

# Unlocking the Power of Structured Data: Exploring Drupal's Schema.org Blueprints Module

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## Focus Areas:

- Marketing and Sales Automation
- Website Personalization
- Website Analytics
- Scalable Automated Outbound Marketing Campaigns



# Zyxware Technologies

Digital Transformation Enabler with expertise in **Business, Digital Experience and Engineering**

Focus Areas:

- Digital Experience Platforms
- Personalized User Journeys
- Data Driven Decisions
- Automation and Scale



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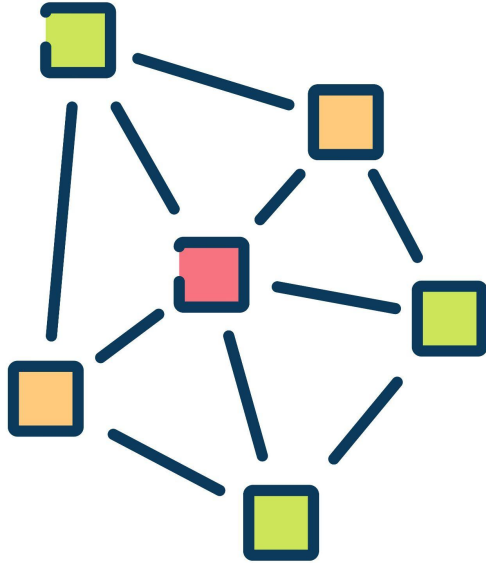
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# 01.

## Understanding Structured Data and Schema.org



Data that is loved tends to survive

– Kurt Bollacker

# Structured Data in the Digital Experience Landscape



- As users access content through an ever-expanding array of channels, the frontend of content has grown increasingly complex.
- From voice assistants to dynamic advertising, omnichannel personalization, and mobile applications, structured data has become crucial for seamless content delivery.
- By embracing structured data, organizations can enhance their digital presence, improve SEO rankings, and provide consistent experiences across diverse platforms.

# For the Machines



- Structured data refers to the organization of information in a predictable format, making it easily understandable by machines and search engines.
- By providing context and meaning to content, structured data enriches search results and enables more precise information retrieval.



# Schema.org



- Schema.org is a collaborative initiative between major search engines like **Google, Bing, Yahoo, and Yandex.**
- It offers a standardized vocabulary for structured data, facilitating consistency and interoperability across the web.
- Implementing Schema.org markup can result in rich snippets, knowledge graphs, and other enhanced search results.

https://www.zyxware.com › Services

### Seamless Drupal Migration Services - Zyxware Technologies

Zyxware specializes in **Drupal migration services** and can help you in. Drupal 7 or 8 to 9 migration; Upgrading from Drupal 6 to the latest version; Drupal 10 ...

How much time is required to migrate from Drupal 7/8 to Drupal 9? ▾

How much does it cost for Drupal 7/8 to Drupal 9 migration? ▾

You've visited this page 2 times. Last visit: 29/7/22

## FAQPage

A Schema.org Type

Thing > CreativeWork > WebPage > FAQPage

A FAQPage is a WebPage presenting one or more "Frequently asked questions" (see also QAPage).

[more...]

