STOP PUBLISHING PAGES: STRUCTURED CONTENT & COMMUNICATION ON WEB 3.0

CONTENT STRATEGY MEETUP

SEATTLE, WA | 13 FEBRUARY, 20

VOICE & SMART AGENT GROWTH

"By 2020, 50% of all searches will be voice searches"

– Comscore, 2016

"By 2020, 30% of web browsing sessions will be done without a screen."

– Gartner, 2016

"Google voice search queries in 2016 are up 35x over 2008"

– Search Engine Watch, 2016

"65% of people who own an Amazon Echo or Google Home can't imagine going back to the days before they had a smart speaker."

– GeoMarketing, 2017

VOICE & SMART AGENT GROWTH

Naomi
@nayby

2yo: 'lexaaaa, play baby shark!
Alexa: playing 'Baby Got Back' by Sir Mixalot
😂#alexafail

♡ 1   10:26 PM - Jan 1, 2019   ⓘ
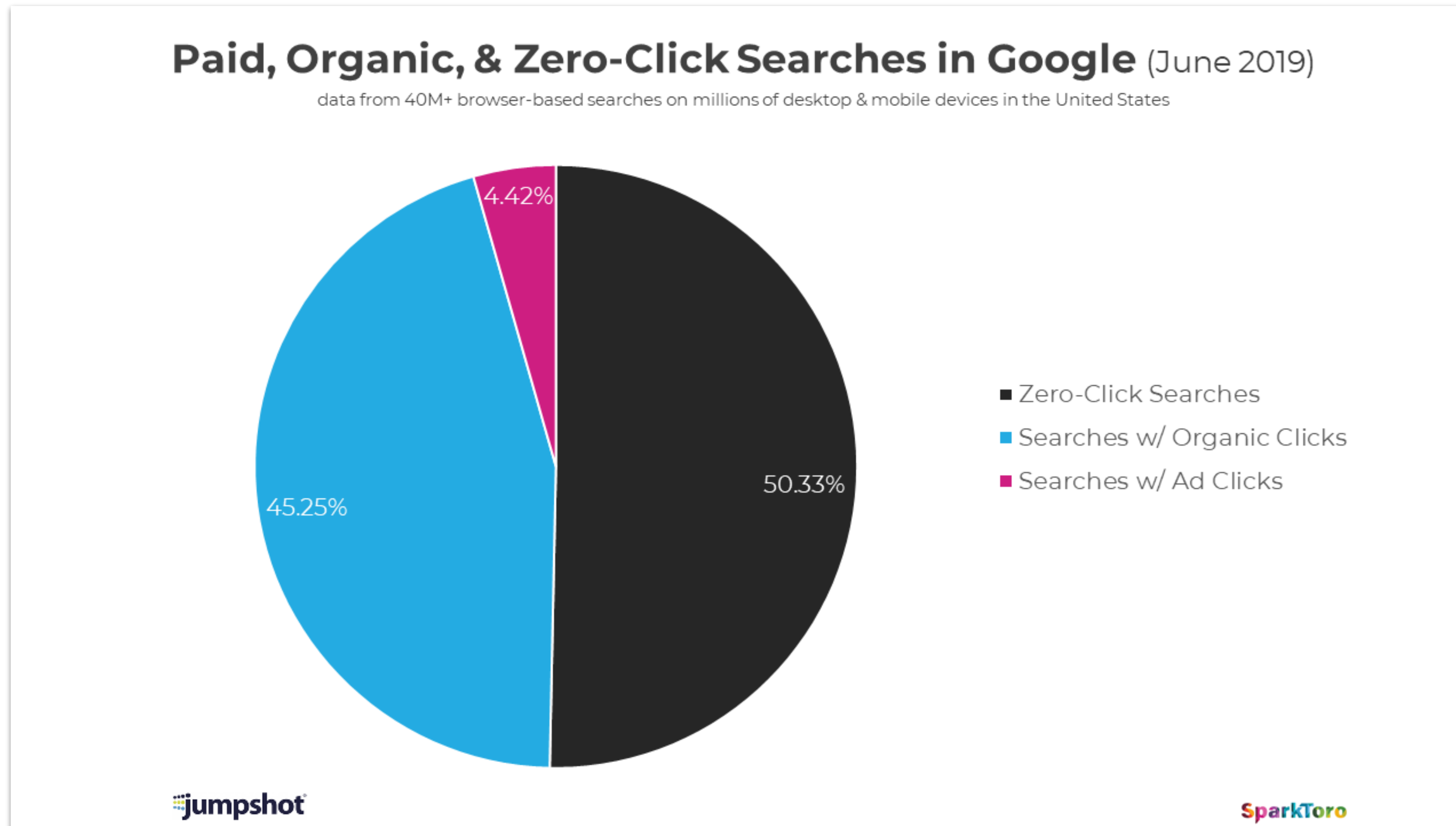
👤 See Naomi's other Tweets   >

VOICE & SMART AGENT GROWTH

"Search, advertising, content, and commerce are being impacted industrywide as consumers **transform the way they interact** with brands as the result of voice technology."
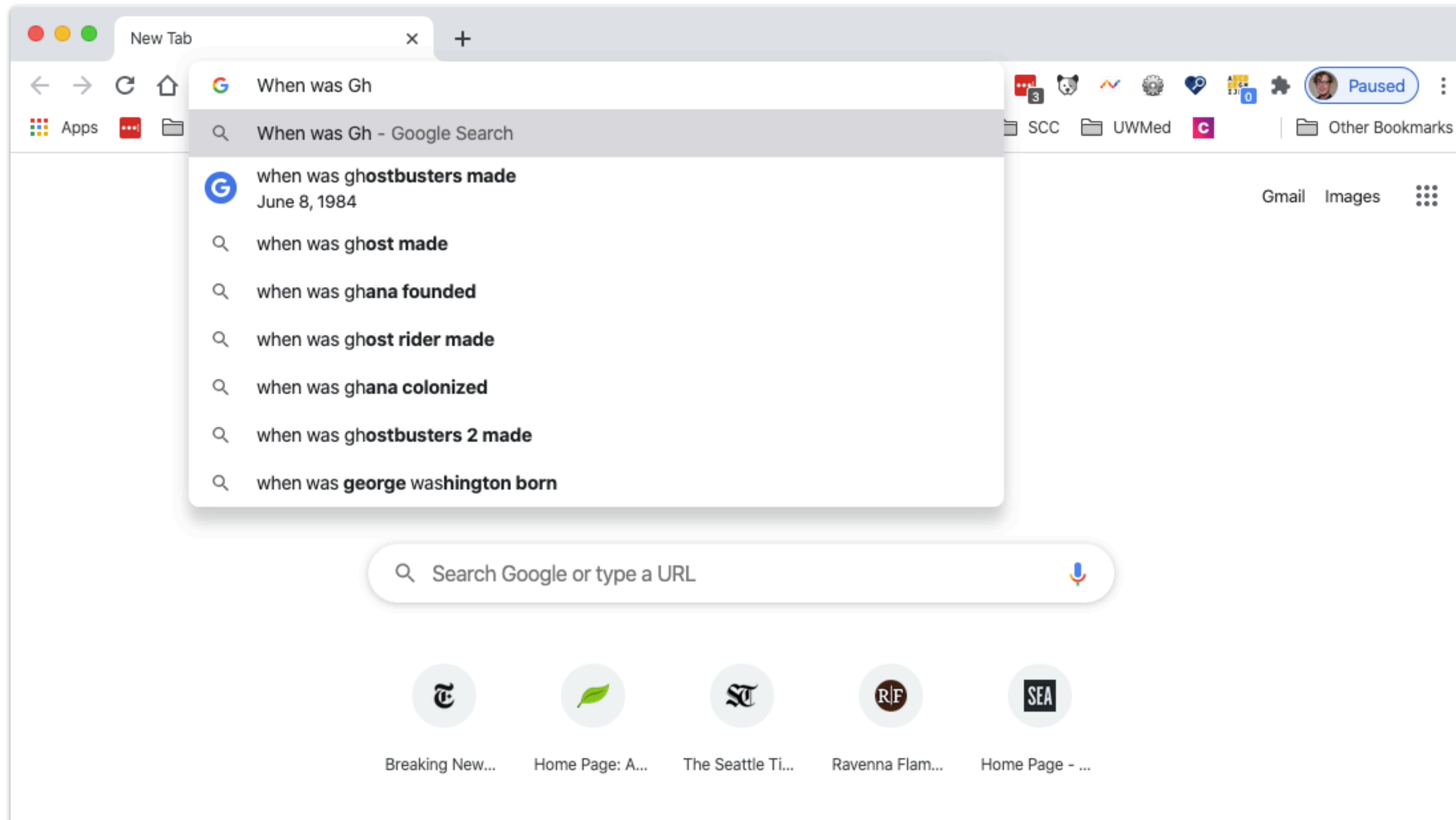
– PwC Consumer Intelligence

