WordLift Documentation

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Contents

The main documentation for getting started with WordLift is organized in the following sections:

CHAPTER 1

Getting Started

Note: We **suggest** our users to make a full back-up of their website data before installing WordLift.

1.1 Installation

Note: We **suggest** our users to make a full back-up of their website data before installing WordLift.

1.1.1 Requirements

WordLift is currently available on WordPress 4.4 and later.

1.1.2 Installation

You can install **WordLift** from the WordPress plugin directory or manually by uploading the files to your server.

Automatic Installation

Automatic installation is the easiest way to install WordLift. WordPress handles the file transfers itself and you don't need to leave your web browser. To do an automatic install of WordLift, log in to your WordPress dashboard, navigate to the Plugins menu and click Add New.

In the search field type "WordLift" and click Search Plugins. Once you've found our plugin you can view details about it such as the description, the features, and user reviews. Most importantly of course, you can install it by simply clicking "Install Now".

Manual Installation

The manual installation method involves *downloading our plugin* and *uploading it to your webserver* using your favourite FTP application.

Download the provided zip file to the *wp-content/plugins* directory of your WordPress installation. Unzip the file,

from the command line:

```
unzip wordlift.zip
```

More information on the manual installation are available on the WordPress Codex website.

1.1.3 Activation

To activate the plugin you need a WordLift key. You receive this key after purchasing a subscription plan the WordLift website. An automatic email will be then sent to you containing your key and account information.

You can use the setup Wizard upon startup to activate your subscription.

When doing so you are able to configure the key, the entity base path (the URL pattern of the WordLift internal vocabulary), the languange used on the website and the publisher of the website.

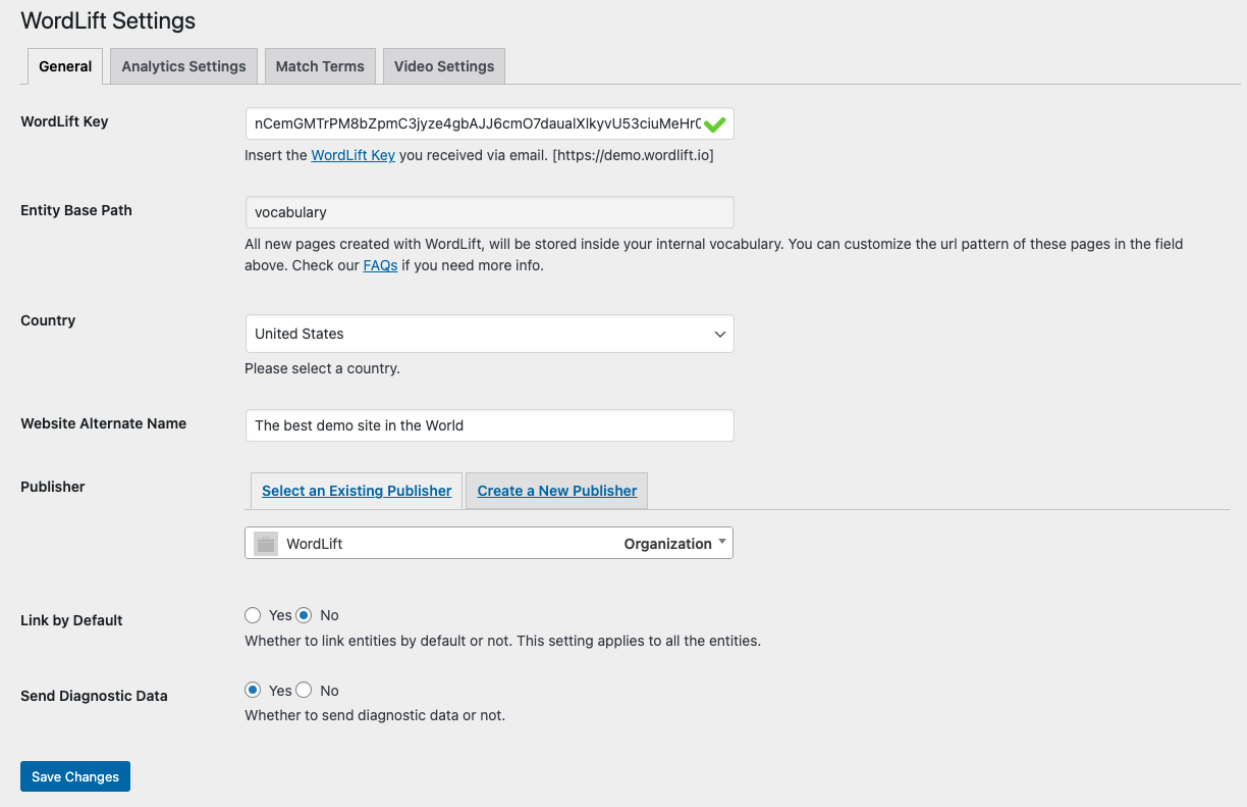
Alternatively, from the WordPress administration menu, click on *Plugins* / *Installed Plugins*. Then click on *Settings* on the WordLift plugin.

1.1.4 Configuration

The *Settings* are also accessible by hovering on the WordLift logo on the WordPress dashboard menu; from there a menu will open.

Note: The *Settings* are different based on the type of license. Find out more about our plans.

Click on *Settings* to open the settings screen:



From *Settings* screen, as from the Wizard, you can configure:

WordLift Key The WordLift Key, required to activate the plug-in that can be purchased from the website.

Entity Base Path When selecting or creating new entities with WordLift, you are actively building your internal vocabulary, adding pages to your website. When you first built your website, you chose a pattern for the url of the pages you were going to add, such as www.domain.com/name-of-the-page or www.domain.com/seo-keyword/name-of-the-page. The same applies with all the pages created with WordLift inside your vocabulary. By default WordLift will add the word "vocabulary" between your root domain and the name of the page: www.domain.com/vocabulary/name-of-the-entity-page. You can delete the word vocabulary if you want the new entity page to be inside your root domain folder: www.domain.com/name-of-the-entity-page. Or you can replace vocabulary with another keyword (or keywords) of your choice, for SEO or branding reason: www.domain.com/seo-keyword/name-of-the-entity-page.

Country This is the country that you are targeting for SEO. WordLift uses the language configured on the WordPress settings as the primary language.

Website Alternate Name Google Search uses several sources from a site's homepage to determine site names automatically. WordLift will use the website's name (configured via WordPress) as the default name. Suppose you want to provide an alternate version of your site name (for example, an acronym or shorter name). In that case, you can do this by configuring the alternate name property here. WordLift will use otherwise, by default, the tagline of your website. Read more about WebSite Structured Data.

Publisher The person or the organization publishing the content of the website. This is also an entity that can be created directly from this setting screen. This information is used to enrich the metadata on your website.

Link by Default You can choose if you want WordLift to add links to the entities you create by default automatically. Read more about Link by Default.

Send Diagnostic Data You can choose if you want to send diagnostic data to WordLift. This data is used to improve the plugin and to provide support.

Note: For more information on the multilingual support of WordLift read here.

1.2 Tutorial

Learn the how to get started with WordLift with these simple video demo's.

WordLift helps your website speak Google's native language by converting your content into a format easily understood by search engines: **structured data**.

Leveraging Natural Language Processing and AI, **WordLift analyzes your content and identifies the most relevant topics for your business**, organizing them into **entities**. Each entity describes an idea, concept, person, or place you're talking about on your website. Entities are saved in a **vocabulary**. But WordLift goes deeper than that. It relates the entities in your vocabulary and turns the information into linked data, creating a Knowledge Graph.

Imagine the Knowledge Graph as **the infrastructure behind your content** that effectively helps **Google and search engines understand and index your content**. As a result, **users** searching for products, services, or businesses like yours **will find more relevant information** that meets their needs.

The result is the strengthening of the **authority and reliability of your website**, the growth of **internal link building**, which helps Google and search engines understand the relationships between pages and content and their value, and **increases organic traffic and the time users spend on your website**.

With WordLift, you can **add structured data to your website**. This way, Google and the search engines know what you're talking about.

Once you have installed WordLift and started the plug-in, the AI will analyze the text for each piece of content on your website and **suggest which concepts are relevant for your business**. You can **add schema markup** to these concepts, and **they will represent entities in your Knowledge Graph.**

**The entities will be part of your vocabulary. They can be linked within your articles, enriching your content and creating a dynamic environment where users can move around and find information relevant to their search intent.

Using WordLift is simple. To take the first steps with us, **watch the video here**.

Entities in WordLift are web pages that describe the "things" you talk about on your website. **All entities are organized into a vocabulary within WordPress**. Each entity is a web page and corresponds to a data point that WordLift creates in the data network.

Creating an entity with WordLift is simple. To learn how to do it and start building your vocabulary, **watch the video here**.

Entities help organize the content that you're writing. **As you annotate an article with an entity, **WordLift creates a relationship between the article and entity so that a **computer can better understand it** and **you can build your Knowledge Graph**.

1.3 Overview

WordLift brings the power of *Artificial Intelligence* to web publishers around the World.

WordLift is a plugin for WordPress designed to help you create, structure and visualize your content and to publish it as Linked Open Data following **Tim Berners-Lee**'s Linked Data Principles.

Linked Data is the language machines can read and understand in order to seamlessly analyze content, index it and fetch answers back to users. Linked Data technologies allow software agents and search crawlers find, share and integrate information across different resources.

WordLift supports bloggers and site owners building *beautifully structured web sites* and reach their maximum potential audiences:

- It understands the text you write and structures it to allow you to create effective navigation flows and make sure commercial search engines like Google, Bing, Yandex and Yahoo! receive the structured data they need to properly index and rank your content.
- It enriches your blog posts and pages with facts, links and images, and organizes them in relationship to each other, to internal vocabularies, and to other openly available data sources like DBpedia and Wikidata, increasing your readers' engagement.

Note: **WordLift** is available to all for a monthly fee. Find out more and get your activation key directly on our website.

1.4 Features at a glance

WordLift is a **semantic editor** for WordPress to help writing, organizing, tagging and sharing content online. **WordLift** is designed for bloggers, journalists and content creators to inspire and make writing more productive.

WordLift adds semantic annotation and combines information publicly available as linked open data to support the editorial workflow by suggesting relevant information, images and links.

1.4.1 WordLift brings to content editors

- support for **self-organising** (or structuring) **content** using publicly (or privately) available knowledge graphs (linked open data)
- an easy way to **build your own dataset** made of *web content*, *semantic annotations* and a *custom vocabulary*
- support for creating web content using **contextually relevant fact-based information**
- valued and **free to use photos and illustrations** from the Commons community ranging from maps to astronomical imagery to photographs, artworks and more
- insightful **visualisations to engage the reader**
- new means to drive business growth with **meaningful content discovery paths**
- content tagging for **better SEO**

1.4.2 Websites built with WordLift bring to readers

- multiple means of searching and accessing **editorial content around a specific topic**
- **contextual information** helping readers with limited domain understanding
- an **intuitive overview of all content being written** *on the site* and *around a specific topic* or graph of topics
- meaningful **content recommendations**

You can now continue to the key-concepts page or head directly to the analysis page.