Property	Expected Type	Description
<b>Properties from WebPage</b>		
<b>breadcrumb</b>	BreadcrumbList or Text	A set of links that can help a user understand and navigate a website hierarchy.
<b>lastReviewed</b>	Date	Date on which the content on this web page was last reviewed for accuracy and/or completeness.
<b>mainContentOfPage</b>	WebPageElement	Indicates if this web page element is the main subject of the page. Supersedes <b>aspect</b> .
<b>primaryImageOfPage</b>	ImageObject	Indicates the main image on the page.
<b>relatedLink</b>	URL	A link related to this web page, for example to other related web pages.
<b>reviewedBy</b>	Organization or Person	People or organizations that have reviewed the content on this web page for accuracy and/or completeness.
<b>significantLink</b>	URL	One of the more significant URLs on the page. Typically, these are the non-navigation links that are clicked on the most. Supersedes <b>significantLinks</b> .
<b>speakeable</b>	SpeakeableSpecification or URL	<p>Indicates sections of a Web page that are particularly 'speakeable' in the sense of being highlighted as being especially appropriate for text-to-speech conversion. Other sections of a page may also be usefully spoken in particular circumstances; the 'speakeable' property serves to indicate the parts most likely to be generally useful for speech.</p> <p>The <b>speakeable</b> property can be repeated an arbitrary number of times, with three kinds of possible 'content-locator' values:</p> <ol style="list-style-type: none"><li>1.) <b>id-value</b> URL references - uses <b>id-value</b> of an element in the page being annotated. The simplest use of <b>speakeable</b> has (potentially relative) URL values, referencing identified sections of the document concerned.</li><li>2.) <b>CSS Selectors</b> - addresses content in the annotated page, e.g. via class attribute. Use the <b>cssSelector</b> property.</li><li>3.) <b>XPaths</b> - addresses content via XPaths (assuming an XML view of the content). Use the <b>xpath</b> property.</li></ol> <p>For more sophisticated markup of <b>speakeable</b> sections beyond simple ID references, either CSS selectors or XPath expressions to pick out document section(s) as <b>speakeable</b>. For this we define a supporting type, <b>SpeakeableSpecification</b> which is defined to be a possible value of the <b>speakeable</b> property.</p>

# 02.

## Drupal's Role in Structured Data Management












# Content Types and Taxonomy

- From its inception, Drupal has been known for its flexibility in managing structured content.

```
Array(4) [ (-), (-), (-), (-) ]
  0: Object { tag: "6588" }
  1: Object { drupalLanguage: "en", drupalCountry: "IN", siteName: "Zyxware Technologies", ... }
    SubCategory1: "6588"
    SubCategory2: "enhancing-email-marketing-with-automation"
    contentType: "article"
    daysFromCreation: 1
    drupalCountry: "IN"
    drupalLanguage: "en"
    entityBundle: "article"
    entityCreated: "1689529500"
    entityId: "6588"
    entityLangcode: "en"
    entityName: "arjun.b"
    entityStatus: "1"
    entityTaxonomy: Object { category: "Marketing Operations", channel: "Blog", industry: "General", ... }
      category: "Marketing Operations"
      channel: "Blog"
      industry: "General"
      marketing_campaign: "Automation and Integration"
      marketing_classification: "Hub"
      marketing_stage: "Interest"
      pillar_topic: "Marketing and Technology"
      tags: "Automation,Email Marketing,Pipedrive,Sales Automation"
      target_channel: "Search Engines"
      targeted_audience: "General Business"
      technology_used: "Not applicable"
      <prototype>: Object { ... }
    entityType: "node"
    entityUuid: "6588"
    entityUuid: "6588"
    entityUuid: "6588"
    entityUuid: "6588"
    field technical general: "general"
    field topic: Object { id: "6588", label: "Marketing and Technology", bundle: "pillar_topic" }
    siteName: "Zyxware Technologies"
    userUuid: "1"
    <prototypes>: Object { ... }
  2: Object { z_persona: "general", z_country: "IN", z_landing_page: "6574", ... }
  3: Object { event: "ad impression", ad_campaign: "Get in touch AB", ad_campaign_id: "234446", ... }
  length: 4
```

## Body

**B** *I*   $\times^2$   $\times_2$  *T<sub>x</sub>*        Paragraph  

Text format Full HTML CKEditor

[About text formats](#)

## Display Taxonomy

### Category\*

- Select a value - 


### Tags



Enter a comma-separated list. For example: Amsterdam, Mexico City, "Cleveland, Ohio"


## Additional Marketing Taxonomy

### Content Classification\*

Hygiene 

Whether it is feeder article or hub article or hero article.

### Marketing Stage\*

- Select a value - 

Which stage for the targeted audience.

