Supercharged SEO with Views

Perry Brown @UpTil4Music

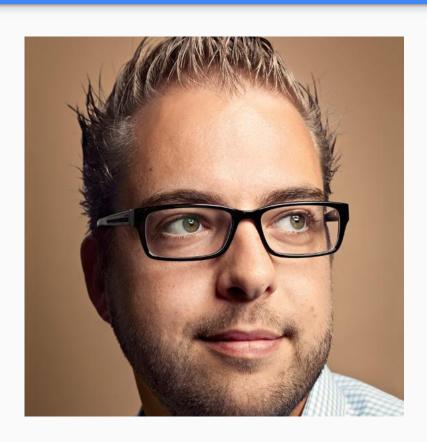
Perry Brown

@UpTil4Music Drupal since 2009





Obligatory items



Obligatory items



Obligatory items



Web Presence Esq. | Kristen Marquis of WebPresence, Esq ...



webpresenceesq.com → Press Release ▼
by Kristen Marquis - in 52 Google+ circles

Jan 8, 2013 - SANTA MONICA, California — January 7, 2013 — The Santa

Monica Bar Association ("SMBA") recently announced that **Kristen**Marquis, ...

Kristen Marquis | LinkedIn

www.linkedin.com/in/kristenmarquis *

Greater Los Angeles Area - Attorney at Law | Digital Media Expert

View **Kristen Marquis's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Kristen Marquis** discover ...

Are you maximizing your web presence with video ...



https://plus.google.com/.../posts/Wg93wg5E2j2 ▼

Kristen Marquis

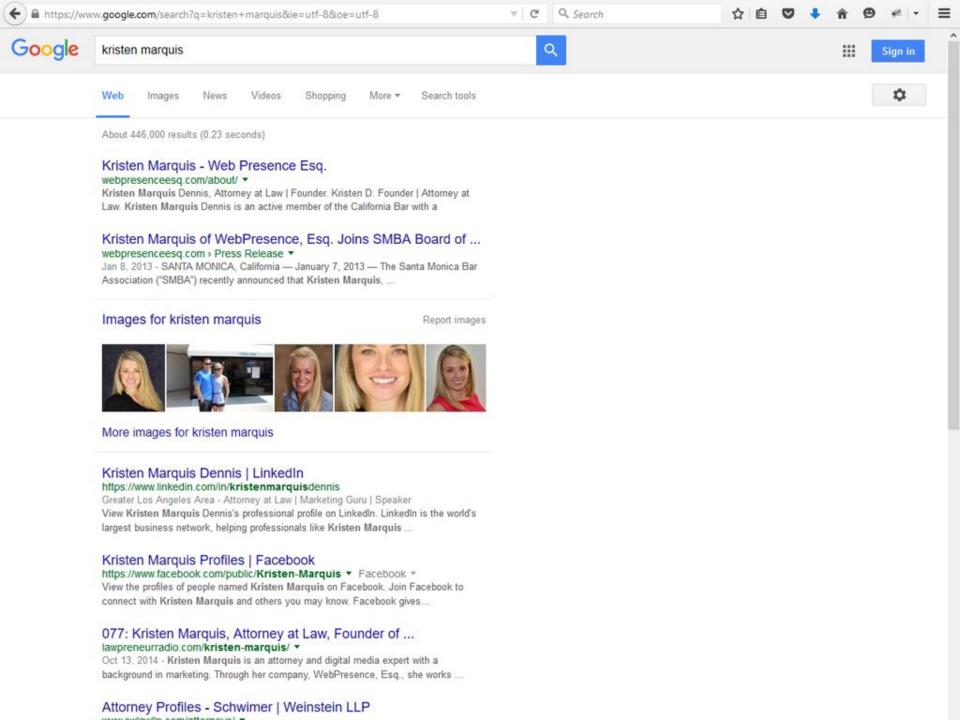
4 days ago - Are you maximizing your web presence with video #marketing ? http://webpresenceesq.com/marketing-videos/ · #legalmarketing #seo

4 tips for lawyers needing to manage a negative online ...

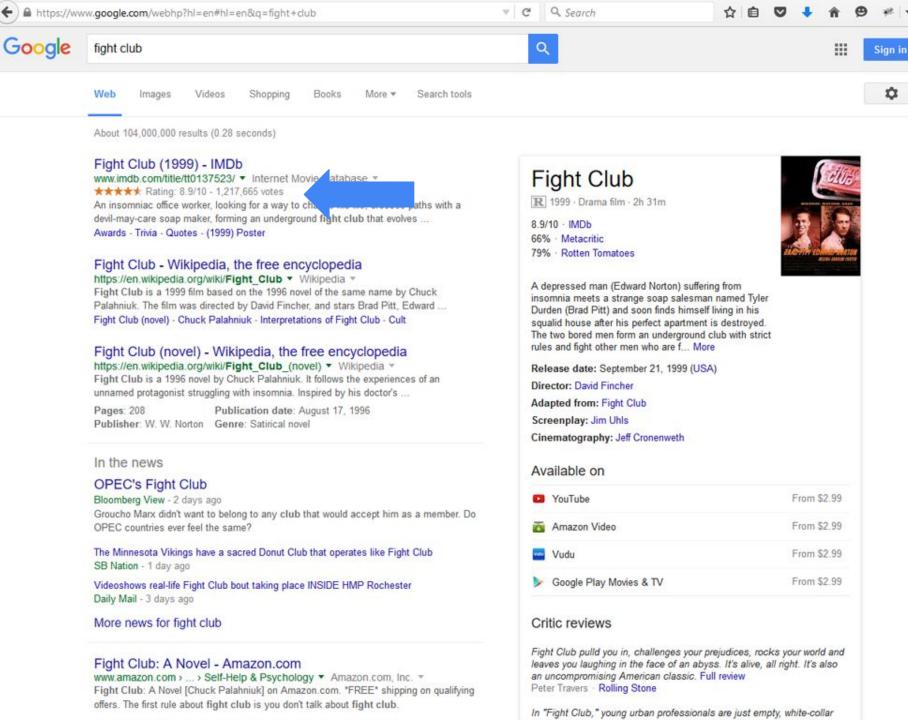
https://plus.google.com/.../posts/XGZsNwcKrVK ▼

Kristen Marquis

5 days ago - 4 tips for lawyers needing to manage a negative online review http://webpresenceesq.com/online-reputation/4-tips-for-managing-a-negative-



Winning with Structured Data



Vitamin A

Calcium

onion in a creamy mushroom sauce is perfect over hot cooked noodles.

0% Vitamin C

3% Iron

0%



Lifehouse / Songs



You And Me

Lifehouse - 2005



Everything

No Name Face - 2000



Hanging By A Moment

No Name Face - 2000



It Is What It Is

Smoke & Mirrors - 2010

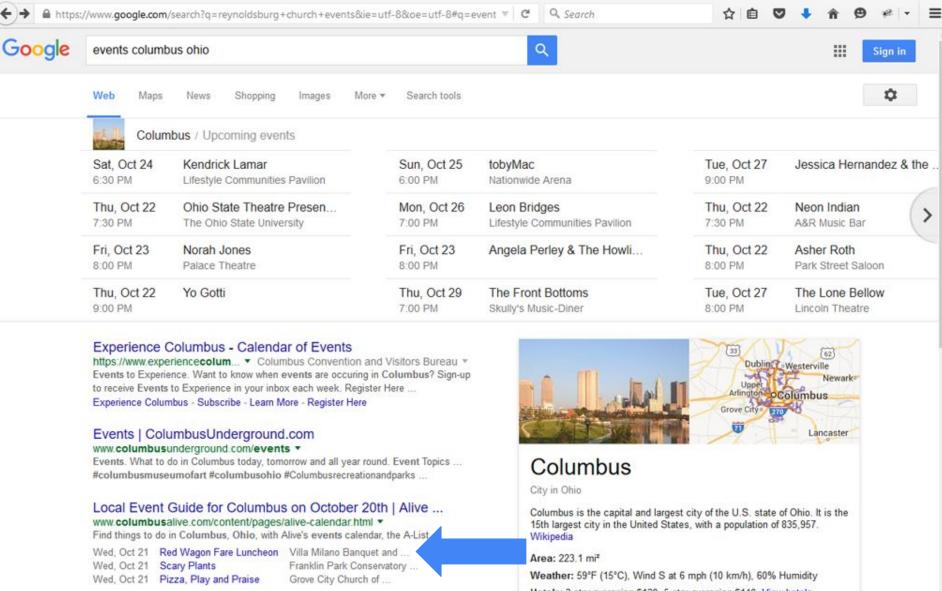


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Songfacts - List of songs by Lifehouse www.songfacts.com > artist-lifehouse

Mobile-friendly - All In · Am I Ever Going To Find Out · Anchor · Between the Raindrops · Blind · Breathing · Broken · Cling And Clatter ...