CHAPTER 2

User Manual

2.1 Editors

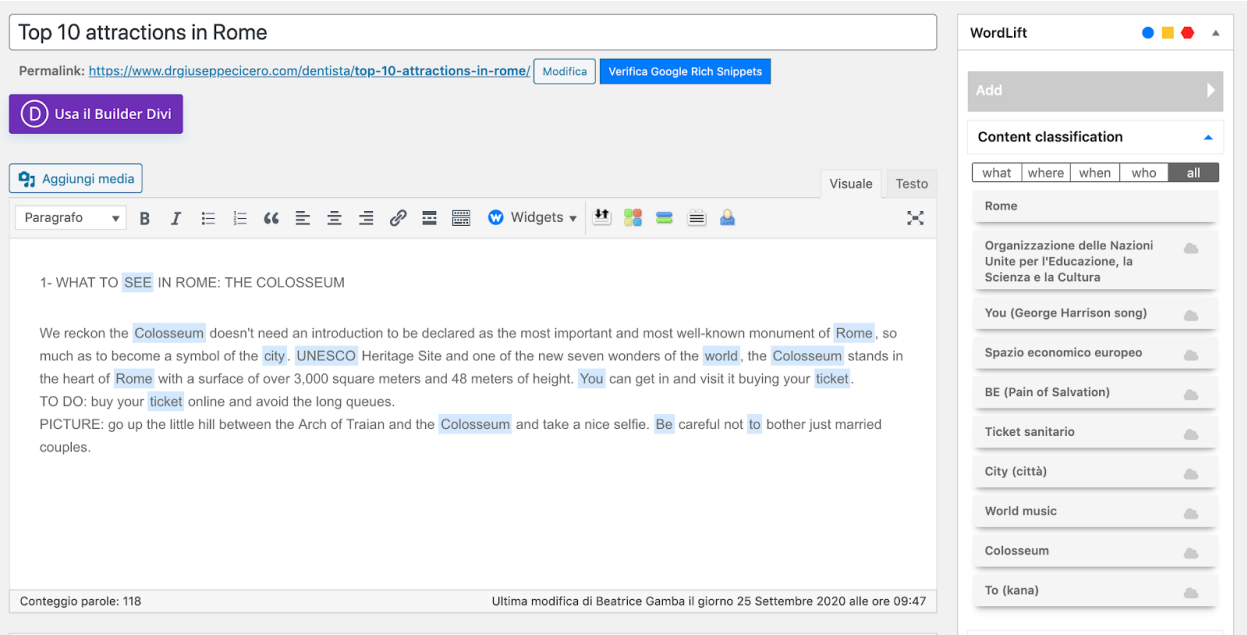
2.1.1 Classic Editors

WordLift works on the Classic Editor in WordPress.

New post

Create a new post, add its title, start writing content.

Once the article is finished, save the draft.



Go back to the article draft and select entities you wish to annotate your article with, just by clicking on each tile in the WordLift sidebar on the right.

Once you've finished annotating and curating the article's metadata publish and you're set.

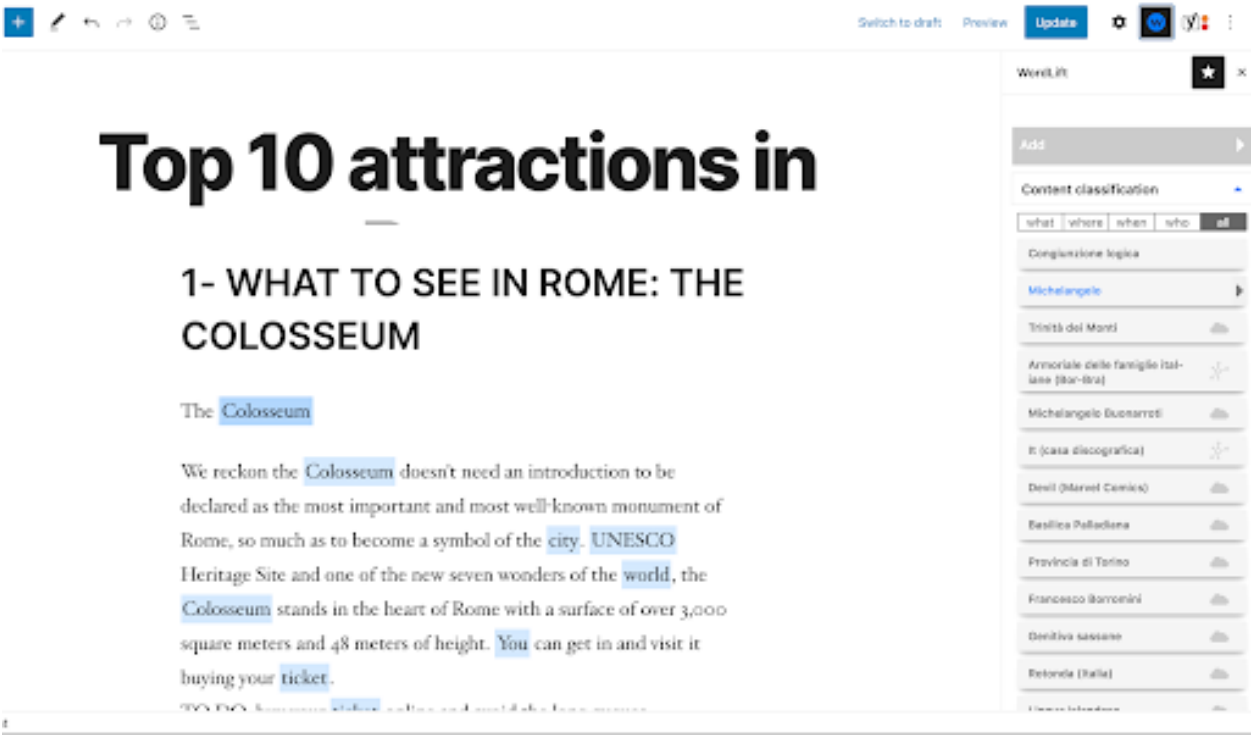
2.1.2 Block Editors

WordLift works on the Block Editor in WordPress.

New post

Create a new post, add its title, start writing content.

Once the article is finished, save the draft.



Go back to the article draft and click on the W.

Clicking on W the WordLift sidebar will appear, from there you can select entities you wish to annotate your article with, just by clicking on each tile.

Once you've finished annotating and curating the article's metadata, publish and you're set.

2.1.3 Automatic Summarization

WordLift uses state of the art Natural Language Processing to summarize the content that you write. You can use the summarization for writing the meta description, for promoting your article on social networks and a lot more!

Automatic Text Summarization is available on all Business and Enterprises licenses. Contact our sales team to upgrade your subscription.

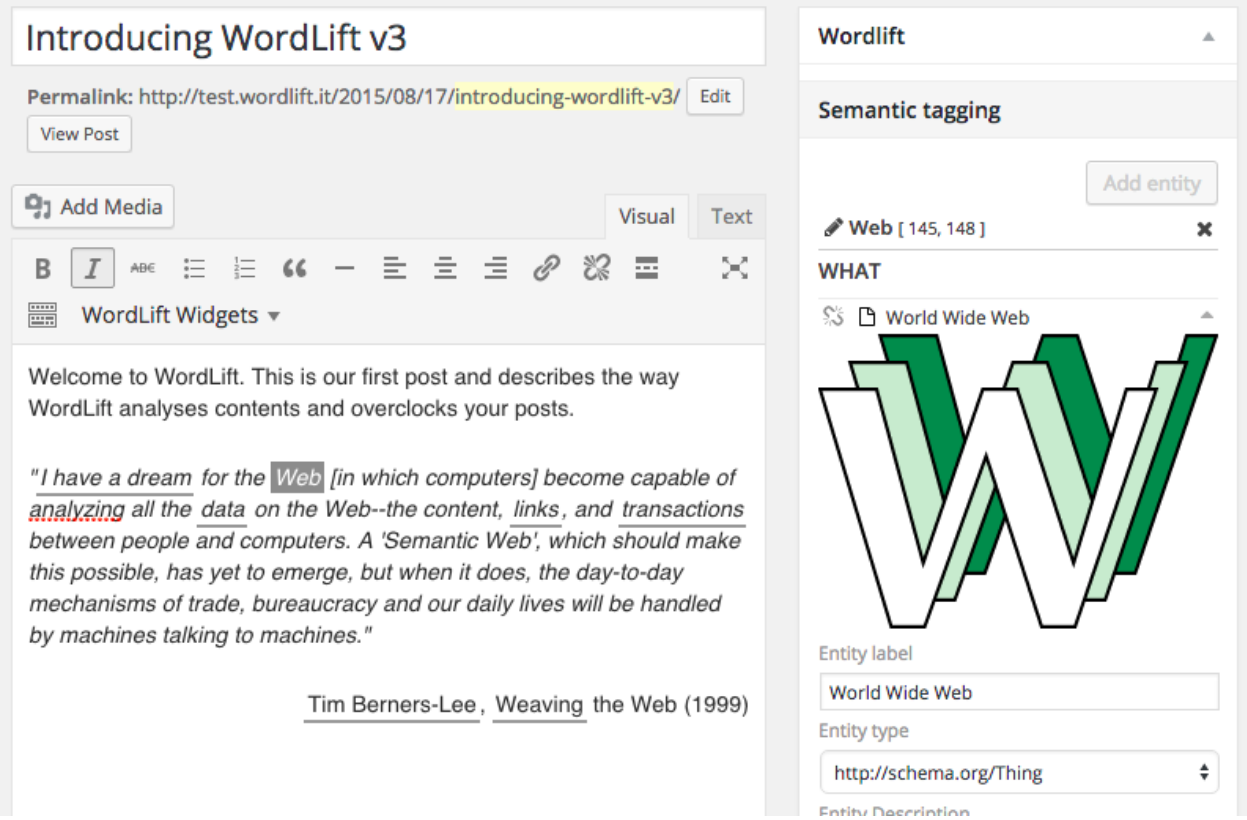
WordLift uses the summarized content for the description property of schema (schema:description) . This is also used in WordLift's context cards .

Here is how it works: first of all make sure that excerpts are visible in your WordPress installation. Excerpts are used in WordPress to add summaries of your content. WordLift will generate the summary when you hit the Refresh button. By clicking on the Use button you will be able to edit the provided summary and save it as an excerpt for your blog post.

Want to learn more about text summarization for SEO? Here is a video tutorial on how to use content summarization to create meta descriptions .

2.2 Sidebar

2.2.1 Content Analysis and Disambiguation



Let's choose as relevant entity in this example *[Web]*, as the post is referring to the World Wide Web. As the entity type for *[Web]* is a *Thing* the entity appears under the *what* category.

Note: Reconciling entities means **linking** the entity appearing in this text with its own equivalent on other sources (i.e. DBpedia or Freebase).


WHAT
World Wide Web
Entity label
World Wide Web
Entity type
http://schema.org/Thing
Entity Description
The World Wide Web (abbreviated as WWW or W3, commonly known as the Web), is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that may contain text, images, videos, and other
Entity Id
http://dbpedia.org/resource/World_Wide_We
Entity Same as (*)
http://rdf.freebase.com/ns/m.0828v,http
Save

Using the **'WordLift Edit Post Widget'_** you can now read the following parameters:

- **Entity Title** the name of the entity
- **Entity Category** the type of entity according to the *schema.org* vocabulary
- **Entity Description** the description of the entity