VOICE & SMART AGENT GROWTH

Paid, Organic, & Zero-Click Searches in Google (June 2019)

data from 40M+ browser-based searches on millions of desktop & mobile devices in the United States

4.42%

45.25%

50.33%

- Zero-Click Searches
- Searches w/ Organic Clicks
- Searches w/ Ad Clicks

jumpshot

SparkToro

https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/

VOICE & SMART AGENT GROWTH

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VOICE & SMART AGENT GROWTH

Modes of Digital Resource Access

‣ **Indexing:** a list of links that match query terms

‣ **Aggregation:** a dynamically generated grouping of data elements that match query terms

‣ **Inference:** a direct, formulated response to a specific query backed by structured data

Structured Content

STRUCTURED CONTENT
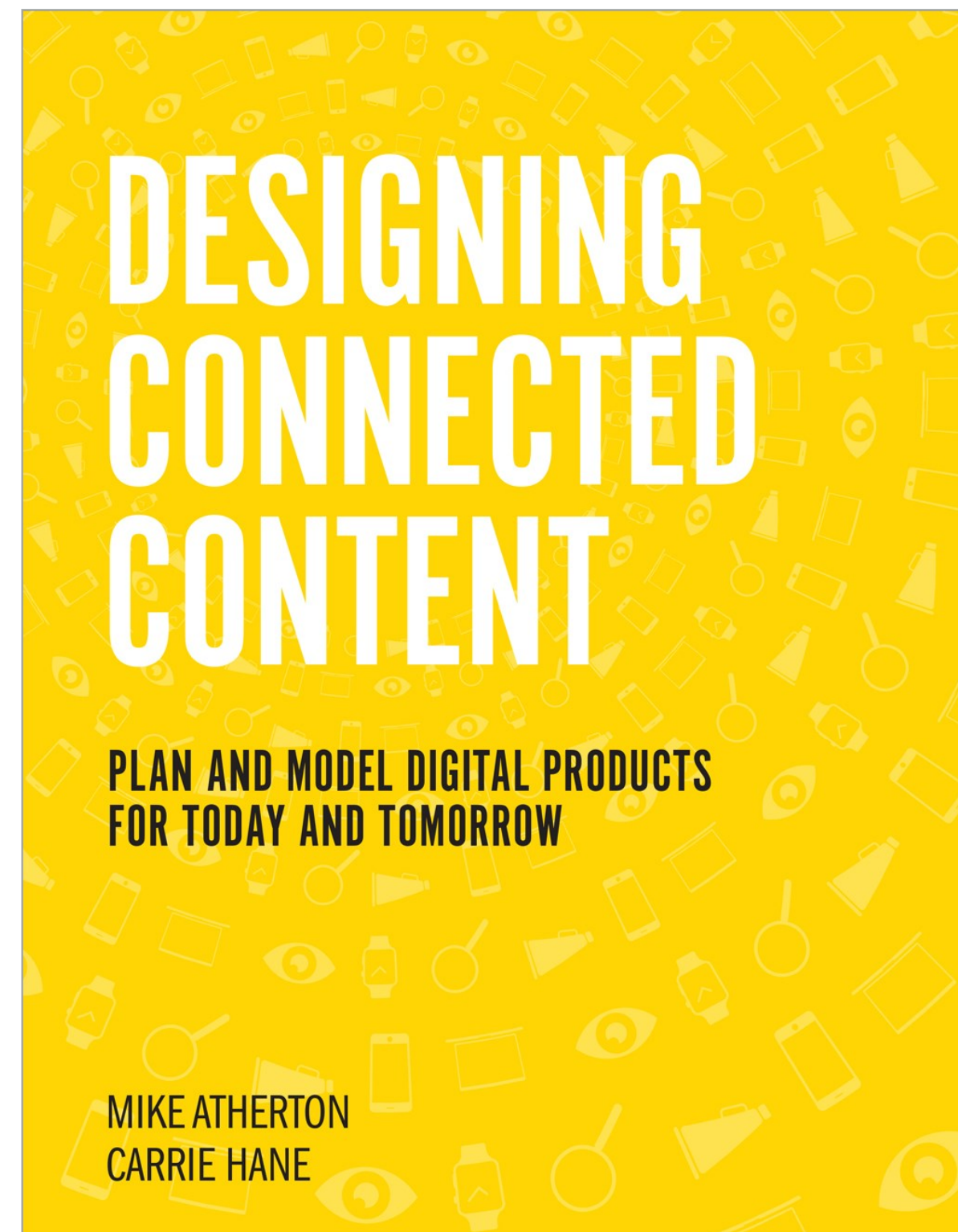
Structured Content is "planned, developed, and connected outside an interface so that it's ready for any interface."

