,900
what are the symptoms of lupus nephritis?	lupus nephritis	8,100
can lupus nephritis be cured?	lupus nephritis	8,100
can you die from lupus nephritis?	lupus nephritis	8,100
how long can you live with lupus nephritis?	lupus nephritis	8,100
how common is lupus nephritis?	lupus nephritis	8,100
how do you get lupus nephritis?	lupus nephritis	8,100