



Enabling the Impossible: SEO and Knowledge Graphs for large financial publishers

Beatrice Gamba

The Knowledge Graph Conference - May 2024

The background of the entire page is a dark blue to black gradient, overlaid with a complex, glowing green and yellow network of lines and dots, resembling a molecular or data structure. The Google logo is in the top left, and the search bar is in the top center. The search results are displayed in a dark grey box.

Google

who am I?



All

Images

Videos

Shopping

News

⋮ More

Tools

About 25,270,000,000 results (0.53 seconds)

An AI overview is not available for this search

Who is Beatrice Gamba?

Beatrice Gamba :



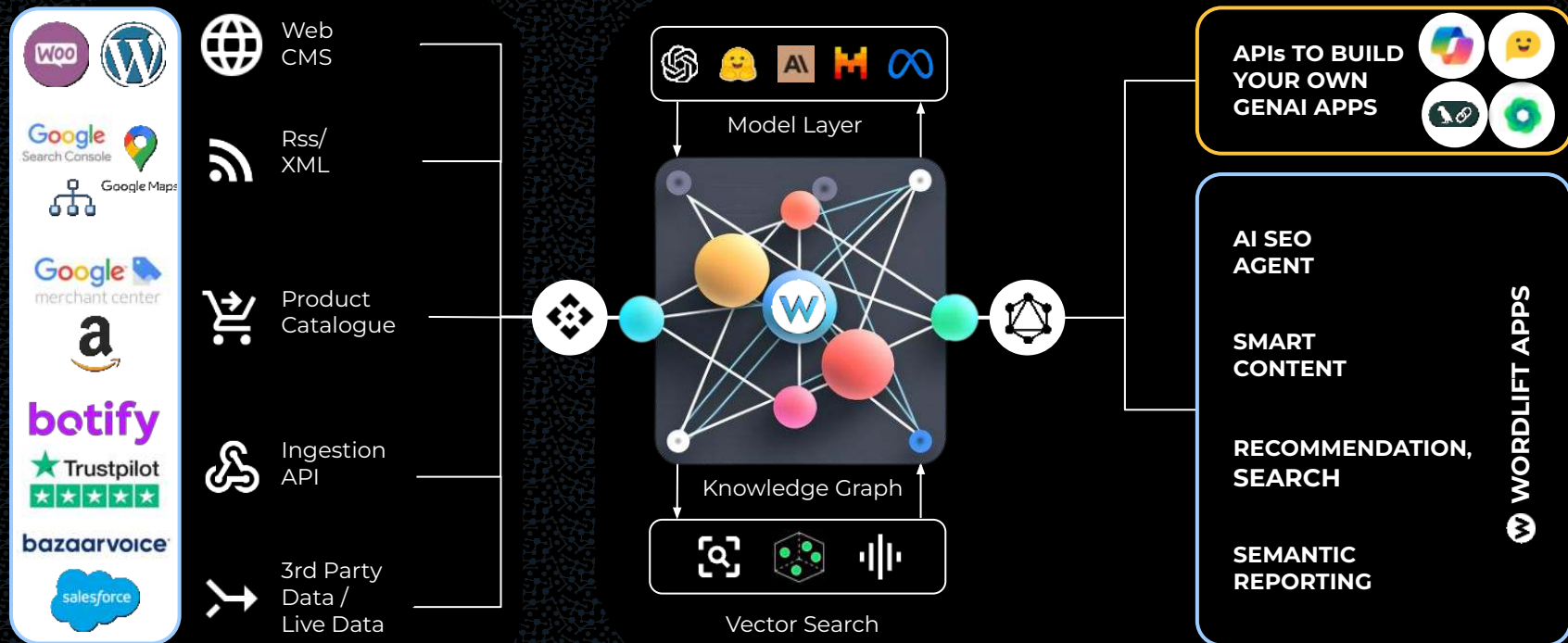
Beatrice Gamba is Head of Innovation at WordLift. Born and raised in Rome, Beatrice joined WordLift's team in 2016, after a 3-year experience in Berlin, where she worked for a big e-commerce company. Beatrice has over 9 years of experience in digital marketing and SEO.