STRUCTURED CONTENT
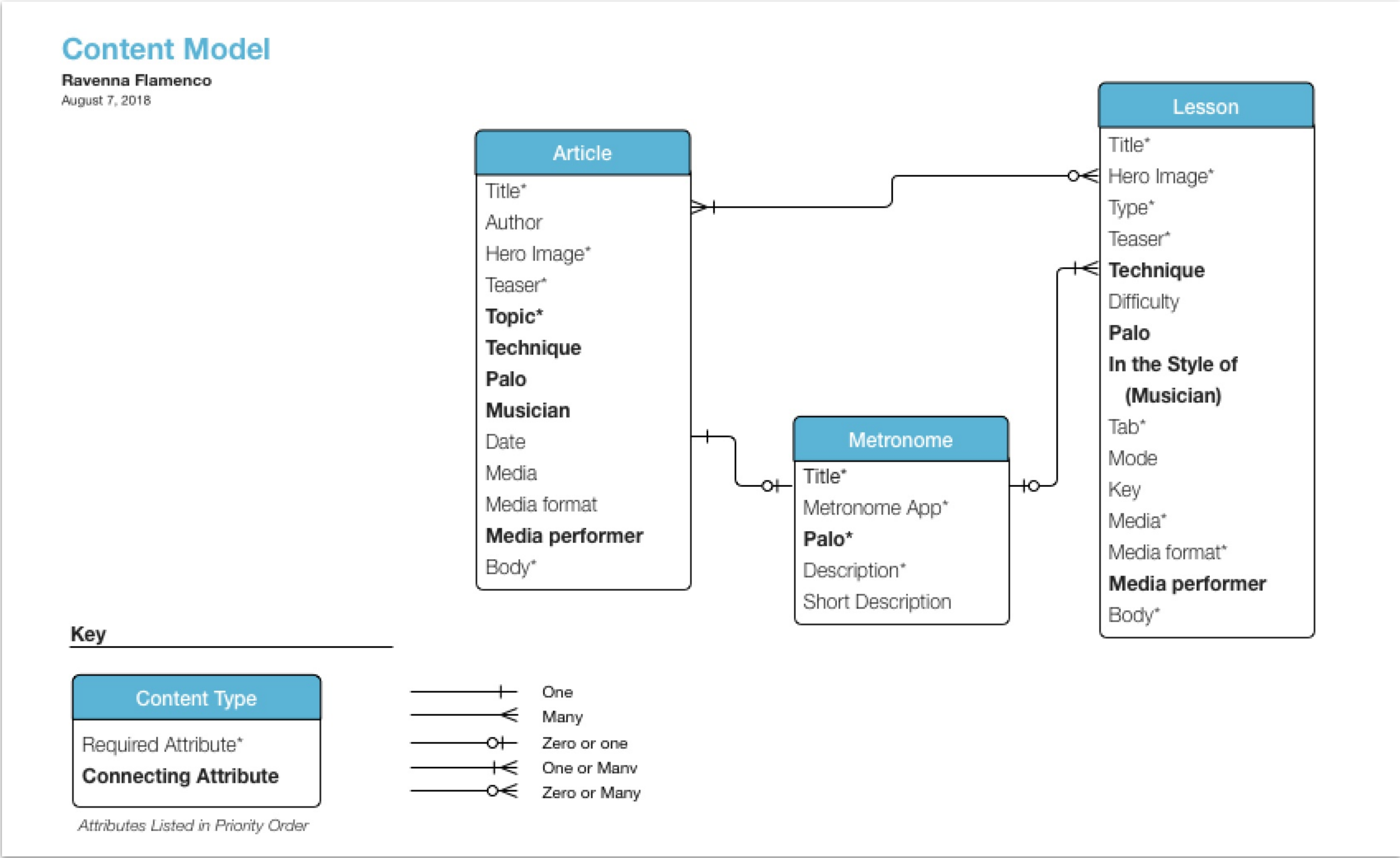
STRUCTURED CONTENT
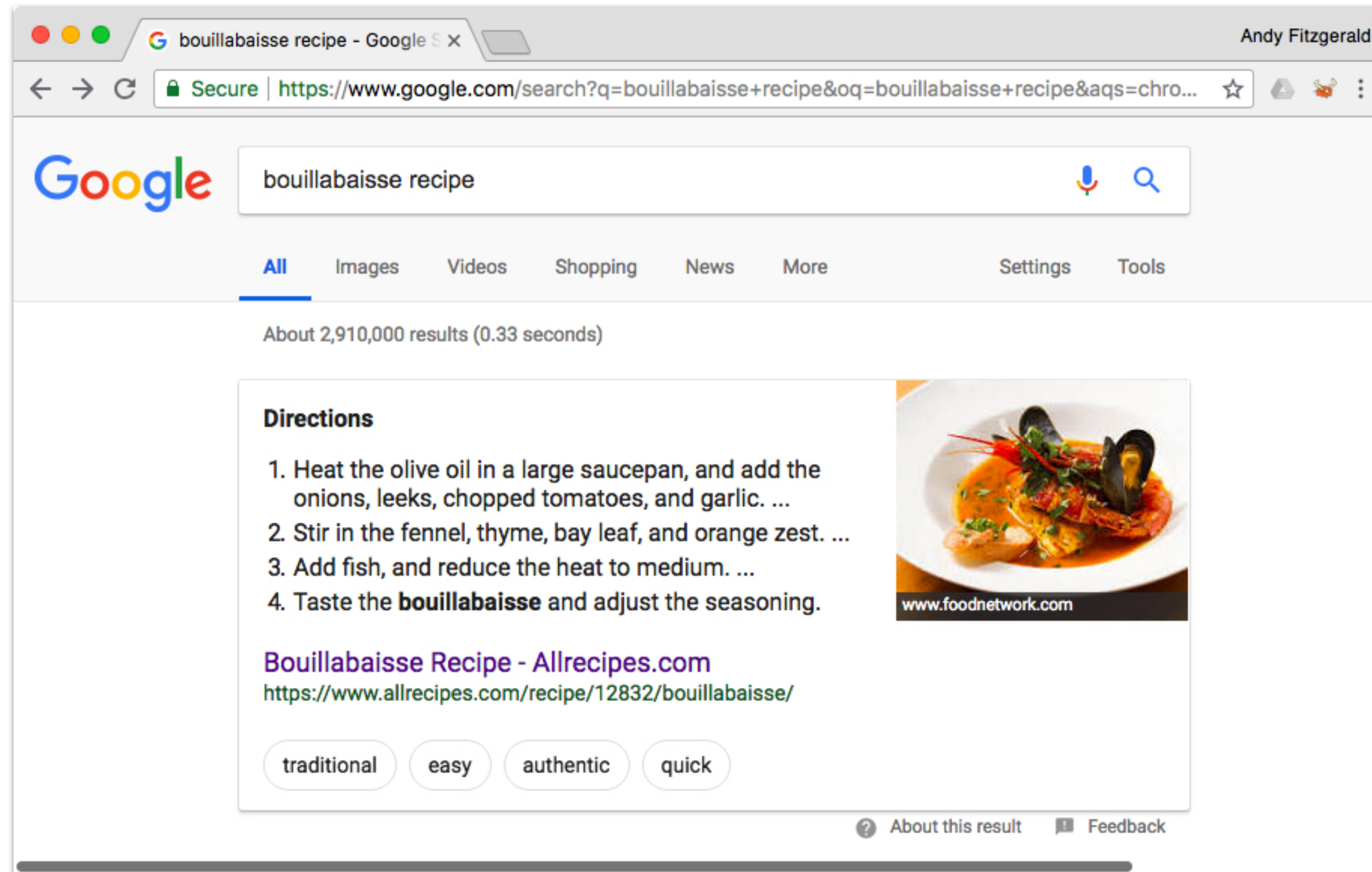
SEMANTIC HTML

```html
<!DOCTYPE html>
<html>
<body>

<section>
  <h1>Here's a Heading</h1>
  <ol>
    <li>Here's a list item</li>
    <li>Here's a second list item</li>
    <li>This list item is the third (and last)</li>
  </ol>
</section>

</body>
</html>
```