Lifehouse Song Lyrics | MetroLyrics



Upcoming Events | - 614 Columbus 614columbus.com/events/ •

Oct 3, 2015 - See the iconic suit worn by TV's Superman, George Reeves at the Ohio History Center! On special loan from the Smithsonian's National ...

Oct 3 - Nov 15 Scary Plants
Oct 15, 2015 - Jan 3, 2016 1950's Superman Suit ...
Thu Oct 22 Rockside Winery & Vineya

Thu, Oct 22 Rockside Winery & Vineyards ...

Wikipedia

Area: 223.1 mi²

Weather: 59°F (15°C), Wind S at 6 mph (10 km/h), 60% Humidity

Hotels: 3-star averaging \$130, 5-star averaging \$140. View hotels

Local time: Thursday 12:18 AM

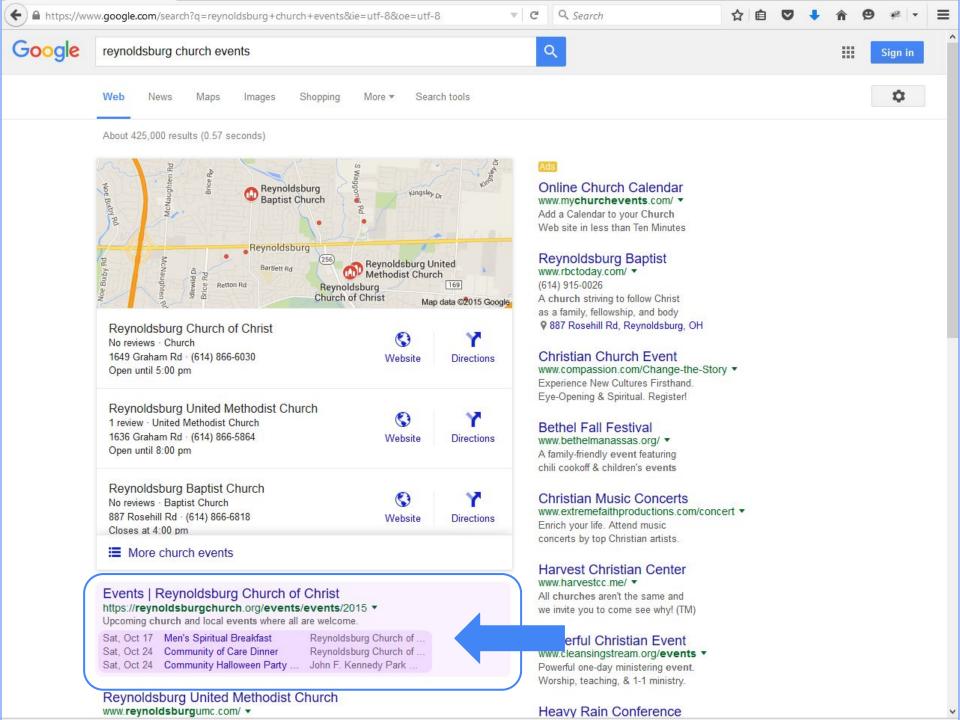
Population: 822,553 (2013)

Area codes: Area code 614

Sports teams: Columbus Crew SC, Columbus Blue Jackets, Ohio State
Buckeyes men's basketball, Columbus Checkers

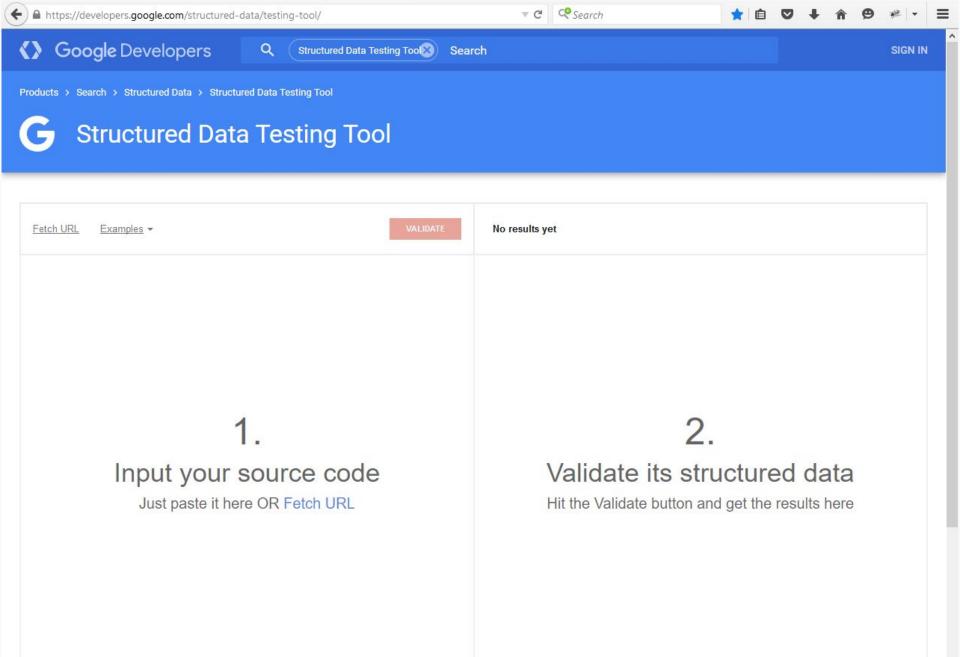
Points of interest

View 15+ more



Structured Data Testing Tool

https://developers.google.com/structured-data/testing-tool/



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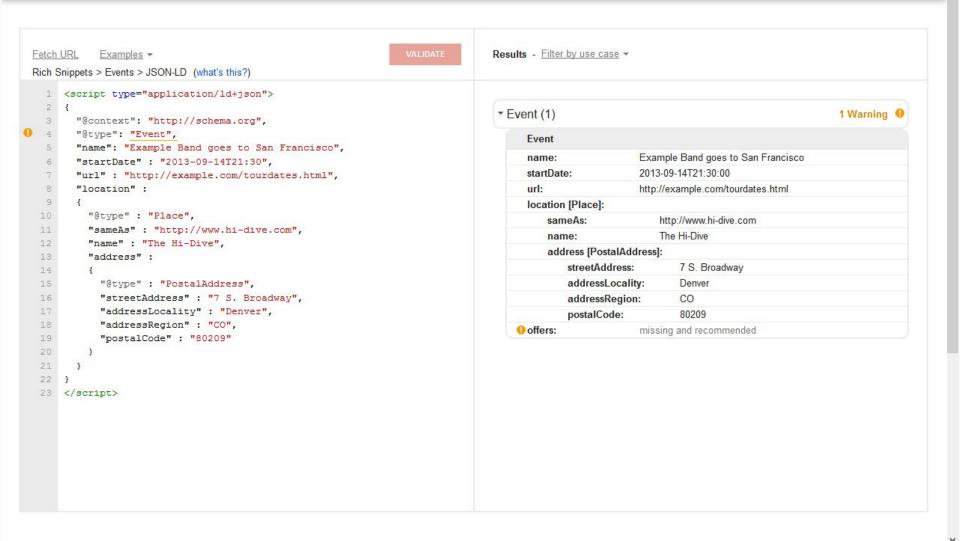
Q Structured Data Testing Tool

Search

G Struc

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Structured Data

Search







Products > Search > Structured Data



Structured Data

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Enabling Rich Snippets for Events

Event markup describes the details of organized events, such as musical concerts or art festivals, that people may attend at a particular time and place. Events that meet Google's policy guidelines may be eligible for Rich Snippets in search results, as described in this document, as well as for display in Knowledge-Graph-powered features, documented separately.