A LARGE ACTION MODEL for MARKETING AUTOMATION

DATA INGESTION

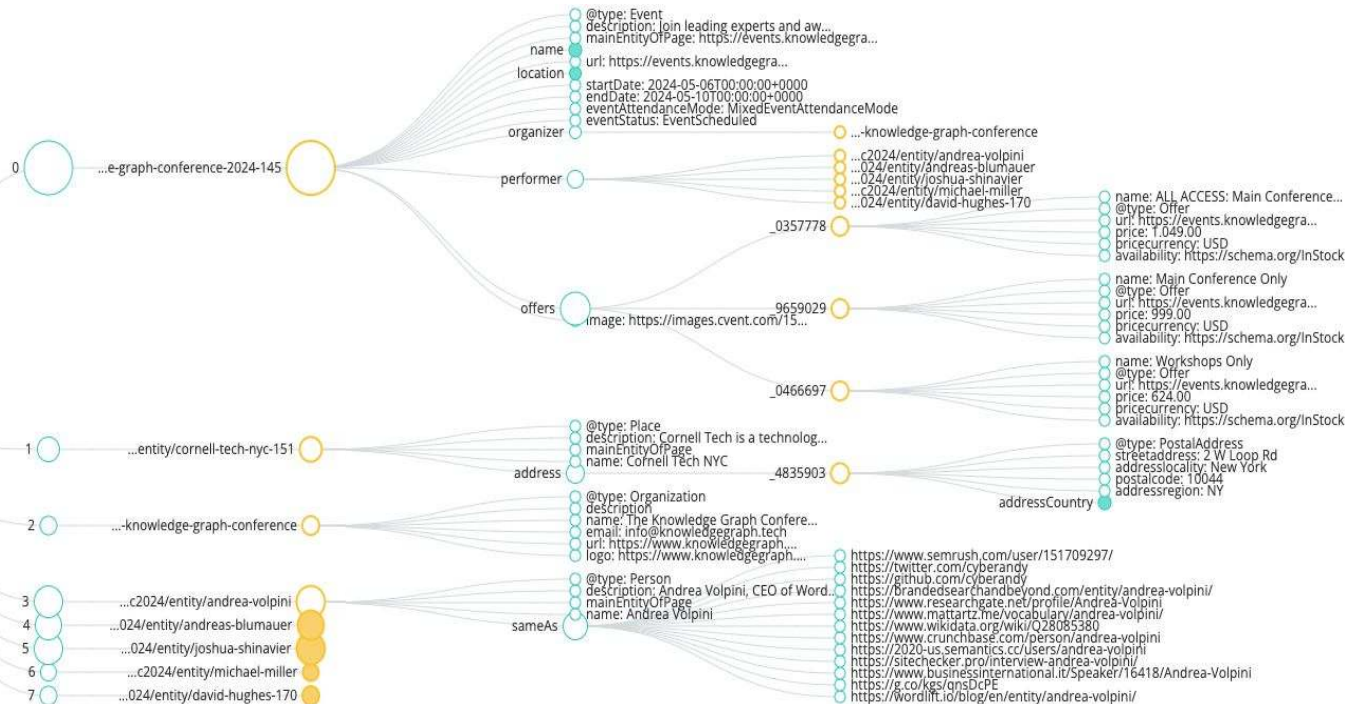
KNOWLEDGE GRAPH CREATION & ENRICHMENT

APIs & AI APPS



WHAT WE DID FOR KGC 2024





Nodes

Triples

Interconnected Entities & their specifications

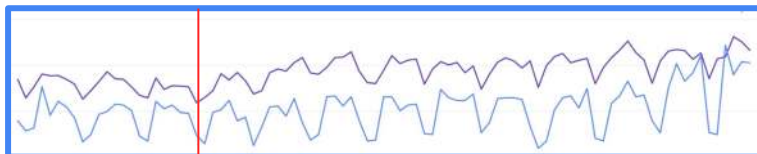
knowledge graph conference 2024
Avg. position: 1 🏆 Top 5 results
kgc 2024
Avg. position: 1.4 🏆 Top 5 results
david kamien
Avg. position: 2.4 🏆 Top 5 results
andrew zhai
Avg. position: 4.1 🏆 Top 5 results
knowledge graph conference, cornell tech, 6 may
Avg. position: 1.3 🏆 Top 5 results

The site ranks for branded keywords and for speaker related content

The screenshot shows a Google search for "Knowledge Graph Conference". The search bar at the top contains the text "Knowledge Graph Conference". Below the search bar, the results are categorized by "All", "Images", "Videos", "News", "Books", and "More". The main result is for "Knowledge Graph Conference 2024: Cornell Tech NYC | Online", which is an event. The description states: "KGC 2024. The Knowledge Graph Conference (KGC) is a pioneer in the rapidly growing field of knowledge graphs and related technologies such as graph neural ...". There are also links to "Knowledge Graph Conference", "KGC 2023", "Agenda", "KGC 2022", and "KGC 2023 Speakers". On the right side, there is an "About" section with the date "Monday, May 6, 2024 at 08:30" and a "Tickets" section with links to "SciBite", "PoolParty Semantic Suite", "knowledgegraph", "Cvent", and "LinkedIn".

+8%
Clicks
YoY

+7%
Impressions
YoY



Trends of clicks and impressions since the implementation of the knowledge graph

Event-specific panel with the possibility to buy tickets from the result page of Google



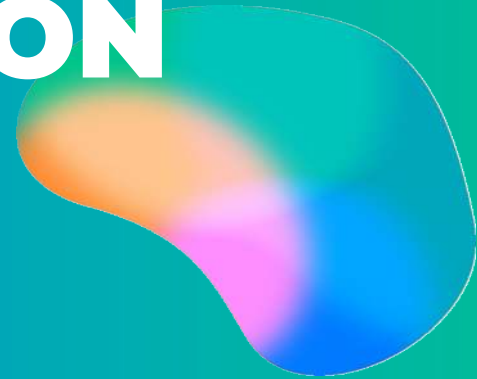
**HELPING A LEADING
FINANCIAL PUBLISHER SELL
MORE TICKETS TO THEIR
EVENTS VIA SEARCH**



Events are a form of content, just like news.

They are becoming a bigger focal point for publishers, as they help monetizing brand authority.