### Target Persona\*

- Select a value - 

# Schema.org in Drupal

- Start with content types and then map the fields to schema.org definitions

```
<script type="application/ld+json">{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Article",
      "headline": "Optimizing Marketing Efforts: Enhancing Email Marketing with Automation",
      "name": "Optimizing Marketing Efforts: Enhancing Email Marketing with Automation",
      "about": [
        "\u003Ca href=\u0022categories/automation\u0022 hreflang=\u0022en\u0022\u003EAutomation\u003C/a\u003E",
        "\u003Ca href=\u0022categories/email-marketing\u0022 hreflang=\u0022en\u0022\u003EEmail Marketing\u003C/a\u003E",
        "\u003Ca href=\u0022tag/pipedrive\u0022 hreflang=\u0022en\u0022\u003EPipedrive\u003C/a\u003E",
        "\u003Ca href=\u0022tag/sales-automation\u0022 hreflang=\u0022en\u0022\u003ESales Automation\u003C/a\u003E"
      ],
      "description": "\u003Cp\u003EEmail is one of the most powerful marketing channels available today if you have the right message and target audience."
    },
    {
      "@type": "ImageObject",
      "representativeOfPage": "True"
    },
    {
      "datePublished": "2023-07-16T23:15:00+0530",
      "dateModified": "2023-07-17T09:01:31+0530",
      "isAccessibleForFree": "True",
      "author": {
        "@type": "Organization",
        "@id": "https://edit.zyware.com/",
        "name": "Zyware Technologies",
        "url": "https://edit.zyware.com/",
        "logo": {
          "@type": "ImageObject",
          "url": "https://www.zyware.com/themes/custom/zyxpro_light/logo.png",
          "width": "486",
          "height": "83"
        }
      },
      "publisher": {
        "@type": "Organization",
        "@id": "https://edit.zyware.com/",
        "name": "Zyware Technologies",
        "url": "https://edit.zyware.com/",
        "logo": {
          "@type": "ImageObject",
          "url": "https://www.zyware.com/themes/custom/zyxpro_light/logo.png",
          "width": "486",
          "height": "83"
        }
      }
    },
    {
      "mainEntityOfPage": "https://edit.zyware.com/article/6588/enhancing-email-marketing-with-automation"
    }
  ]
}
```

## Schema.org: Article

See Schema.org definitions for this Schema type at <https://schema.org/Article>. Also see [Google's requirements](#).

### @type

Article

REQUIRED. The type of article.

### headline

[node:title]

REQUIRED BY GOOGLE. Headline of the article.

### name

[node:title]

Name (usually the headline of the article).

### about

[node:field\_tags]

Comma separated list of what the article is about, for instance taxonomy terms or categories. Multiple values may be used, separated by a comma. Note: Tokens that return multiple values will be handled automatically.

### description

[node:body]

RECOMMENDED BY GOOGLE. A description of the item.

image

@type



# Schema.org Blueprint

- Schema.org First Approach

Filter by Schema.org property Show unmapped

Schema.org property	Field
<b>dateCreated</b> The date on which the CreativeWork was created or the item was added to a DataFeed. (Date, DateTime)	created [Created]
<b>dateModified</b> The date on which the CreativeWork was most recently modified or when the item's entry was modified within a DataFeed. (Date, DateTime)	changed [Last changed]
<b>inLanguage</b> The language of the content or performance or used in an action. Please use one of the language codes from the IETF BCP 47 standard. See also availableLanguage. (Language, Text)	langcode [Language]
<b>mainEntity</b> Indicates the primary entity described in some page or other CreativeWork. (Thing)	Questions [Entity reference revisions]
<b>name</b> The name of the item. (Text)	title [Text (plain)]
<b>primaryImageOfPage</b> Indicates the main image on the page. (ImageObject)	Primary image of page [Entity reference]
<b>relatedLink</b> A link related to this web page, for example to other related web pages.	Related links [Link]

## Add Schema.org content type ☆

The schemas are a set of [types](#), each associated with a set of [properties](#). The types are arranged in a [hierarchy](#).

Find a Schema.org type

Or you can jump directly to a commonly used type:

