



DRUPAL GOVCON

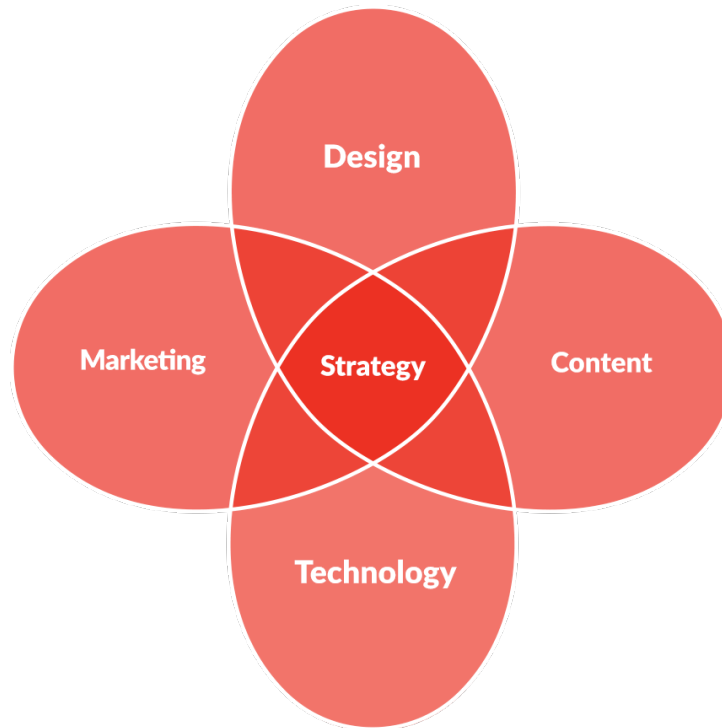
# Boost Your Visibility in Google Search: Implementing Schema in Drupal 8

PREPARED BY INTERACTIVE STRATEGIES

## It's great to meet you

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- Nate Mow, Lead Open-Source Developer

## A little bit about Interactive Strategies



## What we'll review today

- Why structured data is a critical part of an SEO strategy
- Key concepts and tactics for crafting an optimizing for rich snippets
- Our work with the schema\_metatag module in Drupal 8
- The patch we submitted to add support for MedicalEntity objects to the schema\_metatag module
- Results from a client in the healthcare space and how this approach can help with resource libraries and medical information

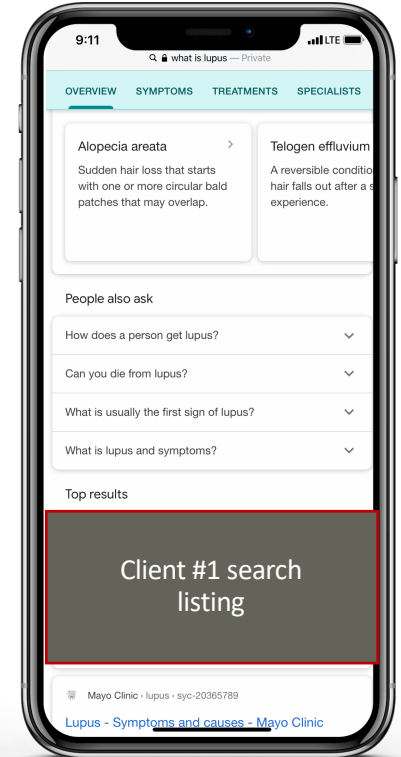
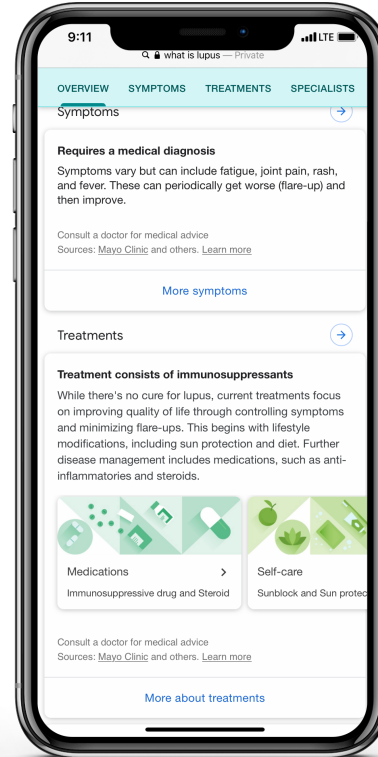
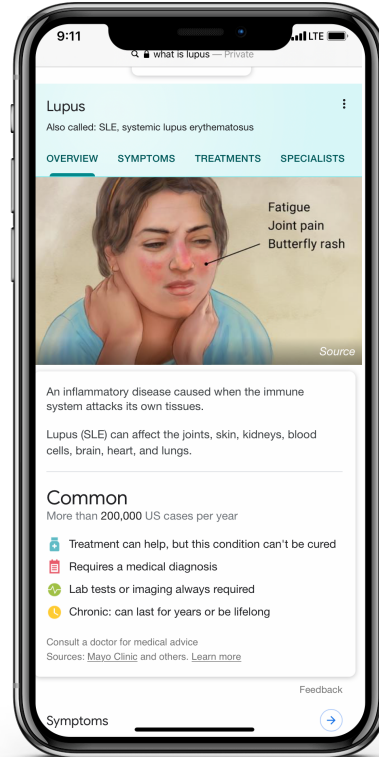
## What is structured data?