Here's a Heading

1. Here's a list item
2. Here's a second list item
3. This list item is the third (and last)

SEMANTIC HTML
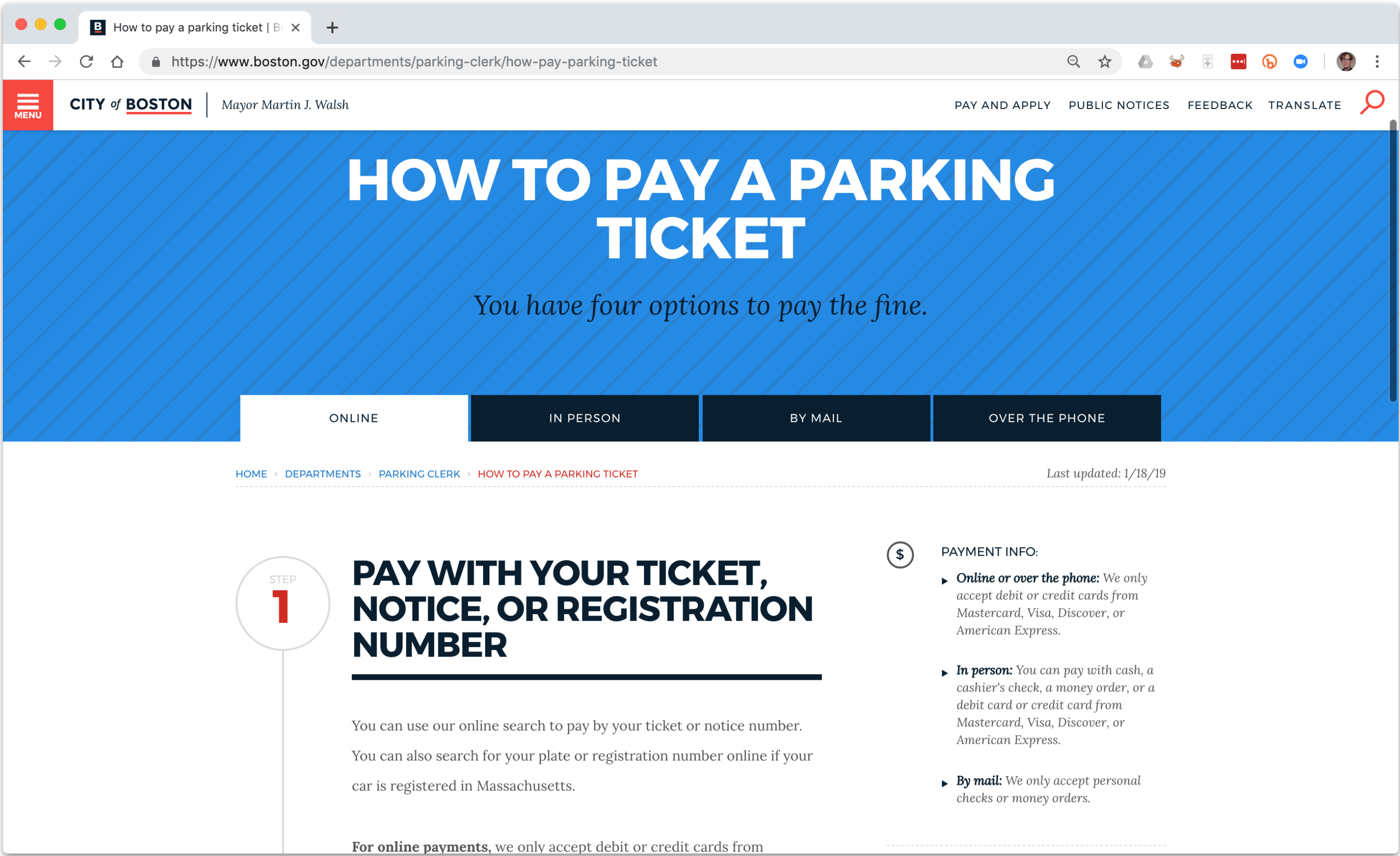
SEMANTIC HTML
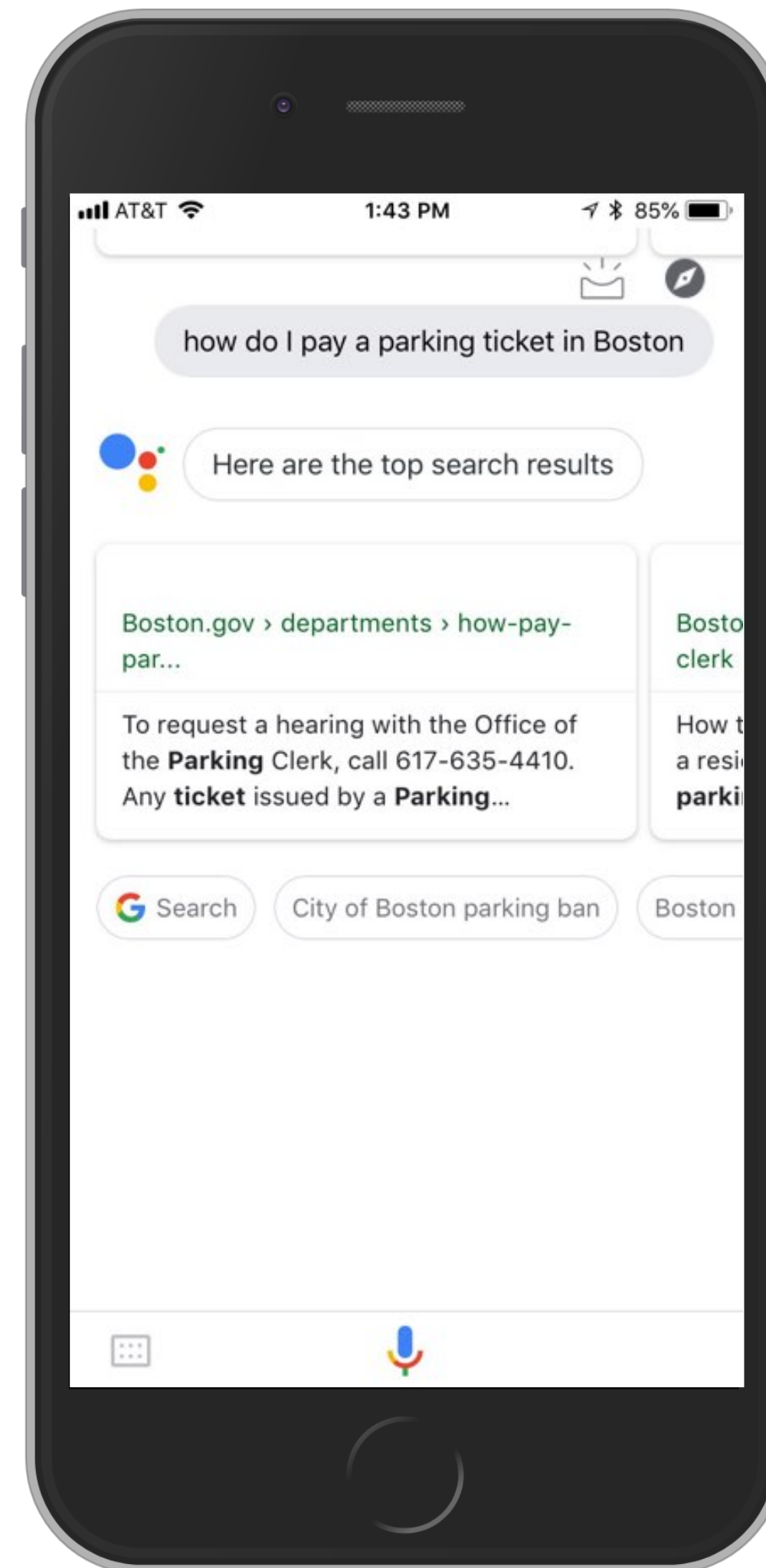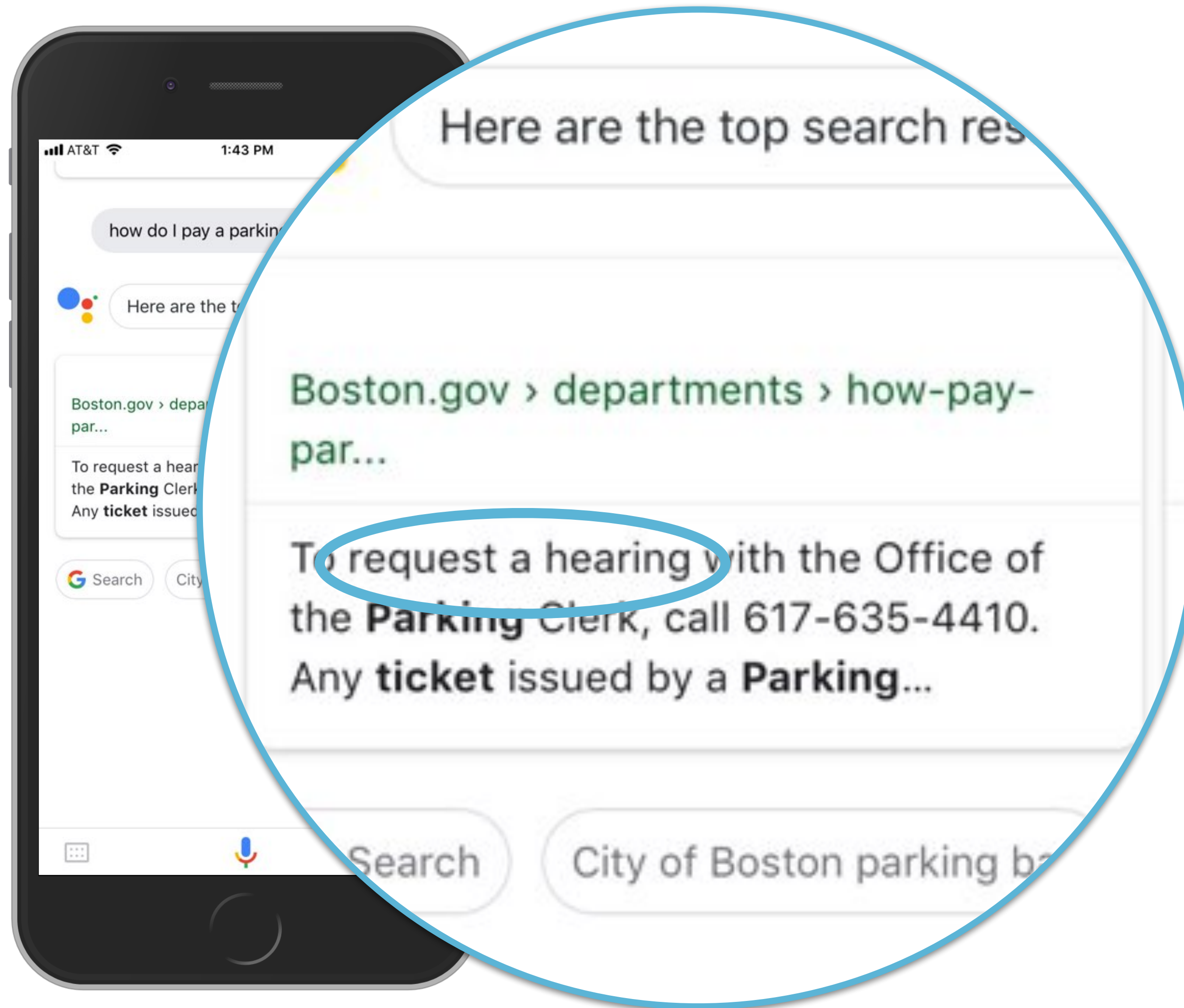
SEMANTIC HTML