Event Rich Snippets add one or more lines with structured details of upcoming events below your search result, like this:

Calendar of Events - San Jose, CA - Official Website

www.sanioseca.gov/Calendar.aspx - San Jose -Arts, Entertainment & Events (3) - Calendar Overlay ... San José City Hall and other City offices will close in observance of Thanksgiving and reopen on Monday, ...

Thu, Nov 20 Teen Project: Make a tiny hat Seven Trees Branch Library Thu, Nov 20 Steampunk Crafts

Joyce Ellington Branch Library Fri, Nov 21 FY 2015-16 Operating Grants ... San Jose City Hall, Tower 1446

Basic markup properties

The full list of properties for an event are described on schema.org/Event. Use the most specific applicable subtype of Event, such as ComedyEvent, Festival, FoodEvent, MusicEvent, TheaterEvent, or SportsEvent. Please mark up as many properties as you can, as they will help Google algorithms correctly index your pages. The following subset of properties is required to be eligible for Event rich snippets:

Description Property Type

Contents

Basic markup properties

Example Event markup for rich snippets

Event-specific usage guidelines and policies

Schema.org

http://schema.org/















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Q Structured Data

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About schema.org

Google and other major search engines support the schema.org vocabulary for structured data. This vocabulary defines a standard set of type names and property names, for example, http://schema.org /MusicEvent indicates a concert performance, with startDate and location properties to specify the concert's key details.

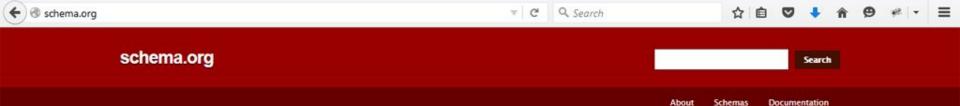
Data in the schema.org vocabulary may be embedded in an HTML page using any of three alternative formats: microdata, RDFa, and JSON-LD.

- Microdata and RDFa define new HTML attributes that let you indicate what schema.org field names correspond with what user-visible text on the page.
- JSON-LD is the newest and simplest markup format: it lets you embed a block of JSON data inside a script tag anywhere in the HTML. Since the data does not have to be interleaved with the user-visible text, it's much easier to express nested data items (say, the Country of a PostalAddress of a MusicVenue of an Event). Also, Google can read JSON-LD data even when it is dynamically injected into the page's contents, such as by Javascript code or embedded "widgets".

Google is in the process of adding JSON-LD support to more markup-powered features. So far, JSON-LD is supported for all Knowledge Graph features, sitelink search boxes, Event Rich Snippets, and Recipe Rich Snippets; Google recommends the use of JSON-LD for those features. For the remaining Rich Snippets types and breadcrumbs, Google recommends the use of microdata or RDFa.

For help authoring well-formatted markup, try Google's Structured Data Markup Helper. Most importantly, whichever format you choose, test your markup's correctness before deploying it!

Expant as atherwise noted the content of this page is licensed under the Creative Commans, Attribution 2.0 License, and code



Welcome to Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Schema.org is sponsored by Google, Microsoft, Yahoo and Yandex. The vocabularies are developed by an open community process, using the public-schemaorg@w3.org mailing list and through GitHub.

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the sponsors, together with the larger community have come together, to provide a shared collection of schemas.

We invite you to get started!

View our blog at blog.schema.org or see release history.

Terms and conditions



Event

Thing > Event

An event happening at a certain time and location, such as a concert, lecture, or festival. Ticketing information may be added via the 'offers' property. Repeated events may be structured as separate Event objects.

Usage: Between 100,000 and 250,000 domains

[more...]

Property	Expected Type	Description
Properties from Eve	ent	
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
attendee	Organization or Person	A person or organization attending the event. Supersedes attendees.
doorTime	DateTime	The time admission will commence.
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 item (in ISO 8601 date format).
eventStatus	EventStatus Type	An eventStatus of an event represents its status; particularly useful when an event is cancelled or rescheduled.
inLanguage	Language or Text	The language of the content or performance or used in an action. Please use one of the language codes from the IETF BCP 47 standard. Supersedes language.
location	PostalAddress or Place	The location of the event, organization or action.
offers	Offer	An offer to provide this item—for example, an offer to sell a product, rent the DVD of a movie, or give away tickets to an event.
organizer	Organization or Person	An organizer of an Event.
performer	Organization or Person	A performer at the event—for example, a presenter, musician, musical group or actor. Supersedes performers.
previousStartDate	Date	Used in conjunction with eventStatus for rescheduled or cancelled events. This property contains the previously scheduled start date. For rescheduled events, the startDate property should be used for the newly scheduled start date. In the (rare) case of an event that has been postponed and rescheduled multiple times, this field may be repeated.
recordedIn	CreativeWork	The CreativeWork that captured all or part of this Event. Inverse property: recordedAt.

Possible Solutions

Close... but no cigar

- RDFa (core) https://www.drupal.org/project/drupal
- Microdata https://www.drupal.org/project/microdata
- Field formatter attributes https://www.drupal. org/project/field_formatter_attributes
- Schema.org https://www.drupal.org/project/schemaorg
- Views Datasource https://www.drupal.org/project/views_datasource
- JSON-LD https://www.drupal.org/project/jsonld