THE CHALLENGE OF THE NEWS & EVENT ONLINE PROMOTION



Content Volume

High Competition

Local Environment

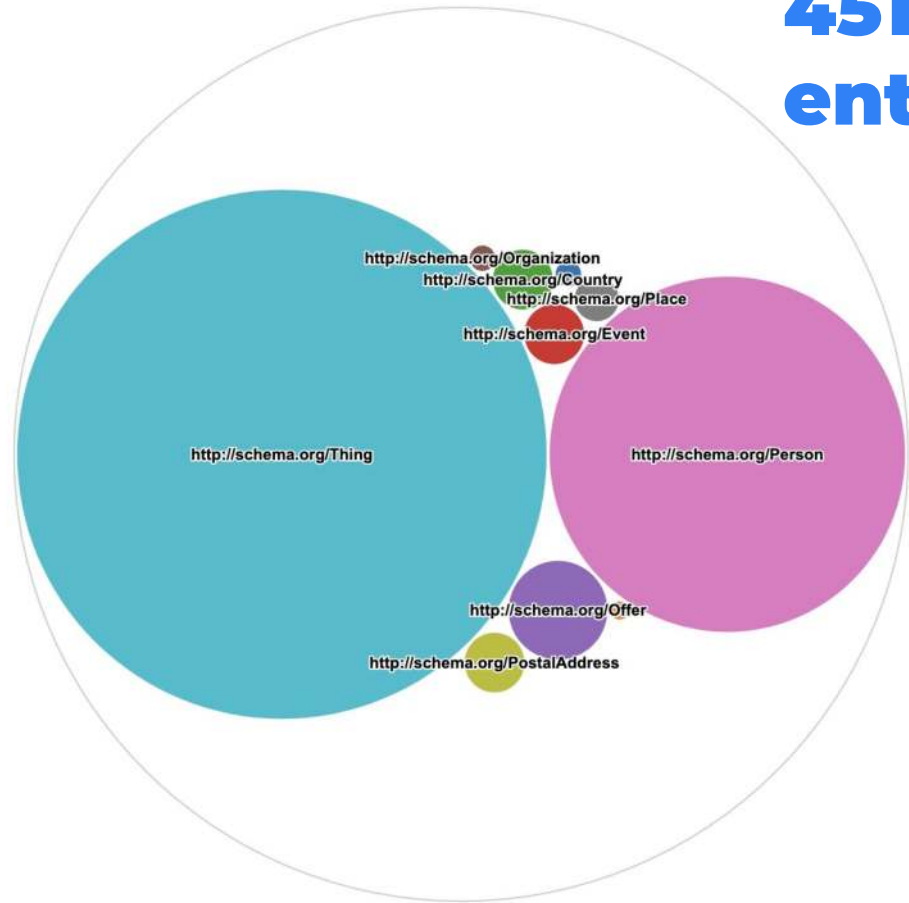
Short Lifespan

Brand & Authority

**Covering
informational and
transactional intents**

451 entities

The composition of the knowledge graph tells us that the most important entities for our scope are Topics & Themes (*entity type Thing*) and Speakers (*entity type Person*).



**Building a
knowledge graph
for events and
speakers.**

EXPECTED RESULTS

**Increase in clicks from
search engines**

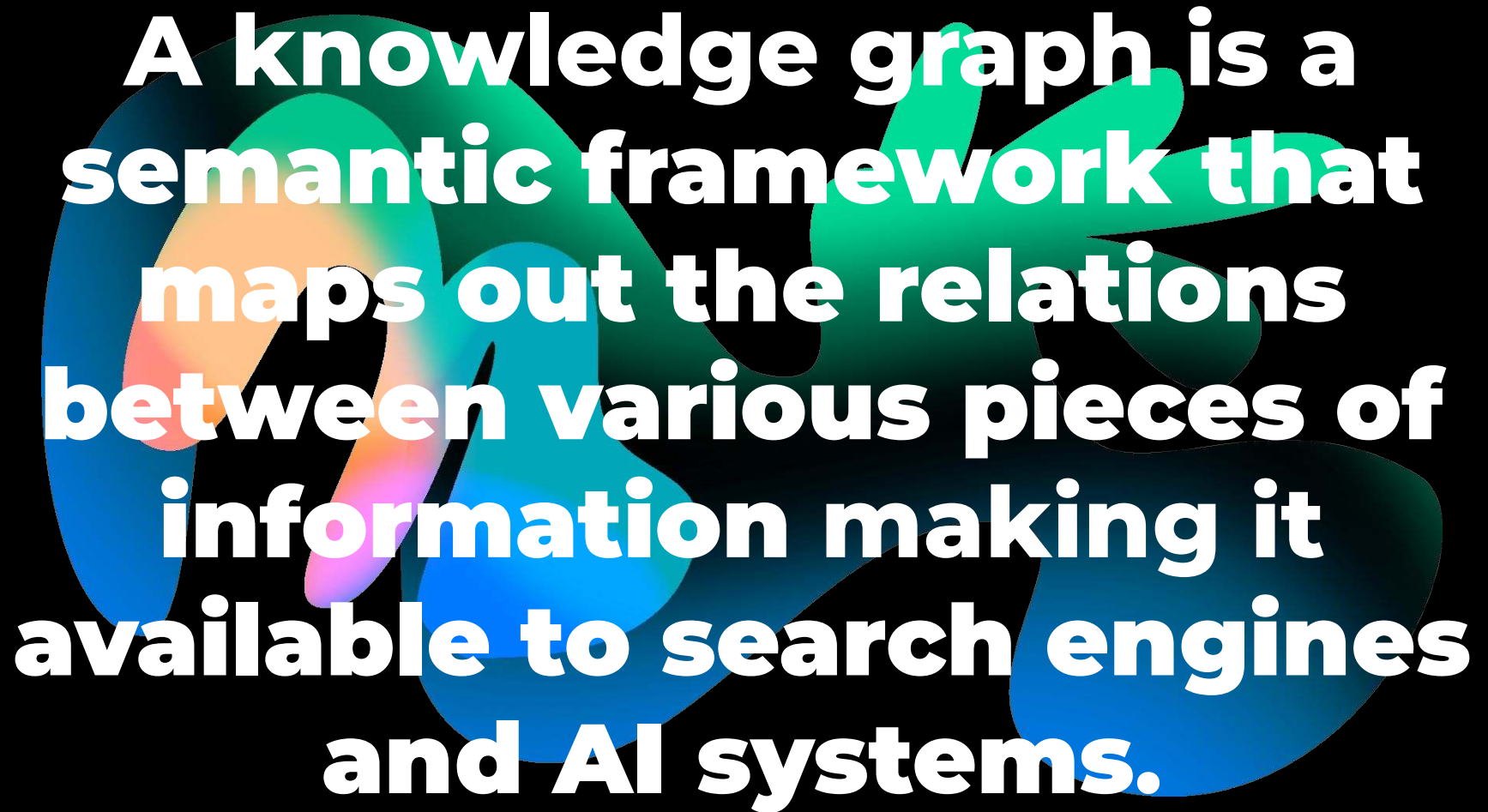
**Improved Visibility for
event websites**