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

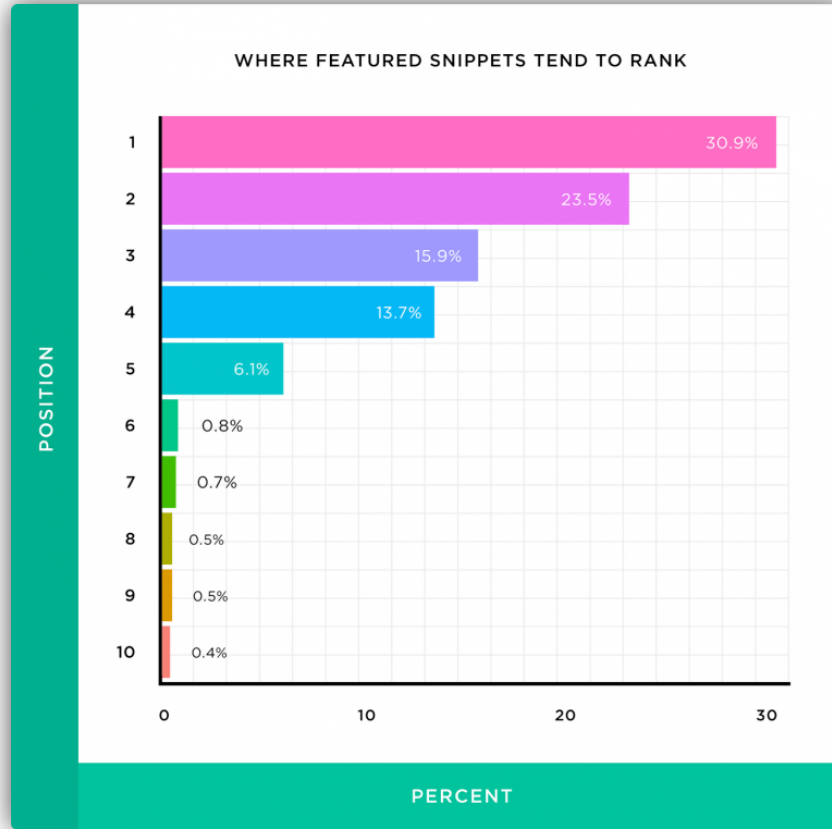
# Why structured data?

For an important client search term, there are 18 pieces of featured snippets on the organic search page before their #1 search ranking.

#0 is the new #1!



