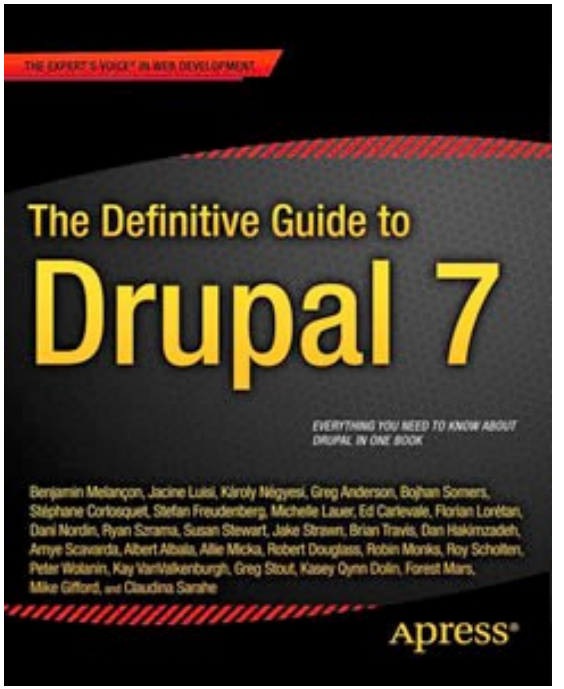
The future of search and SEO

Stéphane Corlosquet & Nick Veenhof
BADCamp, October 2013
Berkeley, CA

Acquia™

About the speakers

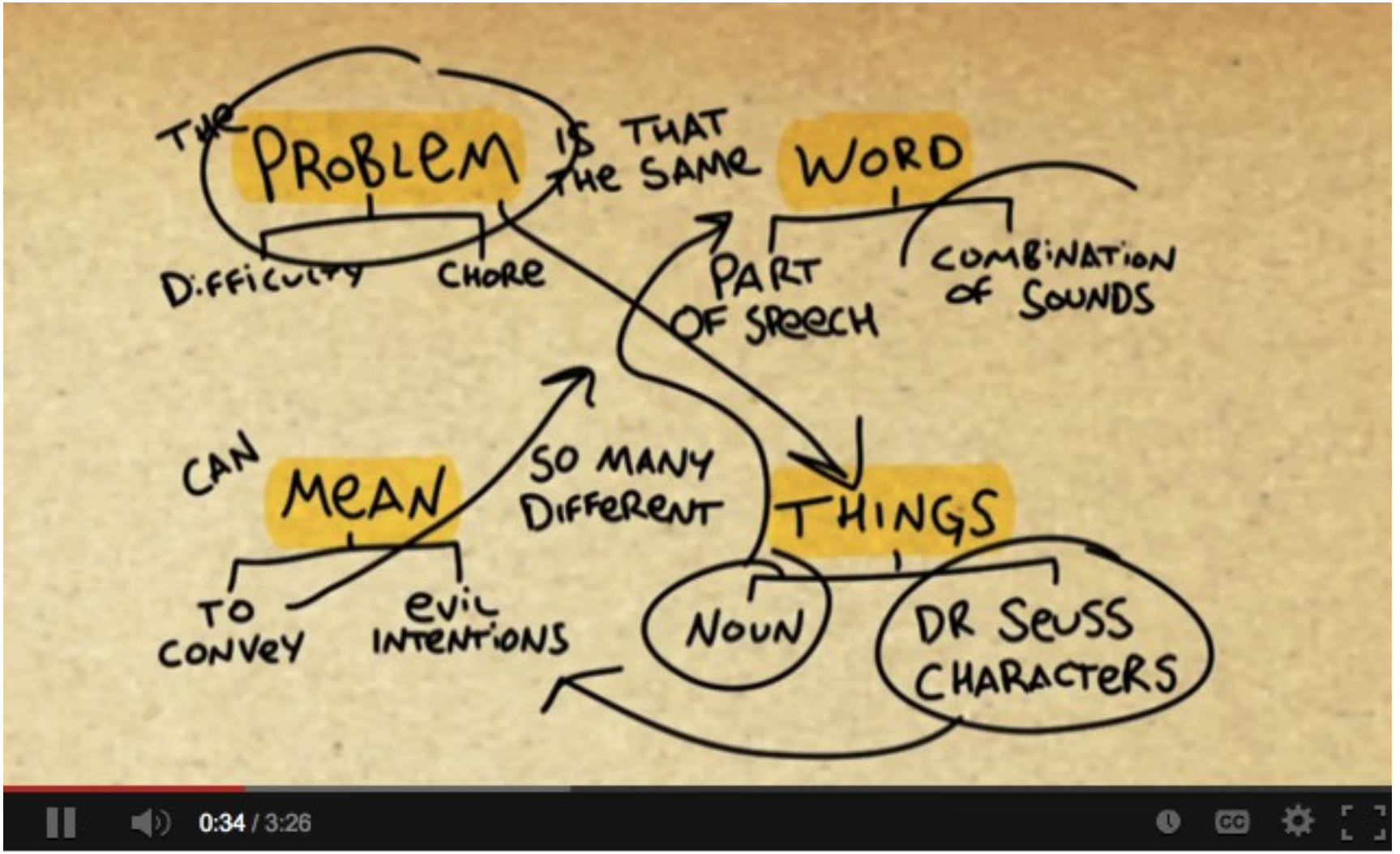
- Stéphane “scor” Corlosquet
  - 7 years with Drupal
  - Software engineer @ Acquia
  - Drupal 7 RDF core maintainer
  - Drupal Security Team member
  - Co-authored the Definitive Guide to Drupal 7
  - Contrib modules: RDF Extensions, SPARQL, schema.org, WebID
  - Member of the RDFa WG at W3C



About the speakers

- Nick “Nick_vh” Veenhof
  - 6 years with Drupal
  - Search engineer @ Acquia
  - Drupal 7 Apache Solr maintainer
  - Very much involved in the community across North America and Europe

The problem


THE PROBLEM IS THAT THE SAME WORD
DIFFICULTY
CHORE
PART OF SPEECH
COMBINATION OF SOUNDS
CAN MEAN SO MANY DIFFERENT THINGS
TO CONVEY
EVIL INTENTIONS
NOUN
DR SEUSS CHARACTERS
0:34 / 3:26