**Enhanced Brand
representation online**

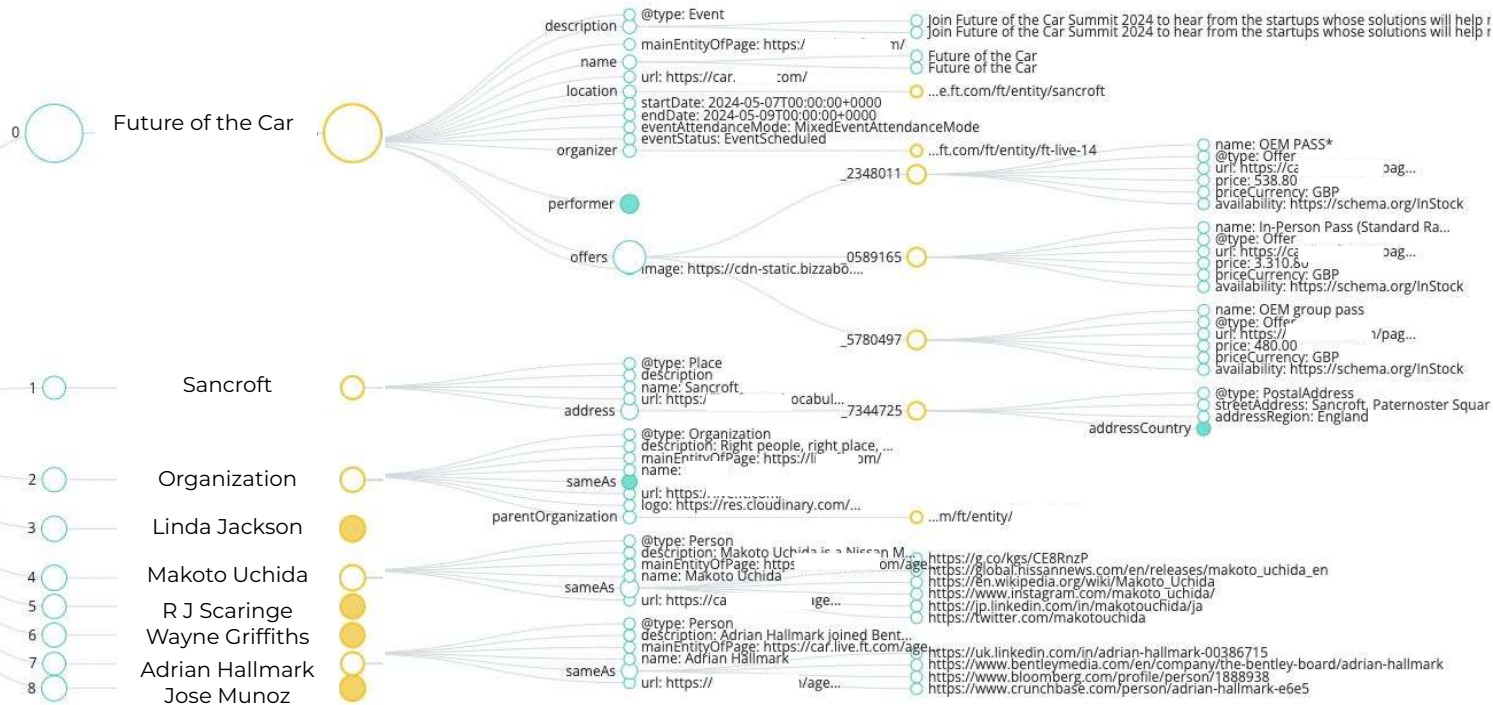
**More tickets sold from
organic search**

KNOWLEDGE GRAPHS IN SEO





A knowledge graph is a semantic framework that maps out the relations between various pieces of information making it available to search engines and AI systems.



Knowledge Graphs offer a comprehensive solution to traditional SEO challenges for publishers in terms of:

- **Understanding**
- **Visibility**
- **Discoverability**



It's a matter of time!

FUTURE OF THE CAR

7 - 9 May 2024

The technology and new business models shaping the next decade in automotive

In-Person & Digital | London

THE IN-PERSON PASS

- ✓ Access to in-person sessions and all in-person networking functions
- ✓ Access to live talks
- ✓ Access to live Q&A and polls
- ✓ Access to networking and community area & Brelia networking app
- ✓ Access to video on demand

£2,759

REGISTER HERE

LIMITED TIME OFFER THE OEM PASS*

- ✓ Access to in-person sessions and all in-person networking functions
- ✓ Access to live talks
- ✓ Access to live Q&A and polls
- ✓ Access to networking and community area & Brelia networking app
- ✓ Access to video on demand

*OEM passes are only available for Original Equipment Manufacturers (OEMs) who produce vehicles.
Special offer price until 31 March 2024.
Full price: £699

£449

REGISTER HERE



Linda Jackson
CEO
Peugeot



Adrian Hallmark
CEO
Bentley Motors



Makoto Uchida
CEO
Nissan

@type

@id

description

mainEntityOfPage

name

url

startDate

endDate

eventAttendanceMode

offers

@type

name

url

price

priceCurrency

availability

offers

@type

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price

priceCurrency

availability

performer

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Event

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Join Future of the Car Summit 2024 to hear from the startups whose solutions will help meet the auto industry's latest strategic and operations challenges, and create new value – from scaling AI and reducing embodied emissions to helping cars see round corners.

https://car.li em/

Future of the Car

https://car.li

2024-05-07T00:00:00+00:00

2024-05-09T00:00:00+00:00

http://schema.org/MixedEventAttendanceMode

Offer

OEM PASS*

https://car.l page/2781971/attend-in-person

538.80

GBP

http://schema.org/InStock

Offer

In-Person Pass (Standard Rate)

https://car.l page/2781971/attend-in-person

3.310.80

GBP

http://schema.org/InStock

Person

https://dt ift/entity/makoto-uchida

Makoto Uchida is a Nissan Motor Co. director, representative executive officer, president and CEO. After starting with Nissan in 2003, Uchida served in a variety of positions at both Nissan and Renault throughout his career. In his most recent role, Uchida led Nissan's China business, serving as senior vice president of Nissan, chairperson of the...

https://ci igenda/speakers/3139063

Makoto Uchida

https://g.co/kgz/CE8RnzP

https://global.nissannews.com/en/releases/makoto_uchida_en

https://en.wikipedia.org/wiki/Makoto_Uchida

https://www.instagram.com/makoto_uchida/

https://jp.linkedin.com/in/makotouchida/ja

https://twitter.com/makotouchida

**How does this
contribute to
traffic increase on
organic search?**

The background features a vibrant sunset or sunrise sky transitioning from deep blue on the left to bright orange and yellow on the right. In the foreground, there are dark, angular, geometric shapes resembling a city skyline or abstract architecture. A large, translucent blue diamond shape is positioned on the left side, partially overlapping the text. A smaller, glowing green diamond shape is located near the bottom center.

