

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

A slide with an image

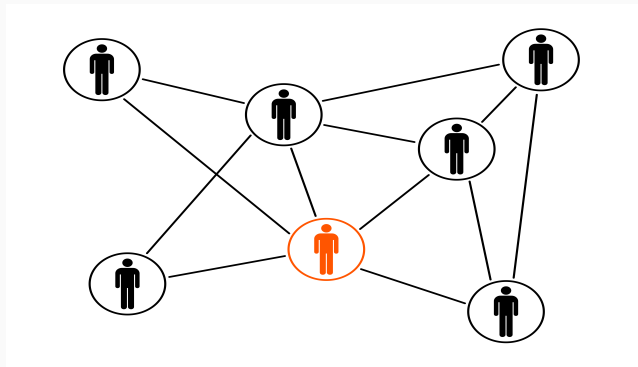


Figure 1: A network of people

Thank you for attending my presentation!