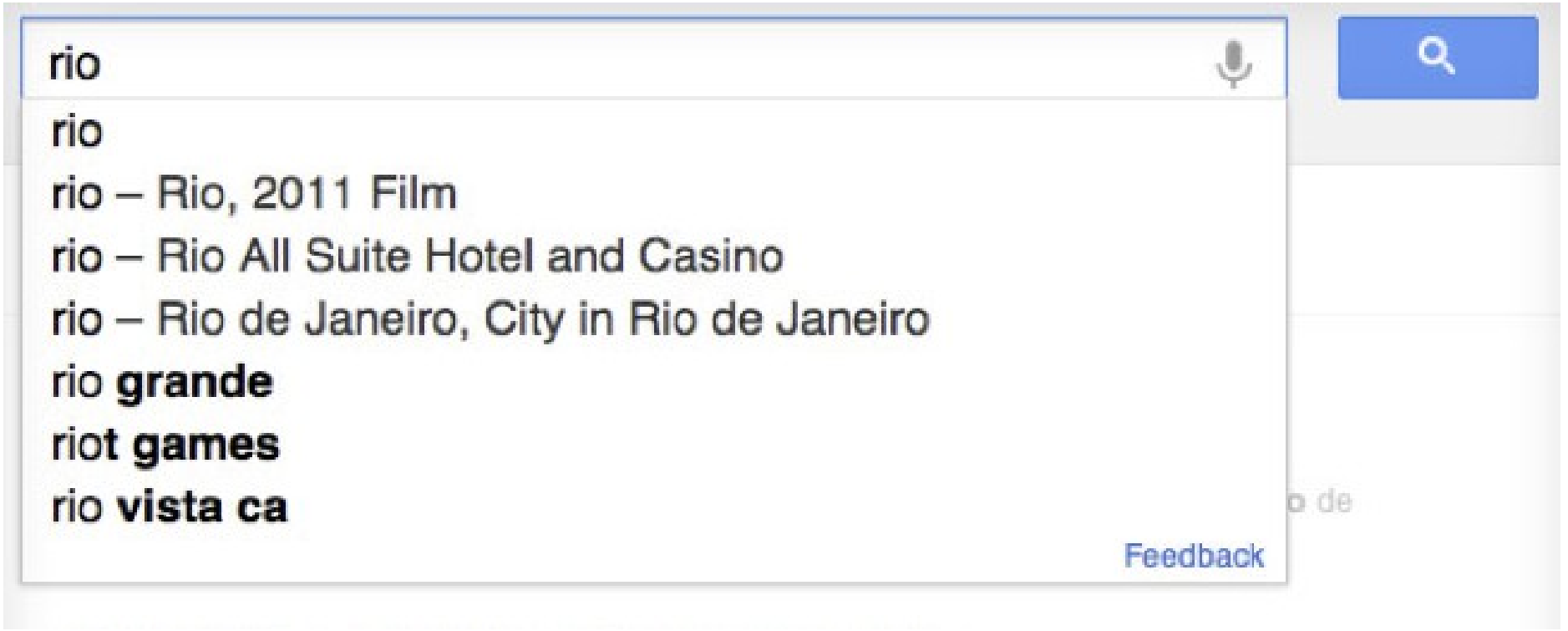
Speak now

Knowledge Graph

- Google's internal knowledge base
- Helps user find information quickly + easily
- Knows about people, places, cities, celebrities, movies, work or art...
- “Things, not strings” - no keyword matching
- Hummingbird algorithm update (largest update since 2001)

