

# 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

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

– Search Engine Watch, 2016

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

– Gartner, 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

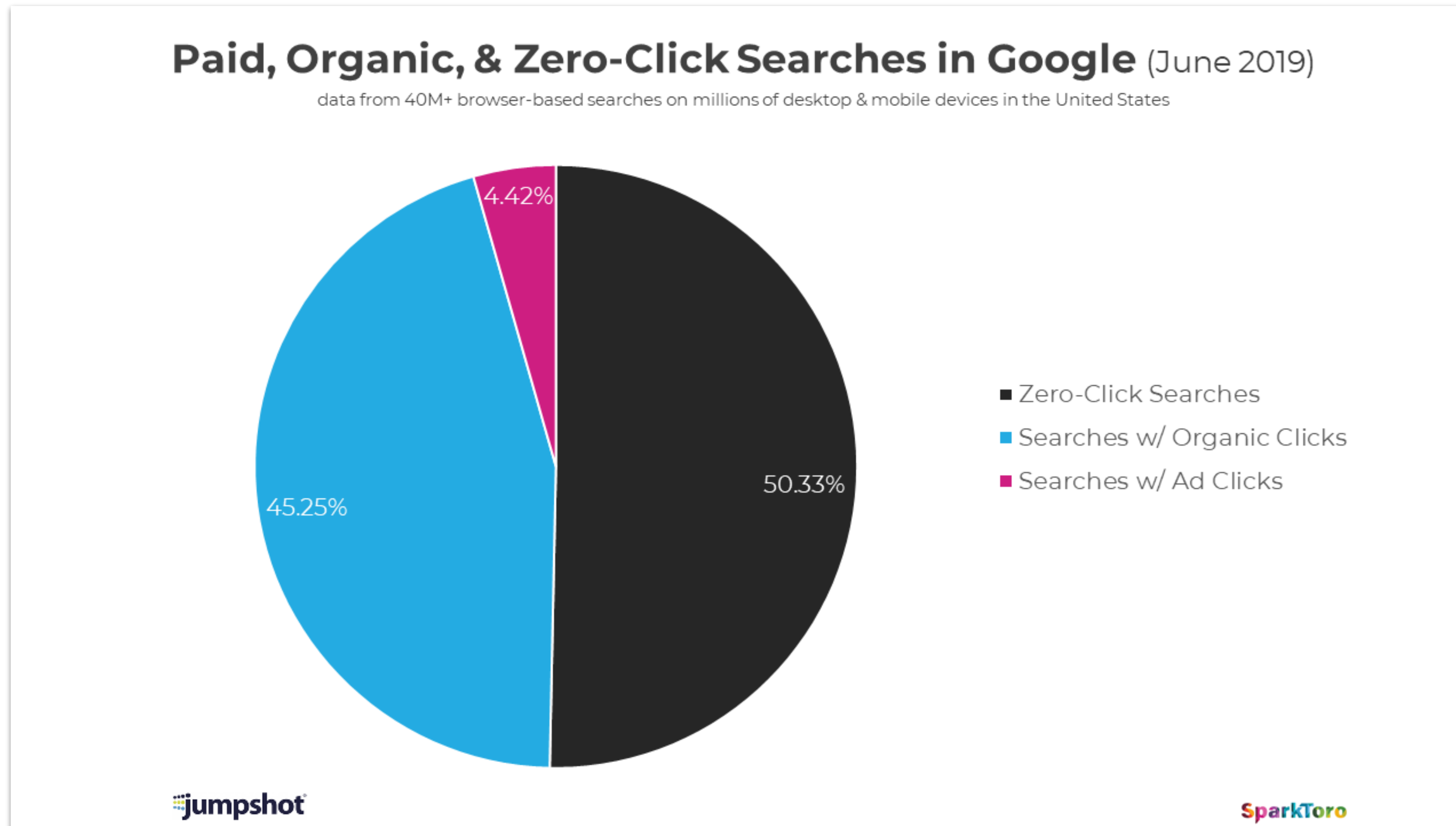


# VOICE & SMART AGENT GROWTH

“Search, advertising, content, and commerce are being impacted industrywide as consumers **transform the way they interact** with brands as the result of voice technology.”