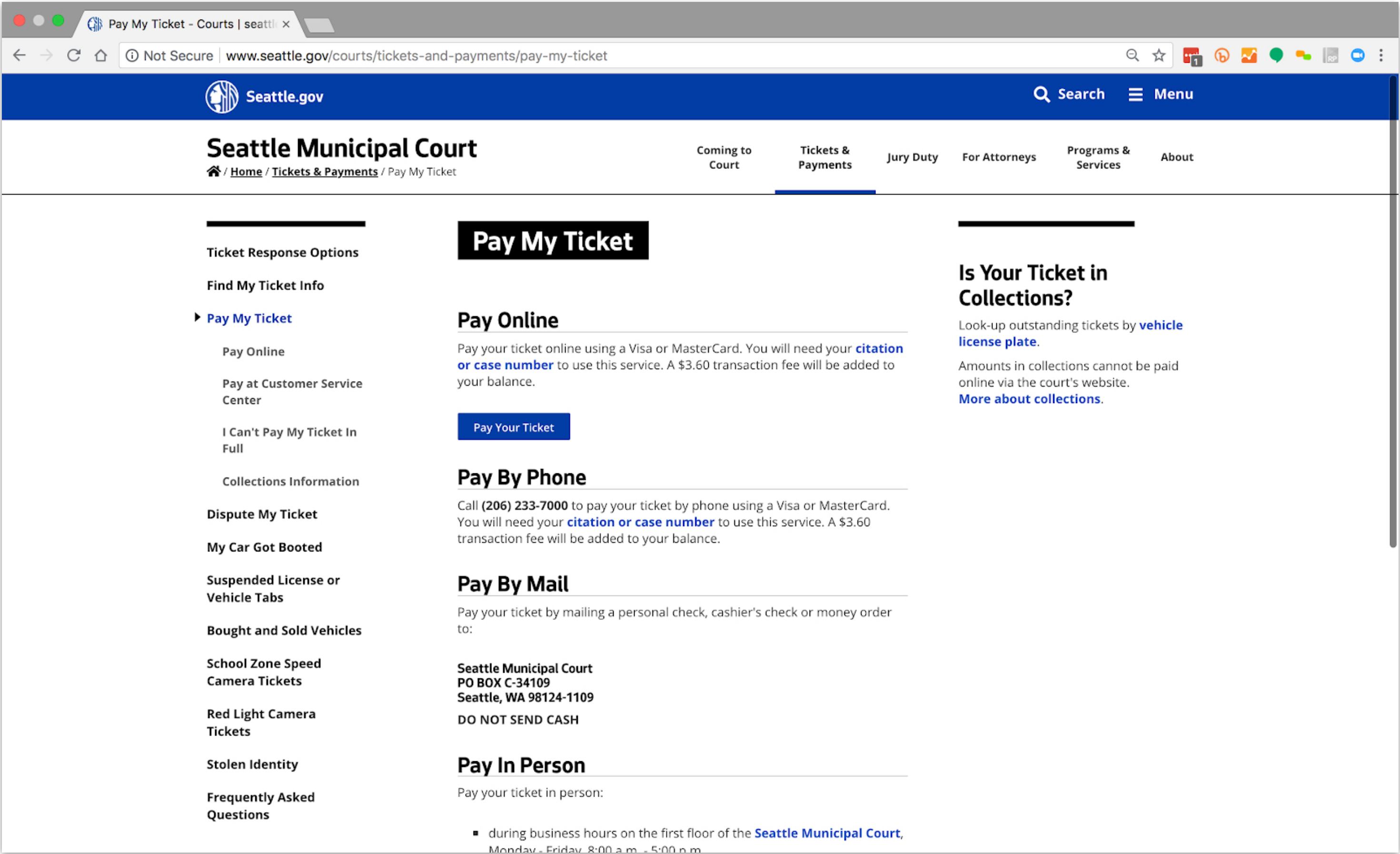
SEMANTIC HTML
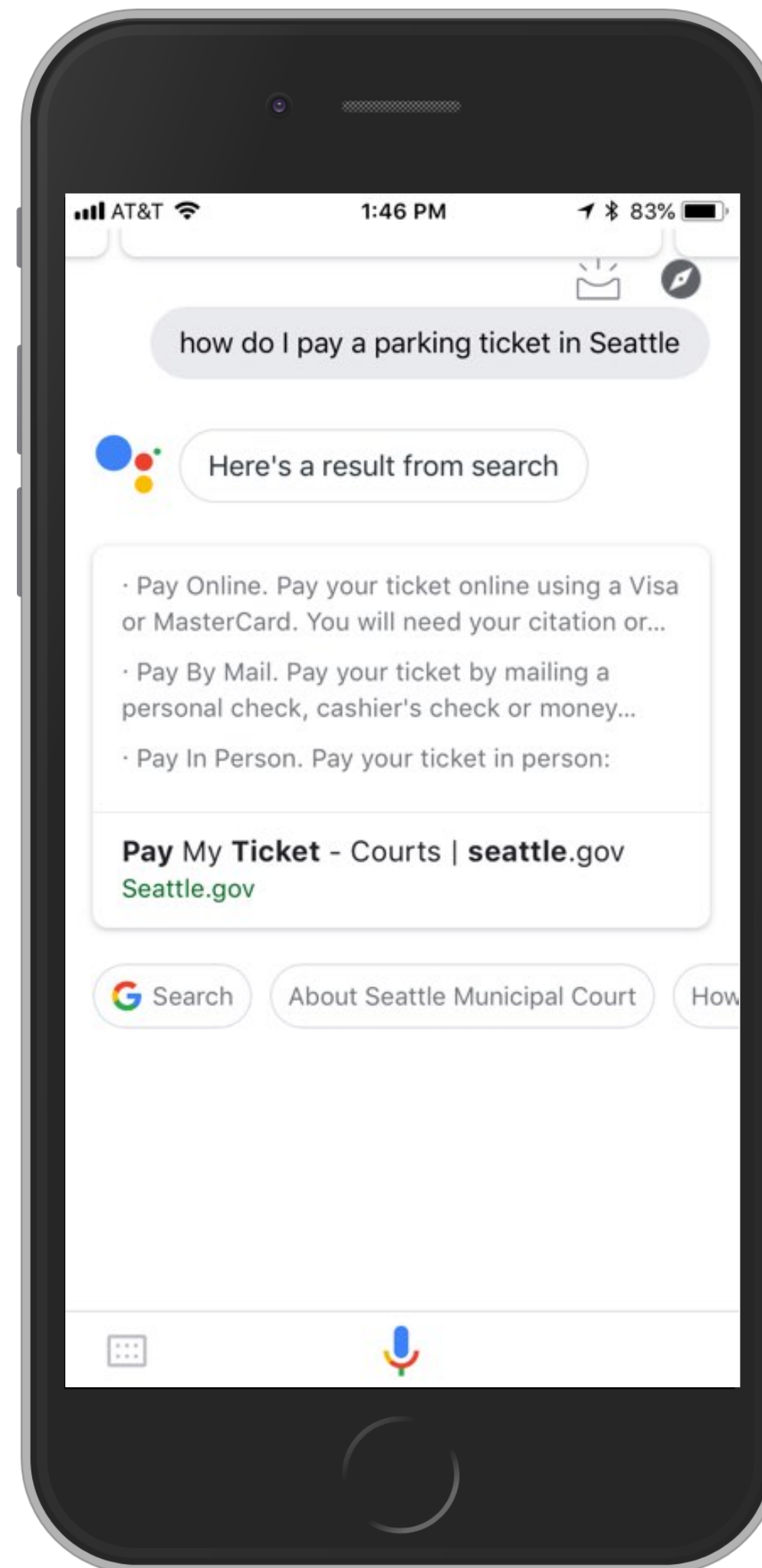
SEMANTIC HTML
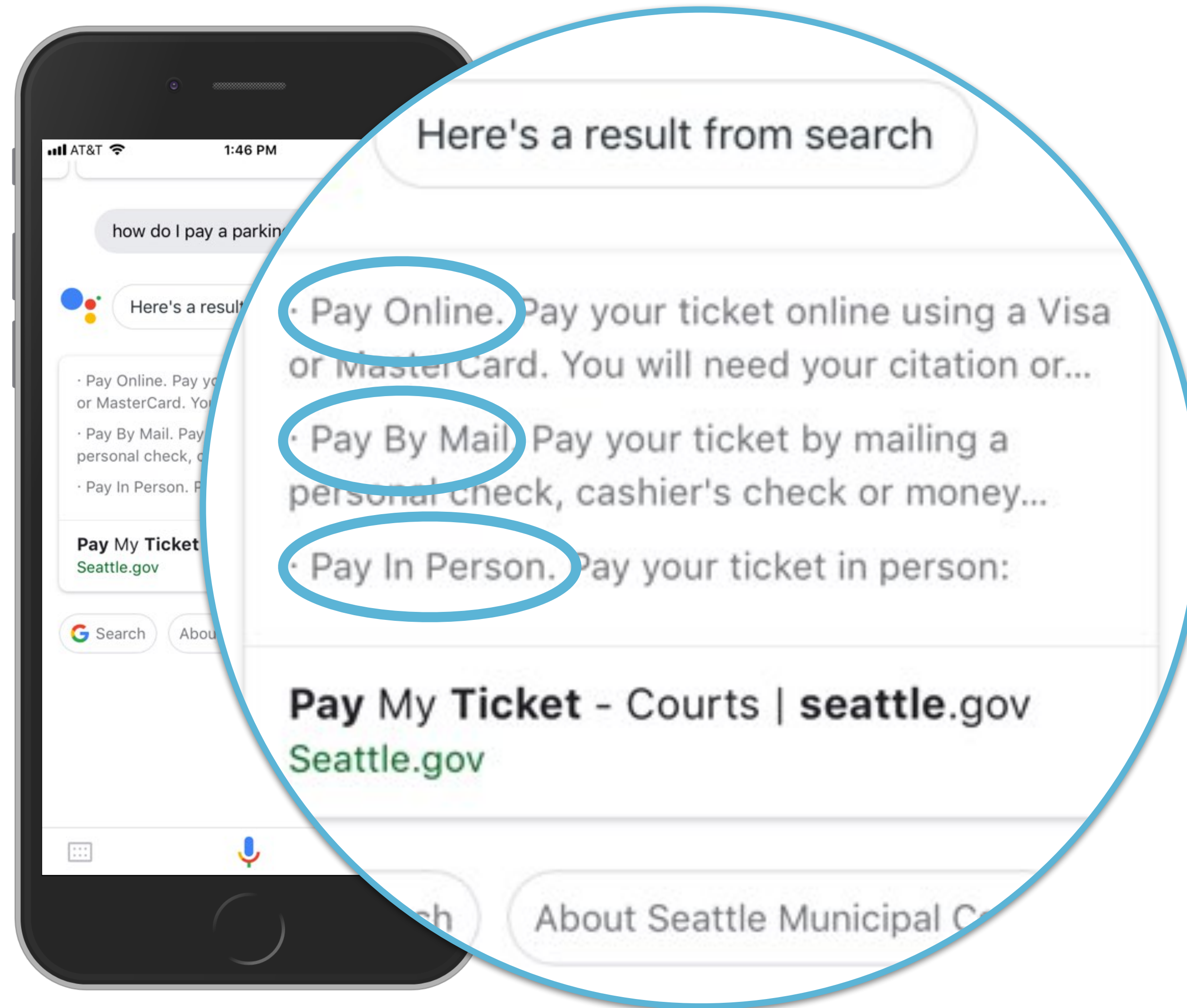
SEMANTIC HTML
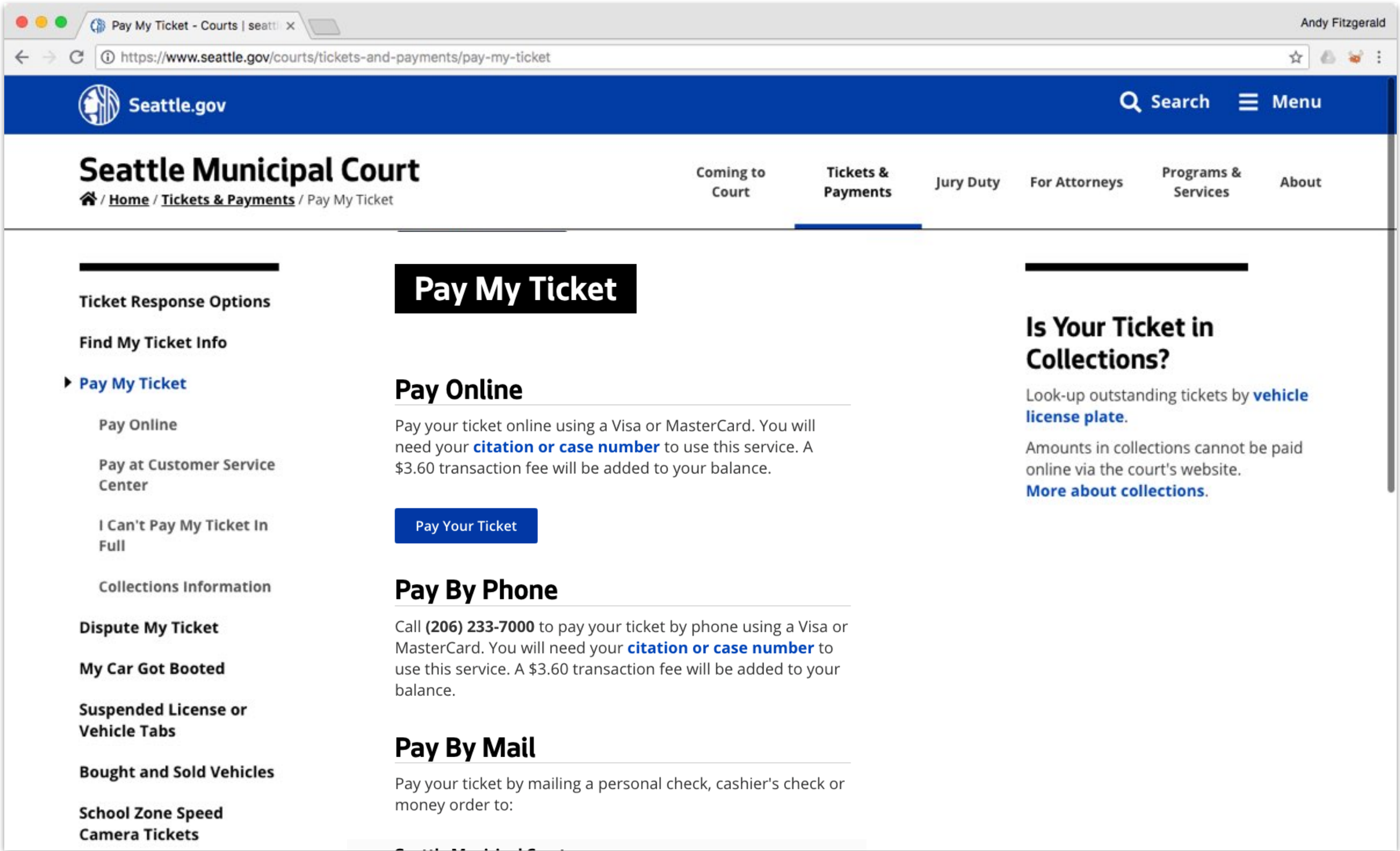
SEMANTIC HTML
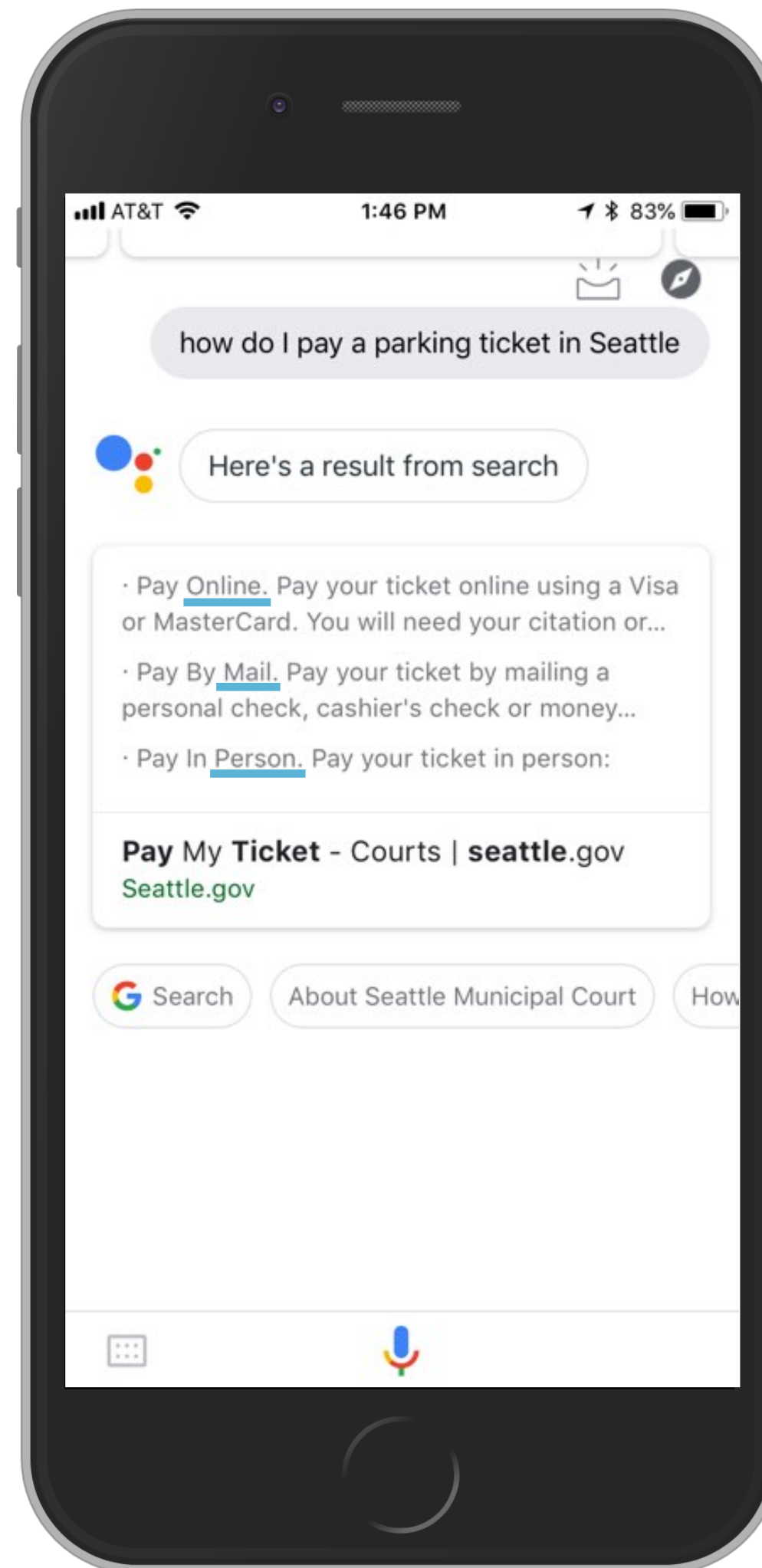
SEMANTIC HTML

