

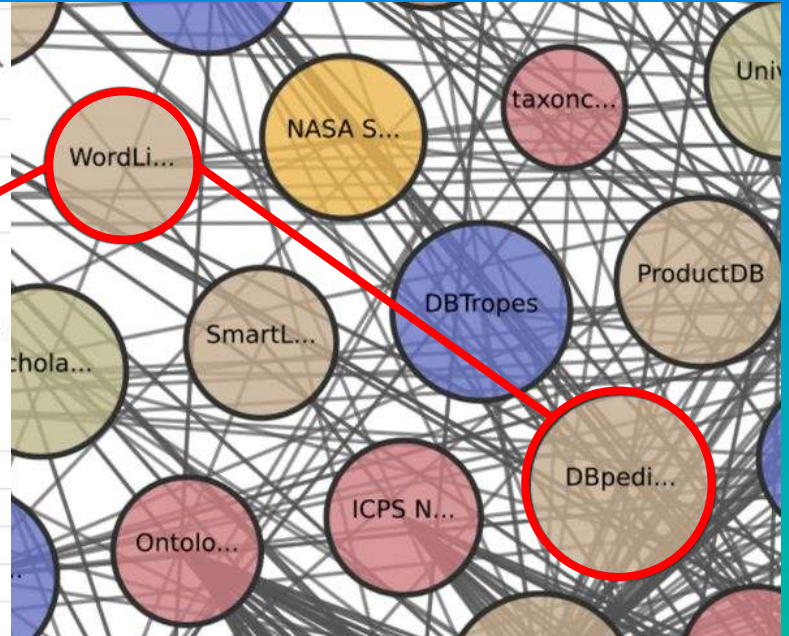
Introduction

WordLift brings **more clicks** to web pages by creating a website **Knowledge Graph** and publishing Linked Data as **SEO optimized structured data**

We see 2 digits **traffic growth** starting already from the **2nd week**

Example

Place / Thing		0 ERRORS 0 WARNINGS ^
ID: http://data.wordlift.io/wl0169/entity/new_york		
@type	Place	
@type	Thing	
@id	http://data.wordlift.io/wl0169/entity/new_york	
description	New York is just one of the most popular and also preferred cities worldwide today. It is additionally referred to as the 'Big Apple'. The city stands high with its numerous remarkable skyscrapers and also statuses. It has a special rapid paced atmosphere that should not be missed out on. Taking A Trip to New...	
mainEntityOfPage	https://freeyork.org/entity/new-york/	
name	New York	
alternateName	New York City	
sameAs	https://g.co/kg/m/059rby	
sameAs	http://rdf.freebase.com/ns/m.02_286	



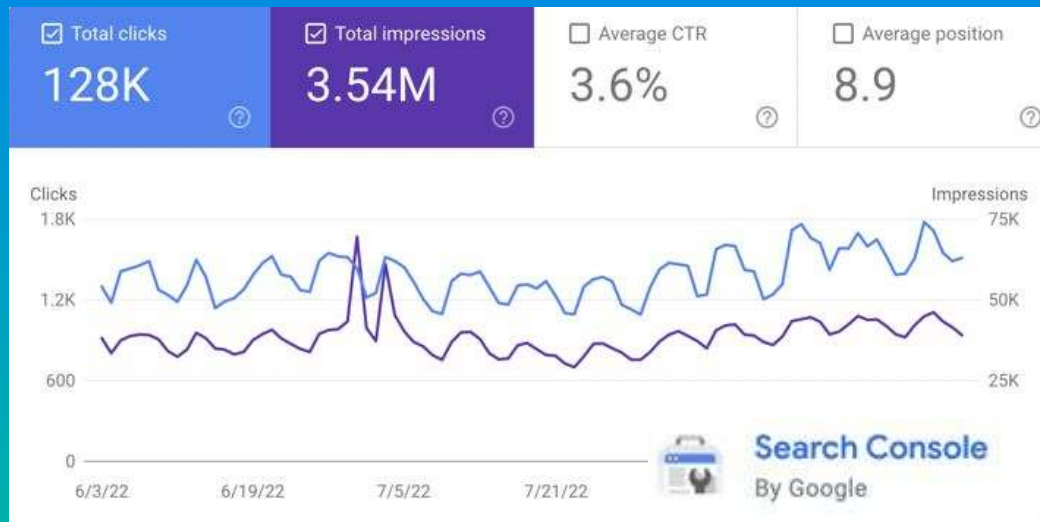
Example Structured Data

LOD Cloud





The Problem

How do I assess and monitor the **traffic KPIs** in relation to my **Knowledge Graph**?