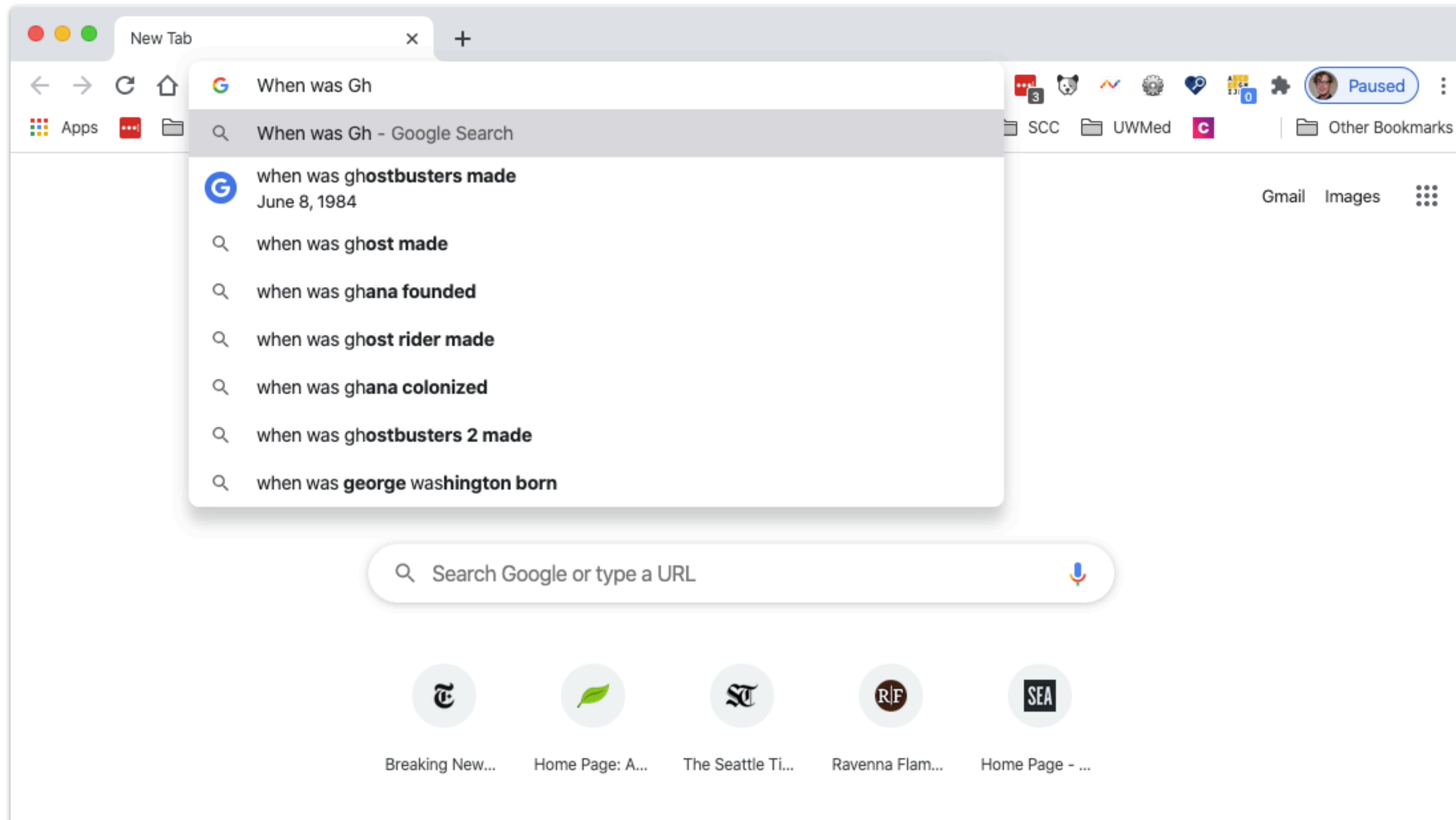
– PwC Consumer Intelligence

# VOICE & SMART AGENT GROWTH



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

# VOICE & SMART AGENT GROWTH



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

# VOICE & SMART AGENT GROWTH

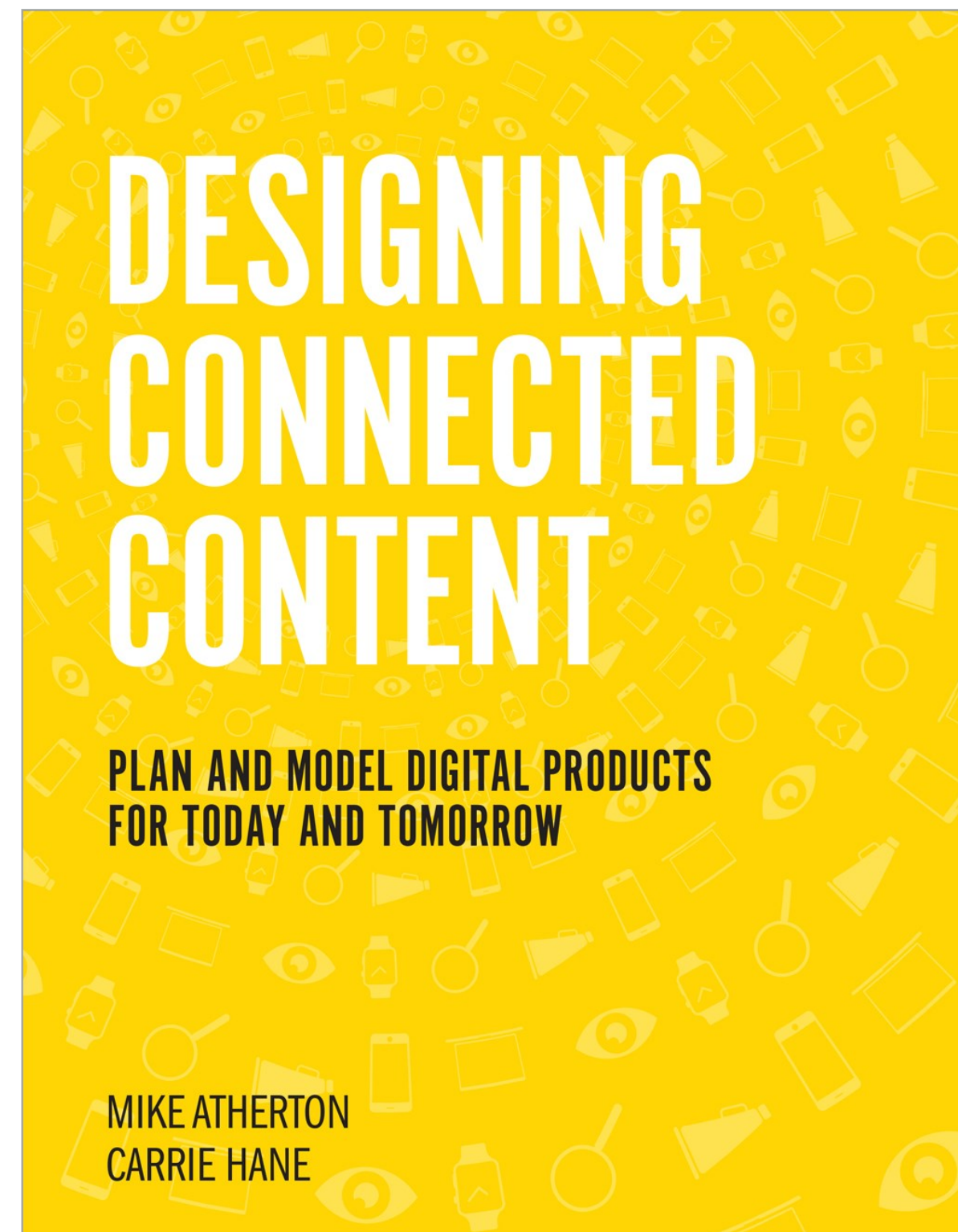
## Modes of Digital Resource Access

- ▶ **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

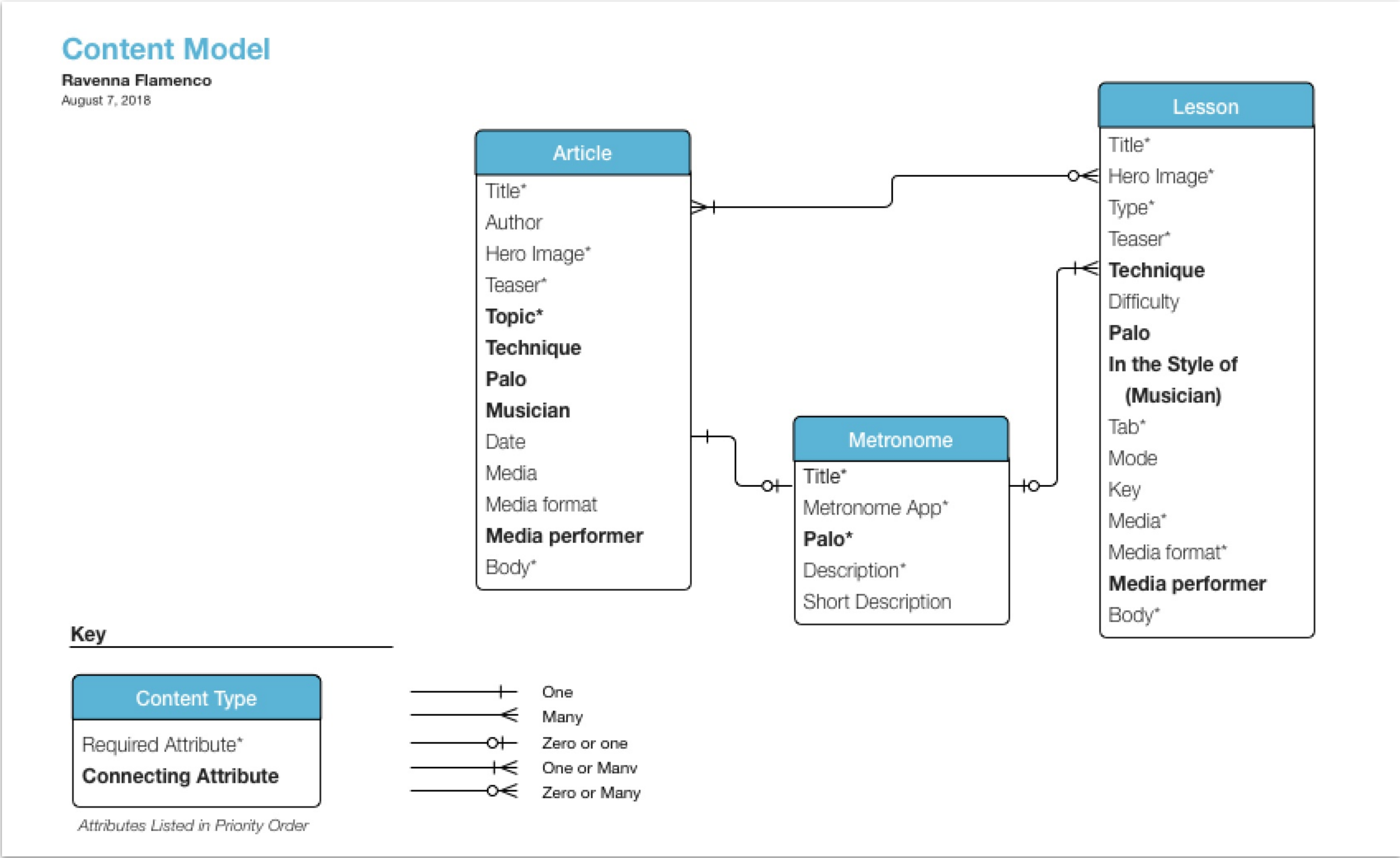


# STRUCTURED CONTENT

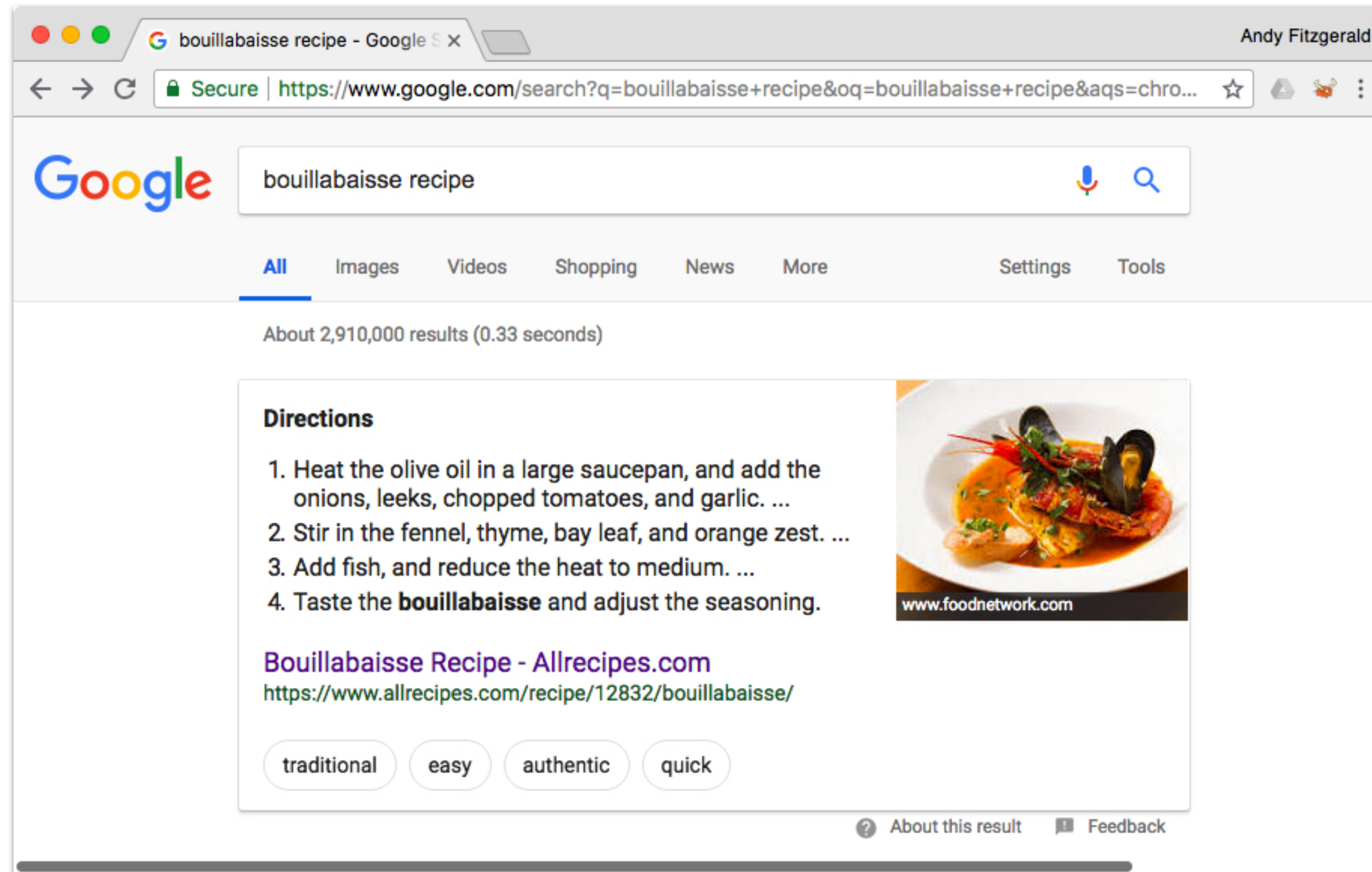


