

Schema.org

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Motivation and history

- End of 2010s: Augmentation of search with structured data
- First focus on 10 verticals (e. g. recipes, events)
- Led to a proliferation of formats across search engines and prevented scaling
- In 2011 joint initiative by Bing, Google, and Yahoo (and later Yandex)
- **Goal:** *Single* schema across all topics; *single* vocabulary for webmasters
- **Result:** Schema.org

Basic information and usage

- Schema.org is a vocabulary, not an ontology
- Designed for annotation of webpage content
- Enables rich markup of search results
- Also used in emails, e. g. for reservations in restaurants
- Used by embedding Microdata or JSON-LD code in HTML
- JSON-LD syntax more popular
- In 2022 38 % of PLDs used Schema.org annotations
- Up from 3 % in 2013

Items and (data) types

- Items are things in the real world, we wish to describe
- Three hierarchies of types (classes)
 - s:Thing and its subtypes; e. g. s:Event
 - s:DataType and its subtypes; e. g. s:Date
 - s:Enumeration and its subtypes; e. g. s:DayOfWeek
- Types inherit properties from one or multiple supertypes
- 811 types, 14 data types, 89 enumerations, 495 enum members

Structure of the *s:Thing*-hierarchy

Not a tree structure

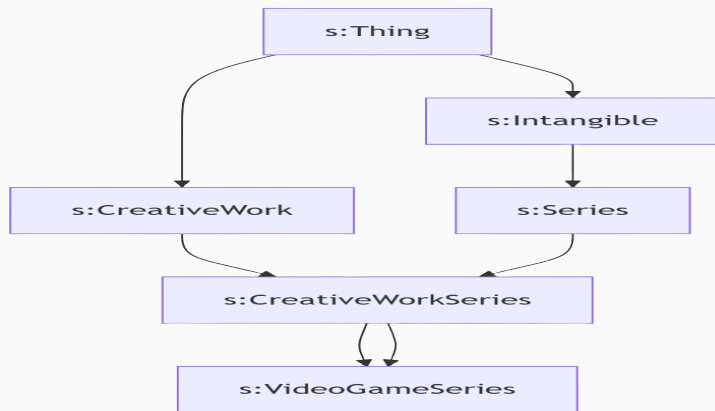


Figure 1: Hierarchy of *s:VideoGame*

Structure of the *s:Thing*-hierarchy (cont.)

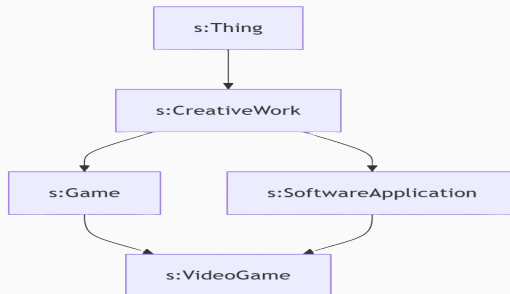


Figure 2: Hierarchy of *s:VideoGameSeries*

Properties

- Link two types:
 1. Type and data type
 2. Type and another type
- Have domain and range definitions
- **Domain:** Types the property can be used on
- **Range:** Expected types of property values
- Subtypes can extend range
- Domain and range are disjunctive
- 1484 properties

Example of the properties of a type

- s:FoodEstablishmentReservation
- s:Thing > s:Intangible > s:Reservation > s:FoodEstablishmentReservation
- Properties:
 - s:startTime | range: s:Time or s:DateTime | from s:FoodEstablishmentReservation
 - s:underName | range: s:Person or s:Organization | from s:Reservation
 - s:name | range: s:Text | from s:Thing
 - ... many more... (in total $27 = 12 + 12 + 3$)

A real-world example (rmail)

Screenshot from the Gmail web app

Reservierung bei Ahoi Steffen Henssler Köln
30. Aug., 18:15

Reservierungsdatum
30. Aug., 18:15

Teilnehmerzahl
2

Adresse
Butzweilerstraße 35-39 Köln, NW 50829

Bestätigungsnummer
61352

Telefonnummer
+49 221 2225340

Auf den Namen
Ole Julius Berg

Extract from the HTML embedded in the confirmation email

```
{
  "@context": "http://schema.org",
  "@type": "FoodEstablishmentReservation",
  "reservationNumber": "61352",
  "reservationStatus": "http://schema.org/ReservationConfirmed",
  "underName": {
    "@type": "Person",
    "name": "Ole Julius Berg"
  },
  "reservationFor": {
    "@type": "FoodEstablishment",
    "name": "Ahoi Steffen Henssler Köln",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "Butzweilerstraße 35-39",
      "addressLocality": "Köln",
      "addressRegion": "NW",
      "postalCode": "50829",
      "addressCountry": "Deutschland"
    }
  },
  "startTime": "2024-08-30T18:15:00+02:00",
  "partySize": "2",
  "modifiedTime": "2024-08-28T19:09:09.334Z",
  "modifyReservationUrl": "...",
  "cancelReservationUrl": "...",
  "url": "..."
}
```

Figure 3: Schema.org usage in an email confirmation of a reservation

Another real-world example (rich snippets)

 Google Play
<https://play.google.com/store/apps/details?id=com...>

X – Apps bei Google Play

Die X App ist der zentrale Platz für alle – vertrauenswürdig, global und digital. Mit X kannst du: - Inhalte posten, die für die ganze Welt sichtbar sind, ...

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<https://schema.org/SoftwareApplication>

Erkannte Elemente	
✓ X	
type	SoftwareApplication
name	X
url	https://play.google.com/store/apps/details?id=com.twitter.android&hl=de
description	Ihre Quelle in den sozialen Medien für alle aktuelle Nachrichten auf einen Blick
operatingSystem	ANDROID
applicationCategory	SOCIAL
image	https://play-lh.googleusercontent.com/Xy6Hy29AFg7E_joVzX2zh6CpWm9B2DG2Jz5meCPvm4-w1K1nHgpmg2FKe4Gzco
contentRating	Altersfreigabe ab 12 Jahren
author	
type	Person
name	X Corp.
url	https://support.twitter.com/articles/20169915
aggregateRating	
type	AggregateRating
ratingValue	3.808324098587036
ratingCount	22188165
offers	
type	Offer
price	0
priceCurrency	USD
availability	http://schema.org/inStock

<https://search.google.com/test/rich-results/result?id=UtrvXcS6-Xqn7iYN4FG8JQ>

Test for yourself: <https://search.google.com/test/rich-results>

Limitation and criticism

- Explicit design for webpage content
- Limited transferability to other domains
- Addressed by hosted and external extensions
- Adoption has plateaued
- Some criticism of missing local ranges

Thank you for attending my presentation!

Do you think that Schema.org still has unused potential?

Or are the extensions all we can expect?

- R. V. Guha, D. Brickley, und S. Macbeth, “Schema.org: evolution of structured data on the web”, *Commun. ACM*, Bd. 59, Nr. 2, S. 44–51, Jan. 2016, doi: 10.1145/2844544.
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