Traffic KPIs



+

-  **Google Analytics**
By Google
 -  **Google Ads**
By Google
 -  **Adobe Analytics**
By Supermetrics
 -  **Matomo Analytics**
By searchVIU GmbH
- and more...**

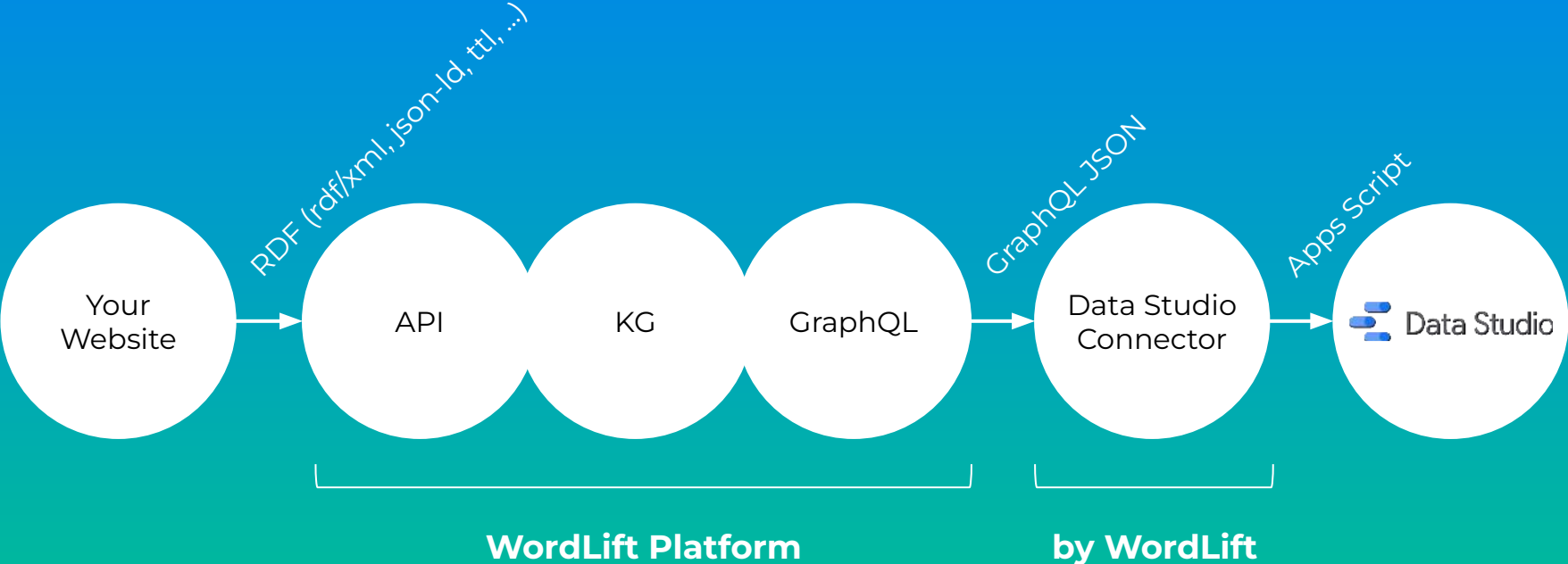
Google Search Console data blended with Analytics

The Solution

The **Data Studio connector by WordLift** allows clients to use the **Knowledge Graph** inside their own **reports** and **blend it** with other data sources to create **actionable reports**

Demo Time

How does it work?