**Structured Content** is “planned, developed, and connected outside an interface so that it’s ready for any interface.”

# STRUCTURED CONTENT



# STRUCTURED CONTENT





# SEMANTIC HTML

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

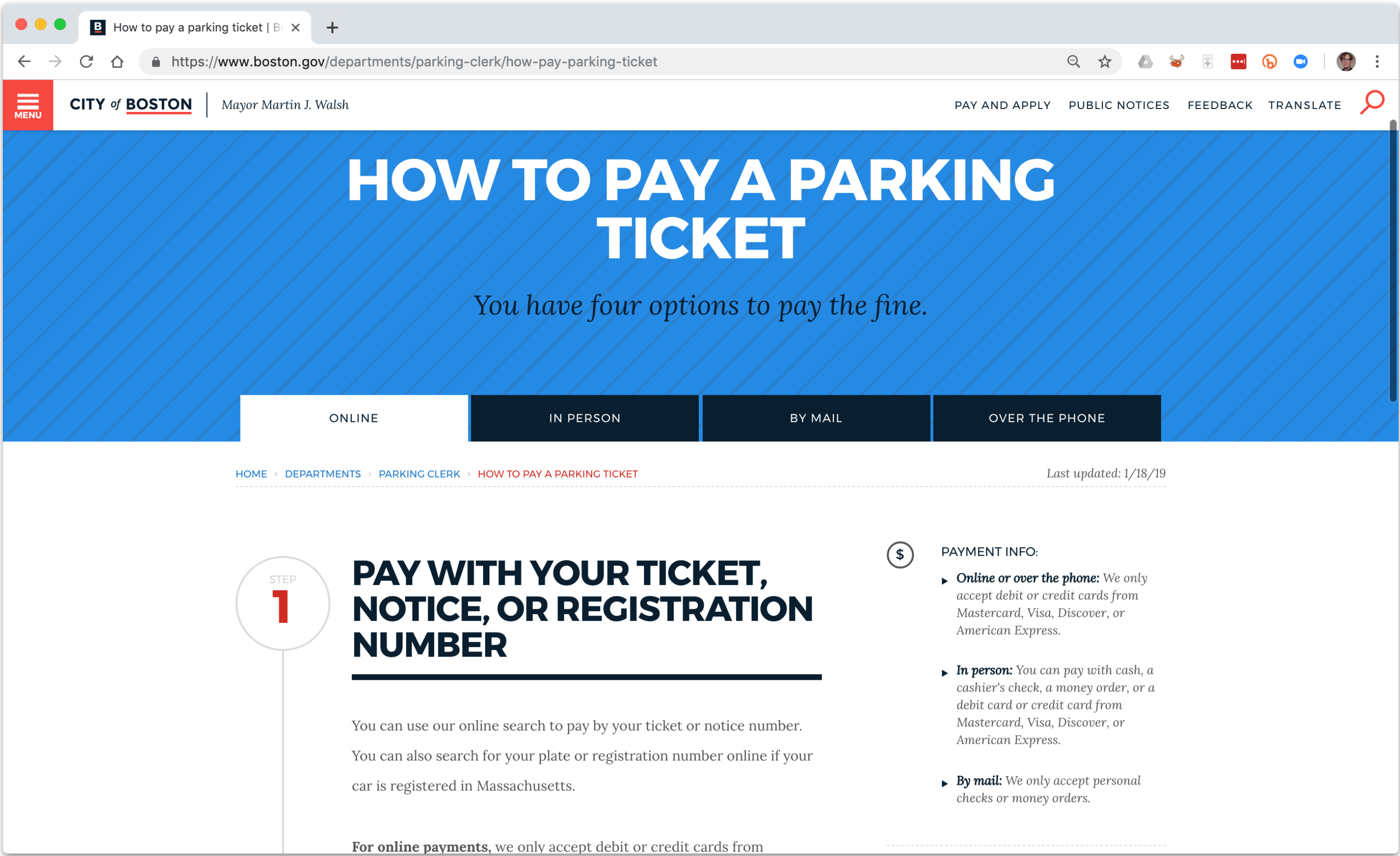
<section>
  <h1>Here's a Heading</h1>
  <ol>
    <li>Here's a list item</li>
    <li>Here's a second list item</li>
    <li>This list item is the third (and last)</li>
  </ol>
</section>

