

The Yoast SEO graph

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Learning objectives

After this lesson, you'll:

- understand the basics of how we have defined Schema within Yoast SEO;
 - understand the basics of what the Yoast graph is and does.
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1. The Yoast approach to Schema

Structured data with Schema.org plays a massive role on the internet. **This powerful way of writing code is responsible for many of the rich results you see in the search results pages.** For example, let's say you search for information on the latest update of the game Animal Crossing. Take a look at the results in Image 1. The ones at the top probably caught your attention immediately. This collection of results is known as a Top stories carousel. The results include a relatively large image, a prominent title, and a favicon. You are probably more likely to click on them than on regular results, right?

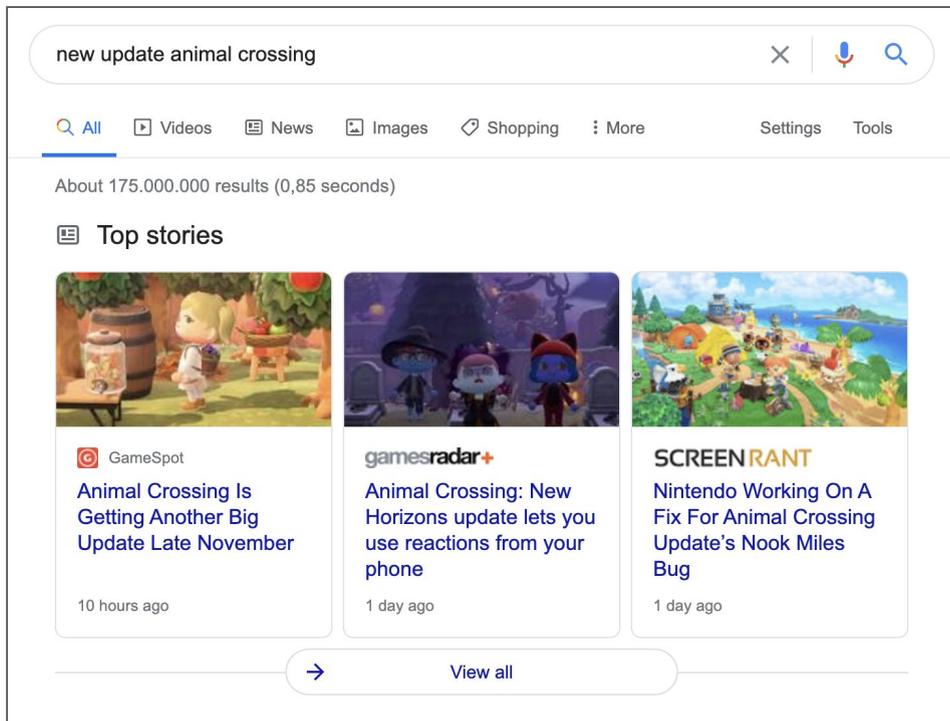


Image 1: Top stories carousel in the Google search results

Do you get eye-catching rich results for your content? If not, would you like to? You can, by using structured data with Schema.org. In this lesson, we'll explain all the great things Yoast SEO does with Schema.org. Spoiler alert: Yoast SEO takes care of all the important stuff for you!

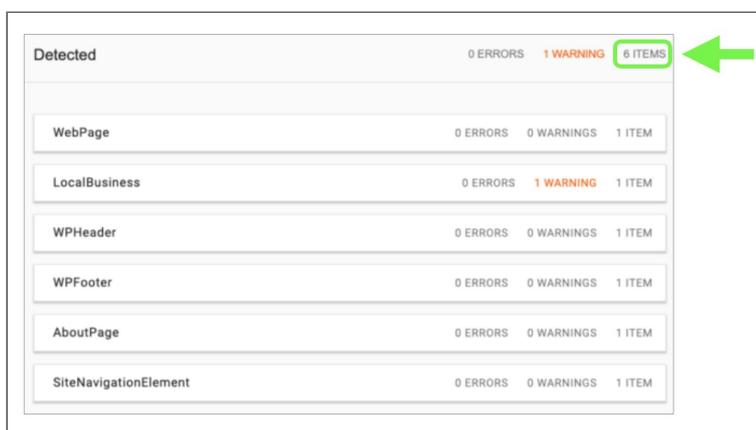
Using Yoast SEO to implement structured data

So, previously in this course, we've seen that structured data is code that lets search engines know the meaning of your content. There are various types of structured data, or Schema, depending on what you want to describe. For example, there is a Schema type for recipes, news, videos, jobs, events, et cetera. You need to use the right one to get the right results.