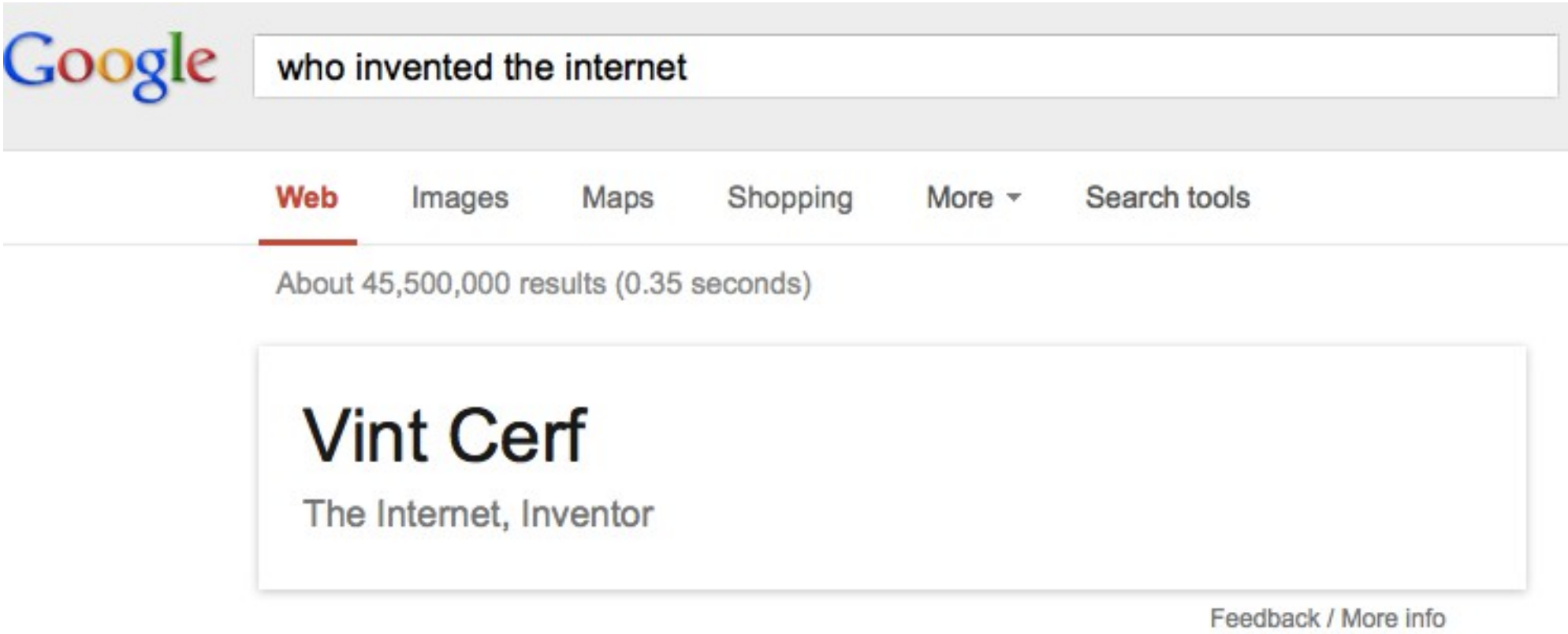
Knowledge Graph

- Live Entity disambiguation



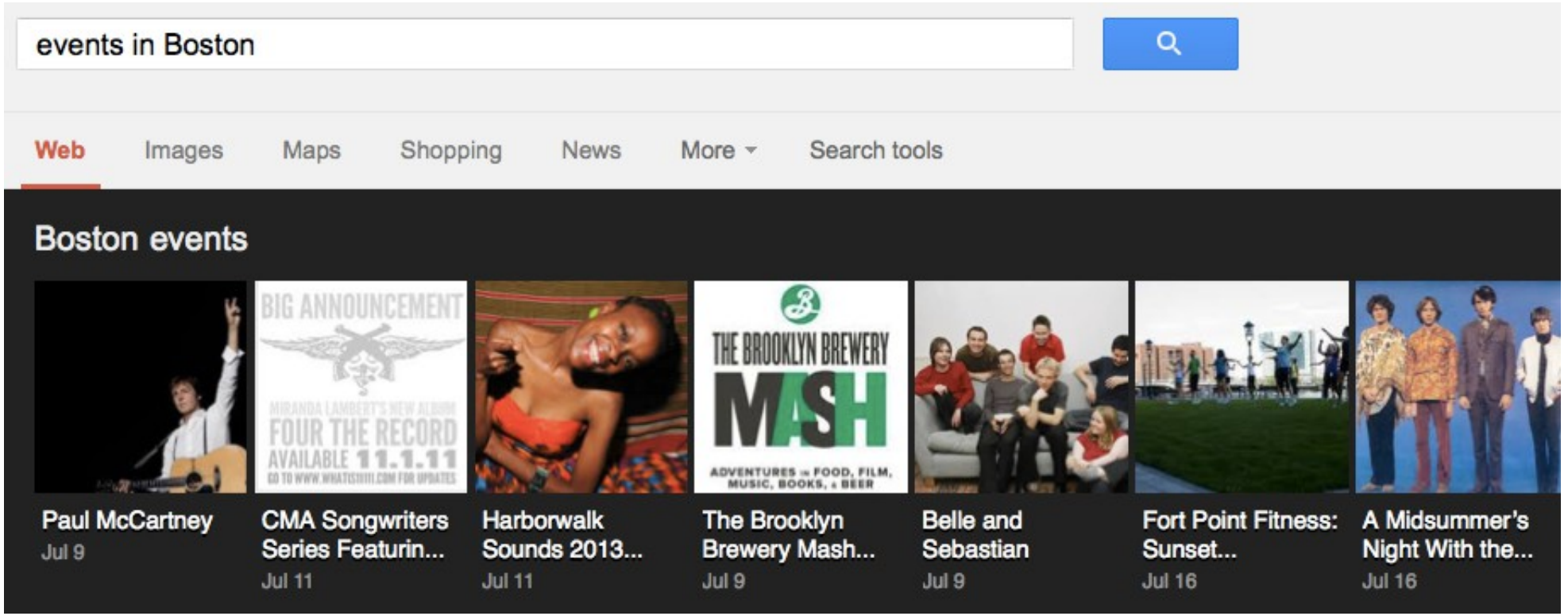
Knowledge Graph

- Direct answers



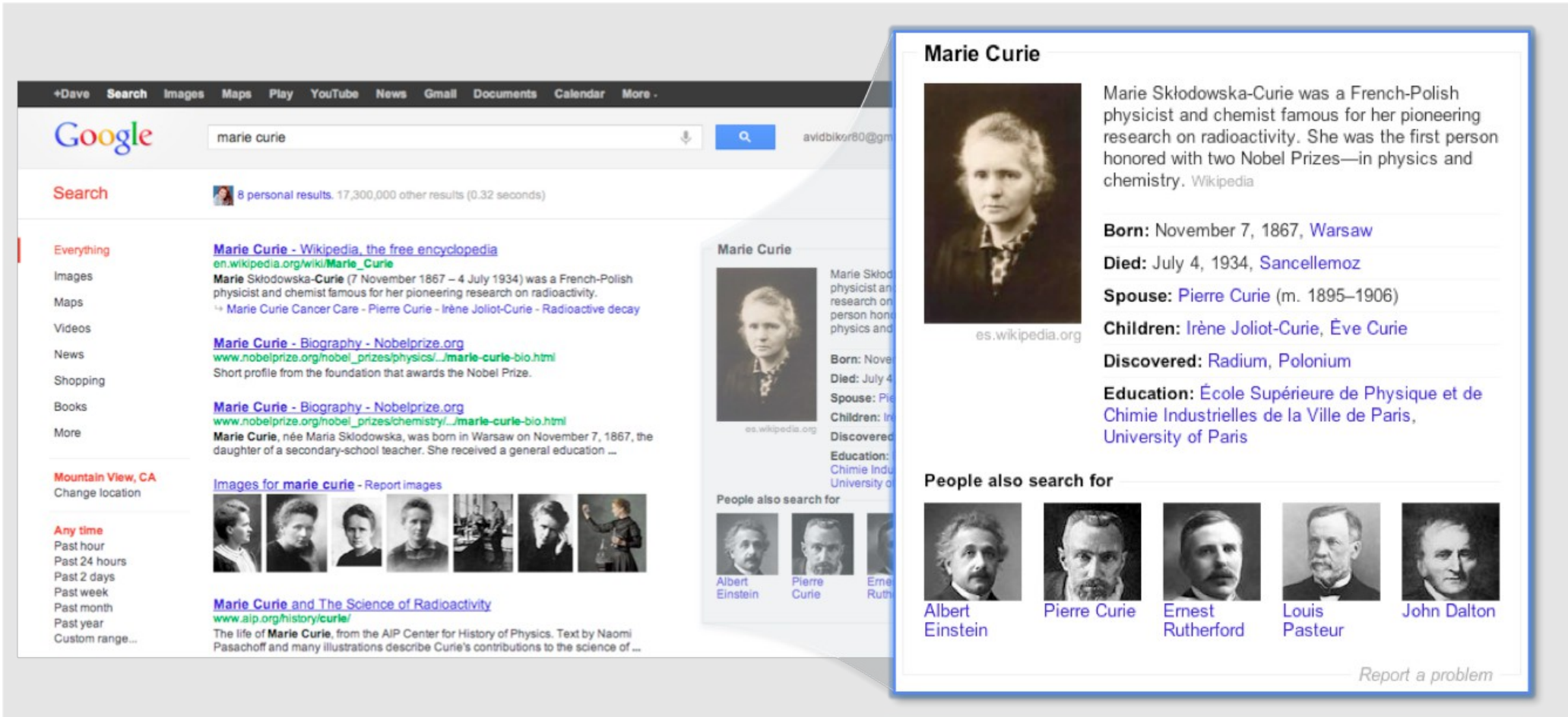
Knowledge Graph

- List and collections



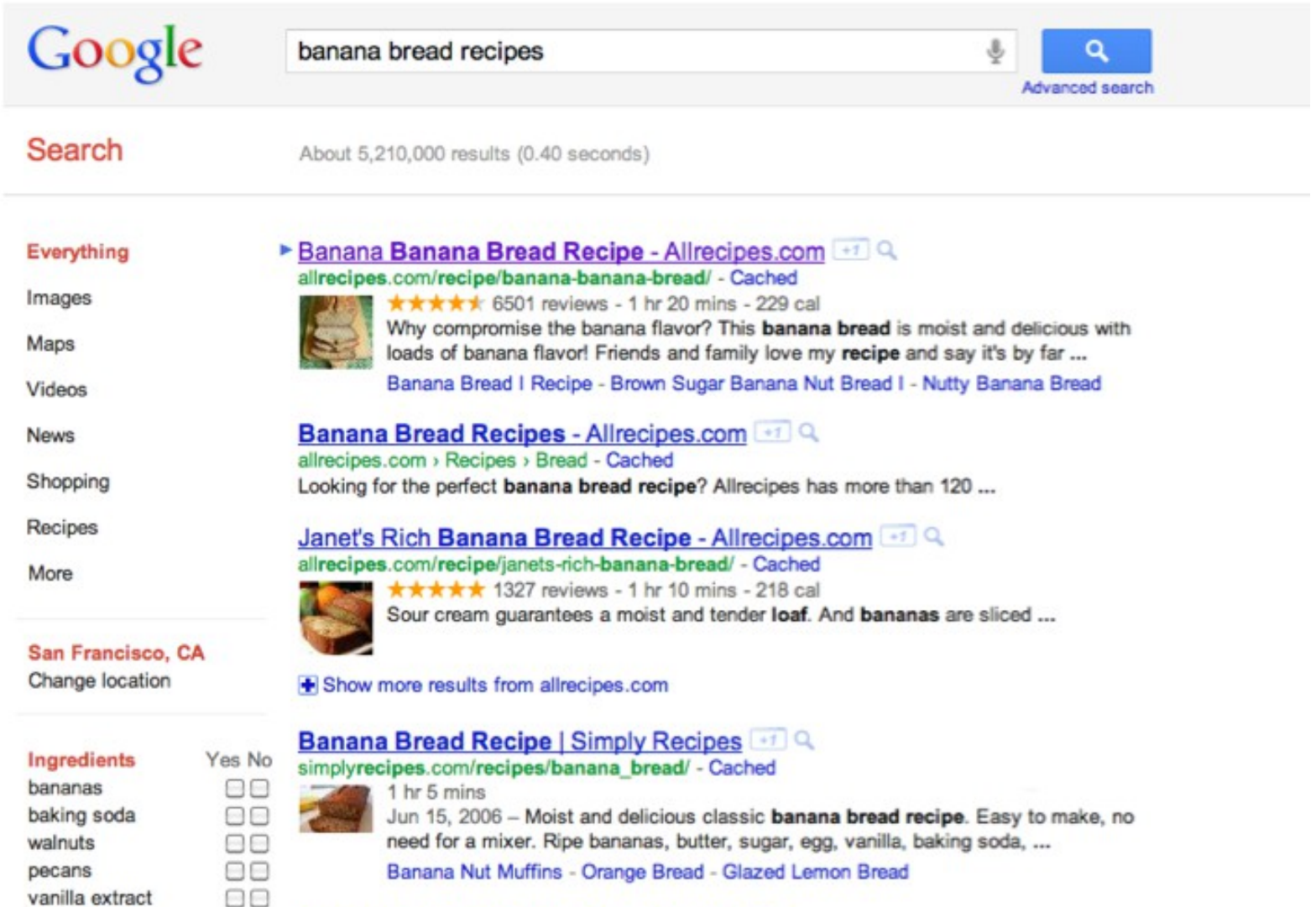
Knowledge Graph

- Entity summary



Knowledge Graph