## Most featured snippets are pulled in from the top-5



# 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":"MedicalWebPa
34   <meta name="contentLanguage" content="en" />
35
36 <!--[if lt IE 9]>
37   <script src="//html5shim.googlecode.com/svn/trunk/html5.js"></script>
38 <![endif]-->
39 <link rel="stylesheet" type="text/css" href="/styles/css/gbs/mayocombined_0030FC3312F

```

All (1) ▾

← MedicalWebPage

| 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       |                              |                     |

8



## Tactics for more featured snippets and opportunities

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


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

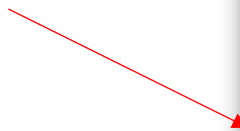
[Lupus in Explained in Pictures: Rashes, Location, Pain, Nail ...](#)

[About Featured Snippets](#) [Feedback](#)

### People also ask

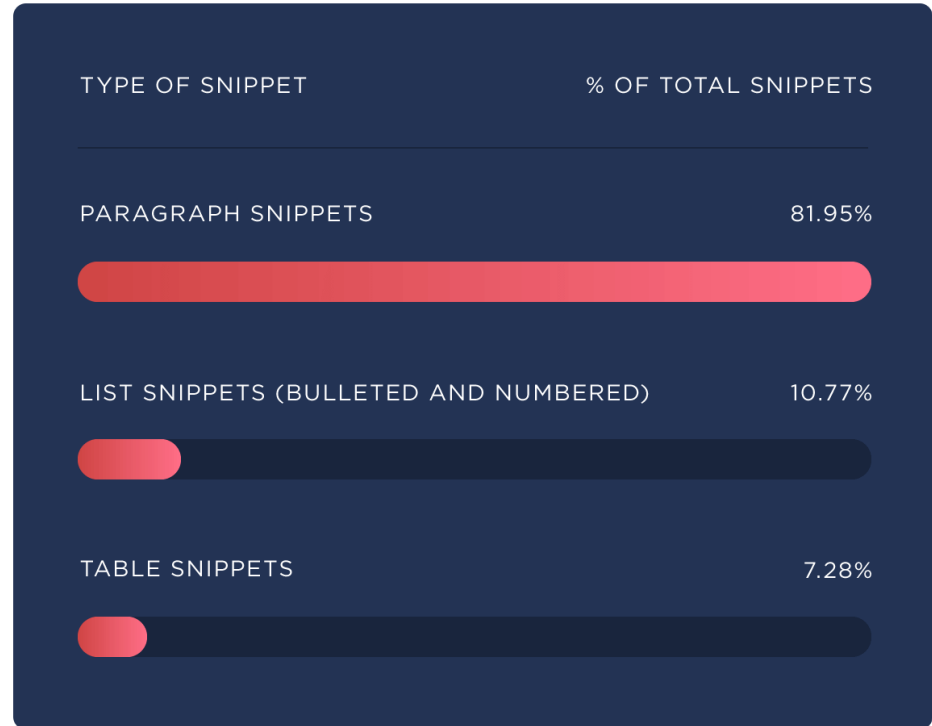
- What does a lupus rash look like? 
- Is a lupus rash itchy? 
- What is the first sign of lupus? 
- What are the 4 types of lupus? 

[Feedback](#)



## Implement list snippets when possible

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



# Identify snippet bait opportunities via keyword research

| 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  |

## Schema.org health markup

- Schema has specific code for various health-related information.

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

## Working with the schema\_metatag module

▼ **SCHEMA.ORG: ARTICLE**

See Schema.org definitions for this Schema type at <http://schema.org/Article>.

**Type**  
 ▼  
The type of article.

**Headline**  
  
Headline of the article.

**About**  
  
What the article is about, for instance taxonomy terms or categories.

**Description**  
  
A description of the item.

▼ **IMAGE**

The primary image for this item.

**Url**  
  
Absolute URL of the image, like [node:field\_image:entity:url].

**Width**

**Height**

**Date Published**  
  
Date the article was published. To format the date properly, use a token like [node:created:html\_datetime].

**Date Modified**

## Impactful results

- The site has gone from have 9 featured snippets in March of 2020 to as many as 18 in August of 2020.

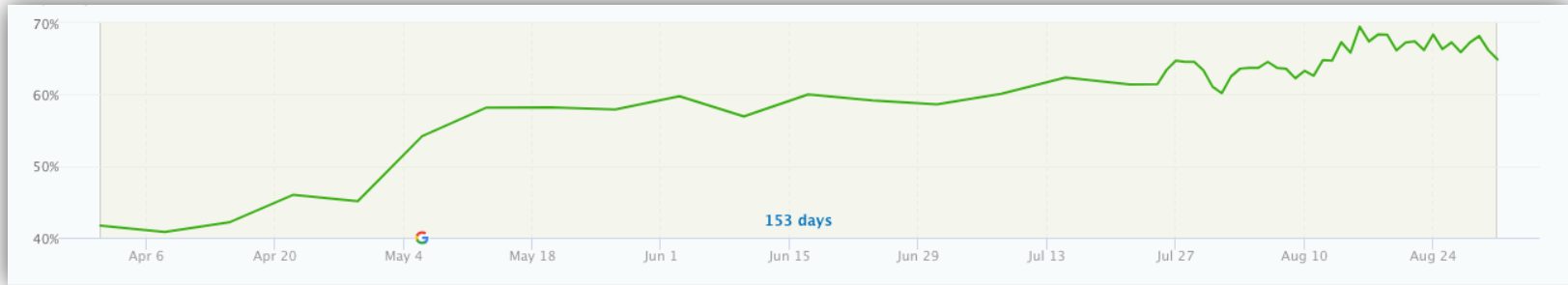




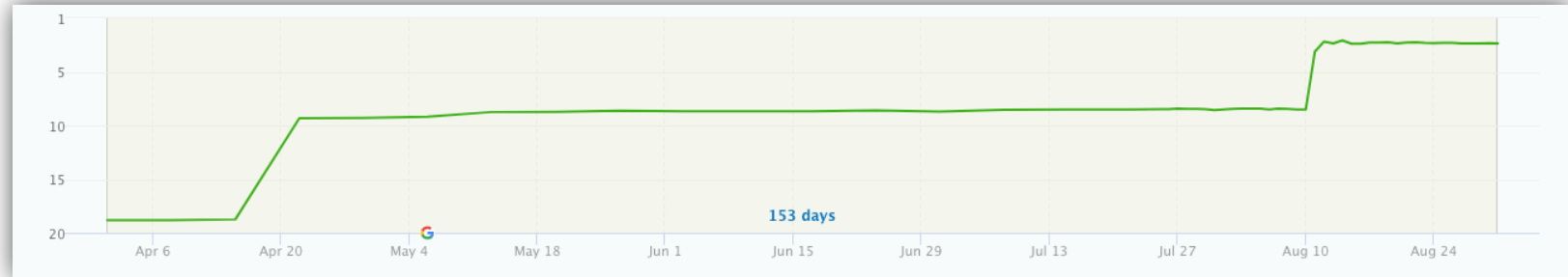
## IMPLEMENTING SCHEMA IN DRUPAL 8

# Impactful results (cont'd)

- Visibility has risen...



- As well as average keyword position



Thank you. Questions?