Feeding the (Search Engine) Beast

Drupal 7

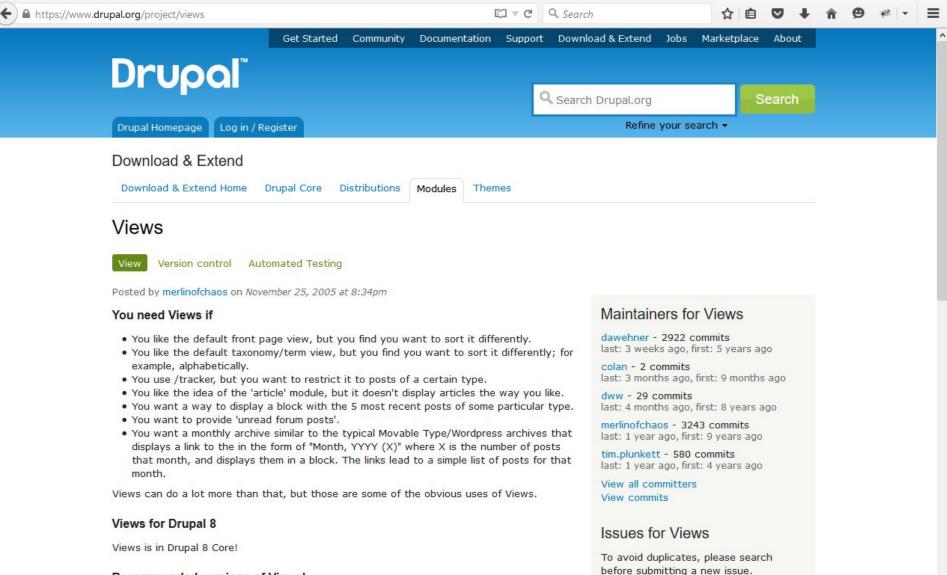
http://bit.ly/1joPPDp

Drupal 8

http://bit.ly/10Cn6q3

Views

https://www.drupal.org/project/views



Advanced search All issues

Bug report

Statistics

3944 open, 20393 total

1661 open, 7923 total Subscribe via e-mail

New issues 13 Daniel Maria Maria Maria Maria Con Co

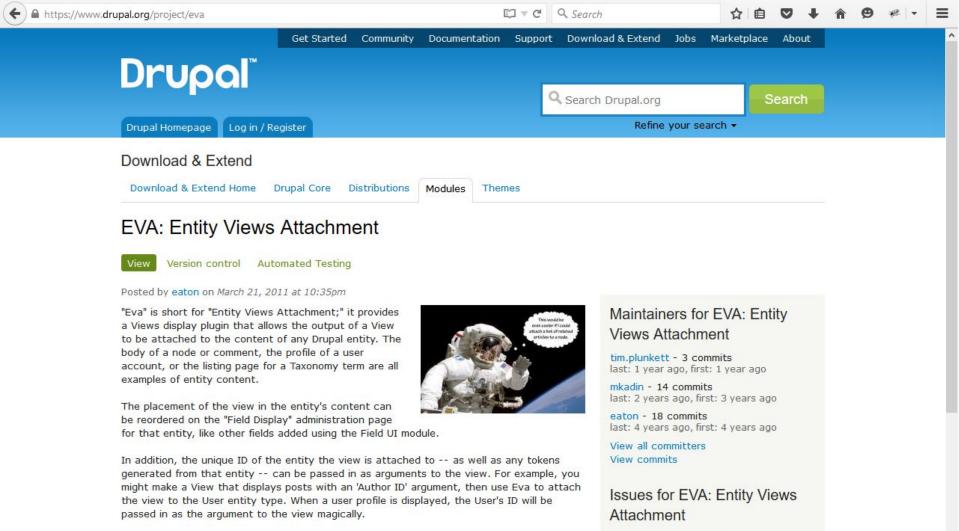
Recommended versions of Views!

For new installs of Drupal 6, we recommend the 6.x-3.x branch. We have not changed the recommended version you see below, because there is an upgrade bug in 6.x-2.x that causes upgraded views to break. We don't want anyone getting a surprise breakage of their site.

The 6.x-2.x branch of Views is in critical/security maintenance mode only. If we can fix the upgrade issue, that will absolutely be fixed and the branch will officially be deprecated at that point. Support efforts will be concentrated on the 3.x branch.

EVA: Entity Views Attachment

https://www.drupal.org/project/eva



That's right: magically.

Need some help?

· Great tutorial on node reference / EVA

Last modified: December 2, 2014

Project Information

Maintenance status: Seeking new maintainer
Development status: Under active development
Module categories: Content Display , Views
Reported installs: 45,866 sites currently report using this module. View usage statistics.
Downloads: 178,668

Response rate _______ 0 %

New issues Multunhu Munum n

To avoid duplicates, please search

before submitting a new issue.