Enriching the authority of the publisher as an event organizer by providing all the information about the speakers at their events.



Adrian Hallmark
CEO
Bentley Motors



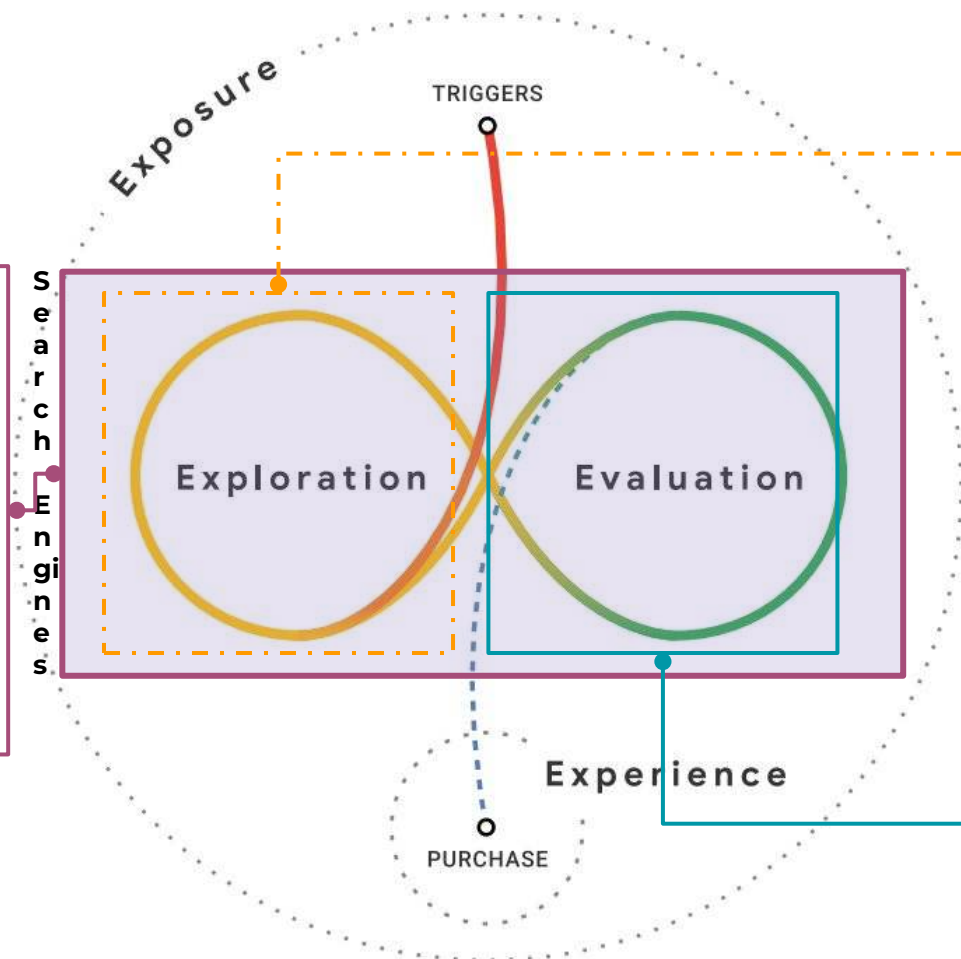
Makoto Uchida
CEO
Nissan



@type	Person
@id	https://data. /entity/adrian-hallmark-2
description	Adrian Hallmark joined Bentley Motors for a second time in his career in February 2018 as Chairman and CEO, quickly defining Bentley's ambition to become the leader in sustainable luxury mobility as part of its Beyond100 strategy. His first experience of Bentley was as Board Member for Sales and Marketing from 1999 to 2005, and...
mainEntityOfPage	https:// /agenda/speakers/3139061
name	Adrian Hallmark
sameAs	https://www.bentleymedia.com/en/company/the-bentley-board/adrian-hallmark
sameAs	https://uk.linkedin.com/in/adrian-hallmark-00386715
sameAs	https://www.gearpatrol.com/cars/a44877465/bentley-adrian-hallmark/
sameAs	https://www.bloomberg.com/profile/person/1888938
sameAs	https://www.cnbc.com/2023/05/18/bentley-customization-boosts-profit-ceo-says.html

@type	Person
@id	https://data. /entity/makoto-uchida
description	Makoto Uchida is a Nissan Motor Co. director, representative executive officer, president and CEO. After starting with Nissan in 2003, Uchida served in a variety of positions at both Nissan and Renault throughout his career. In his most recent role, Uchida led Nissan's China business, serving as senior vice president of Nissan, chairperson of the...
mainEntityOfPage	https:// /agenda/speakers/3139063
name	Makoto Uchida
sameAs	https://g.co/kg/CE8RnzP
sameAs	https://global.nissannews.com/en/releases/makoto_uchida_en
sameAs	https://en.wikipedia.org/wiki/Makoto_Uchida
sameAs	https://www.instagram.com/makoto_uchida/
sameAs	https://jp.linkedin.com/in/makotouchida/ja
sameAs	https://twitter.com/makotouchida

Generative Search engines are now doing the research, moving in the continuous loop between exploration and evaluation.