- Rich Snippets

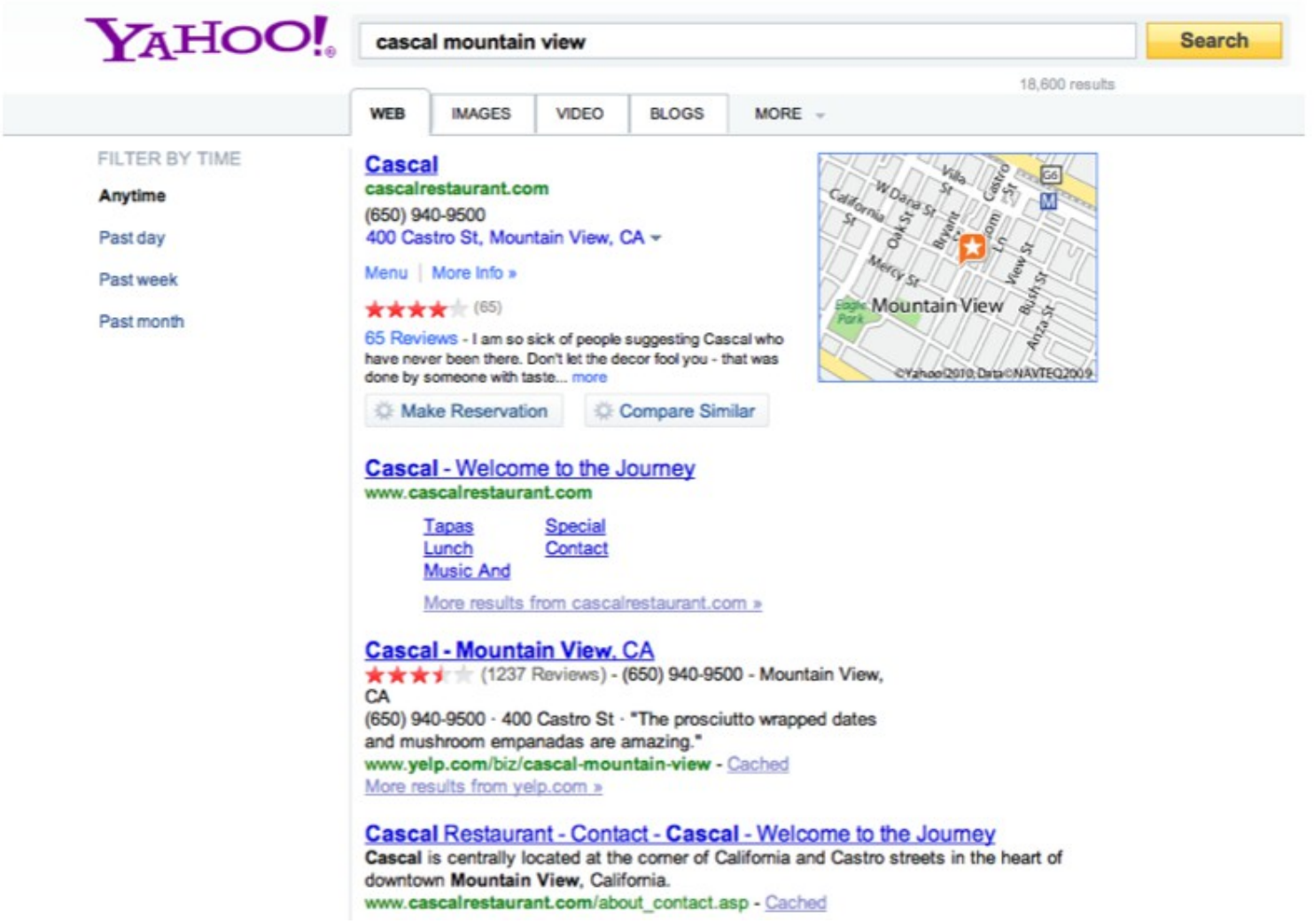


Knowledge Graph

- 570 million real-world objects
- 18 billion facts and relationships
- Built from content gathered from the Web
- Freebase
  - Acquired by Google in 2010
  - 39 Million topics
  - 1,9 Billion facts and relationships
- Wikipedia
- More? → Video and video