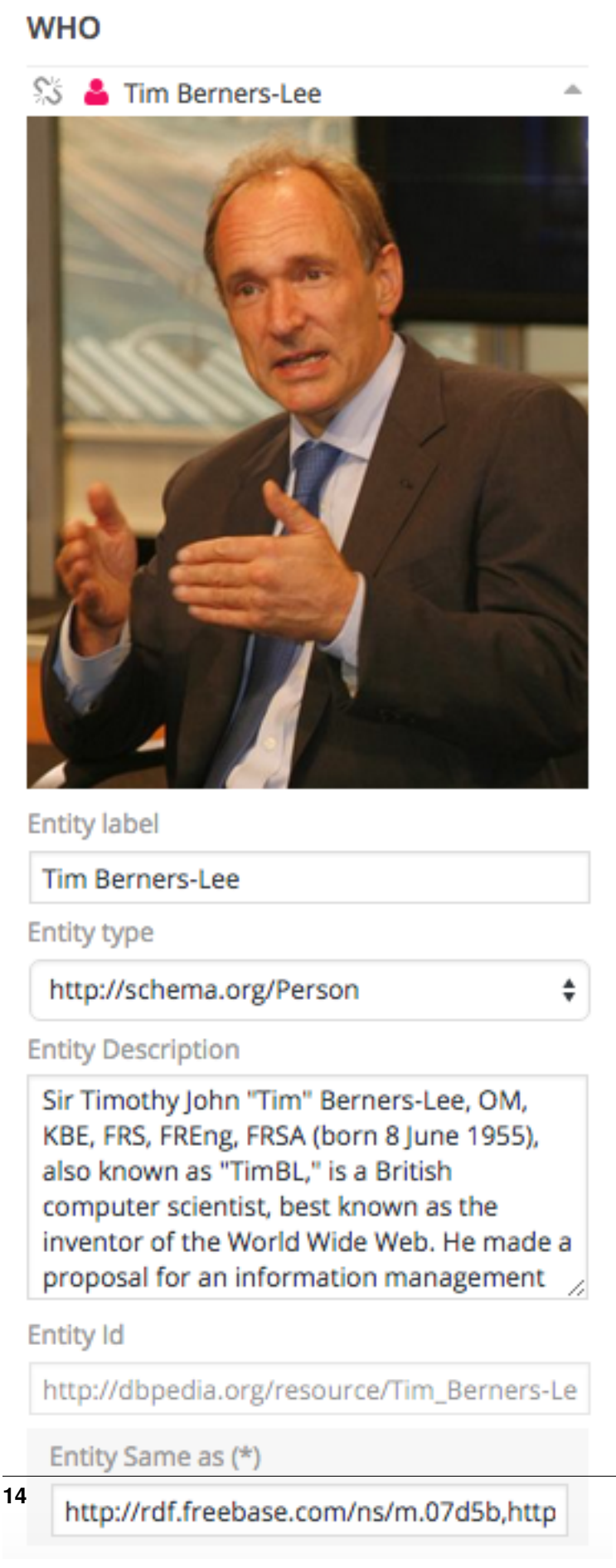
All parameters but the Title can be edited directly from the **'WordLift Edit Post Widget'_**

Note: Data being used for the enrichments comes from openely avaialble sources like DBpedia that might contain misleading information that the editor can alwasy edit.

Entity properties can also be edited clicking on the "open in vocabulary" link (see edit-entity page.)

Once you hit **Save** you are annotating this post which means adding a semantic fingerprint to this piece of content.

In this post another important entity worth mentioning is the creator of the World Wide Web Sir Tim Berners-Lee. The entity is properly identified as *Person* and all *Person* and *Organization* types are available under the *who* category.


WHO
Tim Berners-Lee
Entity label
Tim Berners-Lee
Entity type
http://schema.org/Person
Entity Description
Sir Timothy John "Tim" Berners-Lee, OM, KBE, FRS, FREng, FRSA (born 8 June 1955), also known as "TimBL," is a British computer scientist, best known as the inventor of the World Wide Web. He made a proposal for an information management
Entity Id
http://dbpedia.org/resource/Tim_Berners-Le
Entity Same as (*)
http://rdf.freebase.com/ns/m.07d5b,http

Note: Annotations are saved when a blog post or a page is published. Annotations and data related to each entity being annotated remain in *draft* untill the post is published.

Warning: When the text from the Visual Editor is edited or removed all annotations being saved are lost. WordLift stores the editor's selection of entities in the content of the Visual Editor.

2.2.2 Manual Entity Selection

If you are looking to annotate an entity that hasn't been suggested by the semantic analysis you still can do it manually.

Here is how it works:

First select the entity that you want to annotate

- Go to WordLift Edit Post Widget.
- Click on Add.
- Choose the entities that you want to annotate form the suggested list.

2.2.3 Adding Entities

The purpose of using WordLift is to (1) categorize your content, (2) help people find content of interest to them, and (3) help WordLift describe your contents in *machine-readable* format so that other computers can re-use it.

In some cases key concepts that are important for (1), (2) and (3) are not automatically detected by WordLift and need to be taught by creating new entities.

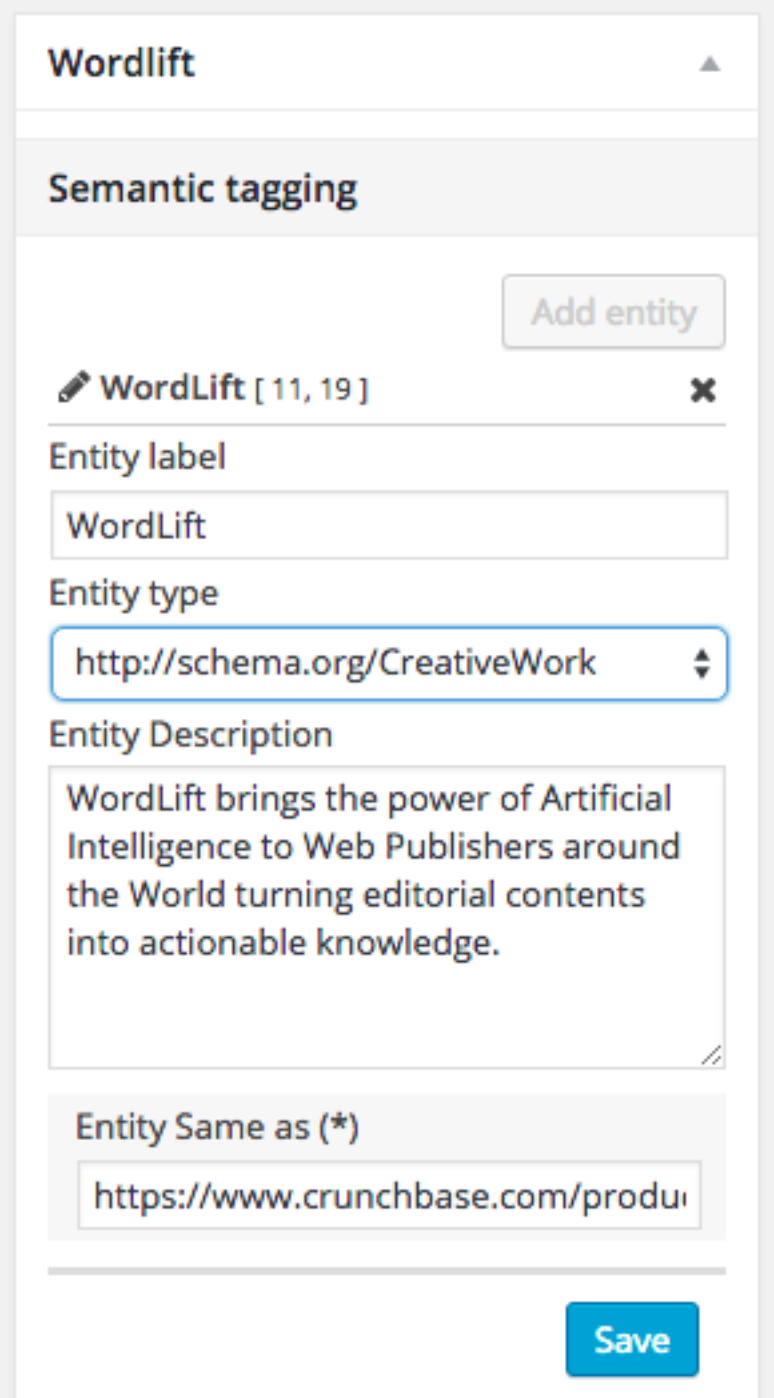
Note: A basic guideline for adding entity is: people should apply entities the same way a librarian would plausibly use tags to classify the content you're writing if it was a book. For some basic guidelines on when creating new entities read here.

New entities being added will become part of the WordLift vocabulary.

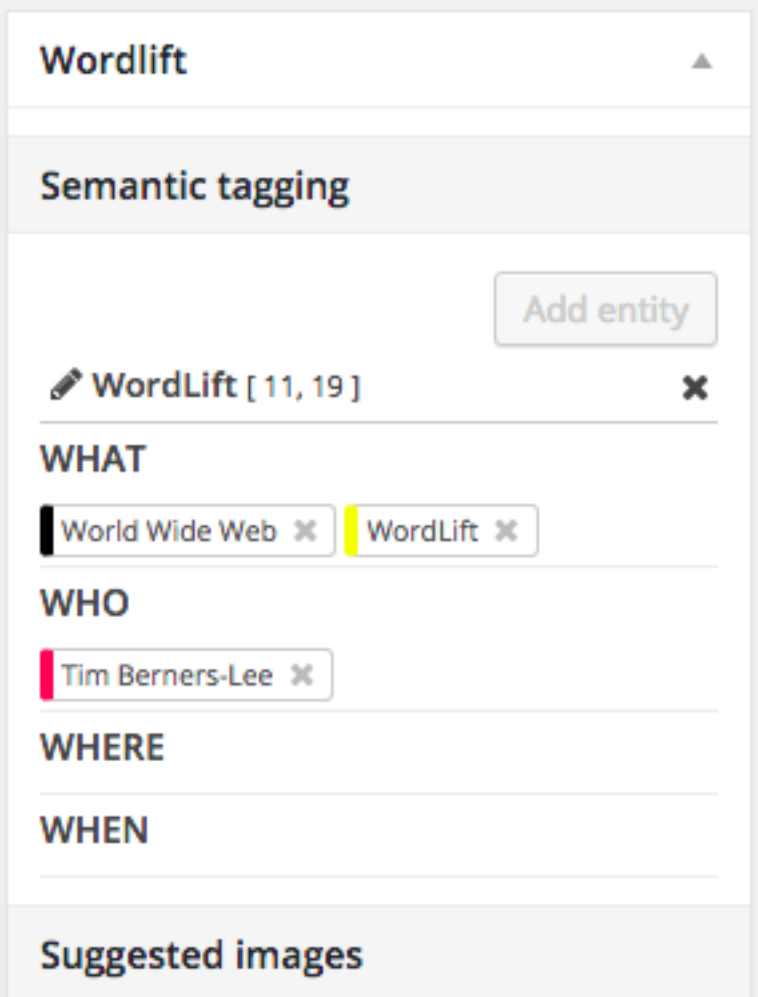
Once an entity as been added to the vocabulary it will be automatically detected every-time you mention it again in your contents.

In our example one significant entity has not been detected and it is worth *teaching* it to WordLift.

The entity is *[WordLift]* itself. To create a new entity simply highlight the text `WordLift`, then click the button **Create New Entity** at the top of the **'WordLift Edit Post Widget'_** and by clicking it you will be then able to edit the properties of the new entity.



Choose the category *Creative Work* (it also applies to *Software*), add a description and hit the "Save" button. Now the new entity will appear as related entities of the blog post along with *[Web]* and *[Tim Berners-Lee]*.



Warning: When creating a new entity over **an existing annotation**: a) remove the annotated entity, b) re-write the entity and c) create a new one (as described above). See animation below.

2.2.4 Updating and Linking Entities

Updating the description

When we have something meaningful to say on a specific concept **we shall curate the information and edit the data that has been fetched automatically by WordLift** (*this will create our own version of Wikipedia*).

Linking other entities

Entity pages can be annotated just like you would do with a blog posts.

After saving the new description you wrote, WordLift will analyze the text and suggest related entities. You can now *link* an entity with other entities. WordLift will store these relationships between one entity and other entities in

the graph using the Dublin Core property `dct:related`. This information will be used to infer new connections between the contents of the site. For more information on *entity linking* read the faq.

2.2.5 Synonyms

You can add synonyms in WordLift for any entity. Synonyms are marked up in the structured data using the schema property alternateName . WordLift will automatically add the synonyms it knows for a given entity. WordLift also uses synonyms for its content analysis: if you want an entity to be detected in the future you shall add all the available synonyms (ie. "WWW" is a synonym for "World Wide Web" - capitalization will be ignored so "WWW" is the same as "www).