That may sound scary if you've never touched code, but don't worry. **When you use Yoast SEO, we automatically implement structured data with Schema to your pages.** Before we explore how you can use Yoast SEO to add structured data to your site, let's first discuss our unique approach to implementing it.

The Yoast SEO graph

What is so unique about Yoast's approach to Schema? We did a lot of research when developing our approach. This revealed that, sometimes, the structured data wasn't implemented optimally. For example, we would test a site's code with the Structured data testing tool, which, by the way, is now replaced by the Rich Results Test. And, when testing, we would get something like the results in Image 2.



The screenshot shows a table of detected structured data. At the top, it says 'Detected' with '0 ERRORS', '1 WARNING', and '6 ITEMS'. A green arrow points to the '6 ITEMS' count. Below are six rows, each representing a different schema type with its own error and warning counts.

Schema Type	Errors	Warnings	Items
WebPage	0	0	1
LocalBusiness	0	1	1
WPHeader	0	0	1
WPFooter	0	0	1
AboutPage	0	0	1
SiteNavigationElement	0	0	1

Image 2: Scattered structured data

There are six Schema pieces on the page in Image 2, but they lack context. **It's not clear what their relationship is. How are these structured data pieces connected?** To a search engine, this is still a puzzle that needs solving.

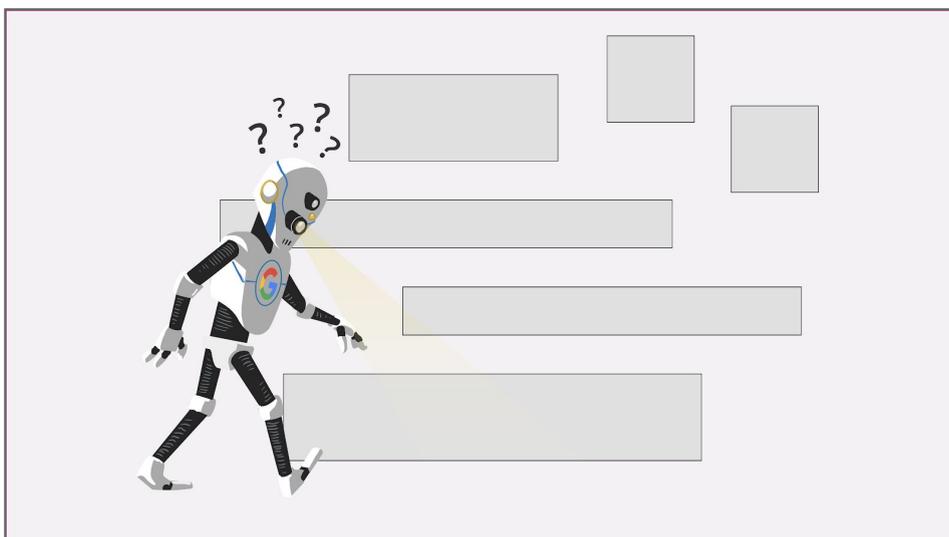


Image 3: To a search engine, Schema pieces that aren't connected are not clear

At Yoast, we fix this. We don't only describe content with scattered pieces of Schema. **With our implementation, we connect the puzzle pieces into a**

story. We don't have a blob that says: "Hey, there's an article on this page." Then another that says, "Hey, there's a person on this page!" And so on. Instead, we tie everything together into a structured graph (Image 4).