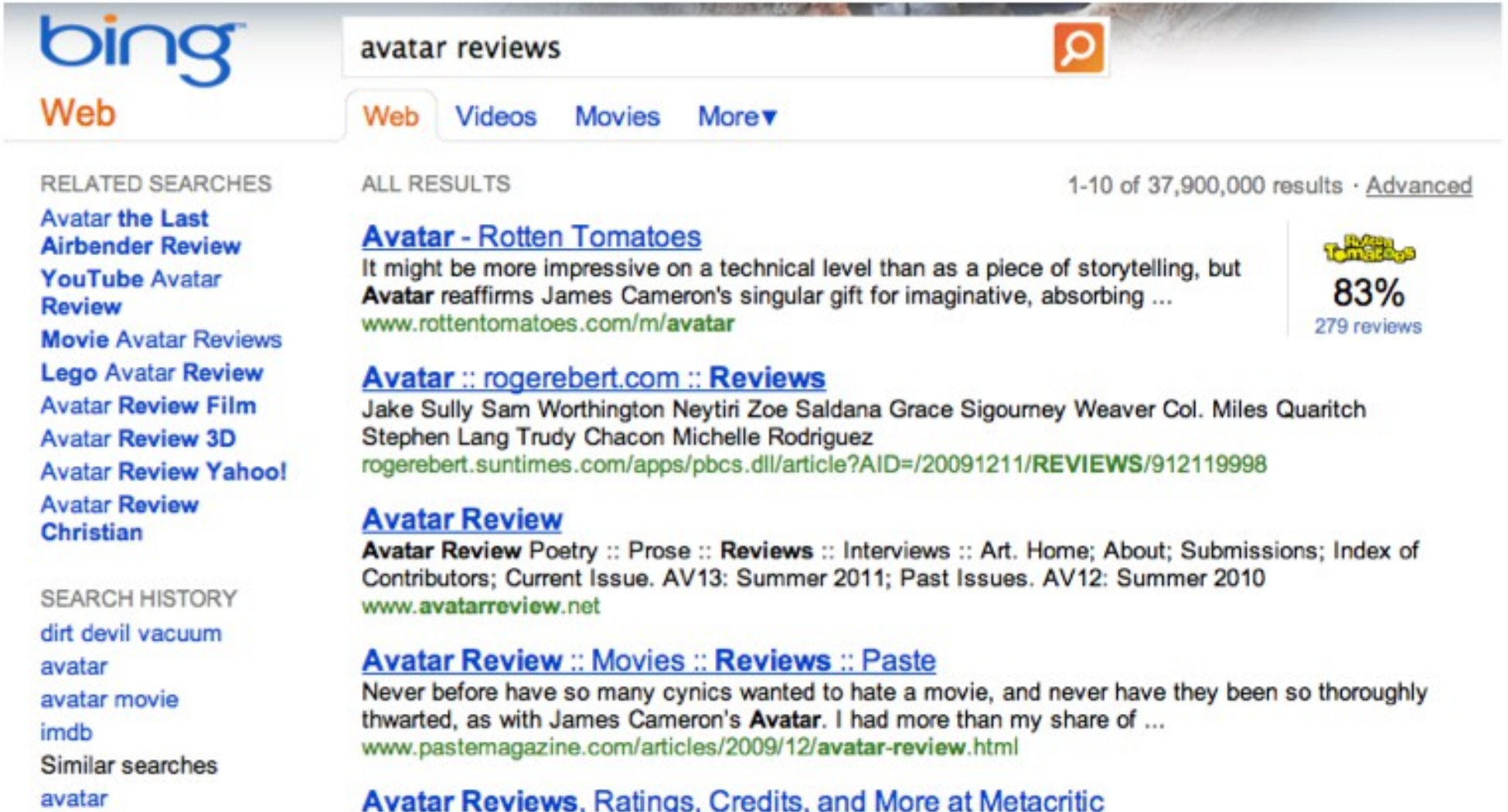
Other search engines similar efforts

- Yahoo!



Other search engines similar efforts

- Bing - Satori



What about Drupal?

- Drupal sites hold a lot of the data on the Web
  - > 1 Million sites
  - 2% of the web
  - Variety of content: news, gov, corporate, media, commerce
- Drupal's data is structured inside
  - Entities: Node, User, Comment, Taxonomy term
  - Properties: fields (text, entity reference...)

Challenge

How can you make Drupal data easily understandable by search engines?

Schema.org standard

- General web schema for everyone to use
- 400+ types (book, recipe, event, person...)
- Sponsored and supported by major search engines: Google, Yahoo!, Bing, Yandex
- Multiple formats: RDFa, Microdata, JSON-LD

Thing > Event

An event happening at a certain time at a certain location.

Property	Expected Type	Description
Properties from Thing		
`description`	Text	A short description of the item.
`image`	URL	URL of an image of the item.
`name`	Text	The name of the item.
`url`	URL	URL of the item.
Properties from Event		
`attendees`	Person or Organization	A person attending the event.
`duration`	Duration	The duration of the item (movie, audio recording, event, etc.) in ISO 8601 date format.
`endDate`	Date	The end date and time of the event (in ISO 8601 date format).
`location`	Place or PostalAddress	The location of the event or organization.
`offers`	Offer	An offer to sell this item—for example, an offer to sell a product, the DVD of a movie, or
`performers`	Person or Organization	The main performer or performers of the event—for example, a presenter, musician, or a
`startDate`	Date	The start date and time of the event (in ISO 8601 date format).