Advanced search

50 open, 187 total Bug report

19 open, 74 total

Subscribe via e-mail

All issues

Statistics

Dependencies & Extras

Ctools

Date

Field Group

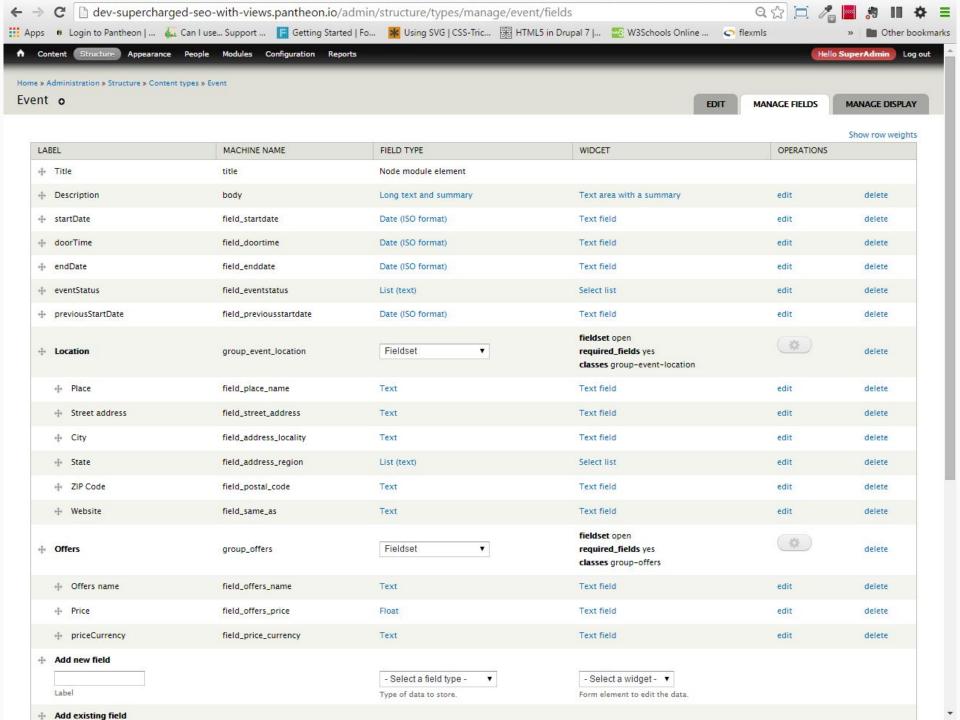
Date Format

Format: Y-m-d\TH:i:sP

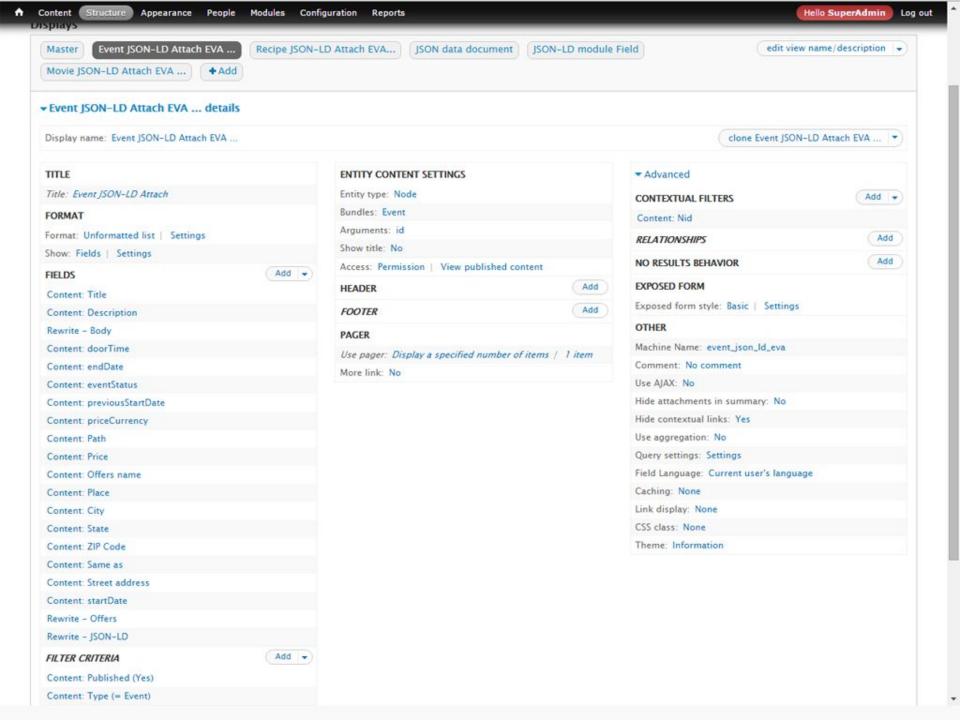
Type: ISO-8601

Event - fields 🤌

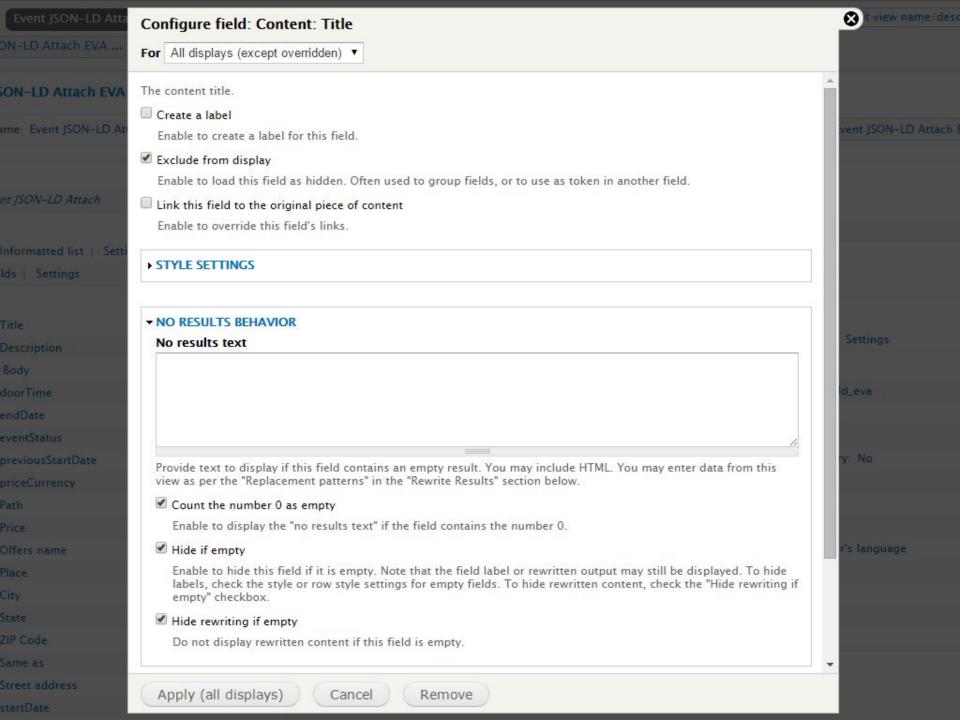
Field name	Field type
body	Long text and summary (module: Text)
field_address_locality	Text (module: Text)
field_address_region	List (text) (module: List)
field_doortime	Date (ISO format) (module: Date)
field_enddate	Date (ISO format) (module: Date)
field_eventstatus	List (text) (module: List)
field_offers_name	Text (module: Text)
field_offers_price	Float (module: Number)
field_place_name	Text (module: Text)
field_postal_code	Text (module: Text)
field_previousstartdate	Date (ISO format) (module: Date)
field_price_currency	Text (module: Text)
field_same_as	Text (module: Text) or Link (module: Link)
field_startdate	Date (ISO format) (module: Date)
field_street_address	Text (module: Text)