2.2.6 Entity Types

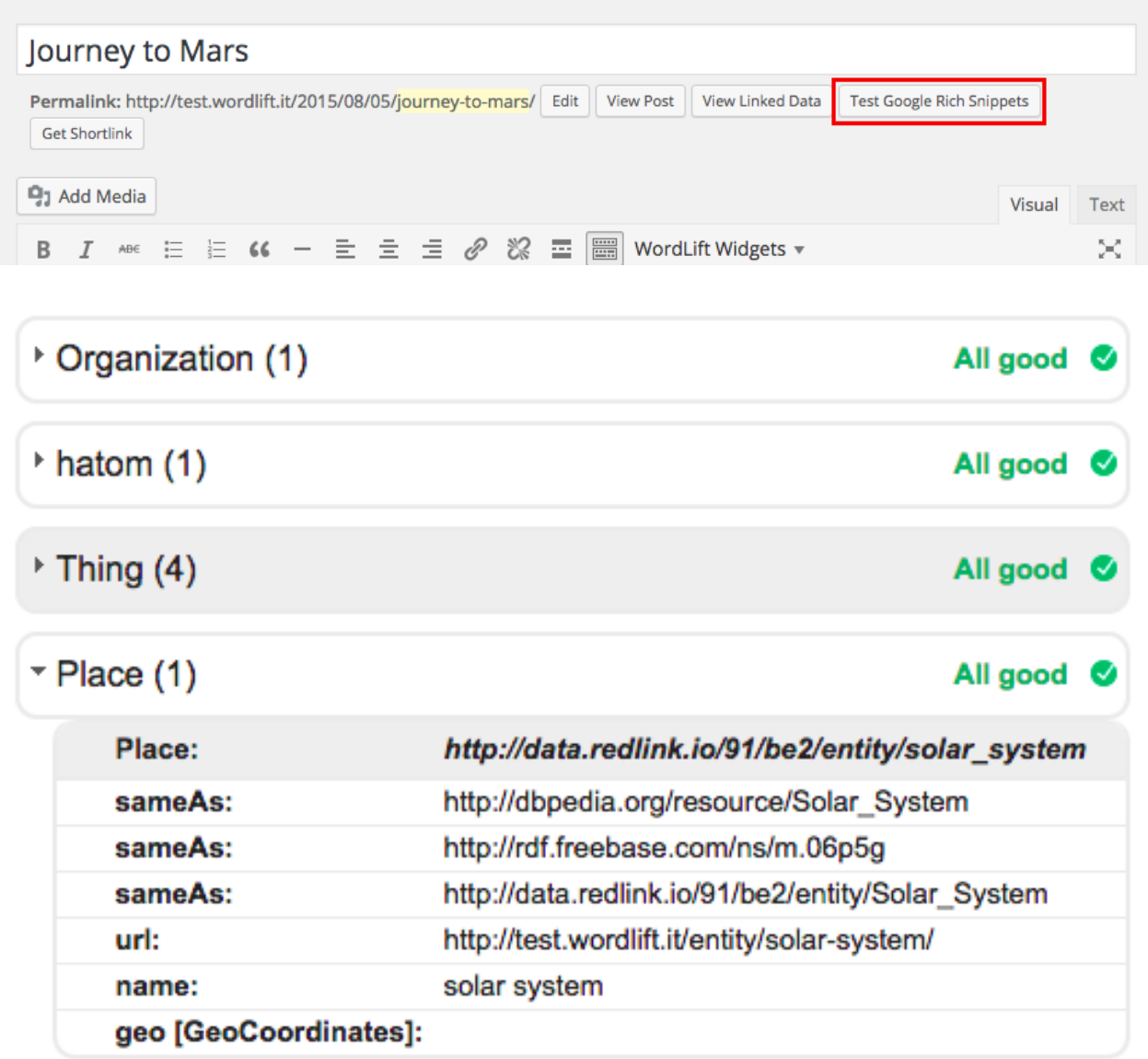
Here follows the list of properties that can be edited with WordLift for each entity type.

Type	Description	Properties	Schema.org
Thing	The most generic type of entity.	name,description,image, type,URL,sameAs, additionalType.	**Thing_**
Person	A person.	name,description,image, type,URL,sameAs, additionalType.	**Person_**
Place	Entities with a physical extension.	name,description,image, type,URL,sameAs, additionalType,geo.	**Place_**
Event	An event happening in a specific time and location.	name,description,image, type,URL,sameAs, additionalType,location, startDate,endDate,performer, offers.	**Event_**
Offer	An offer.	name,description,image, availability,price,URL, priceCurrency, availabilityStarts, availabilityEnds, inventoryLevel,validFrom, priceValidUntil,itemOffered.	**Offer_**
Organization	An organization.	name,description,image, type,URL,sameAs, additionalType,founder.	**Organization_**
Local business	A physical business or branch of an organization.	name,description,image, type,URL,sameAs,address founder,geo.	**LocalBusiness_**
Creative Work	The most generic kind of Creative Work(i.e. Software).	name,description,image, type,URL,sameAs, additionalType.	**CreativeWork_**
Recipe	A food recipe.	name,description,image, type,URL,sameAs, additionalType, cookTime, prepTime, totalTime, recipeCuisine, recipeIngredient, recipeInstructions, recipeYield, author, nutrition.calories.	**Recipe_**

2.3 Publishing

2.3.1 Rich Snippets

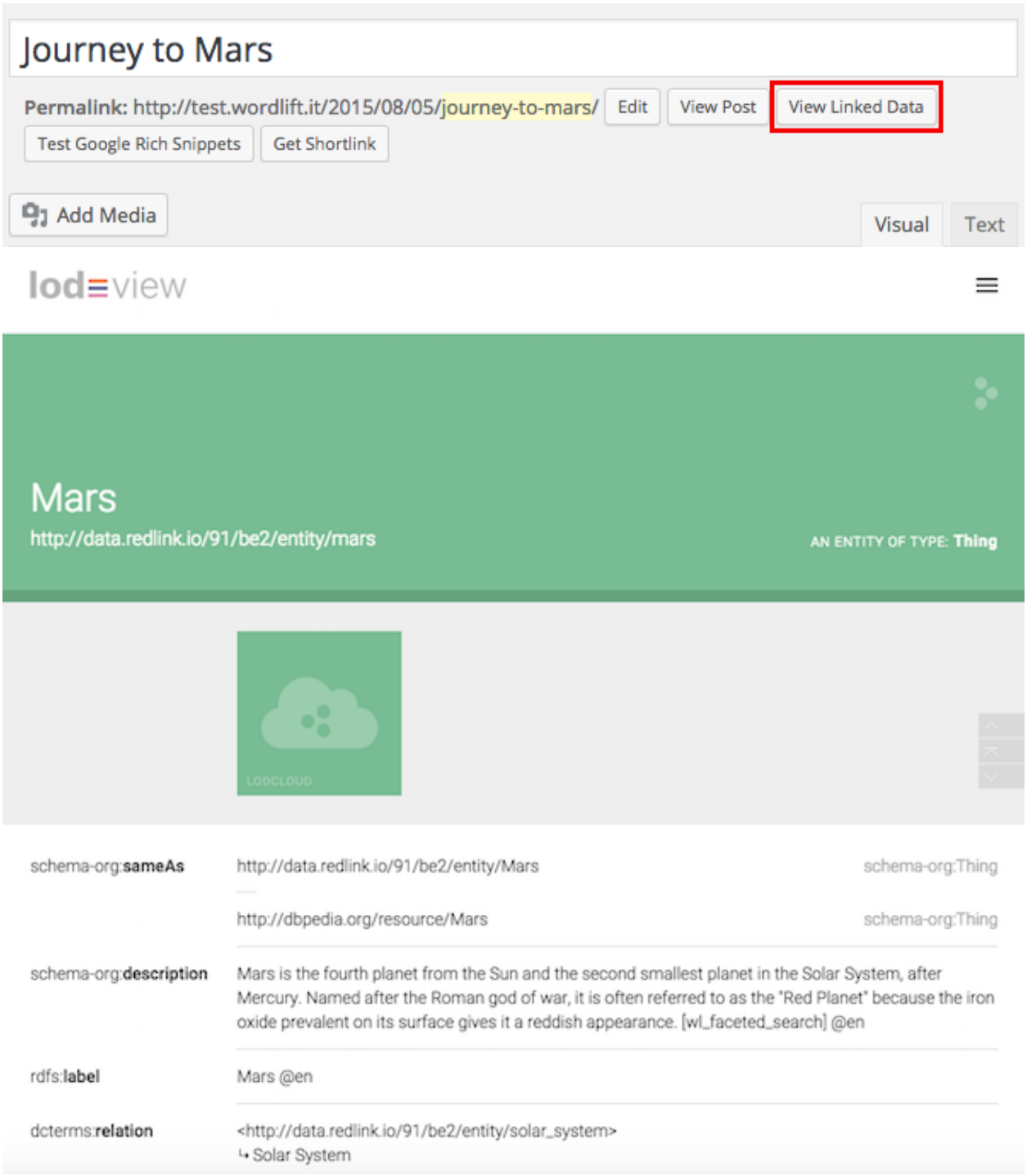
By clicking on the **Test Google Rich Snippets** button (right after the *Permalink* in the editor) you can see the list of entities being added to the content from the **Google Structured Data Testing Tool**.



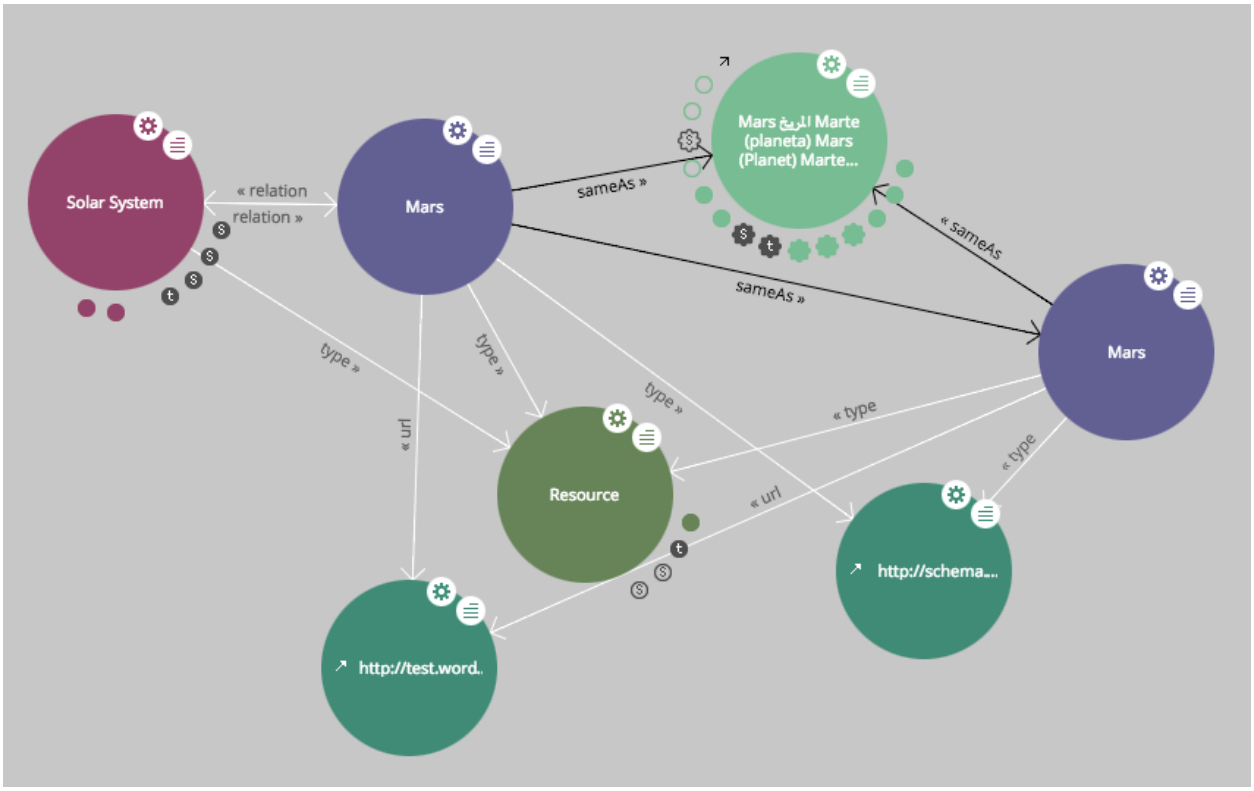
In this example we're telling search engines that this post could be relevant for searches related to the *[Solar System]*.