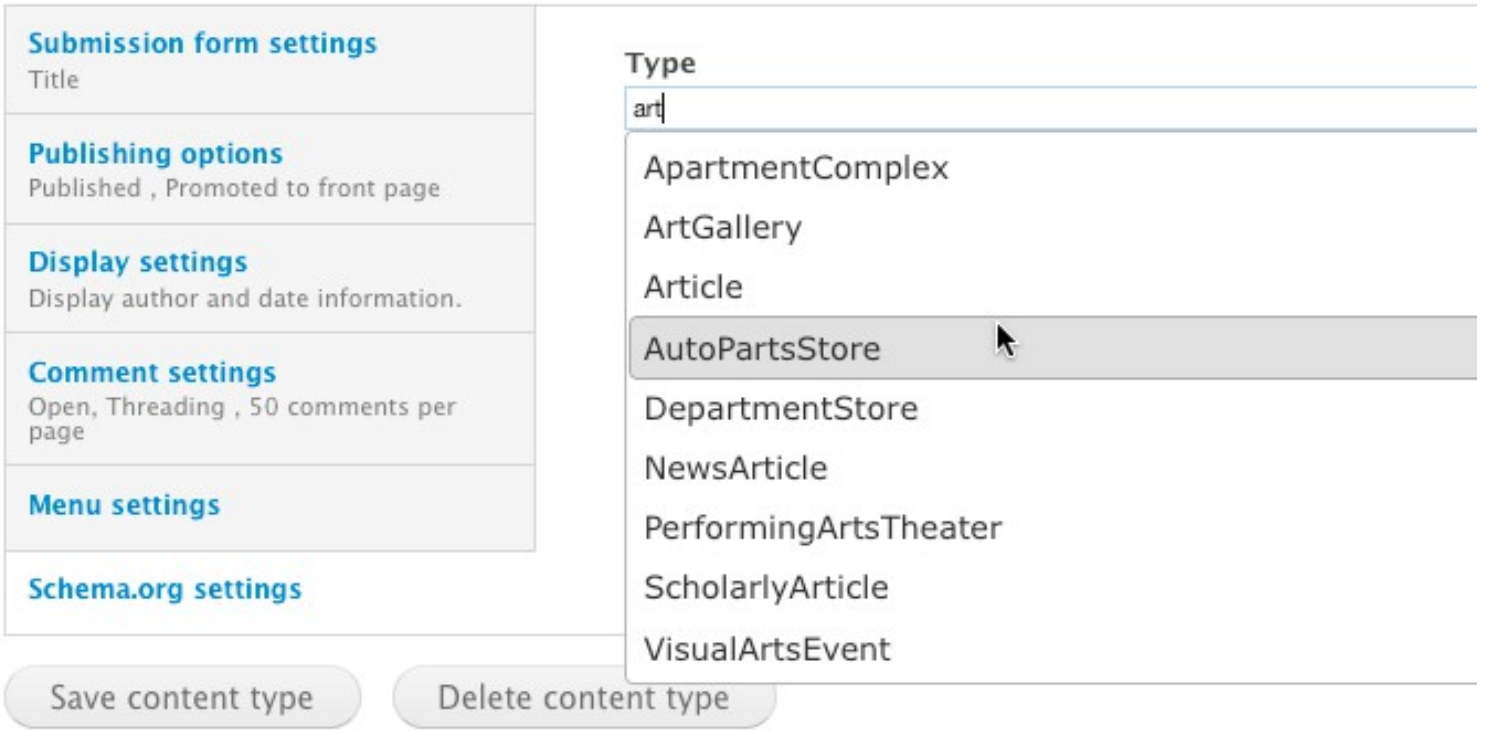
How does schema.org apply to Drupal?

Breaking News Story

Content Type	Fields
Article	• Title • Author • Published
Event	• Name • Date • Location
Related Stories	• Title • Author • Link

Schema.org module for Drupal

- Map your content types and fields to the schema.org terms



http://drupal.org/project/schemaorg

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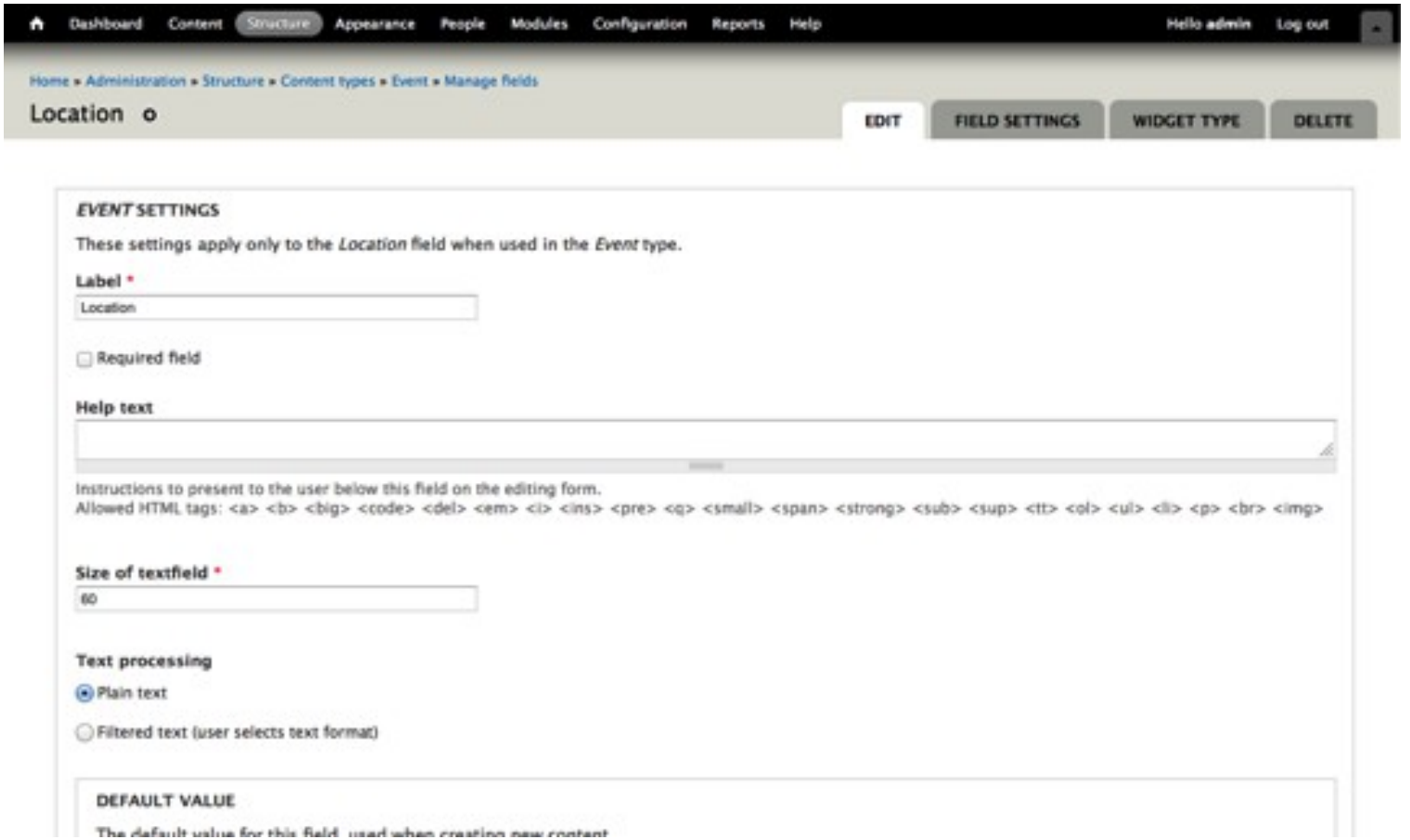