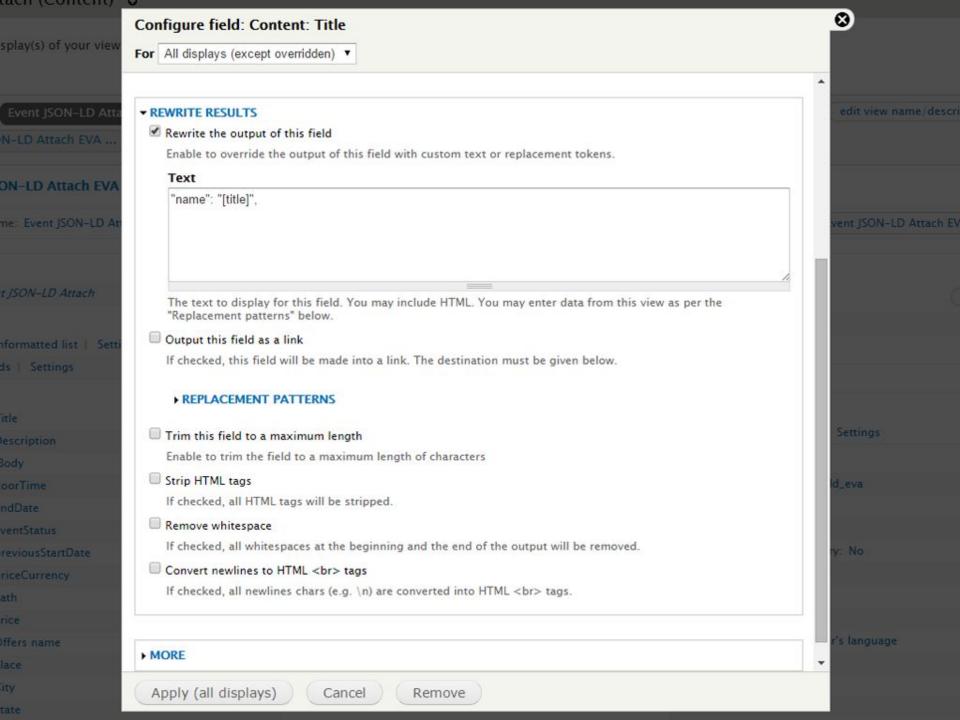


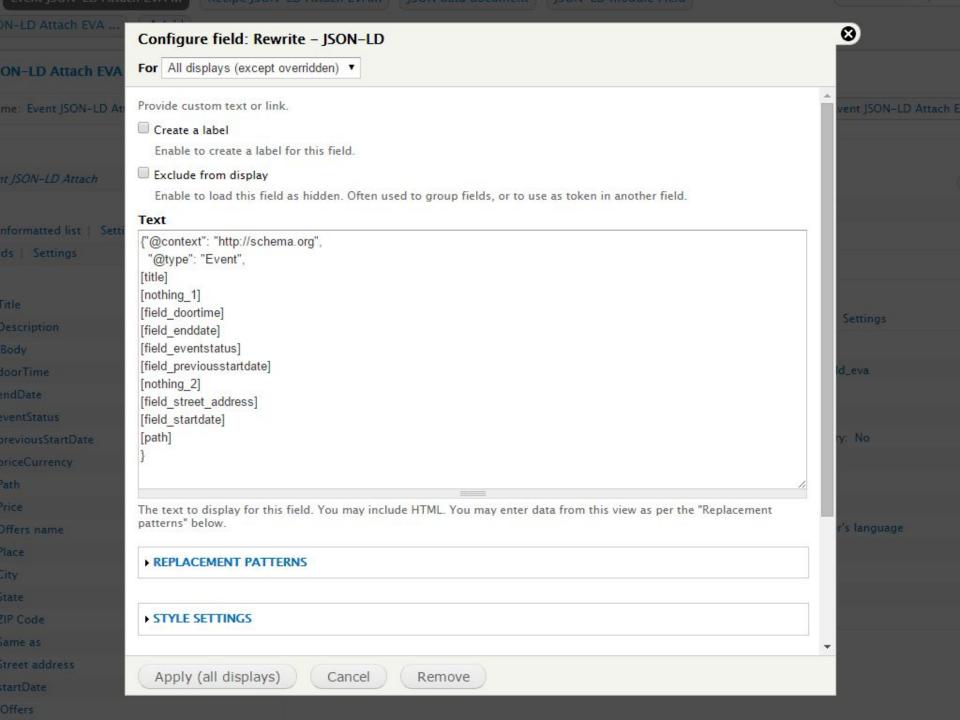
Let's Make a View



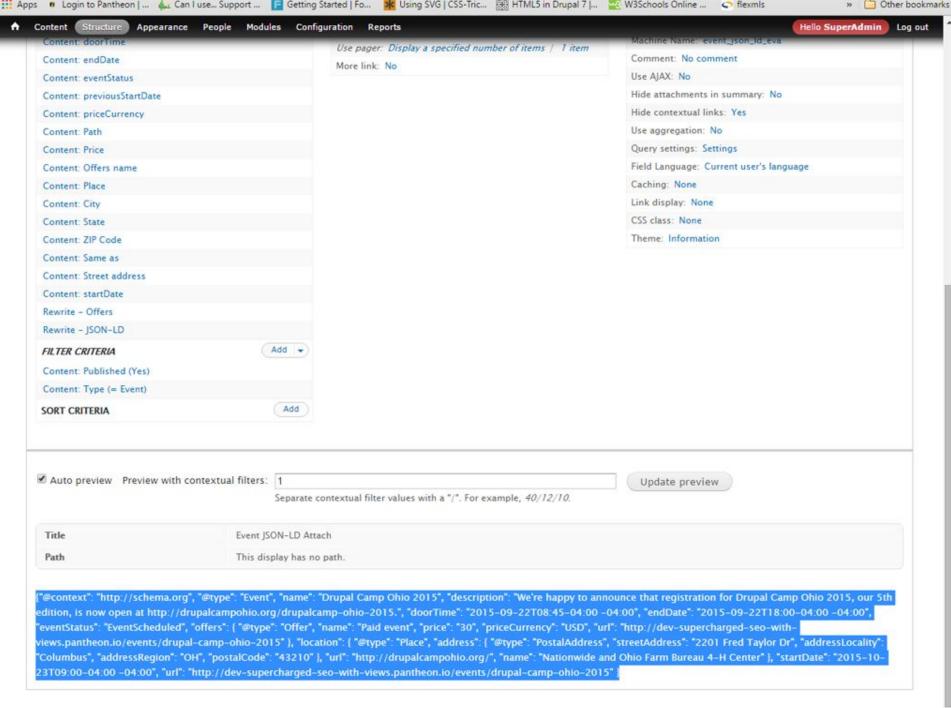








Test!



*



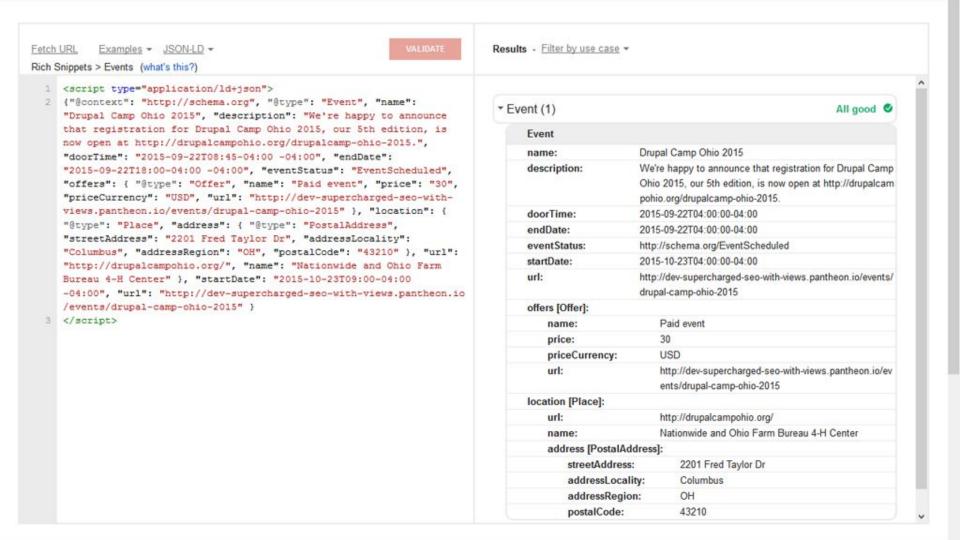
Structured Data Testing Tool

Search

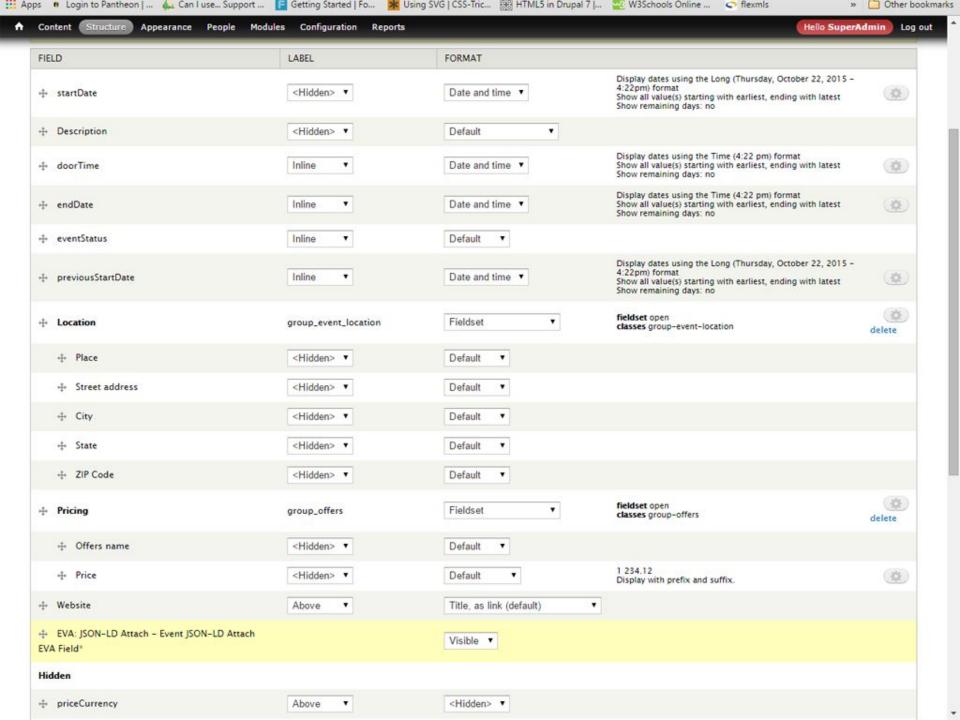
SIGN IN

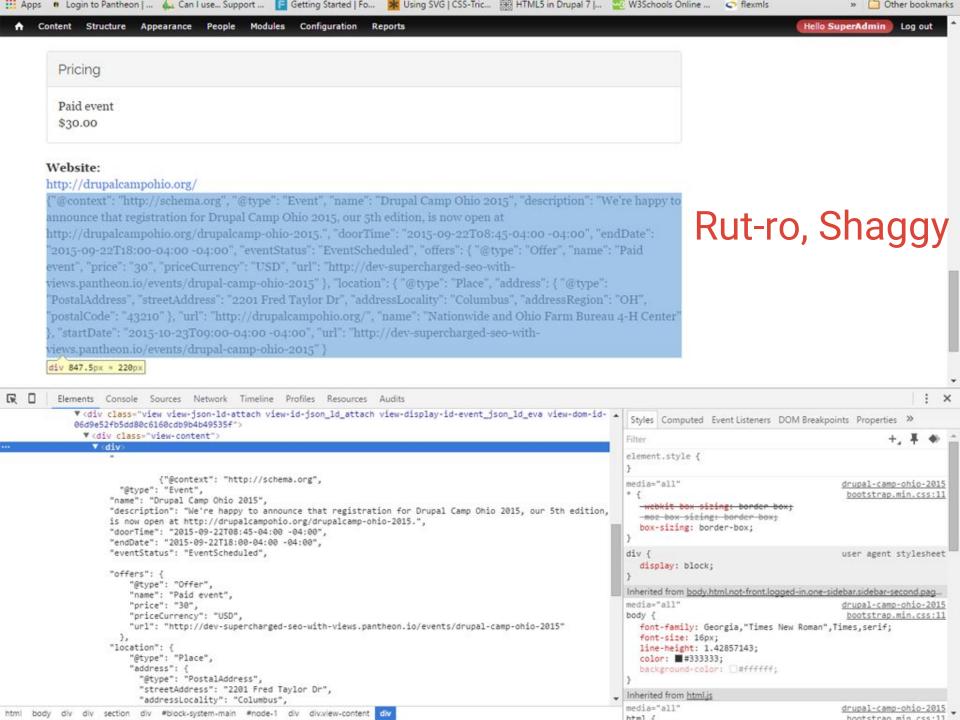
Products > Search > Structured Data > Structured Data Testing Tool