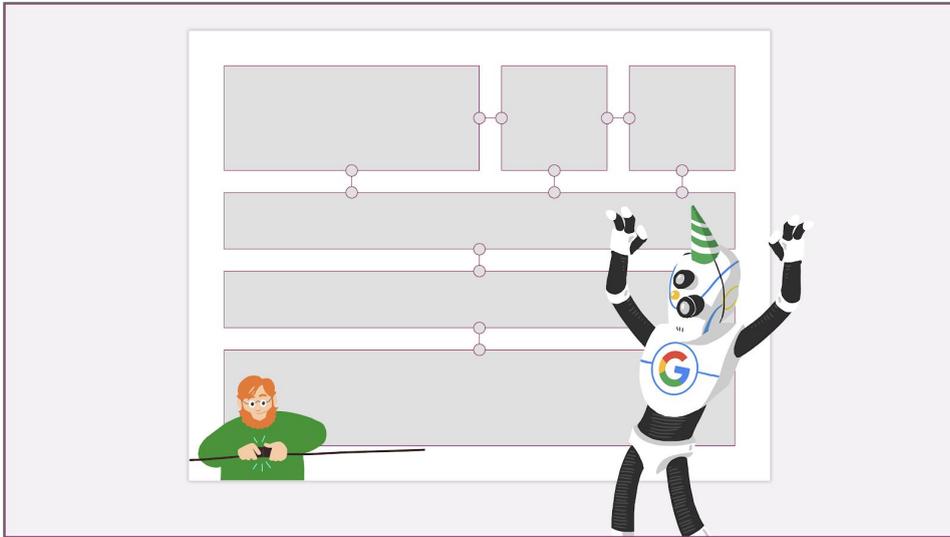


Image 4: The structured data pieces are connected in the Yoast SEO graph

Example: The Yoast SEO graph

Let's take a look at the actual code of an example from our website: our WordPress SEO article. When we paste the URL into [Google's Rich Results Test](#), you'll see a long list of Schema properties that are tied together (part of the list is visible in Image 5). We call this the graph. **In this graph, we define the main "thing on the page," and then we nest and connect the other elements.** So, in this case, we say: this post is an article. The article is the main "thing" of a `WebPage`, which is part of a `Website`. This article is published by an `Organization` and written by an `Author`. Both the author and the organization have social profiles attached to them. This information gives context to search engines and helps them not just read but understand the content.

Articles	
✓	WordPress SEO: the definitive guide
type	Article
id	https://yoast.com/wordpress-seo/#article
isPartOf	
type	WebPage
id	https://yoast.com/wordpress-seo/#webpage
url	https://yoast.com/wordpress-seo/
name	WordPress SEO Tutorial • The Definitive Guide • Yoast
isPartOf	
type	WebSite
id	https://yoast.com/#website
url	https://yoast.com/
name	Yoast
description	SEO for everyone
publisher	
type	Organization
id	https://yoast.com/#organization
name	Yoast
url	https://yoast.com/
sameAs	https://www.facebook.com/yoast
sameAs	https://www.instagram.com/yoast/

Image 5: Part of the Yoast SEO graph for an article on Yoast.com



Want to read more about the Yoast SEO graph?

Interested in reading more about the way Yoast SEO handles Schema.org implementation? Check out the following blog posts:

- [Yoast SEO 11.0: Structured data awesomeness](#)
- [Schema.org is hard, Yoast SEO makes it easy for you](#)

2. What do you need to do?

Now, you know the Yoast approach to implementing Schema. But, you are probably wondering what this means for you. What do you have to do?

Here's the great news: **in most cases, you don't need to do much because we work it out for you in the background.**

You won't need any coding skills unless you want some particular structured data stuff done. **We will, however, need some input from you.** There are only a few simple settings you will need to adjust, and that will give us the information we need to produce the graph on your pages. In this chapter, we'll go through these settings, step-by-step.

Knowledge Panel

But first, let's see what's in it for you. Well, the proper Schema implementation, combined with a technically excellent website with great content, might get Google to **display your website in a Knowledge Panel** (Image 6) at the right-hand side of the search results. That's a nice way to stand out, don't you agree?