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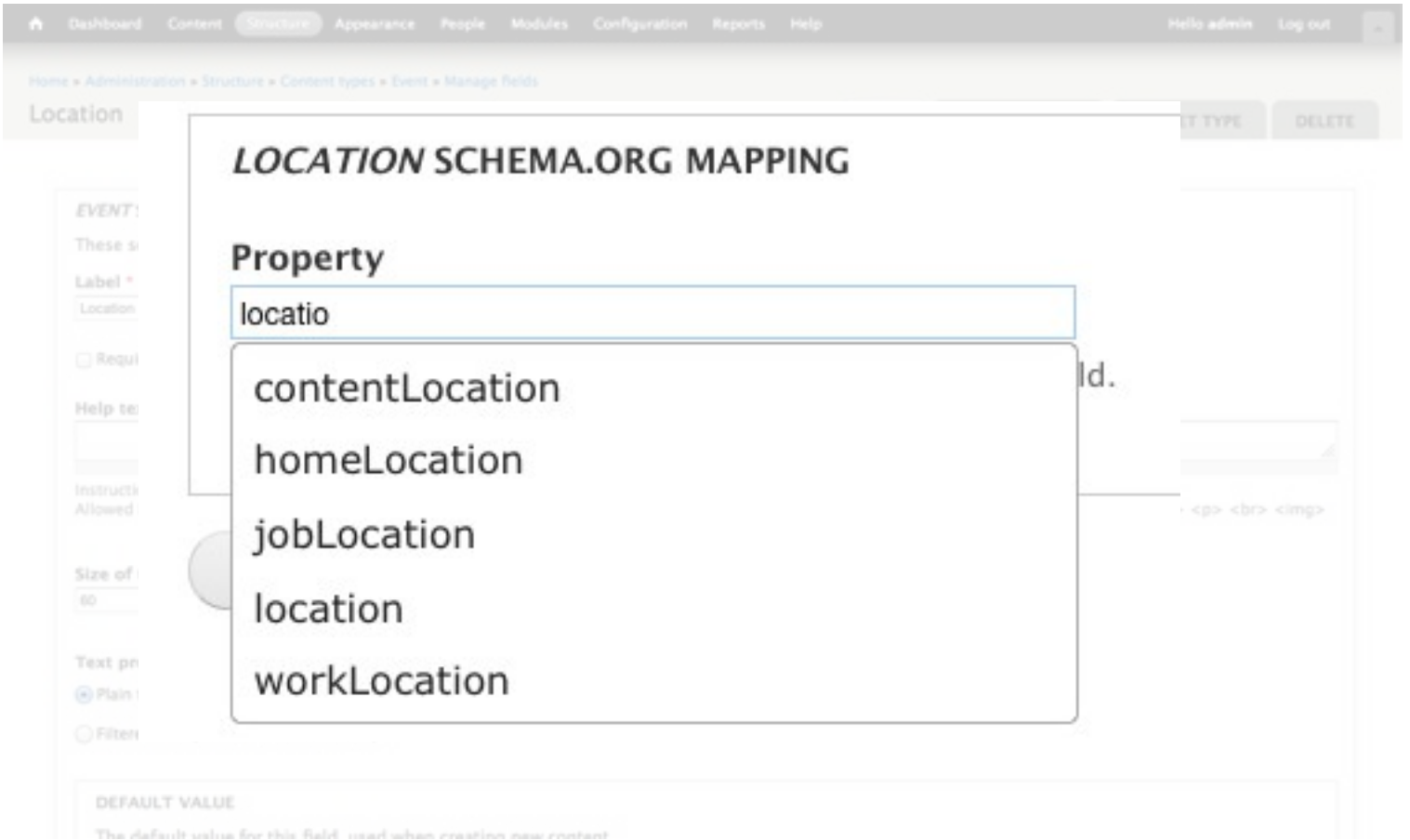


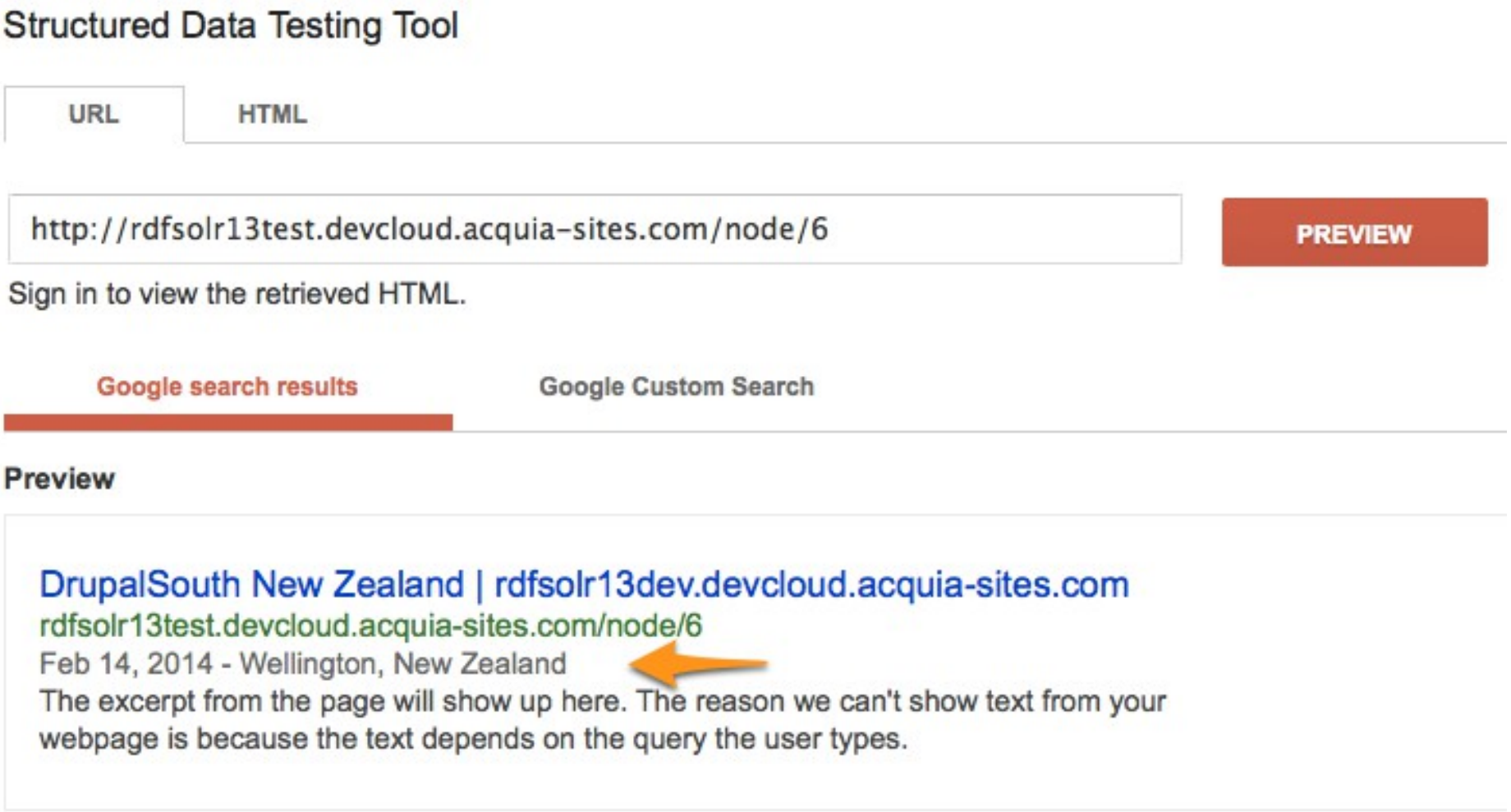
http://drupal.org/project/schemaorg

Schema.org mappings in HTML

```
<div property="schema:location">Wellington, New Zealand</div>
```