</body>
</html>
```

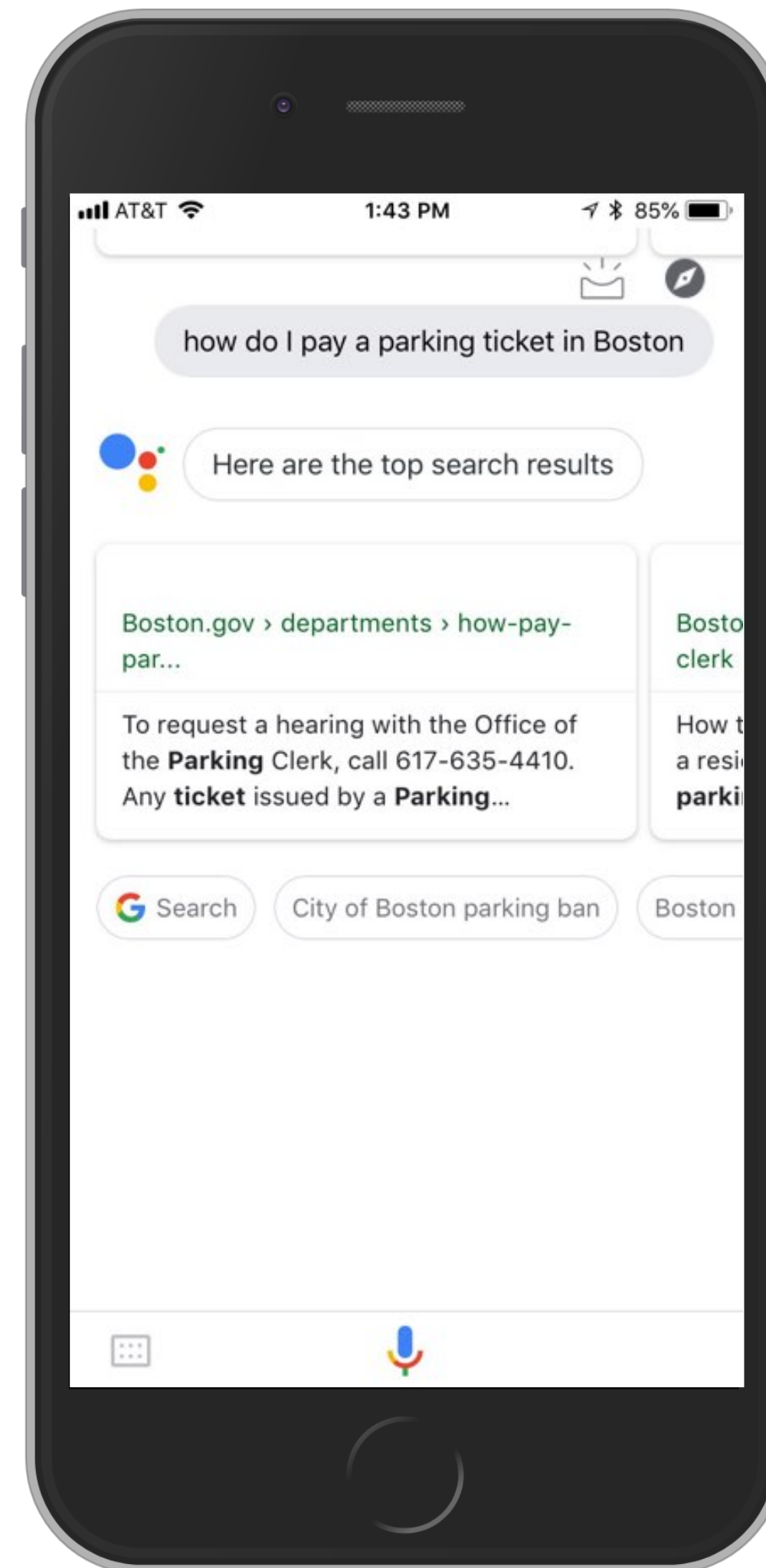
## Here's a Heading

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

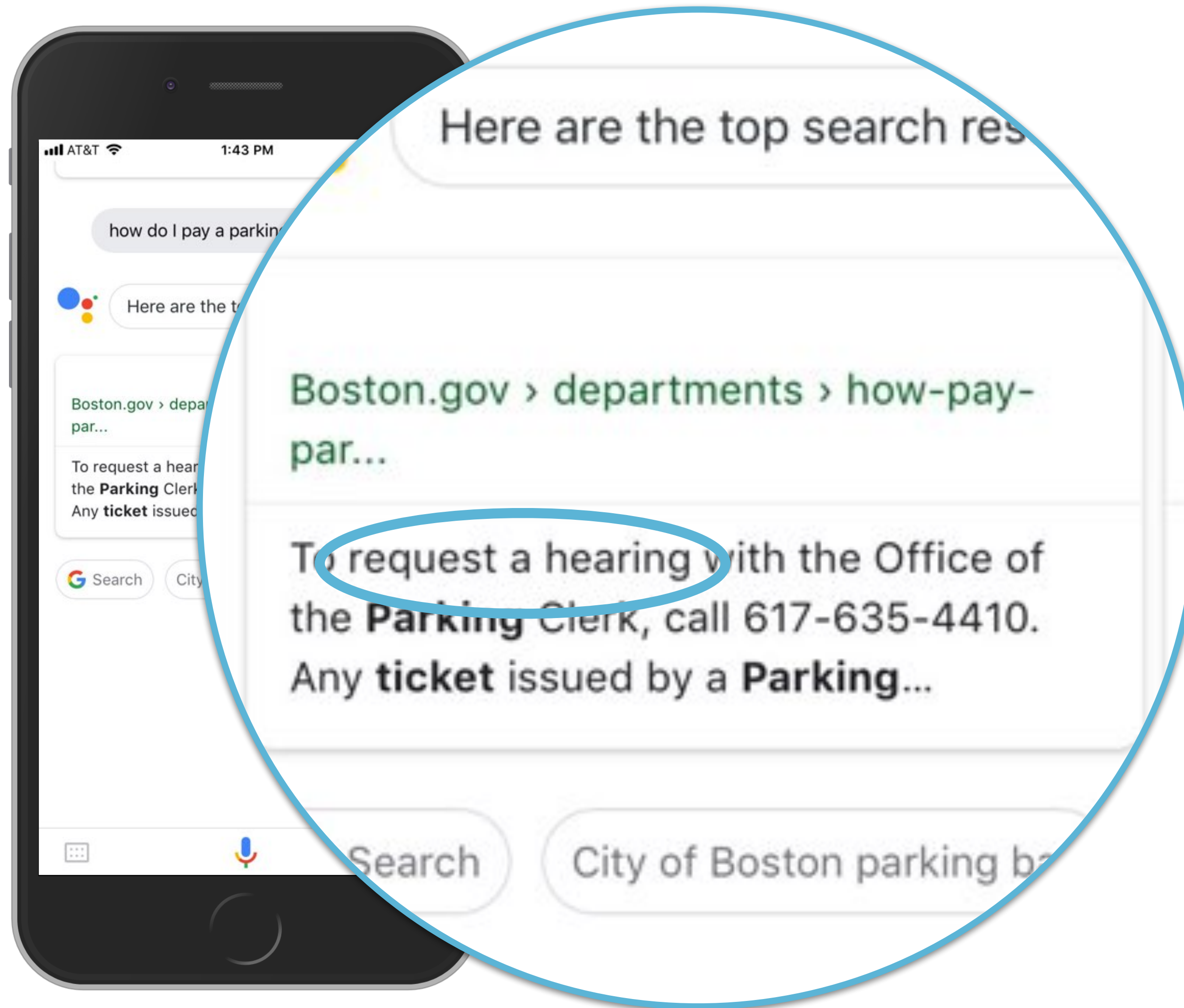
# SEMANTIC HTML



# SEMANTIC HTML

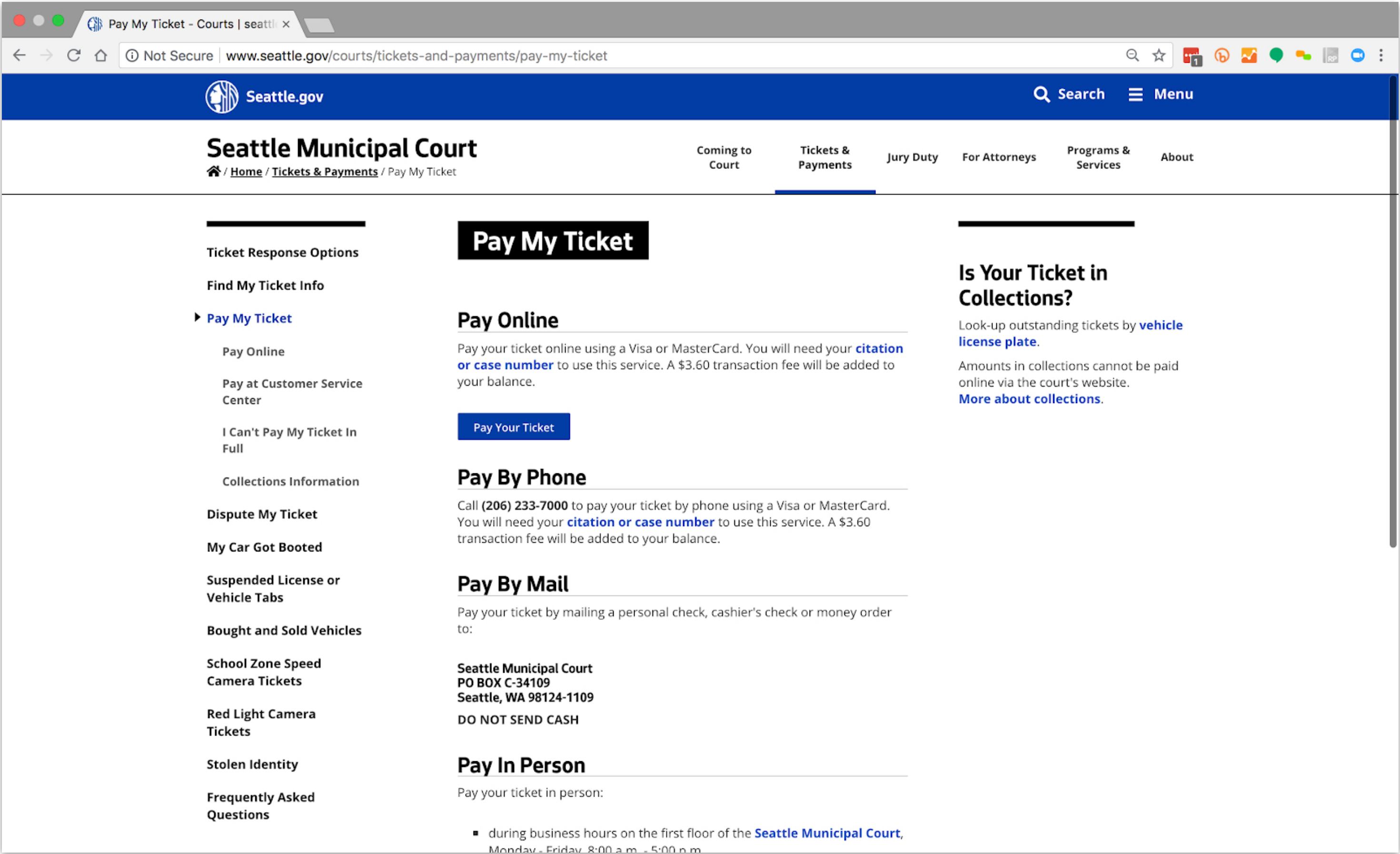


# SEMANTIC HTML



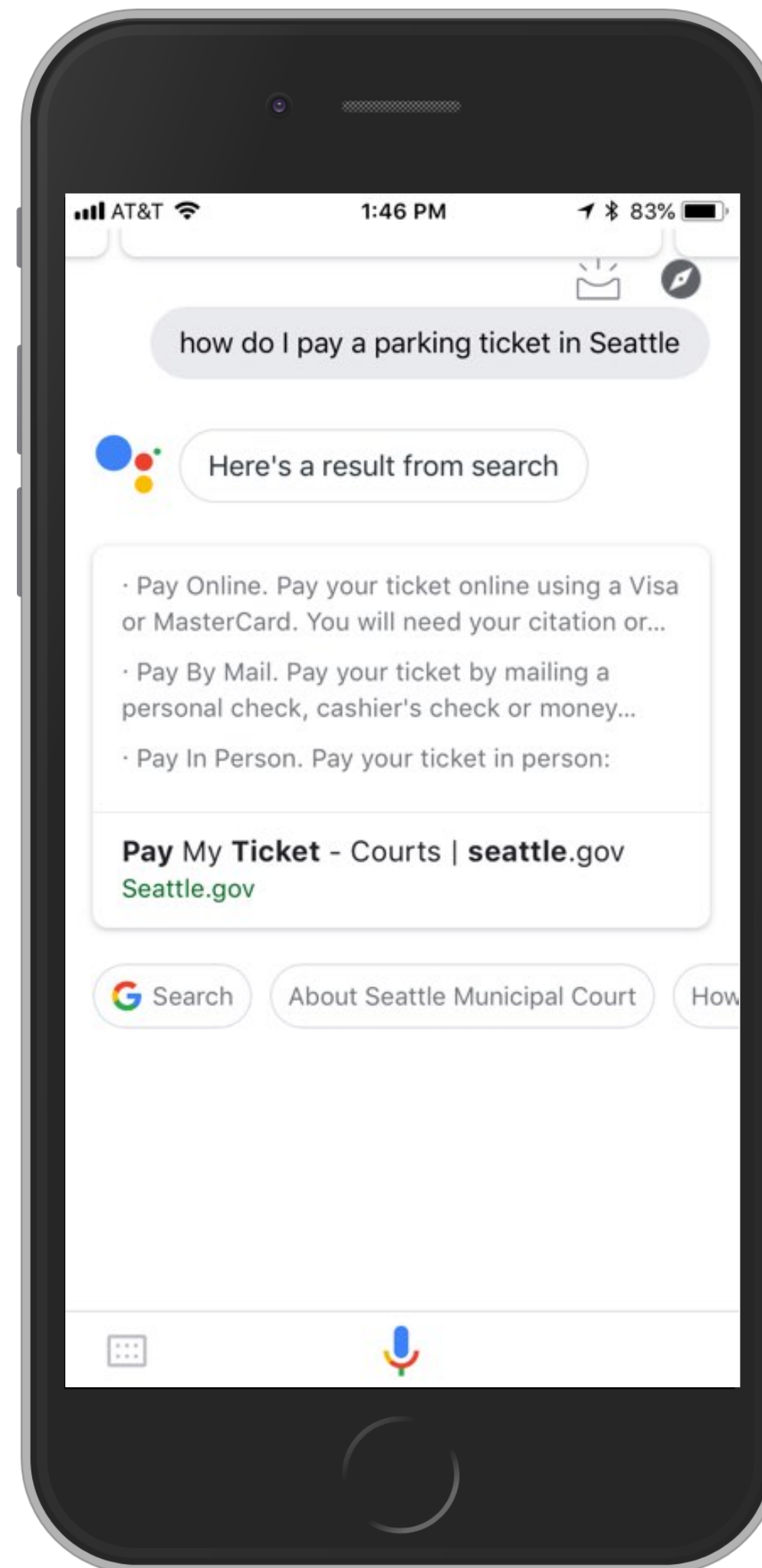


# SEMANTIC HTML

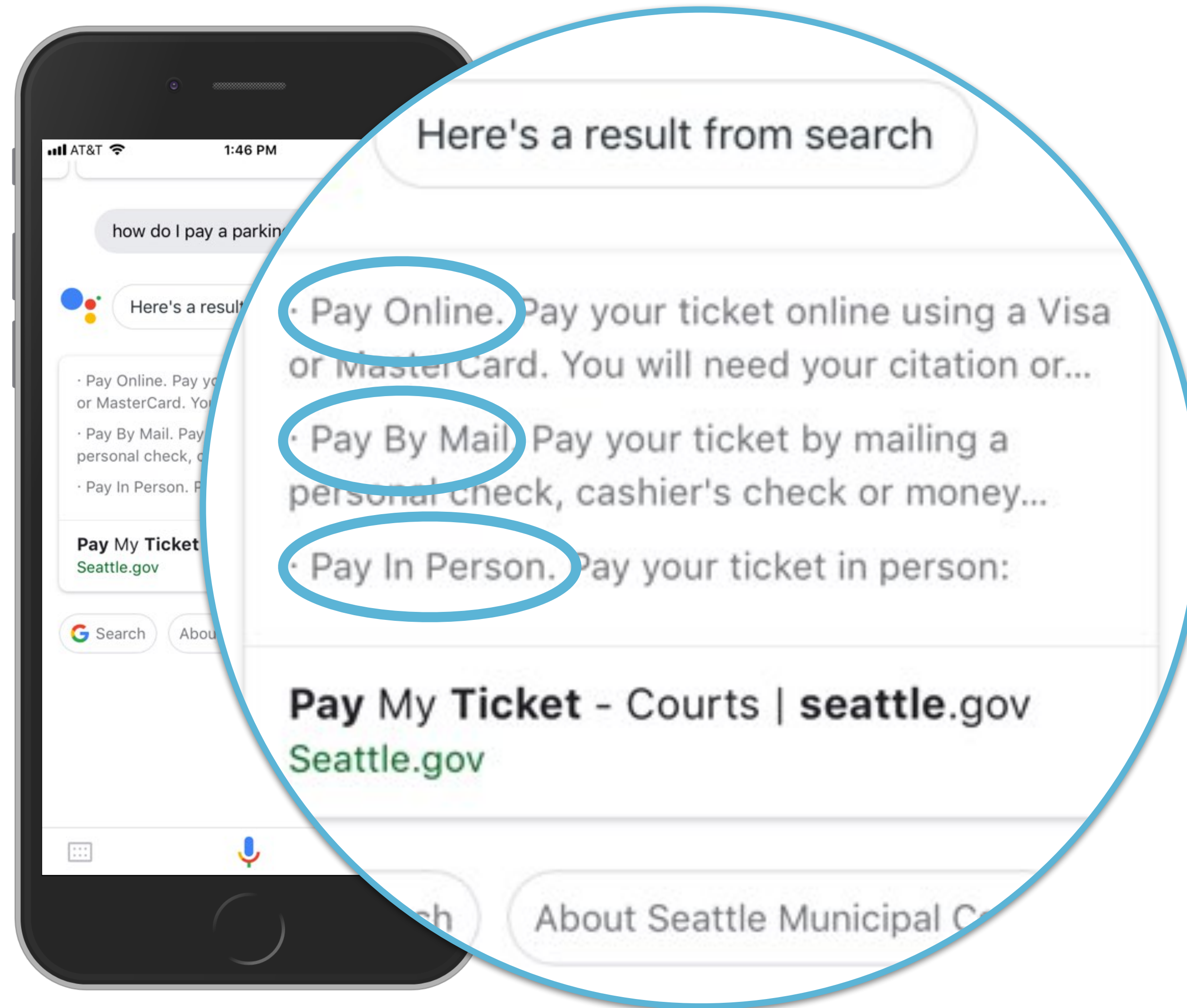




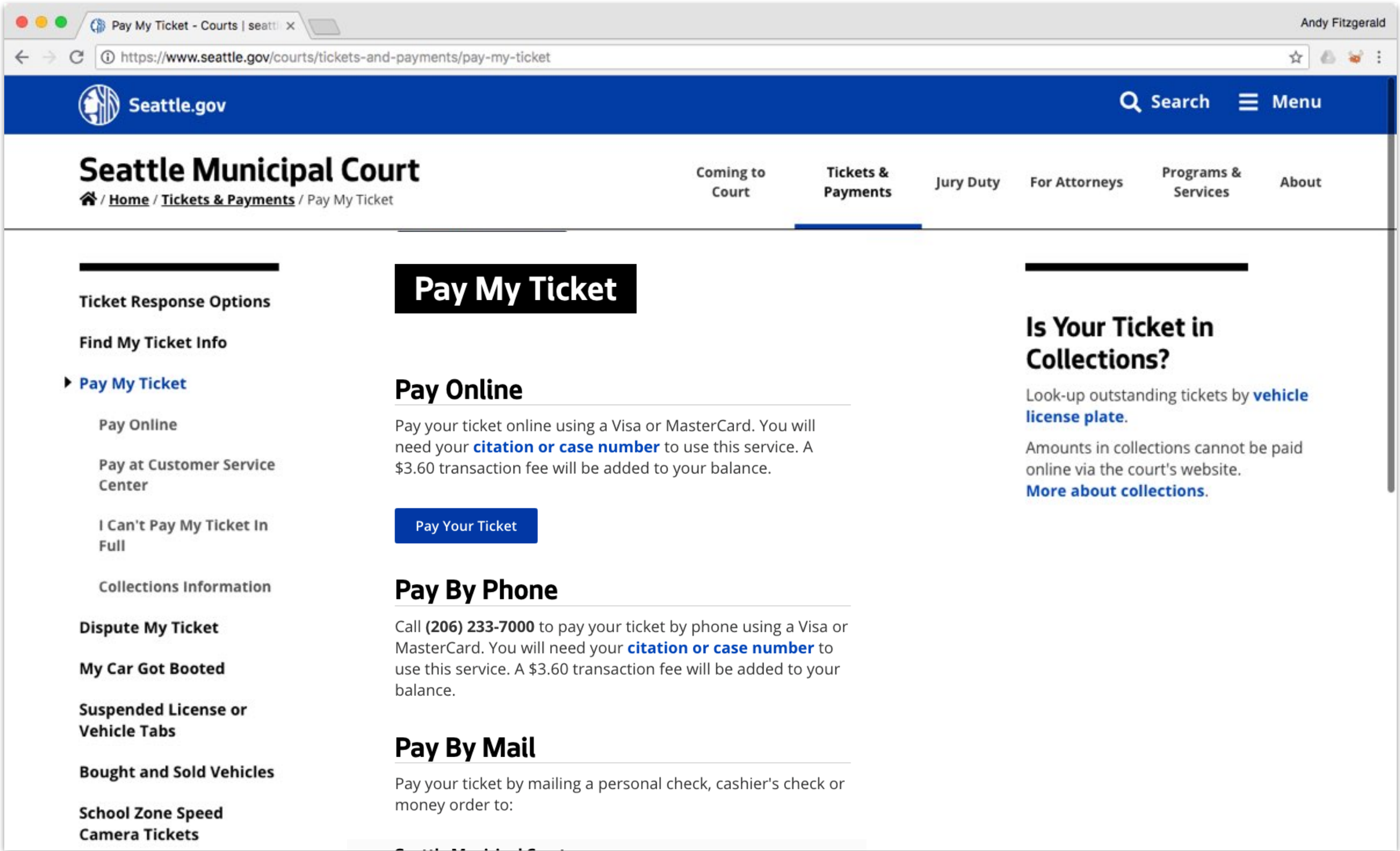
# SEMANTIC HTML



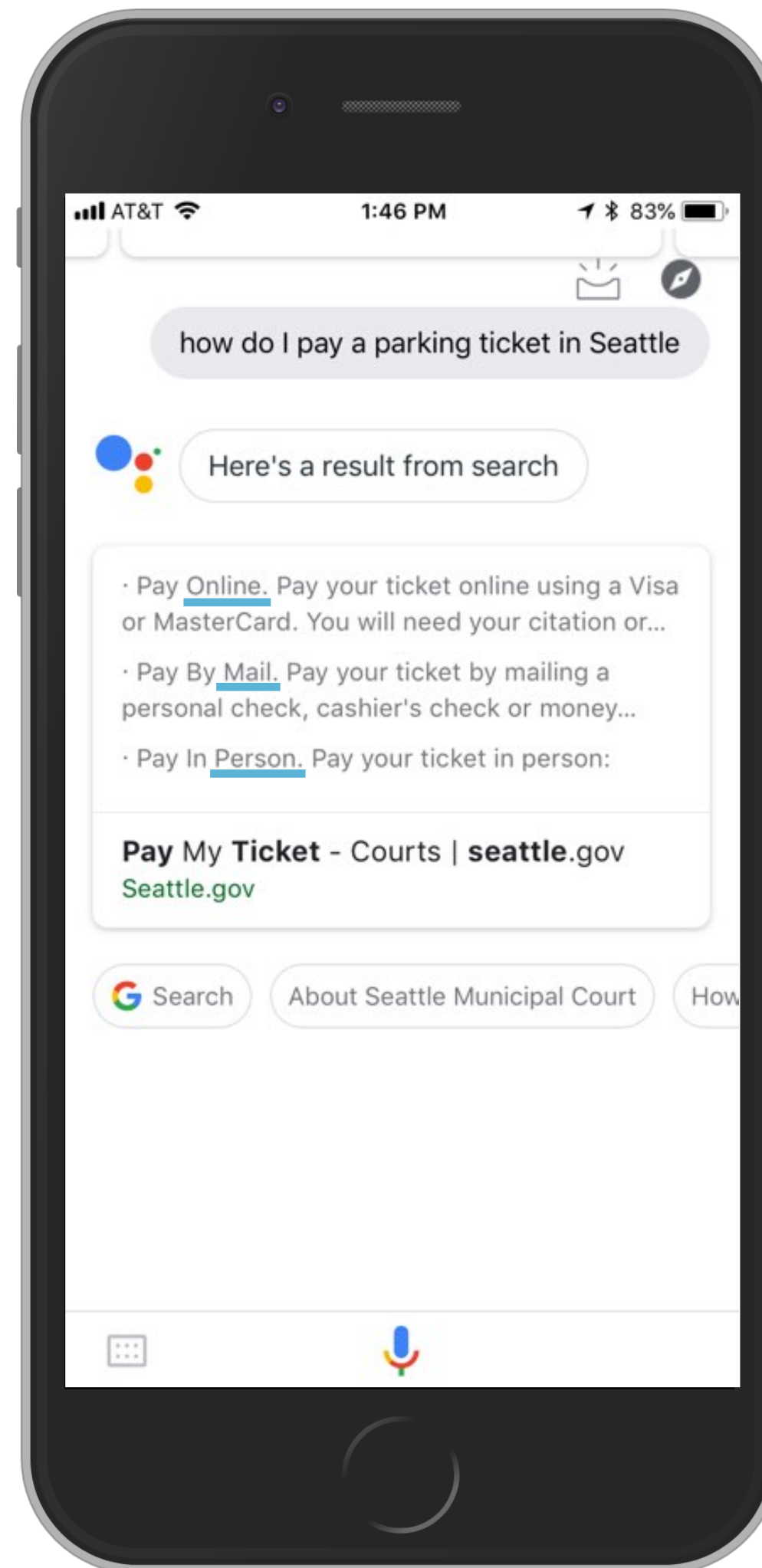
# SEMANTIC HTML



# SEMANTIC HTML

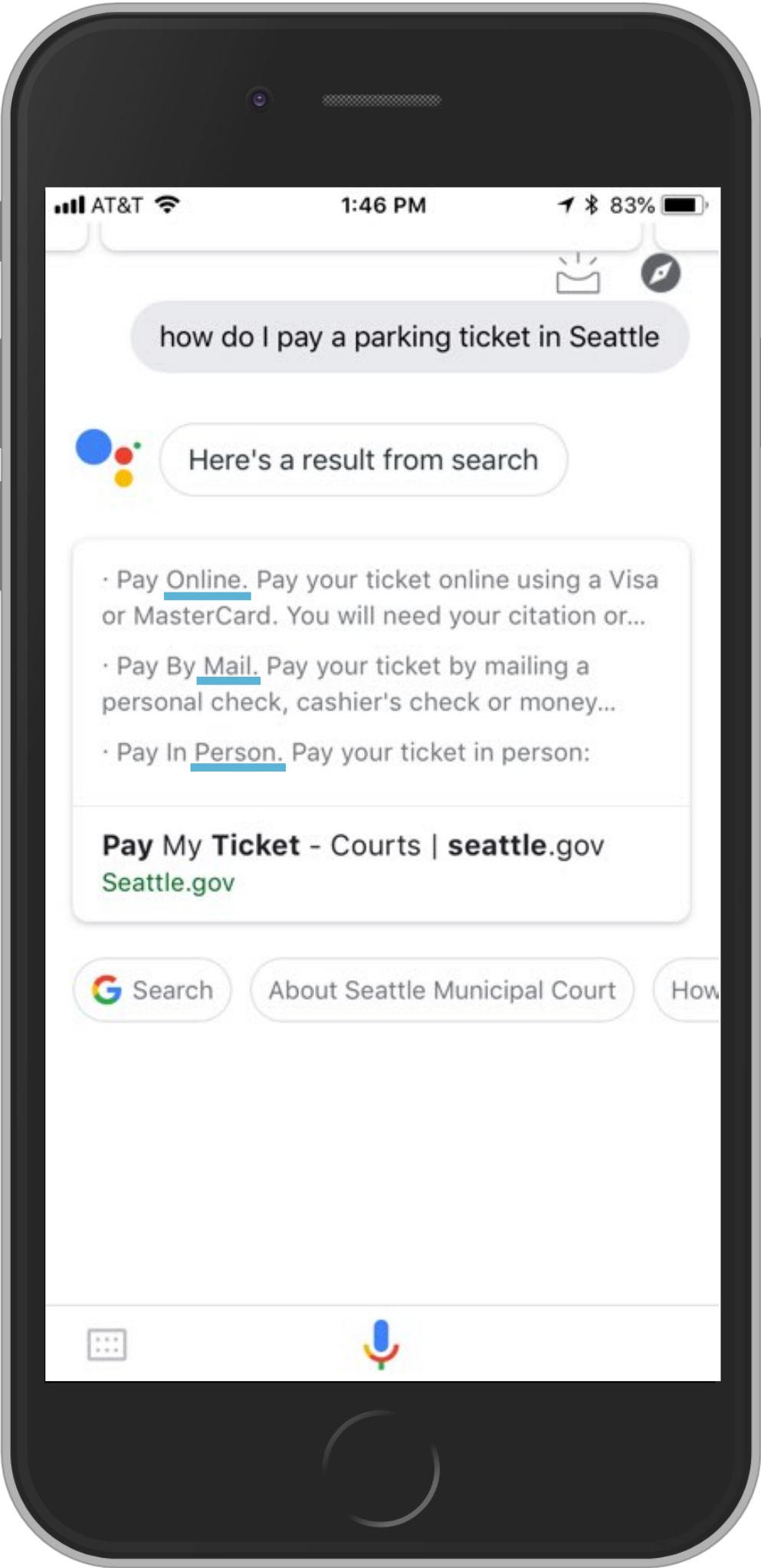


# SEMANTIC HTML



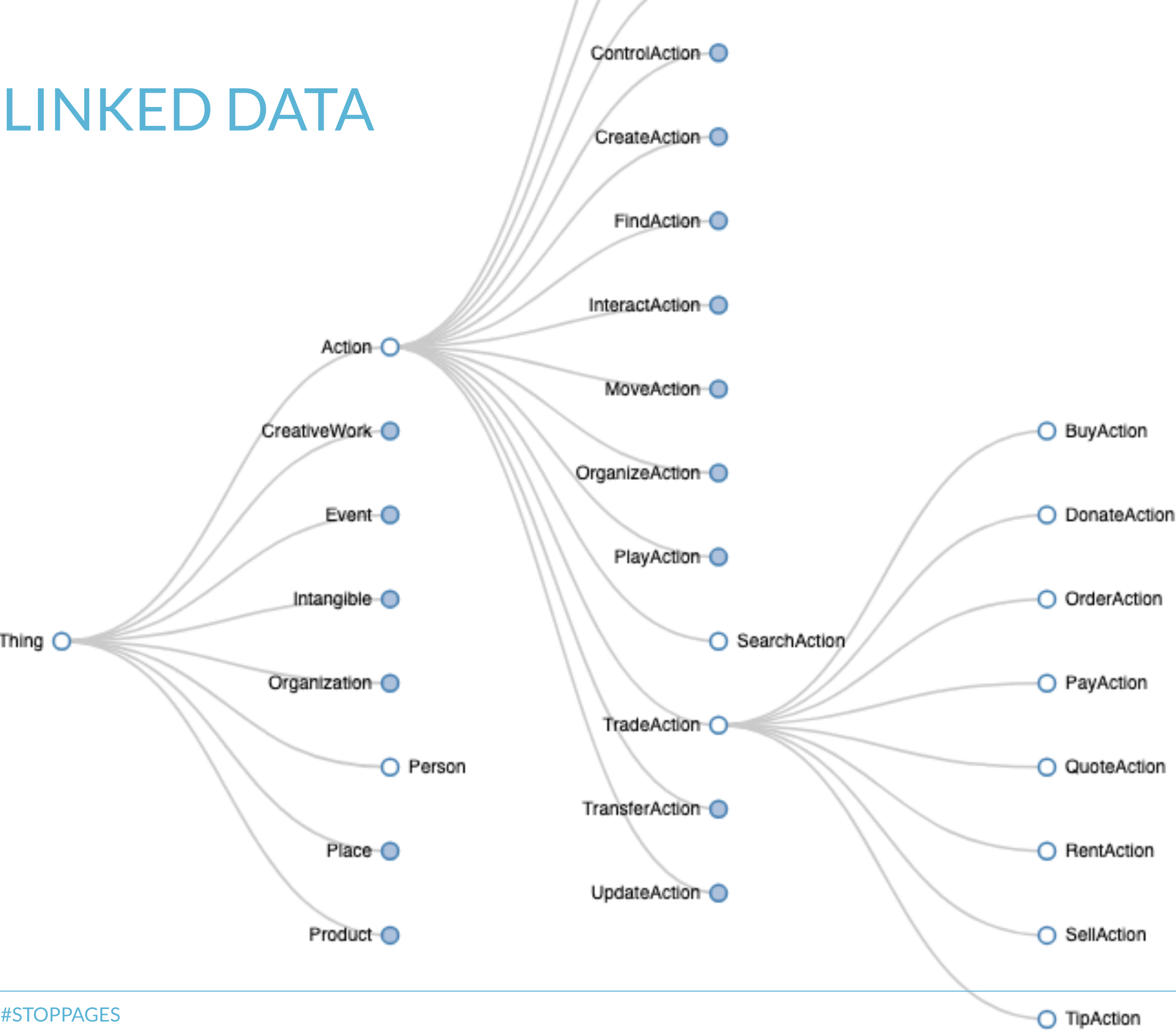


# SEMANTIC HTML



# Digital Resource Aggregation

# LINKED DATA

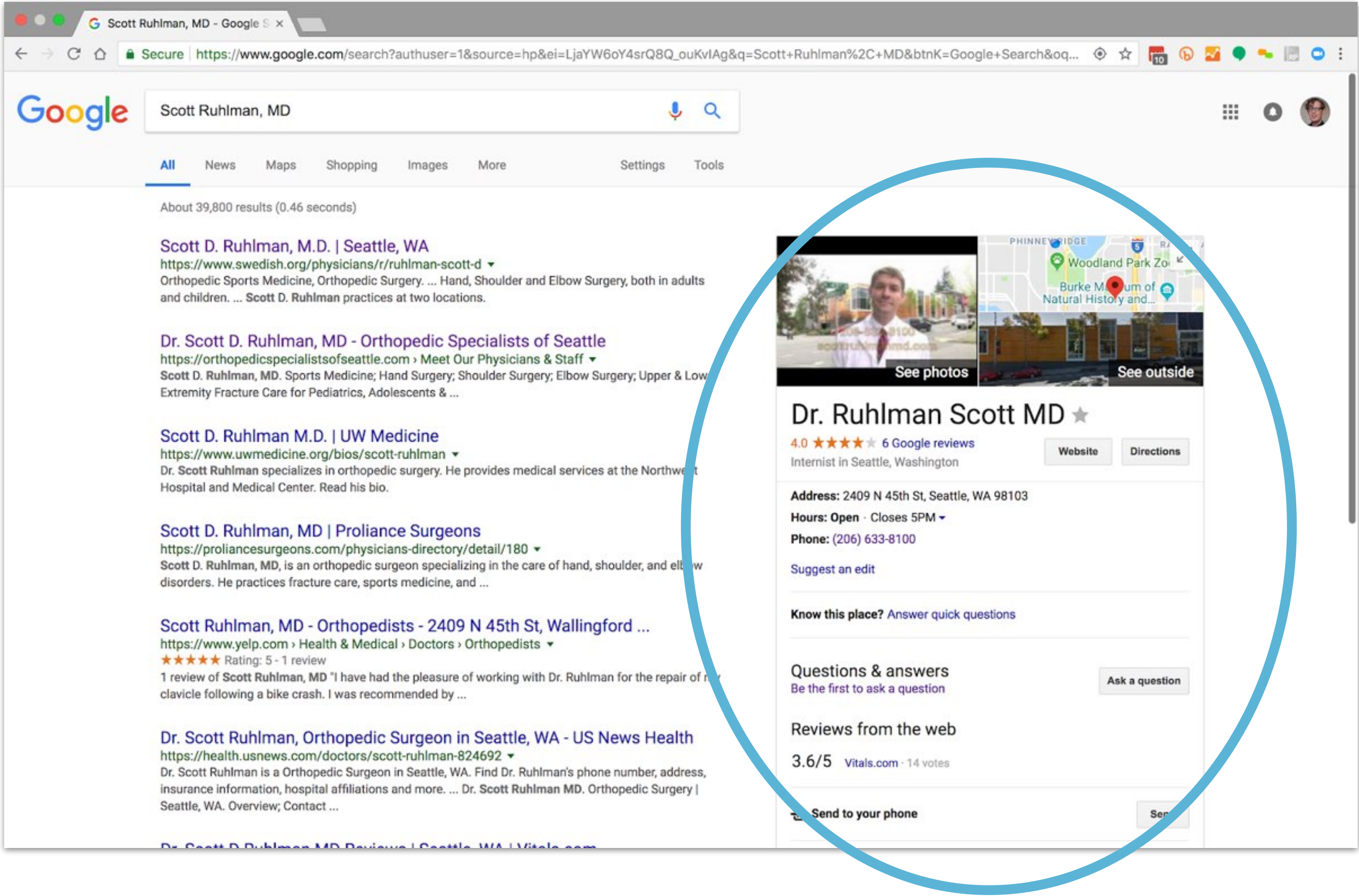


<h1> Pay My Ticket </h1>

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



# LINKED DATA





# LINKED DATA

Structured Data Testing Tool

https://search.google.com/structured-data/testing-tool/u/0/#url=https%3A%2F%2Fwww.swedish.org%2Fswedish-physicians%2Fprofile.aspx%...