2.3.2 Linked Data

By clicking on the **View Linked Data** button (right after the *Permalink* in the editor) the **RDF representation of the entity** is displayed using LodView.



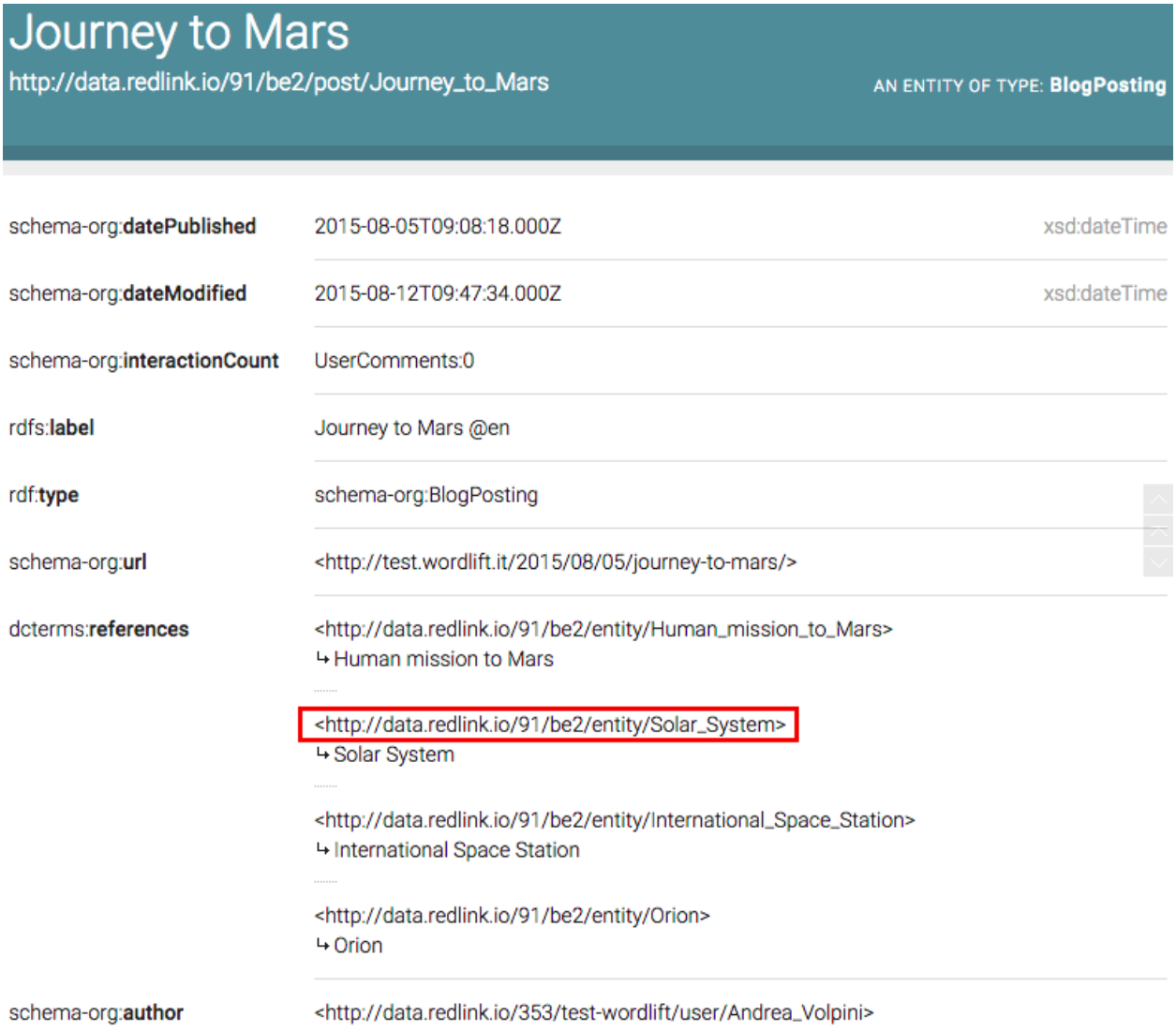
In this example you can see the relation being created between the entity *[Mars]* and the entity *[Solar System]* (`dcterms:relation`). This relation has been created from the entity page page by annotating the description of the entity.



You can also see (in this last image using LodLive) the *sameAs* attributes.

As of today, the data being represented in RDF for each post or page include:

- schema-org:**datePublished**
- schema-org:**dateModified**
- schema-org:**interactionCount**
- rdfs:**label**
- rdf:**type**
- schema-org:**url**
- dcterms:**references**
- schema-org:**author**



Note: In the RDF representation of the posts you can find all entities related to a post (or a page) by looking at the `dcterms:references` attribute

The attributes describing the posts can be browsed. In this example by clicking on the entity *[Solar System]* you will be able (directly from LodView) to consult and read the data publish on that entity by **WordLift**.

2.3.3 Widgets and Shortcodes

Shortcodes

WordLift provides several useful shortcodes to provide enhanced visualizations on your web site.

Widgets

WordLift widgets can be inserted in a post or page to give a rich visual presentation of the entities populating the blog. As the blog grows and entities are created and mentioned, the widgets update their content without intervention from

the editor.

Faceted Search

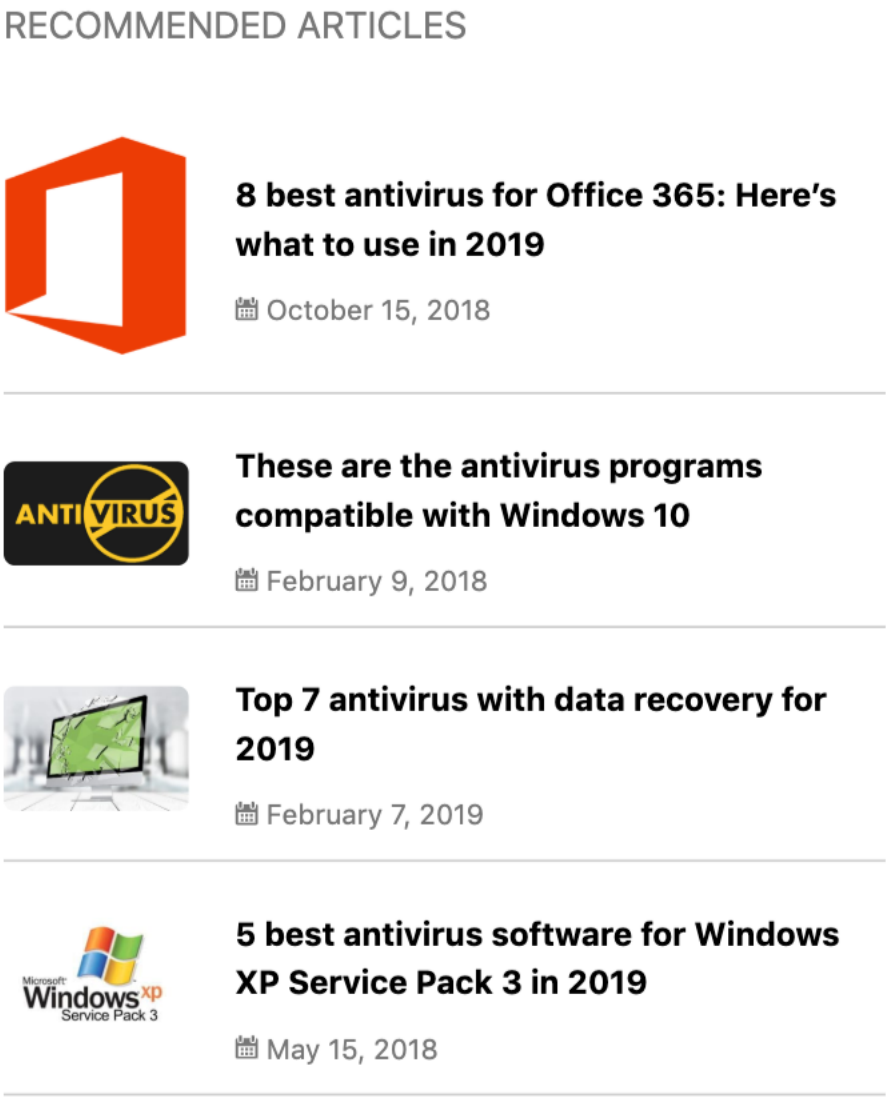
```
[wl_faceted_search]
```

The Faceted Search widget can be used on entity pages to display and filter the posts related to the current and other entities. It is useful for content discovery.

Navigator

```
[wl_navigator]
```

The Navigator widget offers links to **semantic-related posts** in the blog. The search is made by considering the entities mentioned in the current post and by finding other blog posts that mentions the same entities. It is useful for content discovery.



Here follows the list of the supported parameters:

title *(optional)* Title to be displayed above navigator. Defaults to 'Related articles'.

limit *(optional)* The total number of posts to display. Defaults to 4.

offset *(optional)* Offset for posts to display. It helps you break the list of recommended articles in different blocks (to add advertising and/or CTAs). Defaults to 0. Defaults to 4.

template_id *(optional)* The id of the script element which has mustache template. For example if the template is in *<script id="wordlift_navigator_sidebar_template" type="text/mustache">...</script>* then *template_id* would be *wordlift_navigator_sidebar_template*.

post_id *(optional)* The post ID of a post of which navigator you want to display. Defaults to the current post. This is helpful if you want to display the navigator of post 'A' on post 'B' or add the navigator shortcode for a specific post in a non-post page.

uniqid *(optional)* The Unique ID for the navigator. This can be used to style or to apply navigator filters that are specific to an instance of the navigator (instead of acting on multiple navigators).

Here is a sample code for personalizing the template to be used as reference:

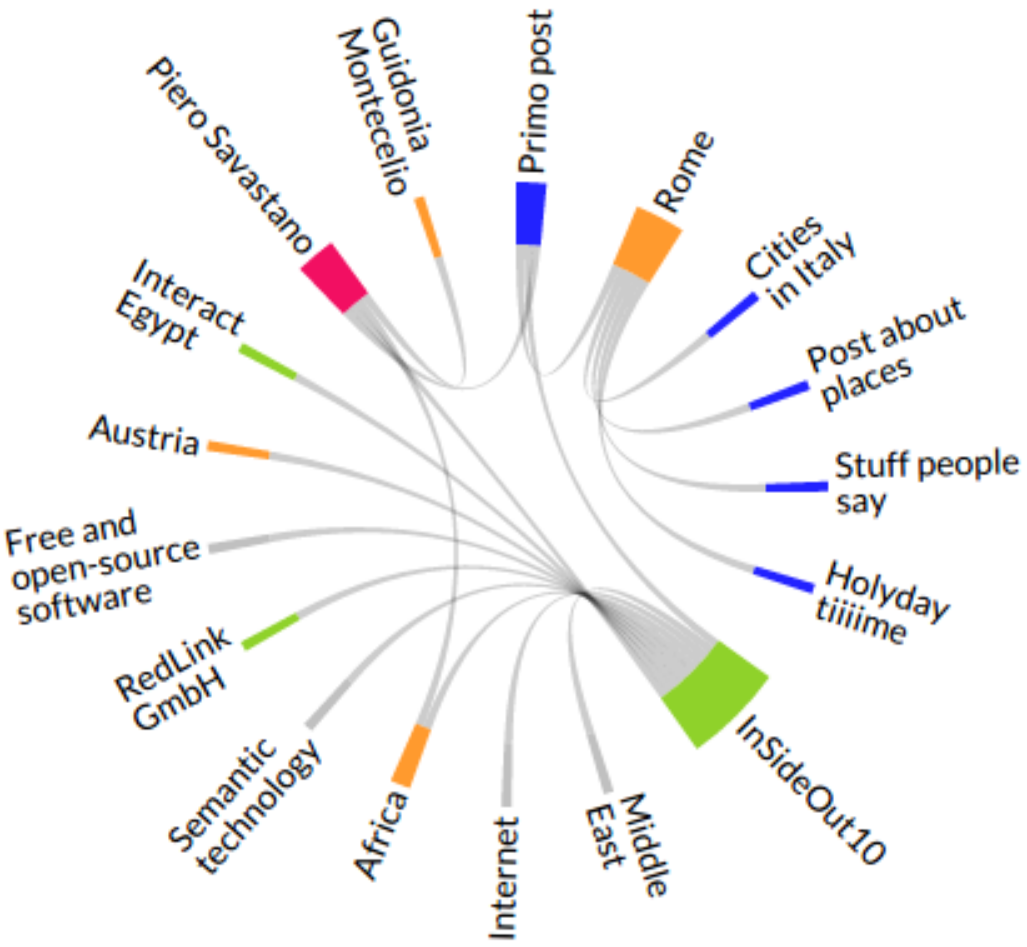
```
<script id="wordlift_navigator_sidebar_template" type="text/mustache">
{{#items}}
<div class="related-articles__item">
    <a class="related-articles__img" href="{{post.permalink}}"><img src="{{{post.
↪thumbnail}}}" alt="{{{post.title}}}" title="{{{post.title}}}"></a>
    <div class="related-articles__content">
        <h4 class="related-articles__title"><a href="{{post.permalink}}">{{{post.
↪title}}}</a></h4>
    </div>
</div>
{{/items}}
</script>
```