SEMANTIC HTML
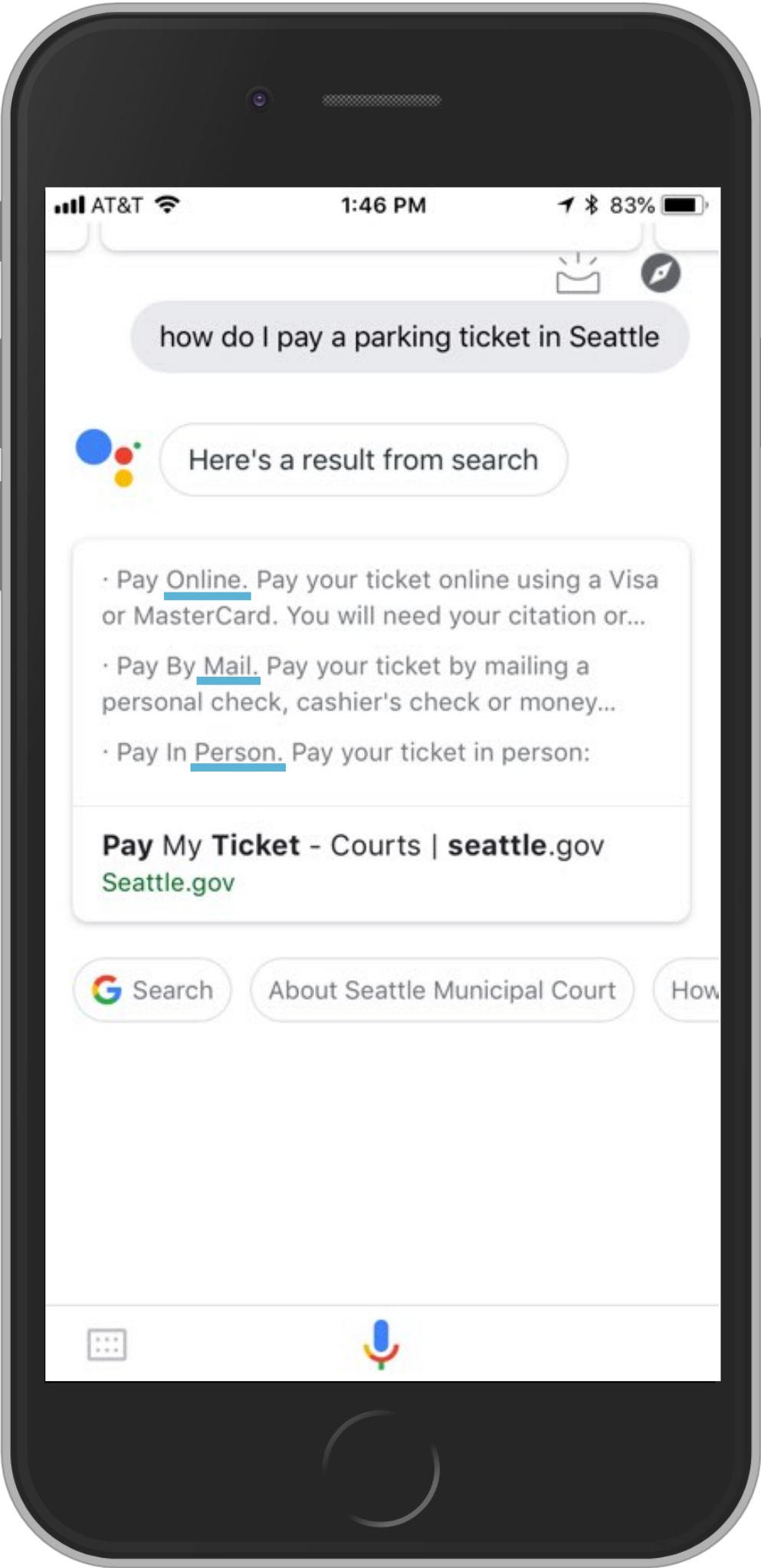
Digital Resource Aggregation