- Search intent 🙌 **Informational**
I want to know if there are any conferences on luxury soon



Certainly! Here are some upcoming luxury conferences you might be interested in:

1. Business of Luxury 2024:

- **Date:** May 19-21, 2024
- **Location:** Hilton Metline Stucky, Venice, Italy
- **Highlights:**
 - Gathering leaders in luxury for the 20th year.
 - In-person and digital options available.
 - Speakers include Francesca Belletini (Deputy CEO, Kering), Andrea Guerra (CEO, Prada Group), and more.
 - Explore the latest luxury trends and connect with industry innovators.
 - Networking opportunities with decision-makers.
- [Learn more](#)

- Search intent 🙌 **Commercial**
What are the best events on the automotive industry?

5. **Future of the Car Summit 2024:** Celebrating its **10th anniversary**, this three-day event is one of the most highly anticipated gatherings in the global automotive calendar. It brings together automotive sector leaders for high-level keynotes, panel discussions, and interviews. Attend in person or remotely via a digital pass from **7th to 9th May 2024 in London** 🇬🇧.

- Search intent 🙌 **Navigational**
What are events in london about commodities?

2. Commodities Global Summit 2024 🇬🇧:

1 that will be held on April 8-10, 2024. The summit will discuss the new commodities world order, the electrification of the global energy system, greening of the agricultural sector and geopolitical shifts. It will also provide insights on the key issues facing the industry 🇬🇧.

- Search intent 🙌 **Transactional**
I want to buy a ticket to the business of luxury event

Sure, I can help with that. The **Business of Luxury 2024** event is and will be held in Venice, Italy from **19-21 May 2024**

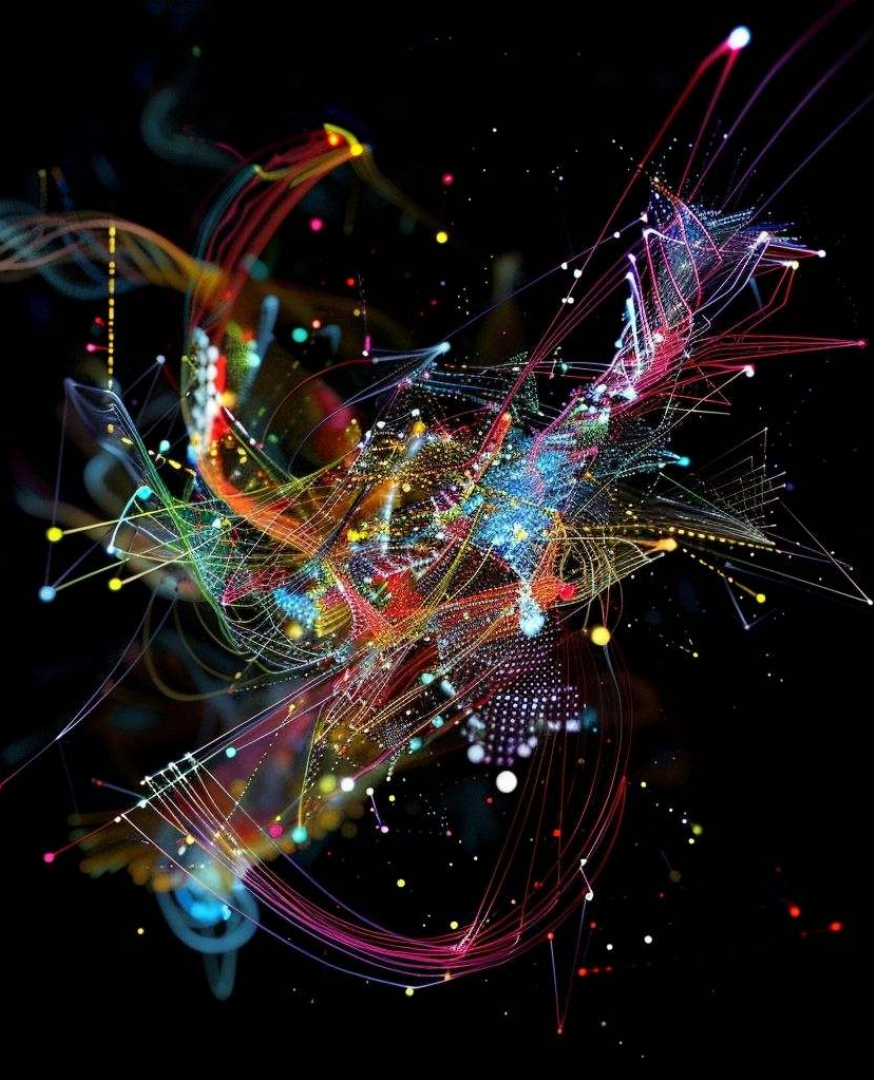
1. You have two options for attending:

1. **In-Person Pass:** This gives you access to in-person sessions and networking drinks. You can network and connect with your peers. The cost for this pass is **€4919** 🇬🇧.
2. **Digital Pass:** This gives you access to live talks, Q&A, and video on demand. You can join from the comfort of your home or office. The cost for this pass is **€399** 🇬🇧.

You can register for either of these passes on the official event website 🇬🇧. Please note that prices and availability are subject to change, so it's a good idea to check the website for the most current information. Enjoy the event! 🎉

CONTENT CREATION AND OPTIMIZATION THROUGH DATA





“GPT models are actually reasoning engines not knowledge databases.”

Sam Altman

Knowledge databases are as important to AI progress as foundational models.

Knowledge Graph-based AI helps in

- **straightening up the messy middle**
- **shortening the steps from trigger to purchase.**

MEASURING THE IMPACT



We measured the impact of SEO and structured data on a set of 10 event websites in terms of the main drivers of results:

Brand Awareness

Snippets and rich results

Share of Voice

Organic Keywords and branded representation
of the event

Traffic

Clicks/Impressions/Ranking

Knowledge graphs enable search engines to understand and interpret content more accurately.