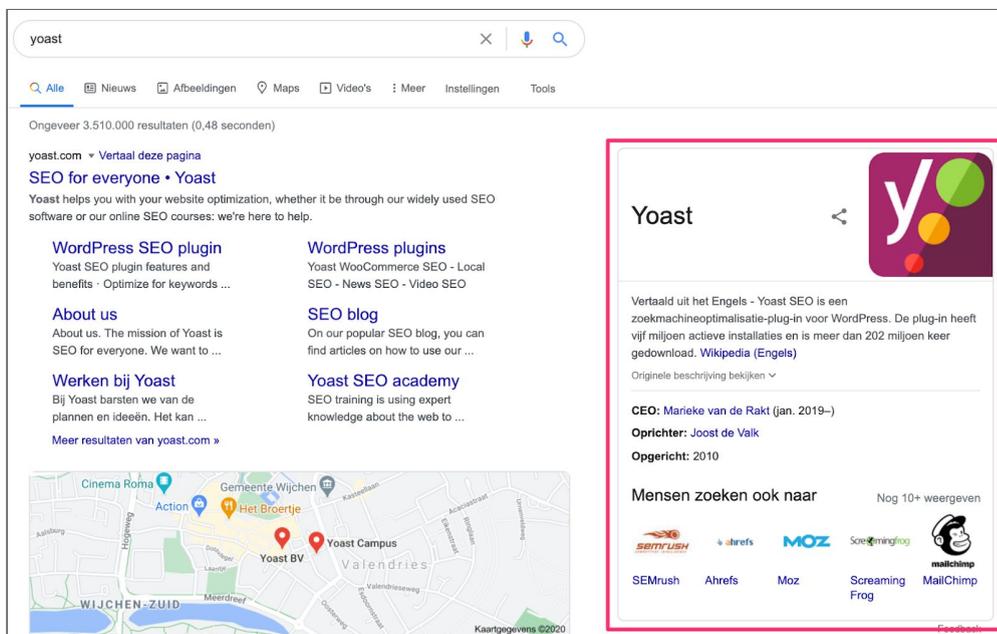


Image 6: A Knowledge Panel in the search results (outlined in red)

Knowledge Graph and Schema.org settings

Now, let's see what you need to do. We'll go through the Knowledge Graph and Schema.org settings. Follow the steps below to give Yoast SEO the required information.

1. **Go to the SEO menu item and open the Search Appearance settings** (Image 7).

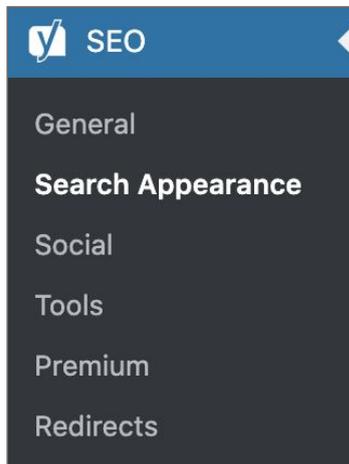


Image 7: The Search Appearance settings

2. **At the bottom of the first tab, you'll find the Knowledge Graph and Schema.org settings** (Image 8).