Example KG data

```
<sameAs xmlns="http://schema.org/" rdf:resource="http://www.wikidata.org/entity/Q1152037" />
<url xmlns="http://schema.org/" rdf:resource="https://demo.wordlift.io/?post_type=entity &amp;p=5132" />
</rdf:Description >

<rdf:Description rdf:about="http://data.wordlift.io/wl01944/entity/agile_business_intelligence" >
  <rdf:type rdf:resource="http://schema.org/Thing" />
  <alternateName xmlns="http://schema.org/" >Agile business intelligence </alternateName >
  <alternateName xmlns="http://schema.org/" >Agile BI</alternateName >
  <description xmlns="http://schema.org/" >Agile Business Intelligence (BI) refers to the use of the agile software development methodology for BI projects to reduce the time-to-value of traditional BI and helps in quickly adapting to changing business needs. Agile BI enables the BI team and managers to make better business decisions. </description >
  <mainEntityOfPage xmlns="http://schema.org/" rdf:resource="https://demo.wordlift.io/vocabulary/agile-business-intelligence/" />
  <name xmlns="http://schema.org/" >Agile Business Intelligence </name >
  <sameAs xmlns="http://schema.org/" rdf:resource="http://rdf.freebase.com/ns/m.0r8q659" />
  <sameAs xmlns="http://schema.org/" rdf:resource="http://dbpedia.org/resource/Agile_Business_Intelligence" />
  <sameAs xmlns="http://schema.org/" rdf:resource="http://data.wordlift.io/wl02568/entity/agile_business_intelligence" />
  <url xmlns="http://schema.org/" rdf:resource="https://demo.wordlift.io/vocabulary/agile-business-intelligence/" />
</rdf:Description >

<rdf:Description rdf:about="http://data.wordlift.io/wl01944/entity/alexa_internet" >
  <rdf:type rdf:resource="http://schema.org/Organization" />
  <alternateName xmlns="http://schema.org/" >Alexa</alternateName >
```


Example GraphQL query

```
1 query {  
2   entities(page:0,rows:100) {  
3     id: iri  
4     names: strings(name:"schema:name")  
5     headlines: strings(name:"schema:headline")  
6     types: refs(name:"rdf:type")  
7     urls: refs(name:"schema:url")  
8     references: refs(name:"dct:references")  
9   }  
10 }
```

```
23   "entities" : [ {  
24     "id" : "http://data.wordlift.io/wl0896/artigo/  
    espiritualidade_e_ciencia_ou_espiritualidade_x_ciencia_",  
25     "names" : [ ],  
26     "headlines" : [ "Espiritualidade e Ciência ou Espiritualidade x  
    Ciência?" ],  
27     "types" : [ "http://schema.org/WebPage" ],  
28     "urls" : [ "https://www.espiritismo.tv/?post_type=artigo&p=145879" ],  
29     "references" : [ "http://data.wordlift.io/wl0896/entity/  
    associacao_medico_espirita_de_minas_gerais", "http://data.wordlift.io/  
    wl0896/entity/espírito", "http://data.wordlift.io/wl0896/entity/deus_o_pai",  
    "http://data.wordlift.io/wl0896/entity/religiao", "http://data.wordlift.io/  
    wl0896/entity/espiritualidade", "http://data.wordlift.io/wl0896/entity/  
    espirita", "http://data.wordlift.io/wl0896/entity/materia", "http://  
    data.wordlift.io/wl0896/entity/ciro_dafia", "http://data.wordlift.io/wl0896/  
    entity/doutrina_espirita", "http://data.wordlift.io/wl0896/entity/  
    suicidio_2", "http://data.wordlift.io/wl0896/entity/espiritismo", "http://  
    data.wordlift.io/wl0896/entity/ser" ]  
30   }, {  
31     "id" : "http://data.wordlift.io/wl0896/artigo/  
    novas_funcionalidades_no_app_para_dispositivos_android",  
32     "names" : [ ],  
33     "headlines" : [ "Chromecast e Áudio Offline | Novas funcionalidades no
```

Follow Up links

1

Create a Semantic SEO Report in 3 steps

<https://wor.ai/n6dLu3>

2

Create a Data Studio report

<https://wor.ai/q4l1rs>

3

Take a look at a sample report

<https://wor.ai/X9ZLLA>