Google Structured Data Testing Tool

https://www.swedish.org/swedish-physicians/profile.aspx?name=scott+d+ruhlman&id=158790

NEW TEST

303<div class="mdc-card-arch"></div>  
304<div class="mdc-card">  
305<section class="mdc-card\_\_primary pad-0" style="margin-top:64px;">  
306<div class="mdc-typography--body1" itemscope="itemscope"  
itemtype="http://schema.org/Physician">  
307<link itemprop="additionalType"  
href="http://schema.org/MedicalOrganization"/>  
308<section class="mdc-layout-grid align-center pad-bot-0">  
309  
310<h1 itemprop="name" class="mdc-typography--display2 mdc-typography--display1-phone scroll-offset-font scroll-offset-font--20 mdc-theme--primary mrg-bot-16 mrg-top-16">  
311Scott D. Ruhlman, M.D.  
312</h1>  
313  
314<div class="mdc-layout-grid\_\_inner scroll-offset-hide">  
315<div class="mdc-layout-grid\_\_cell mdc-layout-grid\_\_cell--span-12-tablet mdc-layout-grid\_\_cell--align-middle mdc-layout-grid\_\_cell--order-3 mdc-layout-grid\_\_cell--order-1-desktop mdc-typography--body2">  
316  
317  
318  
319</div>  
320<div class="mdc-layout-grid\_\_cell mdc-layout-grid\_\_cell--span-12-tablet mdc-layout-grid\_\_cell--align-middle mdc-layout-grid\_\_cell--order-1 mdc-layout-grid\_\_cell--order-2-desktop">  
321  
322<h2 class="mdc-typography--title mdc-theme--text-secondary-on-light mrg-0 mrg-bot-8">Orthopedic Surgeon</h2>  
323  
324<h3 class="mdc-typography--body2 mrg-0">  
325<a class="text-group" href="https://www.swedish.org/swedish-physicians/searchresults.aspx?specialty-filter=Orthopedic+Sports+Medicine"><span itemprop="medicalSpecialty">Orthopedic Sports Medicine</span></a>, <a

Physician

All (1)

Physician

9 ERRORS 15 WARNINGS

|                        |   |
|------------------------|---|
| @type                  | Physician   |
| additionalType         | http://schema.org/MedicalOrganization   |
| name                   | Scott D. Ruhlman, M.D.  |
| medicalSpecialty       | Orthopedic Sports Medicine  |
| medicalSpecialty       | Orthopedic Surgery  |
| isAcceptingNewPatients | http://schema.org/True  |
| description            | I am looking forward to working with your Hand, Shoulder and Elbow conditions. I enjoy treating conditions such as arthritis, fractures, sports injuries and nerve disorders. In addition, I have a particular interest in pediatric upper extremity deformity and disorders. Having trained with some of the leaders in the field at Harvards hand and upper extremity fellowship, I am excited to bring a personal approach to my hometown here in Seattle. For more information, visit my website at www.ScottRuhlmanMD.com or my practices website www.seattleortho.com |
| medicalSpecialty       | Surgery, Orthopedic   |
| description            | Hand, Shoulder and Elbow Surgery, both in adults and children.  |

#STOPPAGES

ANDY FITZGERALD | @ANDYBYWIRE

# LINKED DATA