The filters available for the navigator widget are:

- *wl_navigator_data_post*: Gets each navigator post item, post ID and uniqid. Returns the customized post item.
- *wl_navigator_data_entity*: Gets each entity post item, post ID and uniqid. Returns the customized entity item.
- *wl_navigator_data_placeholder*: Gets the complete result array and uniqid. Returns the customized result array. Can be used to seed navigator with placeholder

Chord

```
[wl_chord width=... height=... main_color=... depth=... global=...]
```



The Chord widget visualizes relations between entities, starting from the current post and the entities mentioned in it.

width *(optional)* Width of the chord. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

height *(optional)* Height of the chord. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

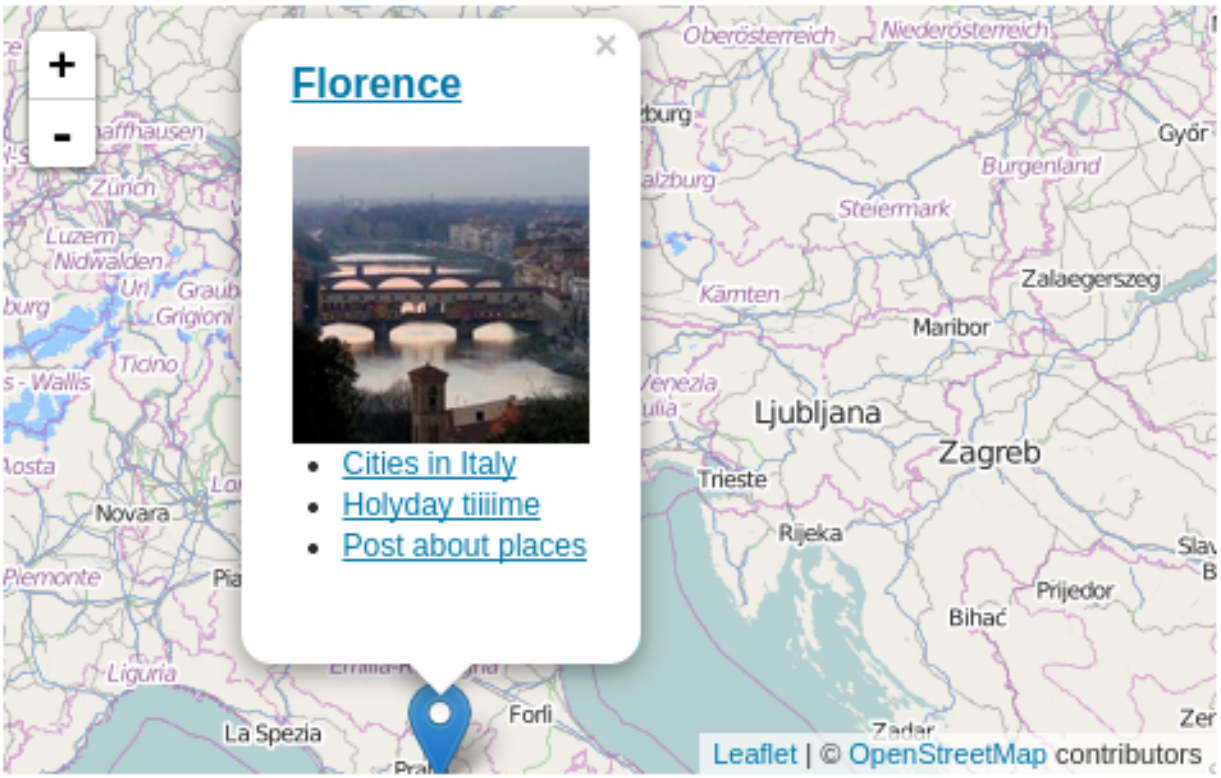
main_color *(optional)* The chord's *base* color.

depth *(optional)* Maximum distance to travel in the entity graph in order to populate the chord. A small number limits the exploration of the main entity.

global *(optional)* When *global=true* the main entity of the chord is not the current post, but the most mentioned entity in the latest posts.

Geomap

```
[wl_geomap width=... height=... global=...]
```



The Geomap widget displays "Place" entities on a map. Each Place has its own marker with a popup containing a thumbnail and links of the place. Here are the parameters:

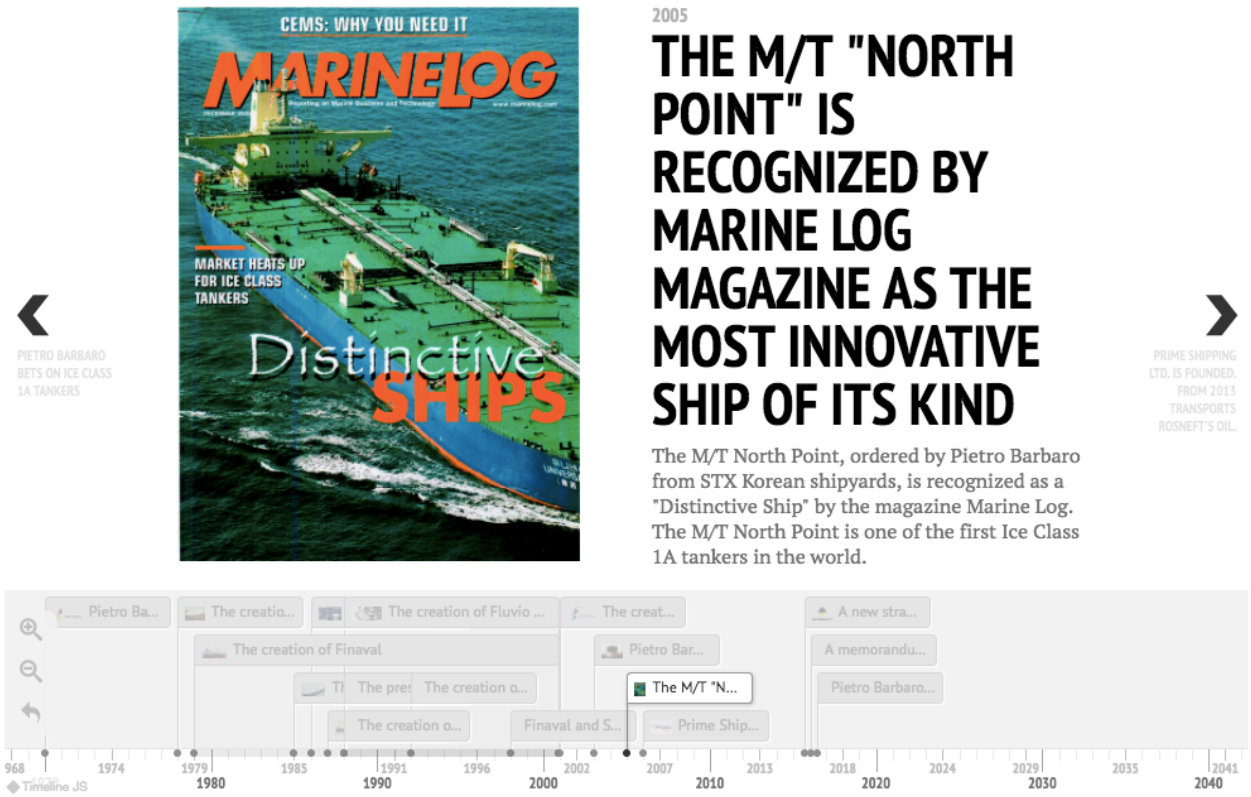
width *(optional)* Width of the geomap. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

height *(optional)* Height of the geomap. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

global *(optional)* By default the geomap displays places mentioned in the current post. When *global=true* the geomap displays all places mentioned in the blog.

Timeline

```
[wl_timeline width=... height=... global=...]
```



The Timeline widget displays a navigable list of chronologically ordered Event entities. The window on top shows details of the selected Events. Here follows the list of the supported parameters:

width *(optional)* Width of the timeline. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

height *(optional)* Height of the timeline. Can be expressed in pixels or percentages (e.g. *120px* or *70%*).

global *(optional)* By default the timeline displays events (or events related to places) mentioned in the current post. When *global=true* the timeline displays events mentioned in the latest posts.

display_images_as *(optional)* When *display_images_as='background'* the timeline displays for each event the featured image of the entity as background.

excerpt_length *(optional)* Allows you to set the number of words that appear in the the excerpts of the timeline.

Note: When you create a timeline with WordLift you can pass in the shortcode optional parameters to set a variety of presentation options. These are derived from the TimelineJS library read more here.

Entity Cloud

```
[wl_cloud]
```

The **WordLift Entities Cloud Widget** is also available as a shortcode. The widget displays entities related to the current post/entity in a tag cloud.

Glossary

```
[wl_vocabulary limit=... type=... orderby=...]
```

The **Glossary** is a site-wide Widget that displays all the entities in alphabetical order. Here you can see an example of the Semantic SEO Glossary

By default the widget takes into account the latest 100 entities from all types (i.e. Person, Place, Organization, . . .). The following paramenters can be used to personalise the entities beind displayed in the vocabulary:

limit the total number of entities to displaye (*100* is the defualt value). Use *-1* to remove the limit.

type the type of entities to display (*all* is the default value). Use 'Person'to display only entities of type Person.

orderby the selection is by default related to the alphabetical order (*title* is the default value). Selected entities can be ordered using different parameters. Read more here

2.4 Mappings

Mappings are designed to help us organize and structure content while improving the SEO on our website.

The markup in schema.org adds meaning to your content for search engines but the real benefits come when you **use structured data as the basis for your content model.**

We call it the **entity-based content model** and you can learn more about by watching the following webinars:

- Content Modeling for Search Optimization with Cruce Saunders
- Get Started with Structured Content and Schema.org

Or by booking a call with our SEO experts..

WordLift mappings have been developed as an integration for the Advanced Custom Fields plugin and allows you to either:

- re-use fields that you might have already configured with ACF on your CMS or,
- create new fields based on the schema.org taxonomy

2.4.1 Supported Schema types

WordLift **loads automatically the latest version of the schema.org vocabulary**, supports **all the available schema types**, and allows you to personalize your content model easily while taking care of the injection of the json-ld on your pages.

2.4.2 Advanced Schema types

HowTo

HowTo Schema allows you to explain exact instructions to achieving a wanted result by performing a sequence of steps. This can range from guides explaining "How to start your own business" or simple DIY recipes.

Recipe

A recipe schema allows you to specify steps in your recipe, varying from nutritional information to the method of cooking. This can all be done by choosing specific keywords under the properties. Learn how to add schema markup for recipes.