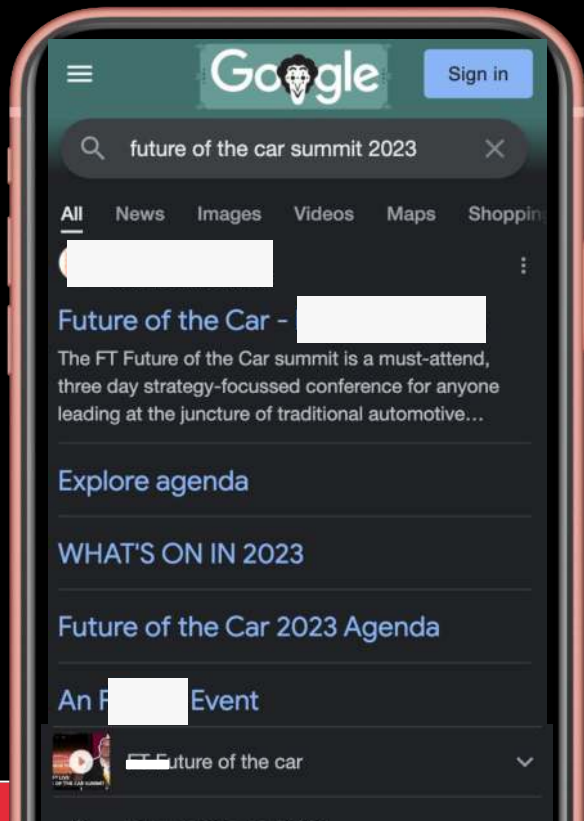
This deeper understanding allows search engines and AI systems to associate online content with a wider range of relevant keywords

**Average
Increase in
Keywords
+24.39%**

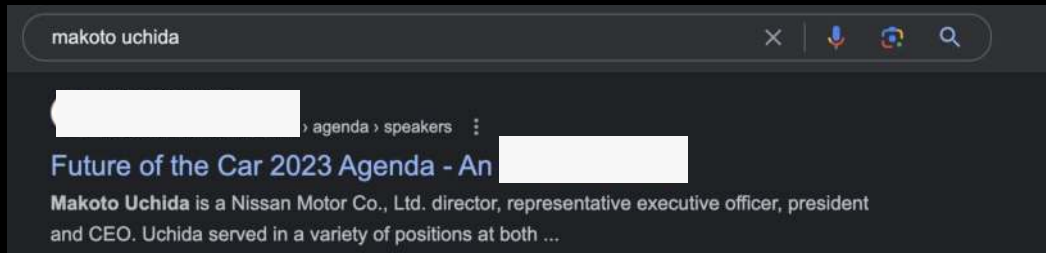
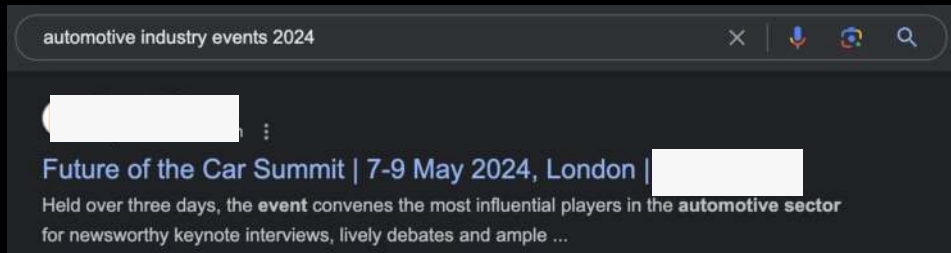


**Boost in keywords YoY
for one event website**

Extended results Branded Keyword

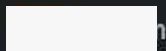


Results for Non-branded Organic Keywords



Event-specific rich results

Information and Tickets

[TICKETS](#)

automotive industry events



7

MAY

Future of the Car Summit 2024

Tue 7 May – Thu 9 May

Convene, 22 Bishopsgate

London

UTURE OF THE CAR 2024

1000+ industry experts will be attending this event to discuss the future of the car industry.

[View event](#)

Future of the Car Summit 2024

Event :

Tickets

[About these results](#)



Conference Locate

[Tickets >](#)

Address: 22 Bishopsgate, London EC2N 4BQ

[Feedback](#)

Look on Generative Search Engines



You

is there any major event in london about the automotive industry?



Copilot

Certainly! London hosts several significant events related to the automotive industry. Here are a couple of notable ones:

1. Future of the Car Summit (7-9 May 2024):

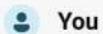
- This event, [Future of the Car Summit](#), focuses on the technology and new business models shaping the next decade in the automotive sector.
- Key themes include transitioning to electric and future battery technology, exploring alternative fuels for Net-Zero cars, responding to future mobility challenges, and leveraging AI for connected and autonomous vehicles.
- Esteemed speakers from companies like Peugeot, Nissan, Rivian, SEAT, Bentley Motors, Hyundai, and Genesis Motor North America will share insights and engage in lively debates.
- Attendees can participate in newsworthy keynote interviews, debates, and networking opportunities [1](#).

2. London Motor Show:

- The London Motor Show is the largest new automobile exhibition in the United Kingdom.
- It provides an opportunity for automakers and industry suppliers to showcase their latest innovations, allowing automobile enthusiasts to get up close and personal with thrilling vehicles.
- Visitors can explore cutting-edge technologies, see sneak peeks of future developments, and immerse themselves in the world of automotive excellence [2](#).

These events offer valuable insights, networking opportunities, and a glimpse into the exciting future of the automotive industry. Whether you're interested in business strategies, technological advancements, or simply admiring impressive cars, London has something to offer! 🚗🔧👤

Exploration
phase



You

is makoto uchida a speaker at any event?



Copilot

Yes, Makoto Uchida, the CEO of Nissan, is listed as a speaker at several events:

1. **Future of the Car Summit**¹: This event is scheduled to take place in London from 7-9 May 2024. The summit will discuss the technology and new business models shaping the next decade in the automotive industry¹.
2. **CNBC Evolve Global Summit 2023**²: Makoto Uchida was a speaker at this event, where global leaders and innovators discussed transforming their companies for the future².