- **Quick Start:** Place, Organization, Person, Event, FAQPage, [HowTo](#), [Recipe](#)
- **Common:** Place, Organization, Person, Event
- **Web:** [WebPage](#), [WebSite](#), [FAQPage](#), [MediaGallery](#), [ImageGallery](#), [VideoGallery](#)
- **Content:** [Article](#), [HowTo](#), [SpecialAnnouncement](#), [ItemList](#)
- **Organization:** [LocalBusiness](#), [LodgingBusiness](#), [Service](#), [JobPosting](#)
- **Education:** [EducationalOrganization](#), [CourseInstance](#), [Course](#)
- **Food:** [FoodEstablishment](#), [Menu](#), [Recipe](#), [Diet](#)
- **Entertainment:** [Movie](#), [TVSeries](#), [TVSeason](#), [TVEpisode](#), [PodcastSeries](#), [PodcastSeason](#), [PodcastEpisode](#)
- **Medical organization:** [MedicalTest](#), [MedicalWebPage](#), [Hospital](#), [MedicalBusiness](#), [MedicalClinic](#), [DiagnosticLab](#), [Physician](#)
- **Medical information:** [HealthTopicContent](#), [Drug](#), [DietarySupplement](#), [MedicalStudy](#), [MedicalTrial](#), [MedicalCondition](#)

Full list of Schema.org types

# Goals

- Structured Data
- API for decoupling
- Search Engine Optimization
- Enhance Site Building Experience
- Enhance Content Authoring Experience

```
"links": {
  "self": {
    "href": "http://d10-demo.lndo.site/jsonapi/node/article/bb4486eb-75bf-406b-adfc-11aca4b5fc22?resourceVersion=id%3A2&include=node_type%2Cuid%2Cfield_image%2Cfield_tags%2Cfield_tags.vid%2Cfield_tags.revision_user%2Cfield_tags.parent%2Cfield_tags.content_translation_uid%2Cimage%2Cimage.bundle%2Cimage.revision_user%2Cimage.uid%2Cimage.thumbnail%2Cimage.field_media_image"
  }
}
```

JSON:API endpoint: [http://d10-demo.lndo.site/jsonapi/node/article/bb4486eb-75bf-406b-adfc-11aca4b5fc22?resourceVersion=id%3A2&include=node\\_type%2Cuid%2Cfield\\_image%2Cfield\\_tags%2Cfield\\_tags.vid%2Cfield\\_tags.revision\\_user%2Cfield\\_tags.parent%2Cfield\\_tags.content\\_translation\\_uid%2Cimage%2Cimage.bundle%2Cimage.revision\\_user%2Cimage.uid%2Cimage.thumbnail%2Cimage.field\\_media\\_image](http://d10-demo.lndo.site/jsonapi/node/article/bb4486eb-75bf-406b-adfc-11aca4b5fc22?resourceVersion=id%3A2&include=node_type%2Cuid%2Cfield_image%2Cfield_tags%2Cfield_tags.vid%2Cfield_tags.revision_user%2Cfield_tags.parent%2Cfield_tags.content_translation_uid%2Cimage%2Cimage.bundle%2Cimage.revision_user%2Cimage.uid%2Cimage.thumbnail%2Cimage.field_media_image)

## ▼ Schema.org JSON-LD

Please copy-n-paste the below JSON-LD into the Schema Markup Validator or Google's Rich Results Test.

[Copy JSON-LD](#)

```
[
  {
    "@context": "https://schema.org",
    "@type": "BreadcrumbList",
    "itemListElement": [
      {
        "@type": "ListItem",
        "position": 1,
        "item": {
          "@id": "http://d10-demo.lndo.site/"
        }
      }
    ]
  }
]
```

# Why Schema.org Blueprints?



- Standardize the process of data modeling
  - Easy to understand standard identifiers
- Simplify the implementation of content types
  - Easy to create content architecture with standard types
- Acceleration
  - Faster implementation and supports agile development practice

Organizations can think less about their data structures and focus more on their content and user experience.

— Jacob Rockowitz,  
(Creator of Webform and Schema.org Blueprints modules)



# 04.

## Demo and Questions



## Schema.org: About ☆



Find

Or you can jump directly to a commonly used type:

- Creative works: [CreativeWork](#), [Book](#), [Movie](#), [MusicRecording](#), [Recipe](#), [TVSeries](#) ...
- Embedded non-text objects: [AudioObject](#), [ImageObject](#), [VideoObject](#)
- [Event](#)
- [Health and medical types](#): notes on the health and medical types under [MedicalEntity](#).
- [Organization](#)
- [Person](#)
- [Place](#), [LocalBusiness](#), [Restaurant](#) ...
- [Product](#), [Offer](#), [AggregateOffer](#)
- [Review](#), [AggregateRating](#)
- [Action](#)

# Thanks!

Do you have any questions?

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