Course

Course schema markup is the specific entity type for web pages that describe an educational course that may be offered online or in person by public and private schools, colleges, and universities. Learn how to add course schema markup to your content.

FAQ

FAQ stands for "Frequently Asked Questions", where the questions that most people ask you about your activities can be listed on this webpage. Some properties include breadcrumbs and lastreviewed, which is the date on which the content on this web page was last reviewed for accuracy and/or completeness. Learn more on how to use the FAQPage Schema type.

Review

Review schema shows you the opinions and feedback regarding an item, a movie or a service.

Product

Product markup communicates to Google a series of essential data for your customers such as product description, image, price, availability, conditions, and user ratings. With WordLift you can create a product knowledge graph and help Google discover more about the brand, the color, the condition (new, used, reconditioned etc) the shipping details and a lot more. If you are using WooCommerce here is all you need to know about the product schema.

Event

Event schema is a type of structured data markup that informs search engines that a particular web page is an event that takes place offline or online, such as concerts, seminars/webinars, meetings and more. Learn how to add event schema markup to your website.

Service

Service schema helps search engines understand your business and your services. Learn more on how to use the service markup.

LocalBusiness

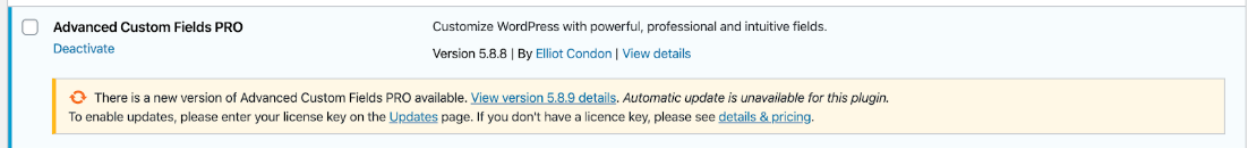
LocalBusiness is the schema markup for a particular physical business or branch of an organization, such as for example a restaurant, a particular branch of a restaurant chain, a branch of a bank, a medical practice, a club, a bowling alley, etc. Learn how to add LocalBusiness schema to your web pages.

2.4.3 Advanced Custom Fields

To follow a step-by-step tutorial head on to our blogpost where our specialist shows you how to enhance your content model using Wordlift mappings.

Requirements

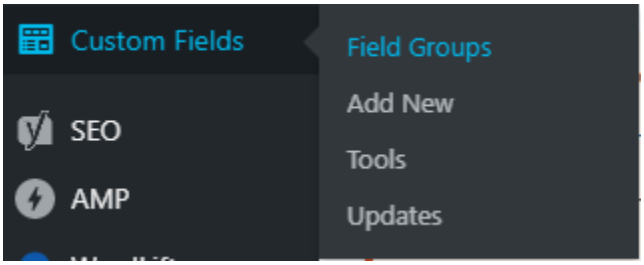
- Advanced Custom Fields (ACF)

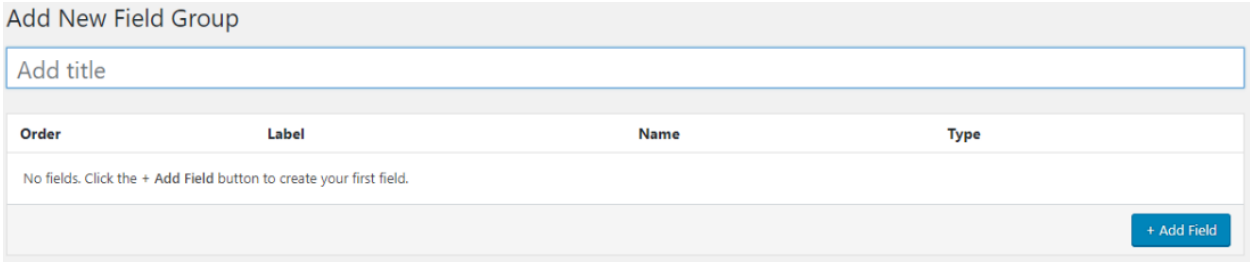


- Advanced Custom Fields for schema.org by WordLift (Contact our SEO team to get started)

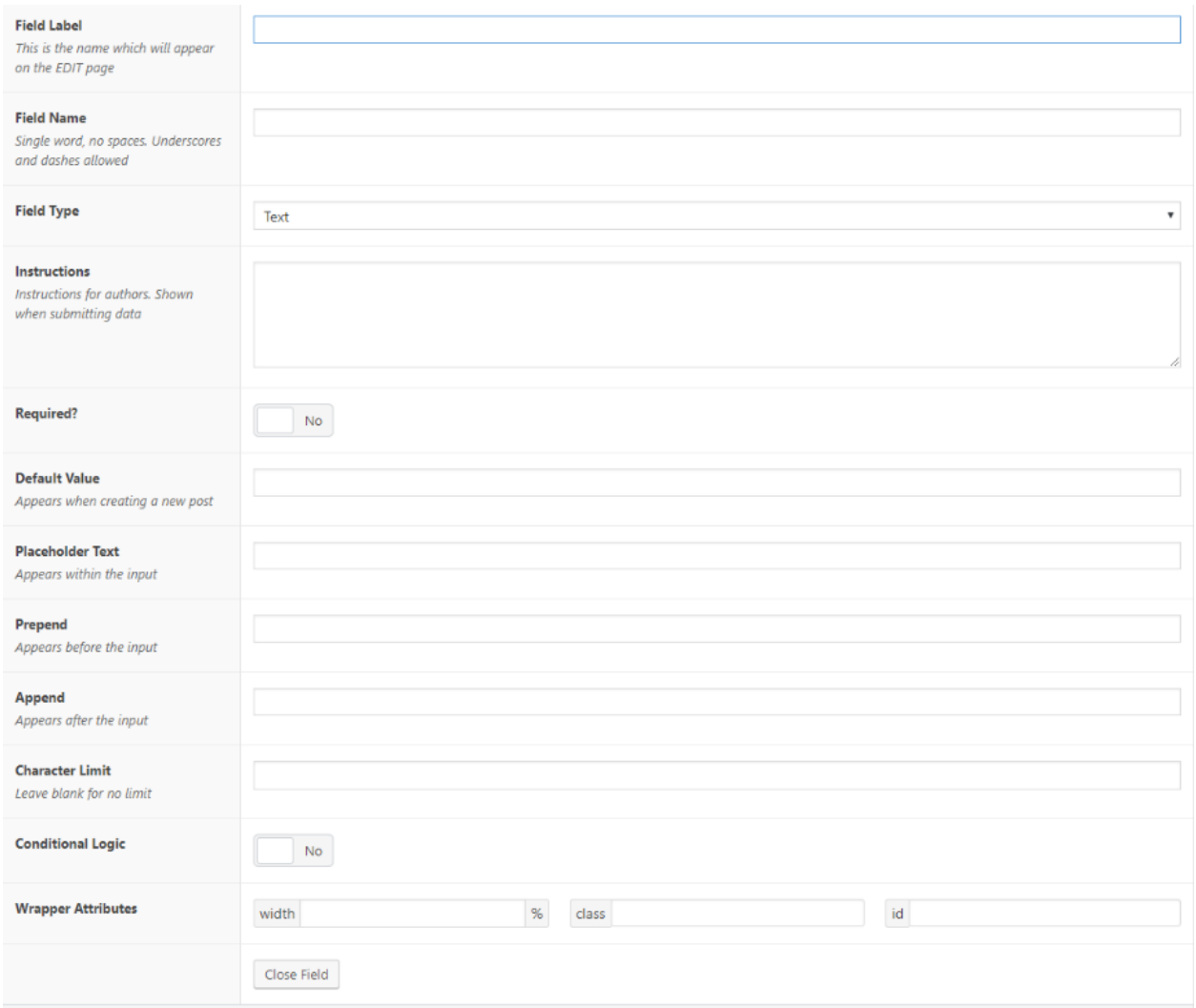
Add Custom Fields

First create a **new custom field** by clicking on **Field Group** and choosing a title.