LINKED DATA

ControlAction
CreateAction
FindAction
InteractAction
MoveAction
OrganizeAction
PlayAction

Action
CreativeWork
Event
Intangible
Thing
Organization
Person
Place
Product

SearchAction

TradeAction
TransferAction
UpdateAction

BuyAction
DonateAction
OrderAction
PayAction
QuoteAction
RentAction
SellAction
TipAction
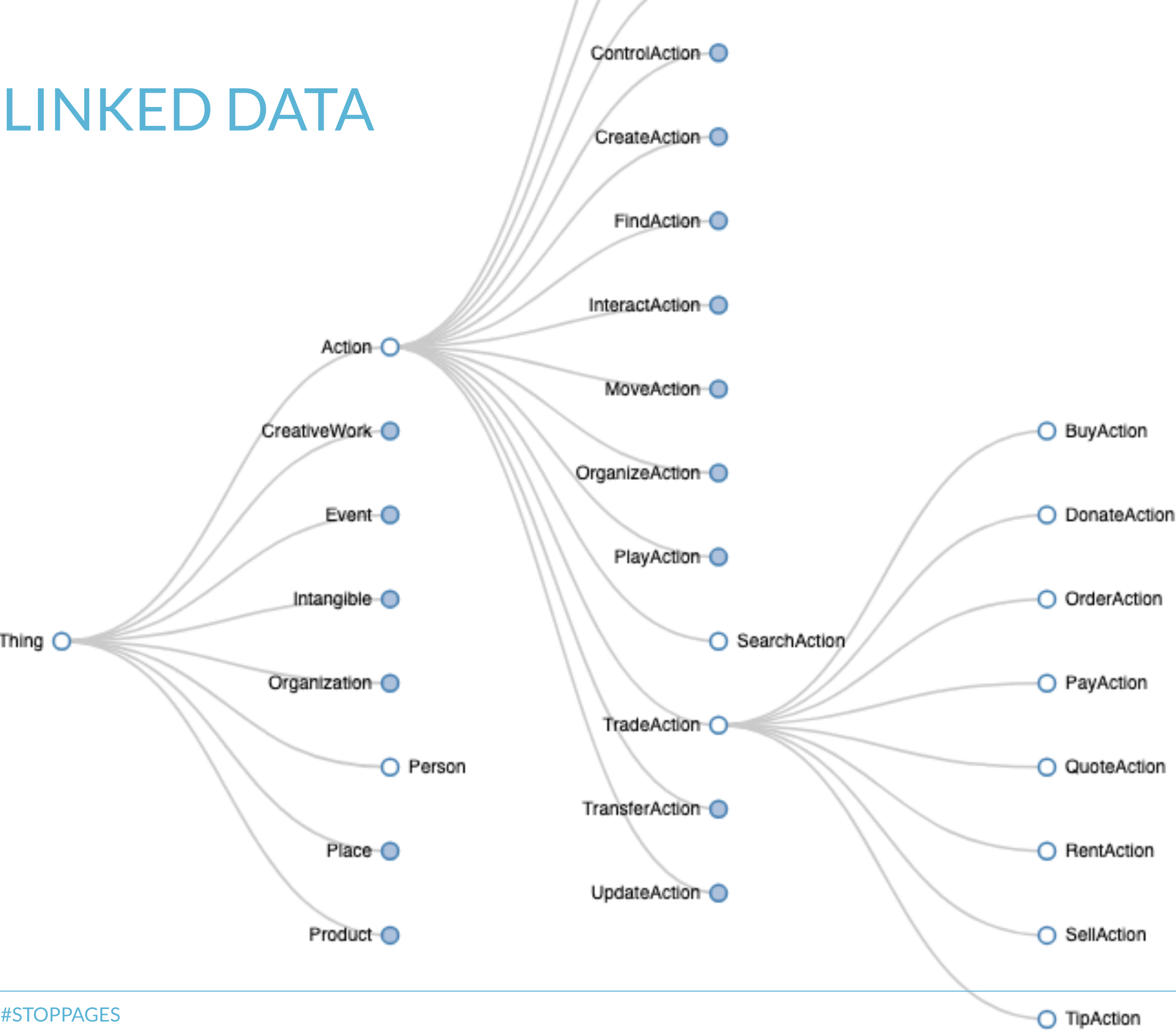
<h1> Pay My Ticket </h1>

//PayAction properties:
purpose: Thing
recipient: Organization
price: Number
priceCurrency: Text