Preview Rich Snippet

- http://www.google.com/webmasters/tools/richsnippets



Examples

- Recipe preview
- Event preview
- Person preview

Can I haz Rich Snippetz...
... on my Drupal site too?

rich_snippets.module

Yes!

Belgian Fries

rdfsolr13test.devcloud.acquia-sites.com/node/26

Total cook time: 25 mins

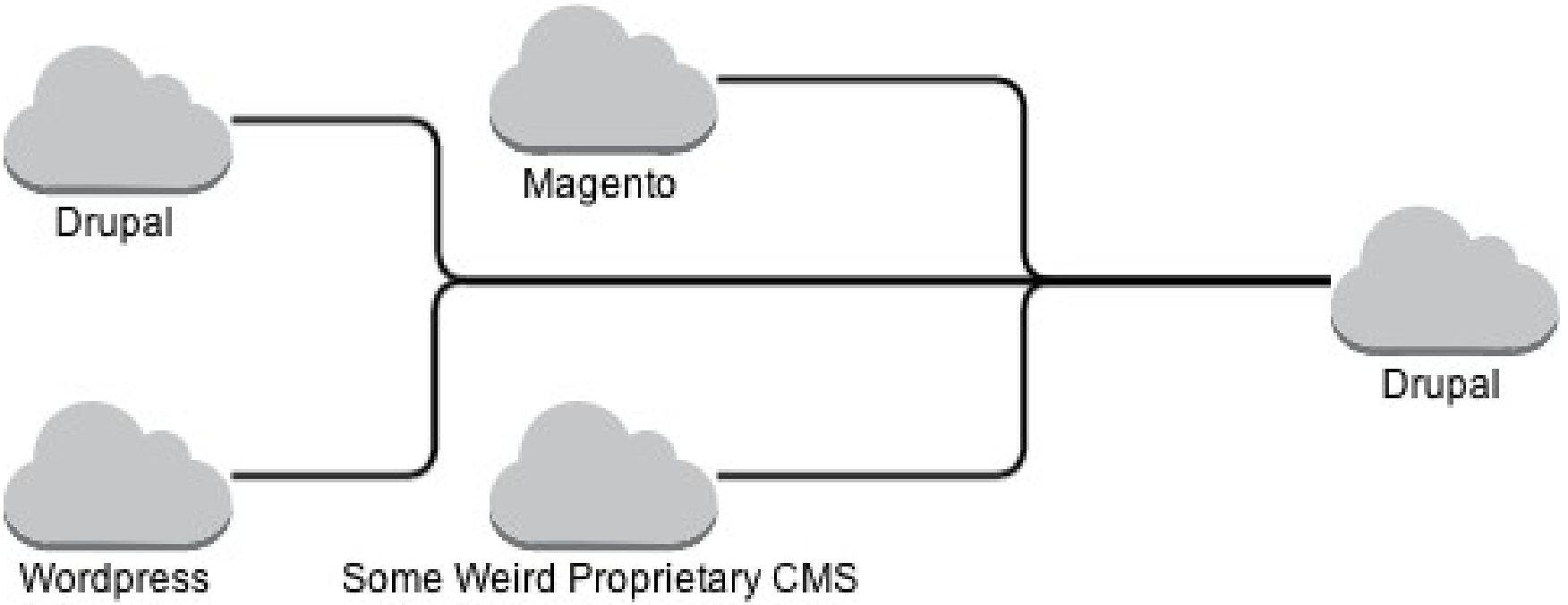
Summary Yield Servings Source http://allreci

15 minutes Cooking time 10 minutes Total tin

Russet Potatoes (Peeled, rinsed and dried) 1 t Salt (Ad

RDF support in Rich Snippet

Multisite search + Rich Snippets



Without Rich Snippet module

Belgian Fries

Summary Yield Servings Source http://allrecipes.com/recipe/apple-pie-by-grandma-ople/ Prep time 15 minutes Cooking time 10 minutes Total time 25 minutes Description Belgian Fries Ingredients 2 lb Russet Potatoes (Peeled, rinsed and dried) 1 t Salt (Add to ...

admin - 10/23/2013 - 13:2 - This site (rdfsolr13dev.devcloud.acquia-sites.com)

BADCamp 2013

Saturday, October 26, 2013 Berkeley, CA The format of BA ... DrupalCampNY, DrupalCampLA, DrupalCampSeattleand P... hasis is on community knowledge, sharing and ...

admin - 10/22/2013 - 09:38 rdfsolr13dev.devcloud.acquia-sites.com

These are really from two different sites, but they are a copy of each other. Not very clear is it?

With Rich Snippet module

Belgian Fries

rdfsolr13test.devcloud.acquia-sites.com/node/26

Total cook time: 25 mins

Summary Yield Servings Source http://allrecipes.com/recipe/apple-pie-by-grandma-ople/ Prep time 15 minutes Cooking time 10 minutes Total time 25 minutes Description Belgian Fries Ingredients 2 lb Russet Potatoes (Peeled, rinsed and dried) 1 t Salt (Add to ...

Same results, rich_snippets enabled

BADCamp 2013

rdfsolr13dev.devcloud.acquia-sites.com/node/1

Sat, Oct 26, 2013 - Berkeley, CA

Saturday, October 26, 2013 Berkeley, CA The format of BADCamp is an "un-conference" not unlike DrupalCampNY, DrupalCampLA, DrupalCampSeattleand BarCamp (the granddaddy of them all). The emphasis is on community knowledge, sharing and ...

Benefits of Rich Snippets

- Same look and feel as Google search for private content
- Schema.org mappings used for Google search and internal Solr search
- Mix Drupal and non-Drupal data

Modules used

- Apache Solr Search
- Apache Solr Multisite Search
- Schema.org
- Rich Snippets

- Blog post: Bridge Drupal and Non Drupal content with RDF and Solr

Thanks!

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