Structured Data Testing Tool



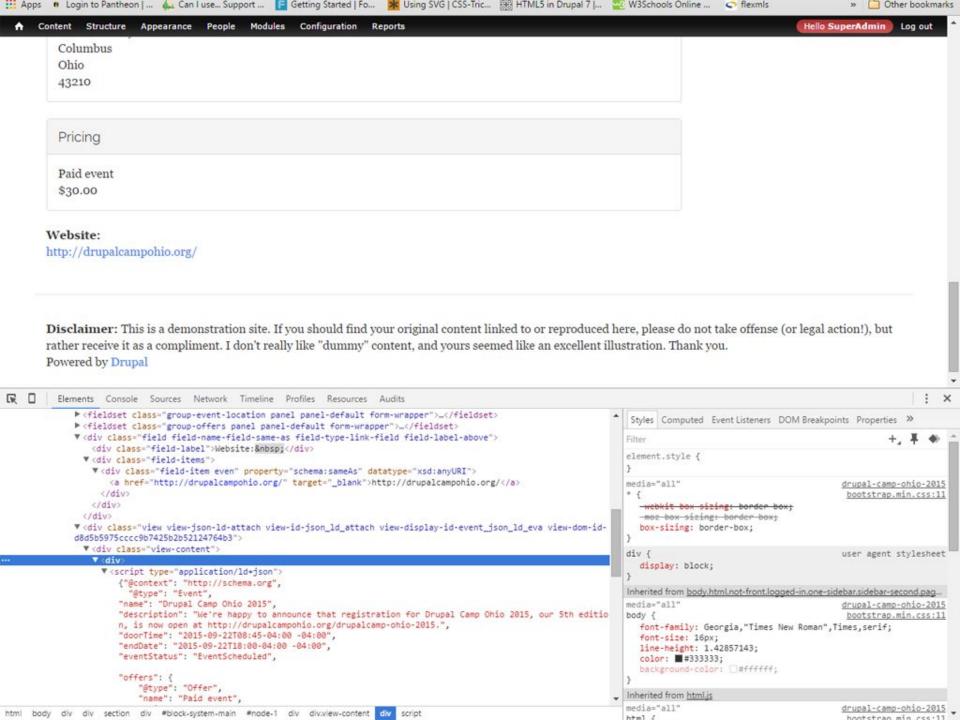
View mode





views-view-fields--json-ld-attach.tpl.php

```
<?php
/**
 * @file
 * Default simple view template to all the fields as a row.
* - $view: The view in use.
 * - $fields: an array of $field objects. Each one contains:
    - $field->content: The output of the field.
   - $field->raw: The raw data for the field, if it exists. This is NOT output safe.
    - $field->class: The safe class id to use.
    - $field->handler: The Views field handler object controlling this field. Do not use
      var export to dump this object, as it can't handle the recursion.
    - $field->inline: Whether or not the field should be inline.
    - $field->inline html: either div or span based on the above flag.
    - $field->wrapper prefix: A complete wrapper containing the inline html to use.
    - $field->wrapper_suffix: The closing tag for the wrapper.
    - $field->separator: an optional separator that may appear before a field.
    - $field->label: The wrap label text to use.
    - $field->label html: The full HTML of the label to use including
       configured element type.
   - $row: The raw result object from the query, with all data it fetched.
 * @ingroup views templates
 */
3>
<?php foreach ($fields as $id => $field): ?>
    <script type="application/ld+json"><?php print $field->content; ?></script>
<?php endforeach; ?>
```



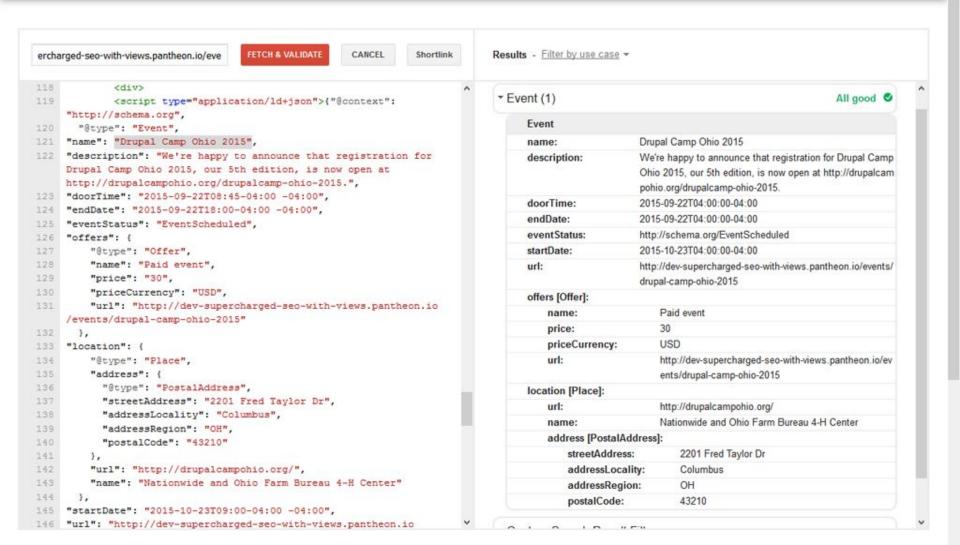


Q Structured Data Testing Took

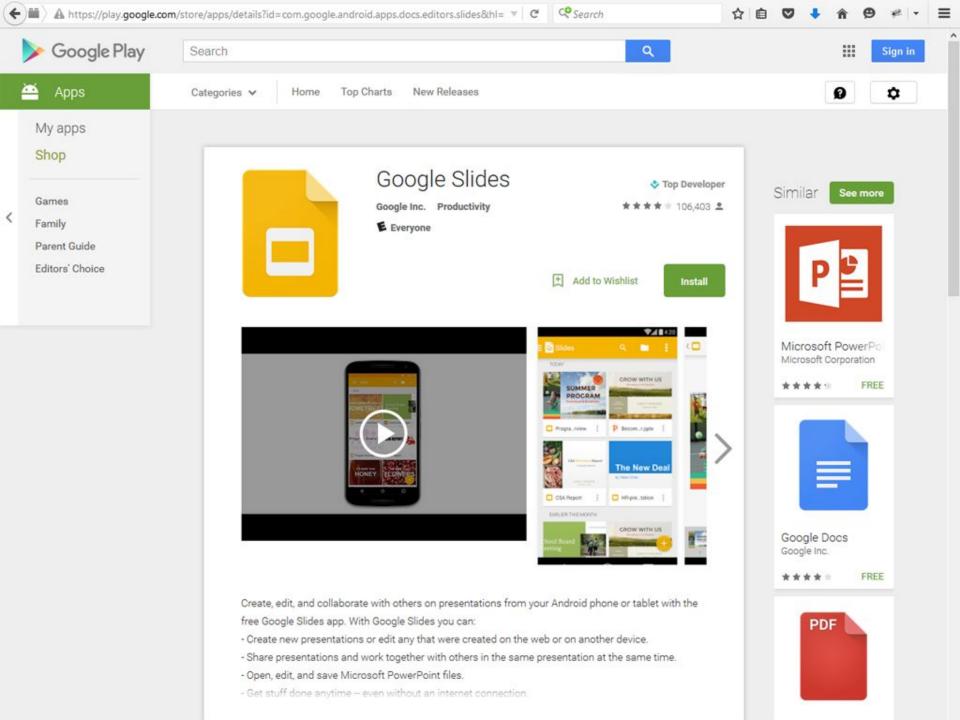
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Did I mention... Test!