Please check the official event websites for the most accurate and up-to-date information.

Evaluation
phase



how can I buy ticket to [redacted] us weekend festival?

Showing results for How can I buy ticket to [redacted]

<https://rositweekendfestival.live.it.com/>

Weekend Festival U.S. Edition - 4 May 2024

Join the [redacted] U.S. Edition on 4 May 2024 at Kennedy Center, Washington, D.C. Register for the in-person or virtual pass now!

[Programme](#) · [Visit UK Edition](#) · [Speakers](#) · [Partners](#)

People also ask :

What is the [redacted] Weekend Festival?



Feedback

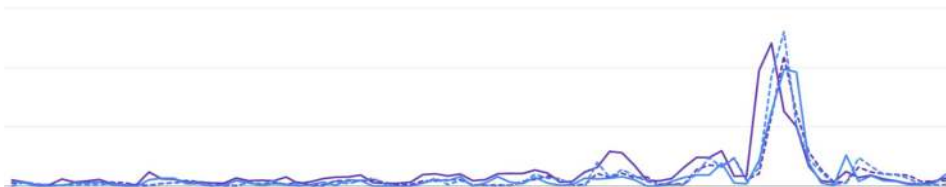
Show more ▾

Evaluation
phase

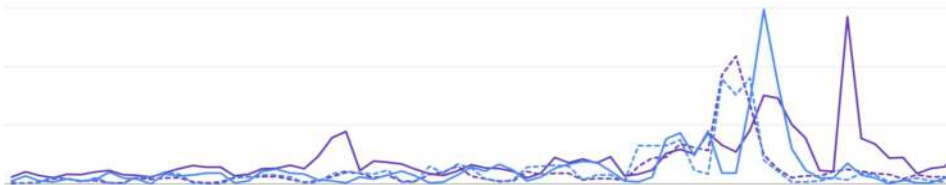
We tracked the typical SEO metrics for the ten recurring events spread throughout 2023, taking into consideration:

- **the Country where the event took place**
- **2022 data vs 2023 data**
- **variations before and after the event took place**

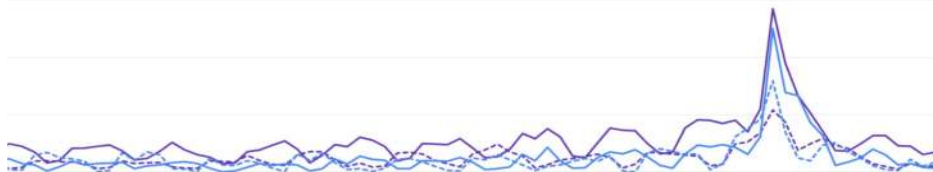
Event #1



Event #2



Event #3



Event #4



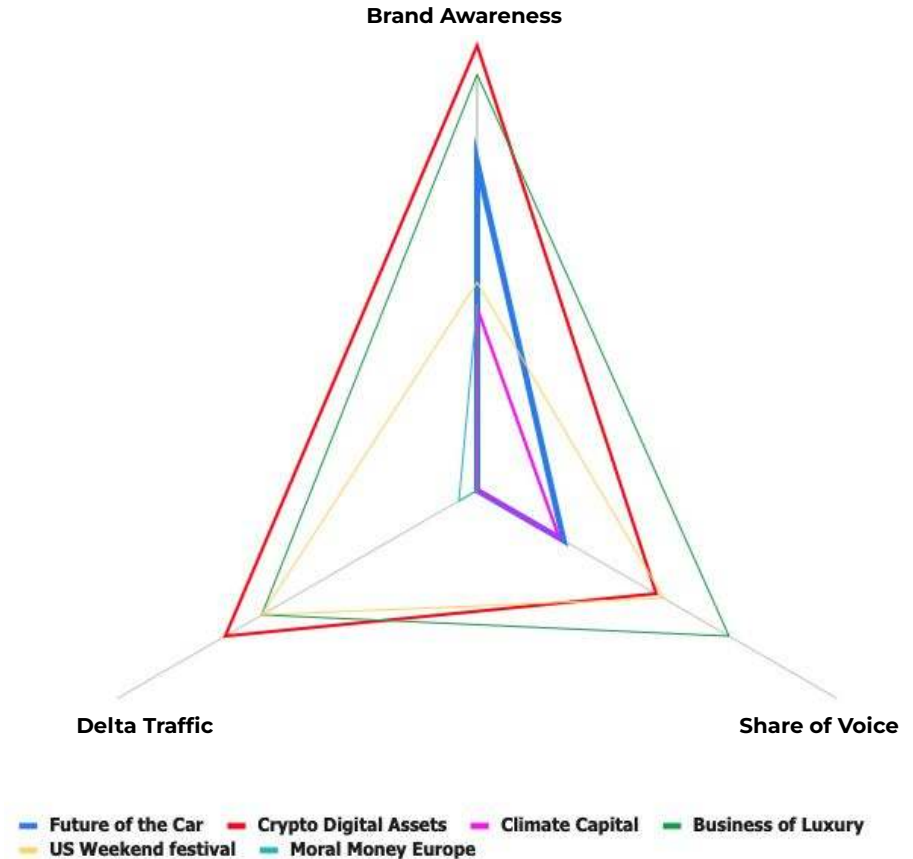
The graphs showed similar trends for increased traffic year over year.

+9.6%
Avg Clicks

+60.2%
Avg Impressions

+3.1
Avg Ranking

Organic search contributed positively to the outlook of monetary metrics in 2023.



**Structured data doesn't
directly increase organic
traffic rankings and revenues
but it stimulates the boost.**

**Increased
Relevancy**

**Better
understanding**

Let's keep the conversation going



geatricebi



/beatrice-gamba/

Link to my keynote