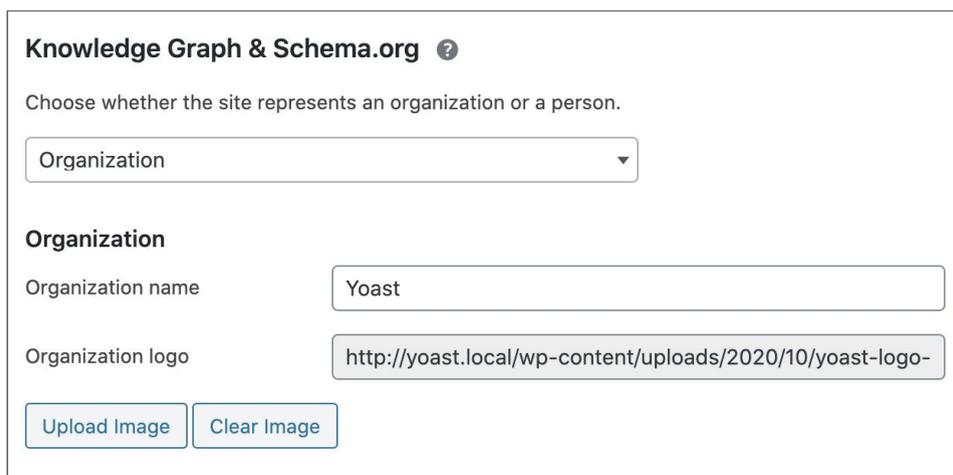
A screenshot of the 'Knowledge Graph & Schema.org' settings in Yoast SEO. The title is 'Knowledge Graph & Schema.org' with a help icon. Below the title is the instruction 'Choose whether the site represents an organization or a person.' and a dropdown menu currently set to 'Organization'. Under the 'Organization' section, there are two input fields: 'Organization name' with the value 'Yoast' and 'Organization logo' with the value 'http://yoast.local/wp-content/uploads/2020/10/yoast-logo-'. At the bottom of the form are two buttons: 'Upload Image' and 'Clear Image'.

Image 8: The Knowledge Graph & Schema.org settings in Yoast SEO

3. **Choose whether your website represents a person or an organization and fill in the empty fields.**

Yoast SEO will take care of the rest! We'll produce the necessary Schema output that search engines need.

Settings for individual posts and pages

We also give you more control over the Schema on your posts and pages. By default, we use `WebPage` Schema to describe your pages and `Article` Schema to describe your posts. You can **adjust these default settings in the Search Appearance settings of Yoast SEO**:

1. **Go to the SEO menu item and open the Search Appearance settings** (Image 9).

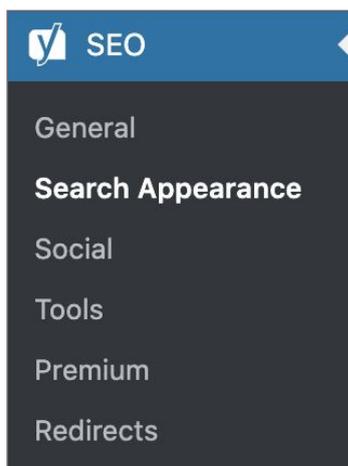


Image 9: The Search Appearance settings

2. **Go to the Content types tab in the Yoast SEO Search Appearance settings** (Image 10).

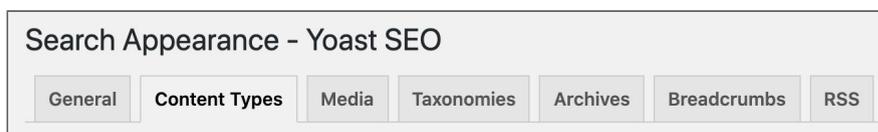


Image 10: The Content Types tab

3. **Scroll down to the Schema settings** (Image 11).

These Schema settings are available for every content type on your site.