```


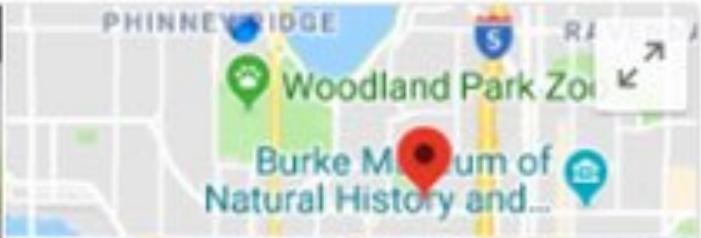

<div class="mdc-layout-grid__inner scroll-offset-
  <div class="mdc-layout-grid__cell mdc-layout-
    grid__cell--align-middle mdc-layout-
    cell--order-1-desktop mdc-typography--
  <div class="mdc-layout-grid__cell mdc-layout-
    grid__cell--align-middle mdc-layout-
    cell--order-2-desktop">
    <a href="https://www.swedish.org/swedish-
    y-filter=Orthopedic+Sports+Medicine"><span
    : Sports Medicine</span></a>, <a

```

| Physician              |  | 9 ERRORS | 15 WARNINGS | ^ |
|------------------------|--|----------|-------------|---|
| @type                  | Physician  |          |             |   |
| additionalType         | http://schema.org/MedicalOrganization  |          |             |   |
| name                   | Scott D. Ruhlman, M.D.   |          |             |   |
| medicalSpecialty       | Orthopedic Sports Medicine   |          |             |   |
| medicalSpecialty       | Orthopedic Surgery   |          |             |   |
| isAcceptingNewPatients | http://schema.org/True   |          |             |   |
| description            | <p>I am looking forward to working with your Hand, Shoulder and Elbow conditions. I enjoy treating conditions such as arthritis, fractures, sports injuries and nerve disorders. In addition, I have a particular interest in pediatric upper extremity deformity and disorders. Having trained with some of the leaders in the field at Harvards hand and upper extremity fellowship, I am excited to bring a personal approach to my hometown here in Seattle. For more information, visit my website at <a href="http://www.ScottRuhlmanMD.com">www.ScottRuhlmanMD.com</a> or my practices website <a href="http://www.seattleortho.com">www.seattleortho.com</a></p> |          |             |   |
| medicalSpecialty       | Surgery, Orthopedic  |          |             |   |
| description            | <p>Hand, Shoulder and Elbow Surgery, both in adults and children.</p>  |          |             |   |



# LINKED DATA



[See photos](#)[See outside](#)

## Dr. Ruhlman Scott MD

[Website](#)[Directions](#)[Save](#)

4.0

★★★★☆

6 Google reviews

Internist in Seattle, Washington

Address: 2409 N 45th St, Seattle, WA 98103

Hours: Open · Closes 5PM ▾

Phone: (206) 633-8100

[Suggest an edit](#)

Know this place?

[Answer quick questions](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

Reviews from the web

3.6/5 [Vitals.com](#) · 14 votes

Send to your phone

[Send](#)

# LINKED DATA

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

Questions & answers

Be the first to ask a question

Ask a question

Reviews from the web

3.6/5 [Vitals.com](#) · 14 votes

Send to your phone

Send

Reviews

[Write a review](#) [Add a photo](#)

"The best **surgeon** I could have hoped for."

"Qualified individuals, but very poor time **management**."

[View all Google reviews](#)

People also search for

[View 15+ more](#)

Orthopedic Specialists of Seattle...  
Doctor

Turnipseed Jerry S  
Physical Therapist

Seattle Hip Surgery  
Surgeon

Seattle Orthopedic Center  
Orthopedic Clinic

Greater Seattle Real Estate  
Real Estate Agency

# LINKED DATA

Stacey A Donion, MD, Orthope X

https://www.chifranciscan.org/find-a-doctor/details.physician.e7824661-7613-4d9d-9dcf-a9fe29f9d061.html

LANGUAGE

MY CHART


BILL PAY

VIRTUAL URGENT CARE

CLASSES AND EVENTS

CAREERS

WAYS TO GIVE

 CHI Franciscan


OUR SERVICES

PROVIDERS


LOCATIONS


PATIENTS AND VISITORS

ABOUT US




[← Find a Provider](#)







Stacey A Donion, MD




Located At

Clinic

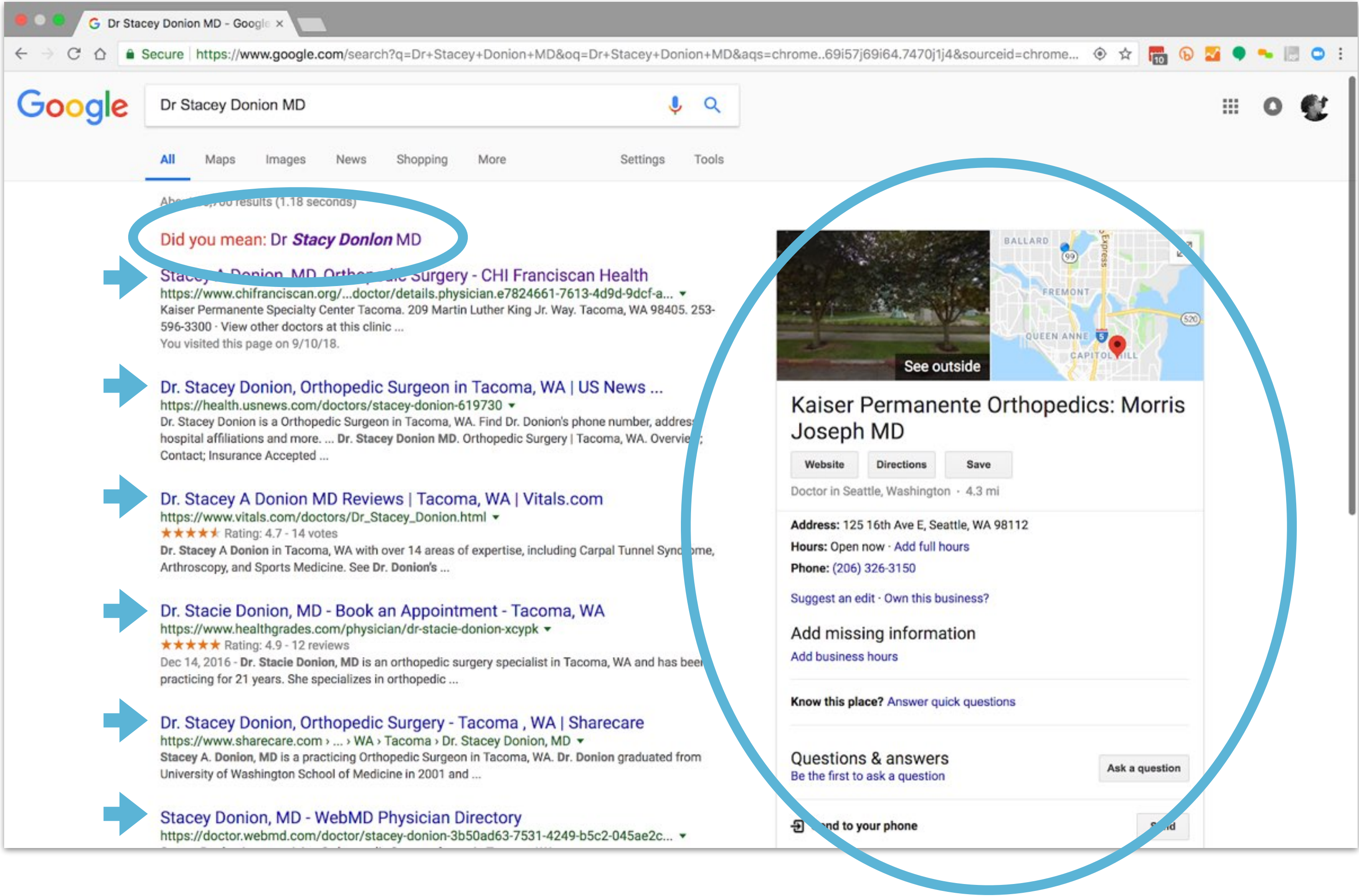
 **Kaiser Permanente Specialty Center Tacoma**  
209 Martin Luther King Jr. Way  
Tacoma, WA 98405

 **253-596-3300**

 [View other doctors at this clinic](#)



# LINKED DATA



# Voice Queries & Inference of Intent

# SEARCH BEHAVIOR & VOICE

## Voice queries are

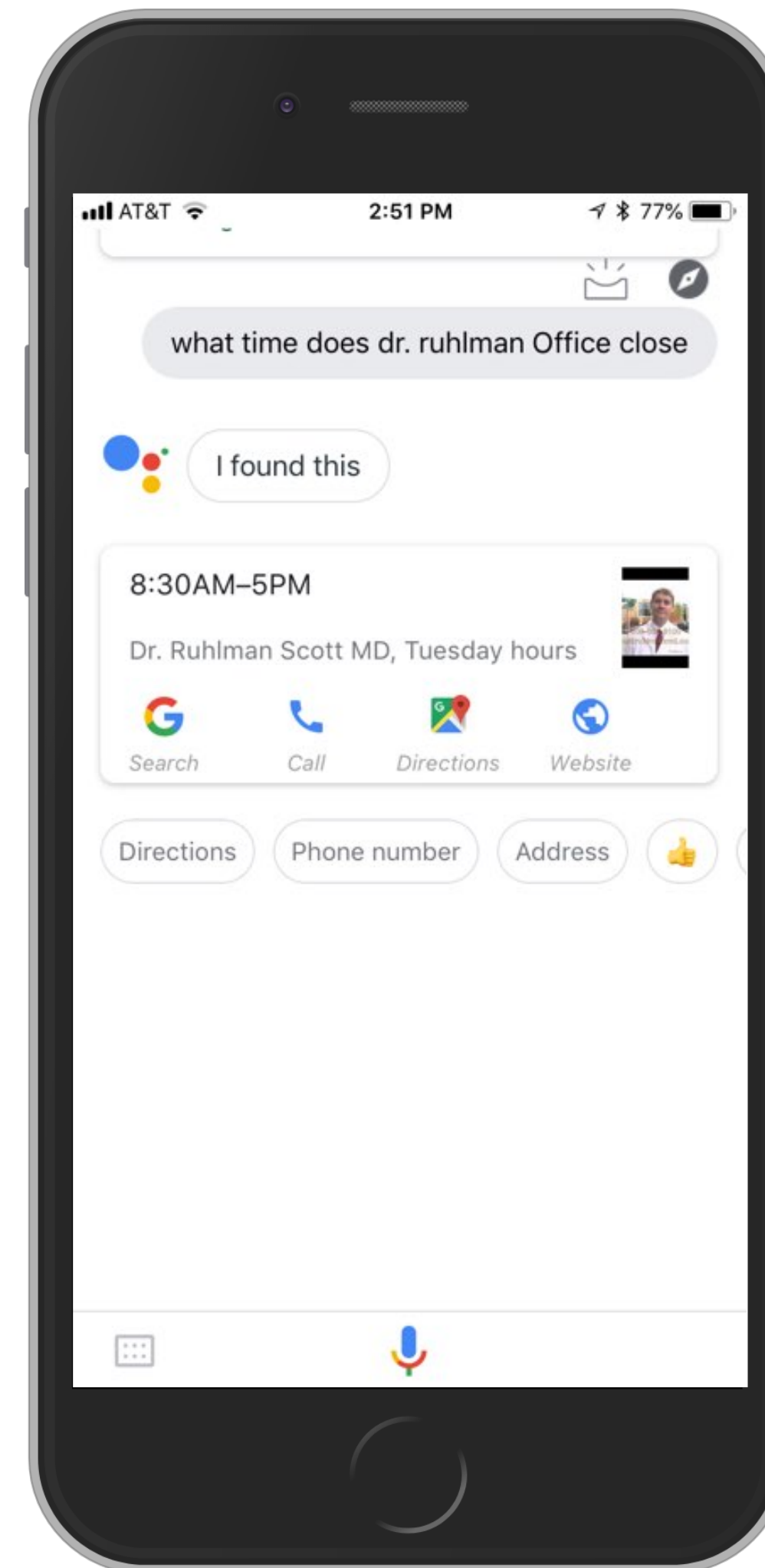
- ▶ longer
- ▶ more likely to ask *who, what, and where*
- ▶ spoken as if talking to another person
- ▶ more specific than text searches

– LSAInsider, 2018



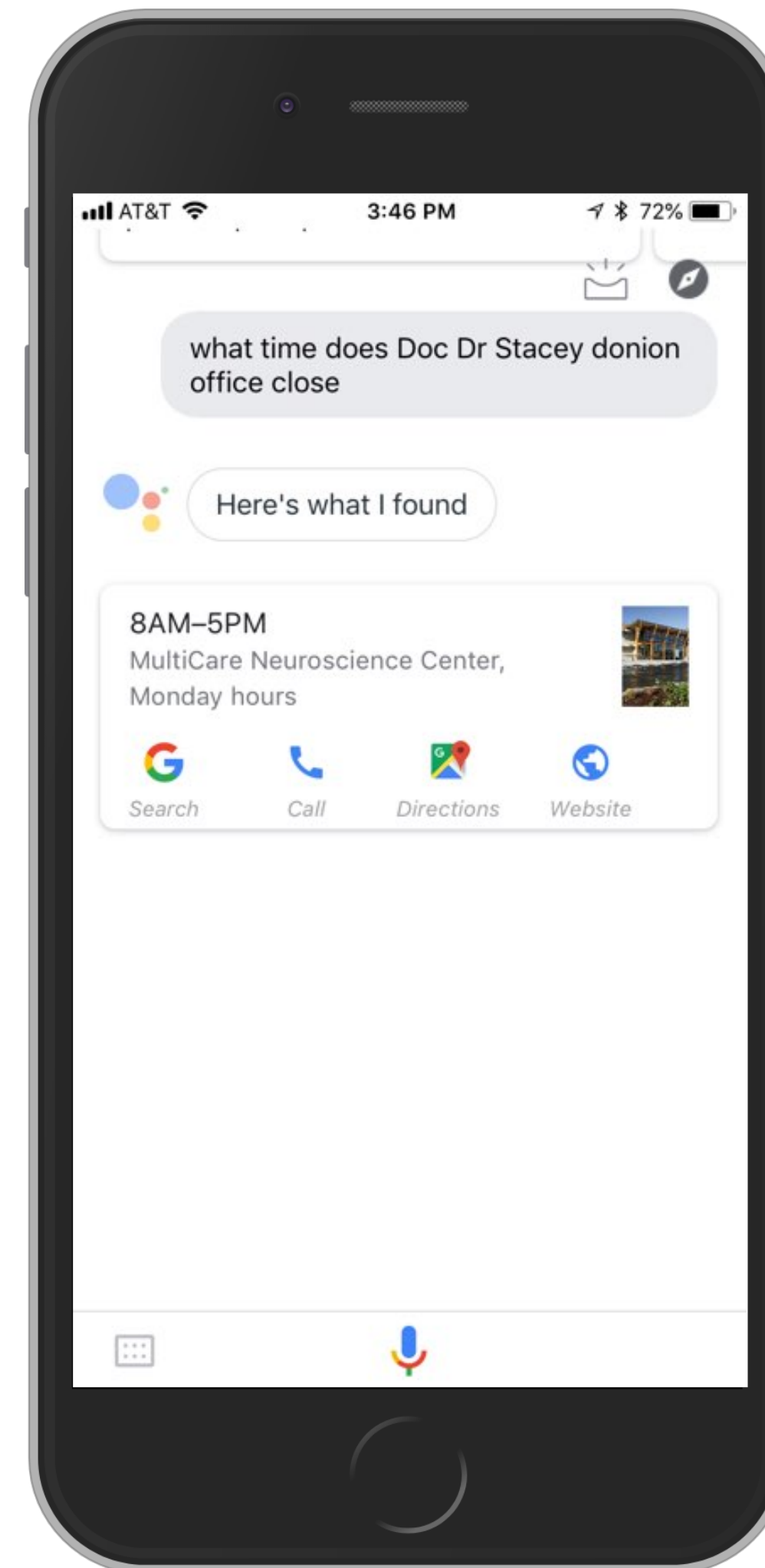
# SEARCH BEHAVIOR & VOICE

“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

## 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
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# THANK YOU!

STOP PUBLISHING PAGES:  
STRUCTURED CONTENT & COMMUNICATION ON WEB 3.0

#STOPPAGES

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@andybywire