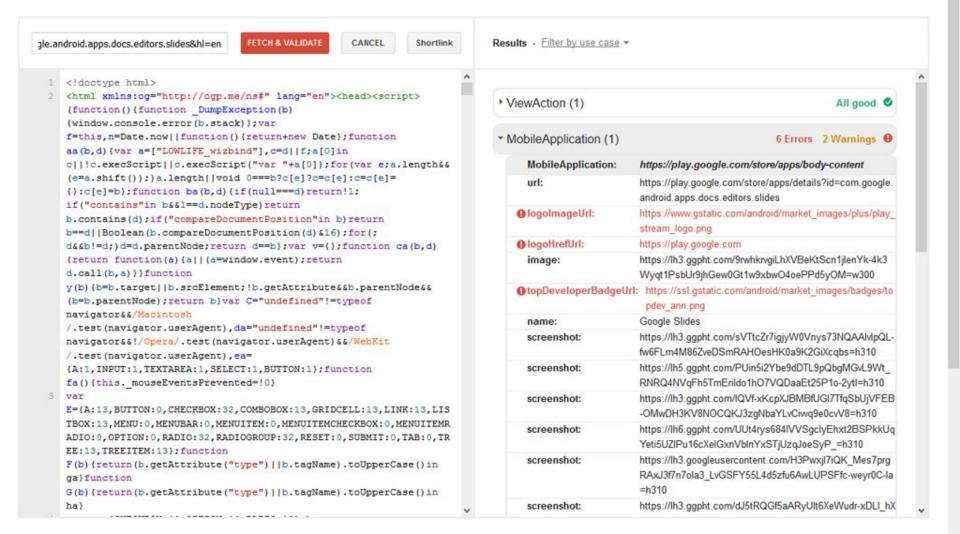
Structured Data Testing Tool

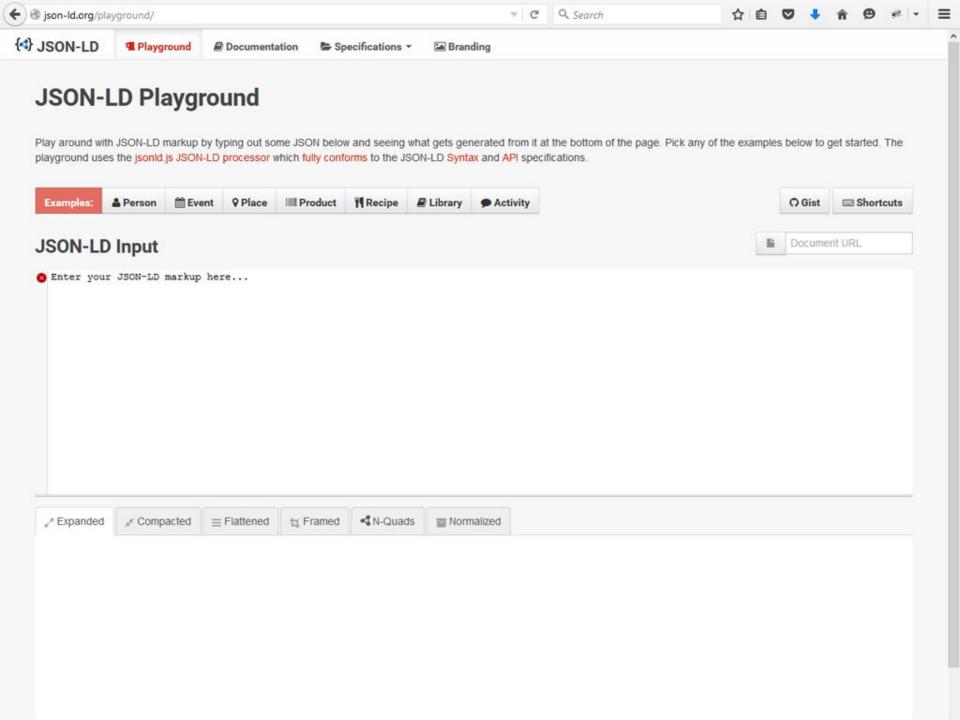
Search

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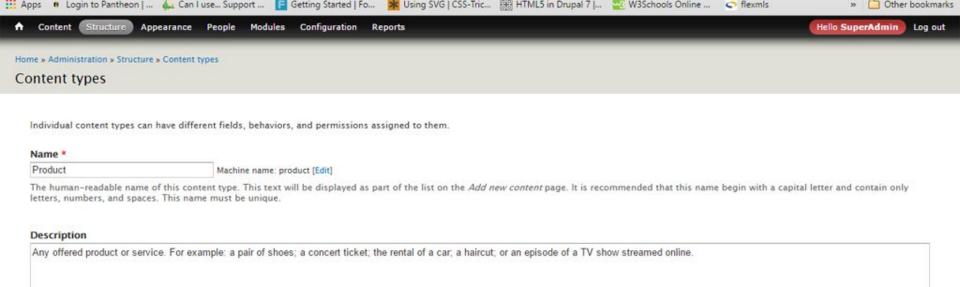




Bonus

Helper modules

- Entity Fields Builder https://www.drupal.org/project/efb
- Schema.org cache https://www.drupal.org/project/schemaorg_cache
- Schema.org https://www.drupal.org/project/schemaorg



Describe this content type. The text will be displayed on the Add new content page.

Submission form settings
Name

Publishing options
Published

Display settings
Don't display post information

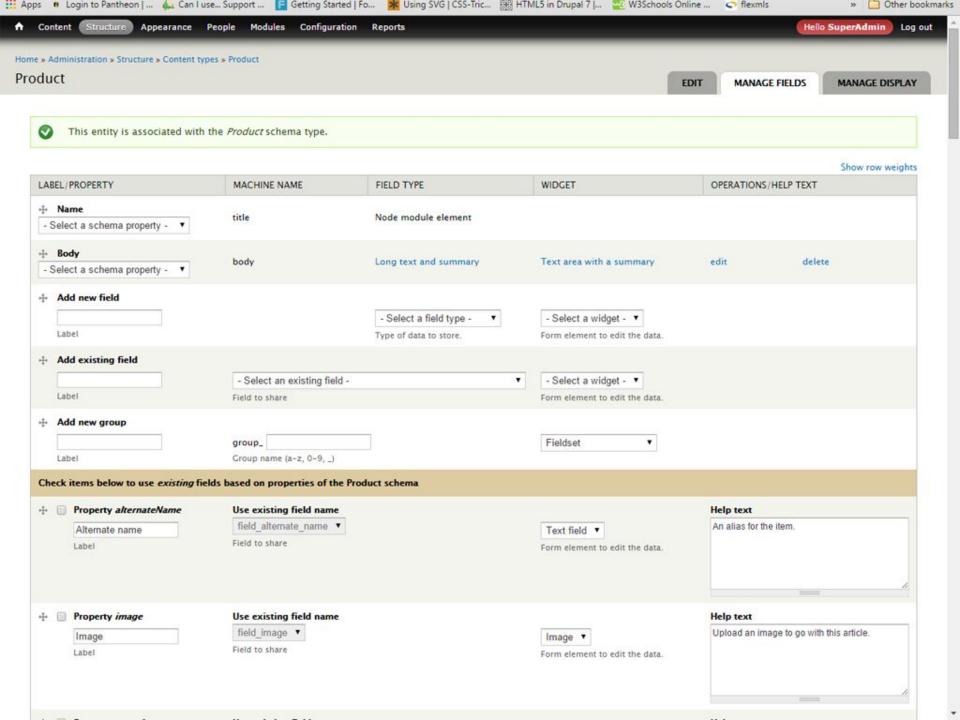
Menu settings

Schema.org settings

Schema.org settings

Save content type

Save and add fields



A Website's Structured Data Success Story by Jarno van Driel

http://www.slideshare.net/JarnovanDriel/a-websites-structured-data-success-story

Tracking Semantic SEO with Google Analytics and Tealium by Ani Lopez

https://www.analyticspros.com/blog/tag-management/tracking-semantic-seo-with-google-analytics/

Questions?

Perry Brown @UpTil4Music