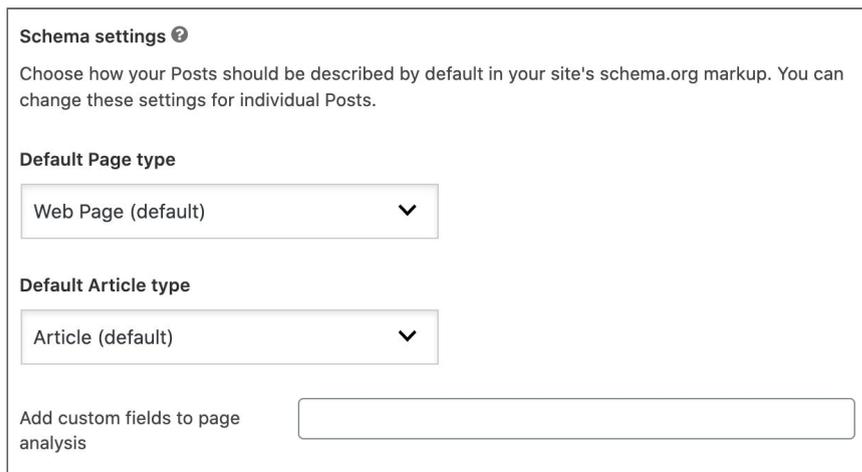


Image 11: Schema settings per content type in Yoast SEO

What's more, **you can also determine the Schema output for each post or page you're working on.** For example, perhaps maybe you'd like to tell Google that one of your pages is your Contact page. You can do that in the Schema tab that you'll find in the Yoast SEO meta box and the Yoast SEO sidebar (Image 12). Just select the Schema type that fits your content, and we'll take care of the rest.

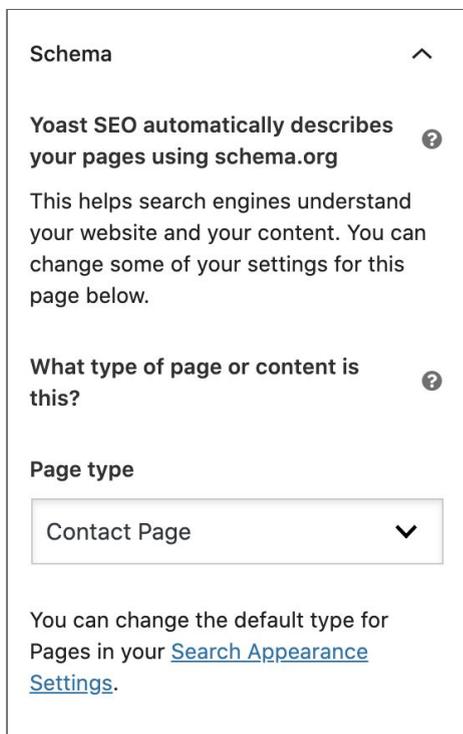


Image 12: Schema settings for each page or post in the Yoast SEO sidebar

Yoast SEO structured data blocks

Finally, we have the **Yoast SEO structured data blocks**. With these blocks, you can create pages that contain specific types of structured data, such as FAQ or How-to. Using them will increase your chances to qualify for rich results. So, if you use the FAQ block, you may see your results appear like in Image 13. We'll explore these blocks in more detail in the next module!

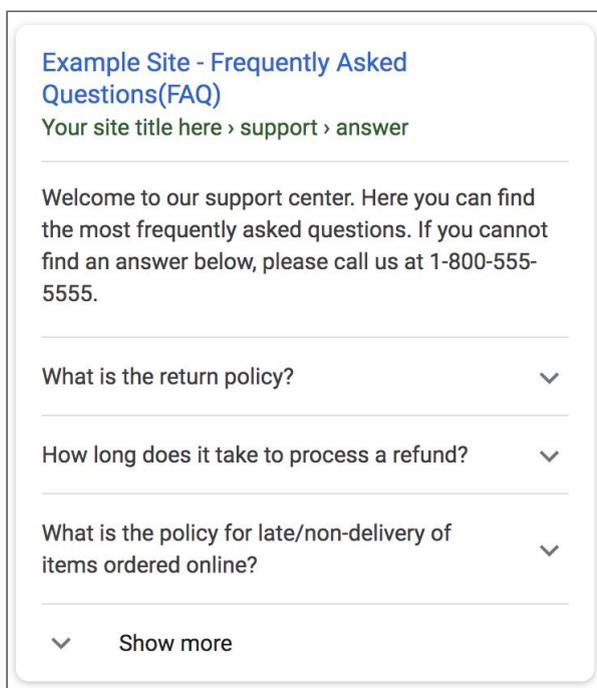


Image 13: FAQ result



Key takeaways

- When you use Yoast SEO, we **automatically implement structured data with Schema in your pages**.
- With our implementation, we tie everything together into a **structured graph**.
- When you use Yoast SEO, you don't need any coding skills because we work it out for you in the background. **We do, however, need some input from you.**