LINKED DATA

LINKED DATA

LINKED DATA

LINKED DATA

LINKED DATA

LINKED DATA

LINKED DATA

Voice Queries & Inference of Intent

SEARCH BEHAVIOR & VOICE

Voice queries are

‣ longer

‣ more likely to ask *who*, *what*, and *where*

‣ spoken as if talking to another person

‣ more specific than text searches

– LSAInsider, 2018

SEARCH BEHAVIOR & VOICE

"Dr. Ruhlman's office

closes at 5 p.m."
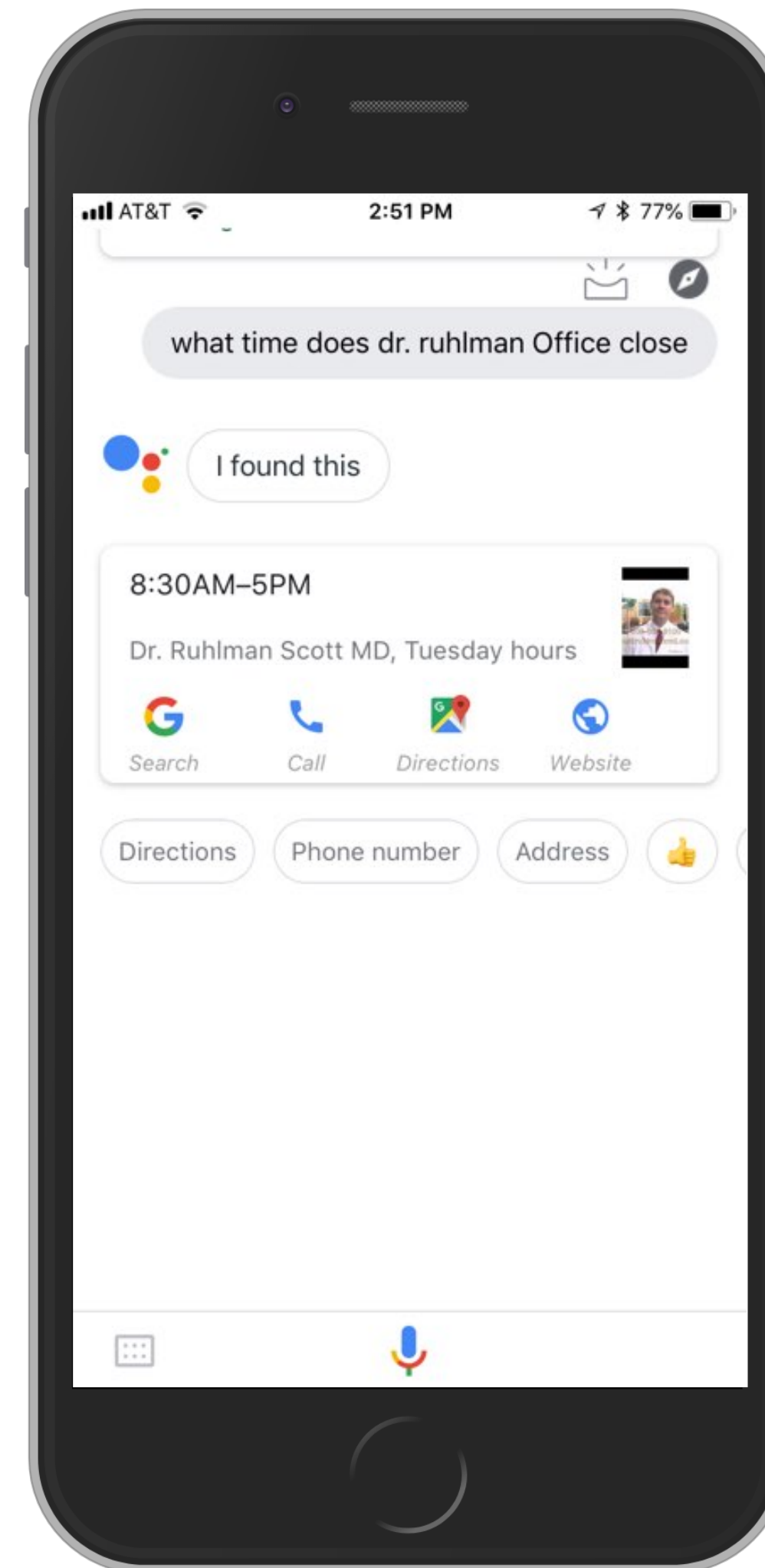
SEARCH BEHAVIOR & VOICE
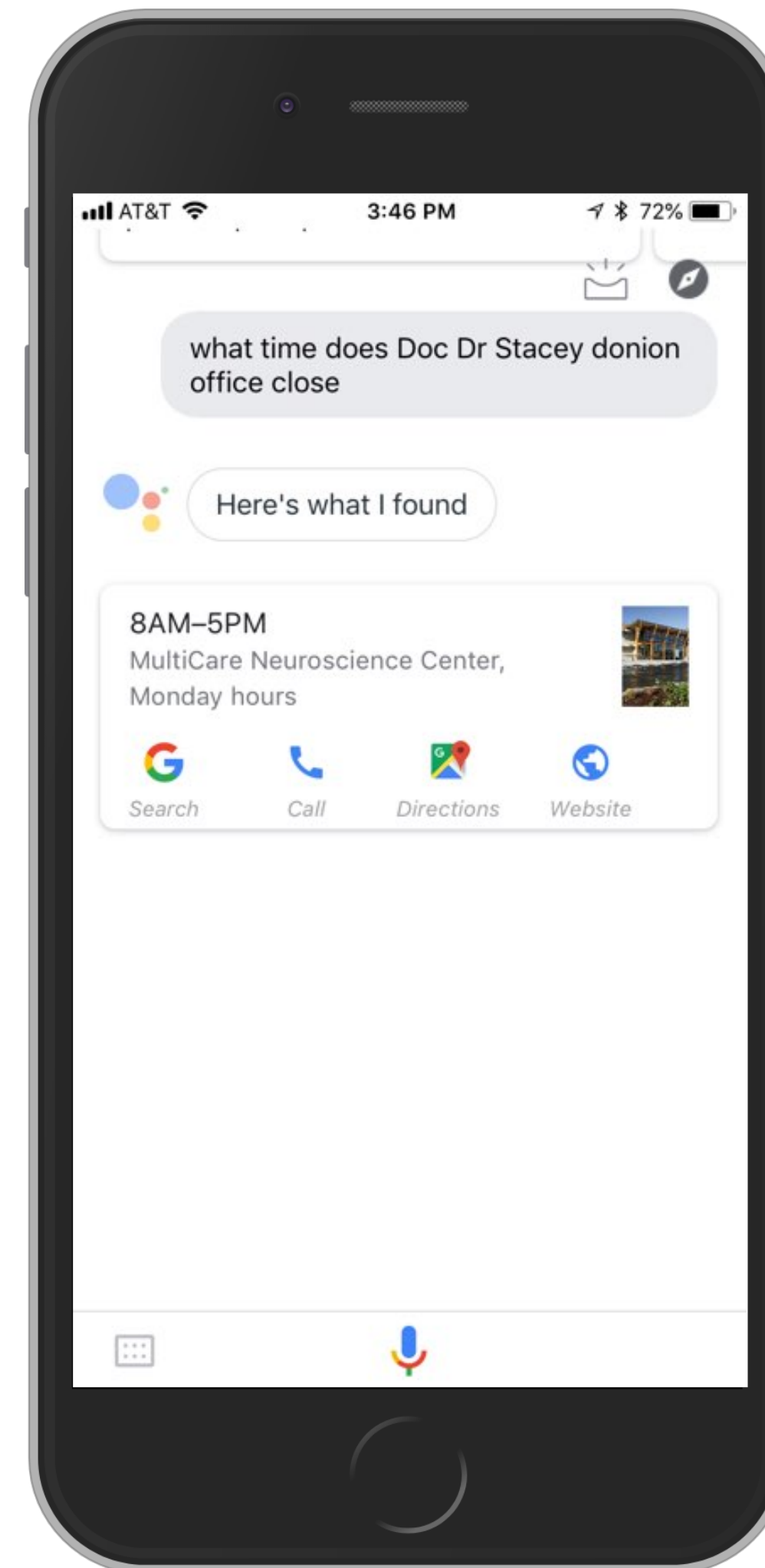
SMART AGENTS & THE AVAILABILITY HEURISTIC

On Web 3.0, poorly structured content is

out-competed by well structured content.

The Business Case for Structured Content Design

THE CASE FOR STRUCTURED CONTENT

"You don't get to decide which platform or device your customers use to access your content: **they do**"

– Karen McGrane

THE CASE FOR STRUCTURED CONTENT

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THANK YOU!

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#STOPPAGES

andyfitzgeraldconsulting.com
andybywire@gmail.com
@andybywire