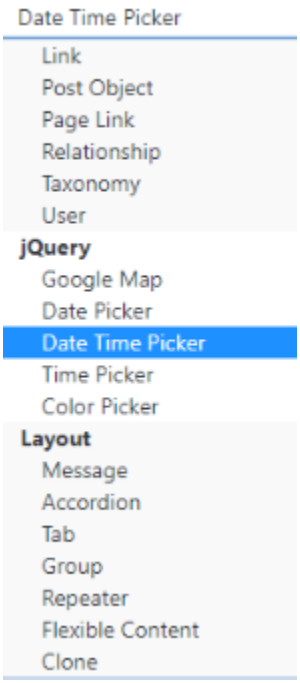




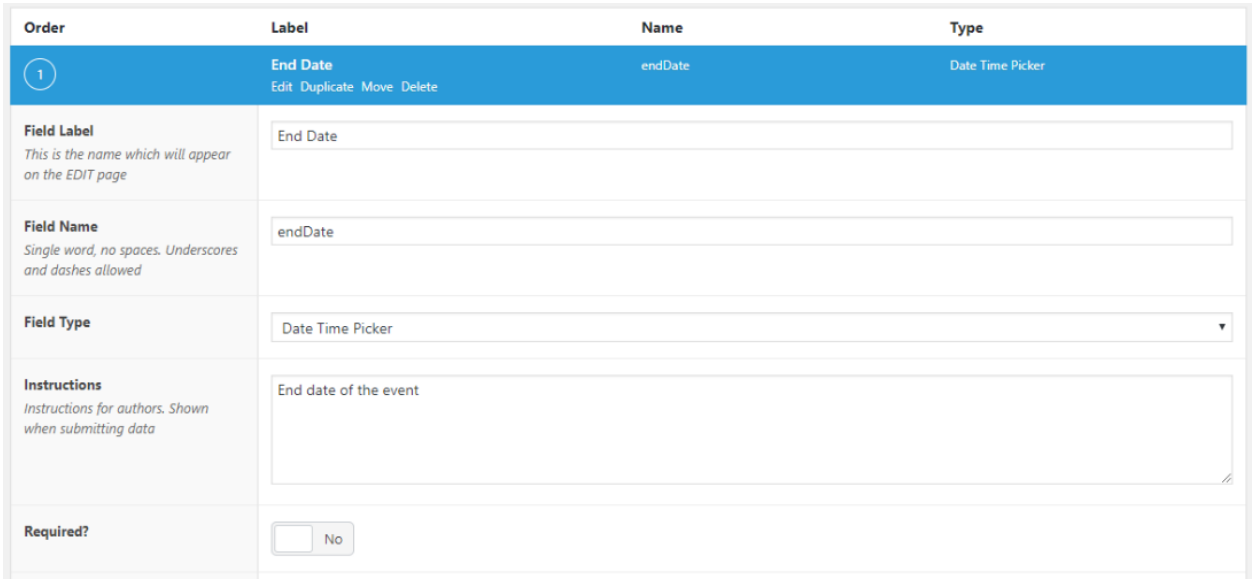
Then add your first **field**



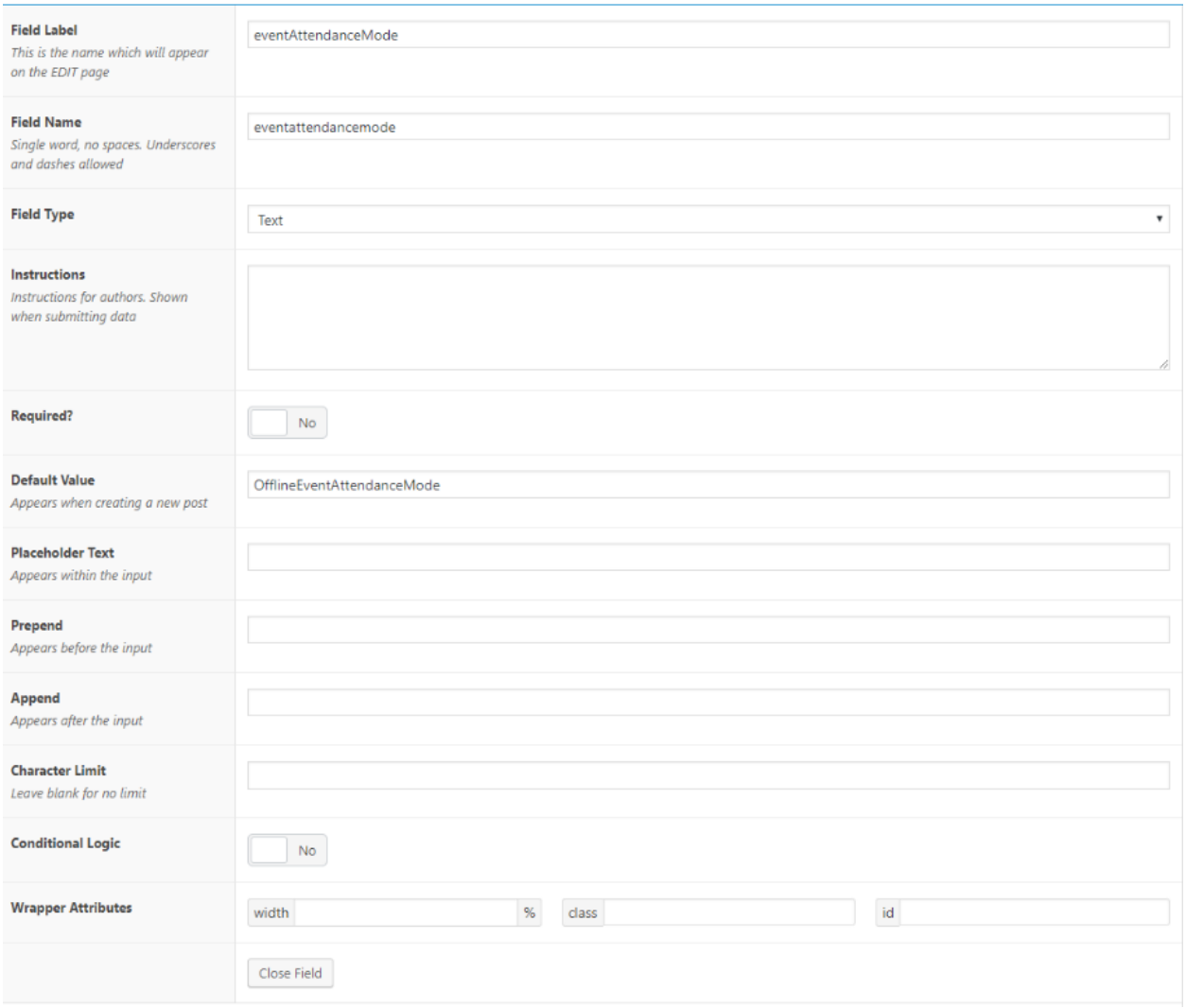
- **Field Label** is what the user will see editing a post
- **Field Name** from schema.org (e.g. endDate)
- **Field Type** "Date time picker" in the case of endDate



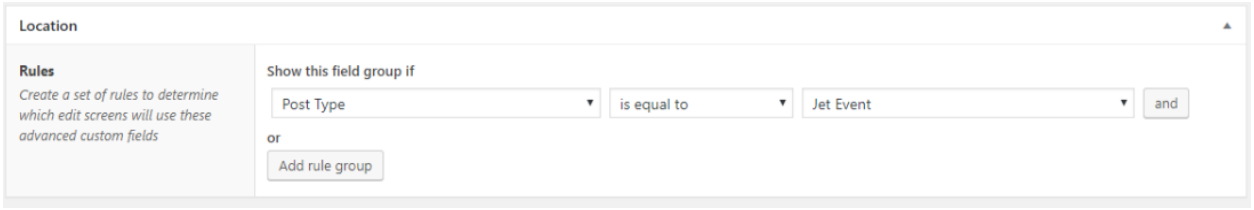
- **Instructions** for authors. Shown when submitting data
- **Required?** whether this field is needed or not in order to publish a post



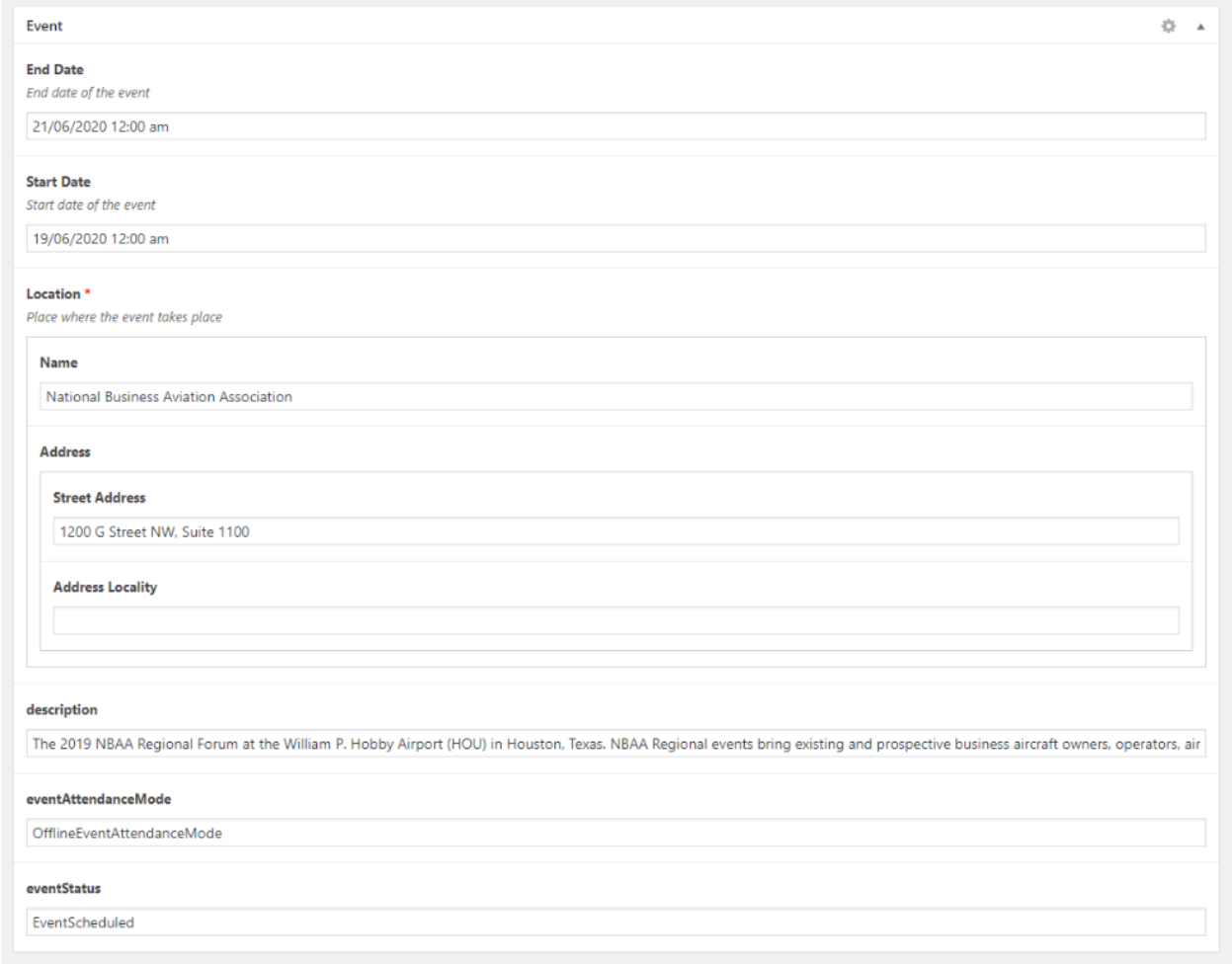
- **Default Value**, you can fill this box if you want a default data when creating a post
- **Placeholder Text**, appears within the input
- **Prepend**, appears before the input
- **Append**, appears after the input
- **Character Limit**
- **Conditional Logic**
- **Wrapper Attributes**



- **Location Rules**, here you can choose to use this ACF if for example your Post Type is equal or not equal to one of your Post Types

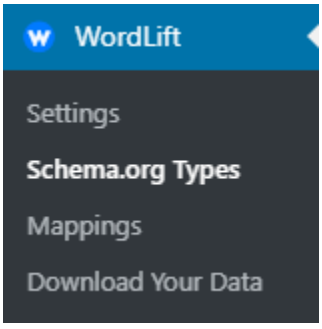


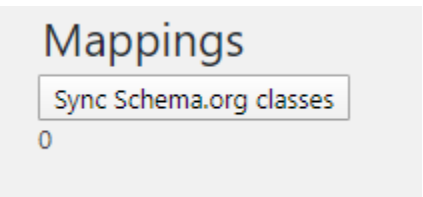
This is how it looks for authors while creating or editing a post:



Add New mapping

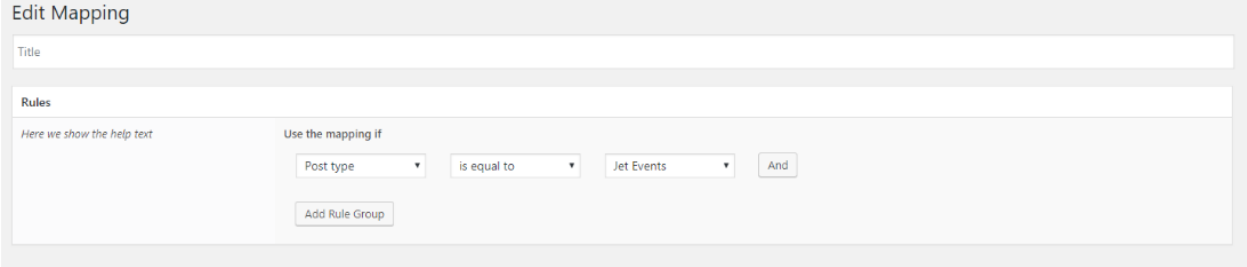
First go on **Schema.org Types** and **Sync Schema.org classes**



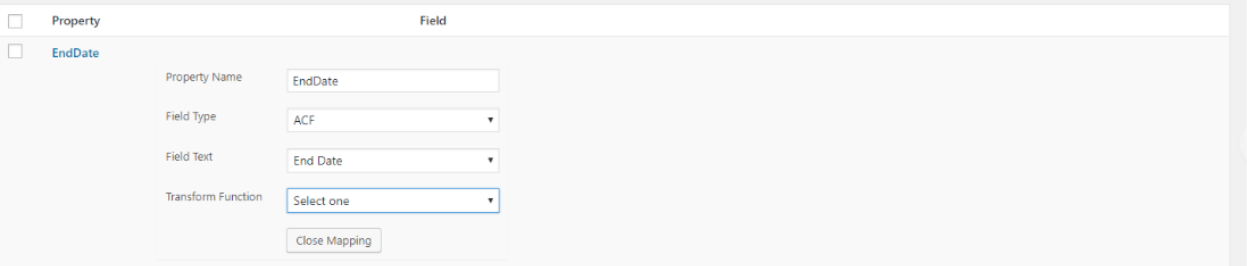


Then go on **Mappings** and add a new one.

Choose a **title** and at least one **Rule**



Add at least one **Property**:



- **Property name**, give a name to your property
- **Field Type**, select ACF to use Custom Fields
- **Field Text**, choose which *custom field* to use for that property
- **Transform Function**

2.5 WooCommerce SEO by WordLift

WooCommerce SEO by WordLift has been specifically designed for e-commerce websites running on WordPress with WooCommerce.

E-commerce SEO by WordLift adds to your products **state-of-the-art structured data** and **extended product markup** that allows you to get more visibility on Google's retail listing.

Furthermore, E-commerce SEO by WordLift allows you to create a **Product Graph** out of the relevant connections between products, brands, product categories, and features.

This e-commerce specific form of knowledge graph is a powerful tool to enhance the findability of your products. On one side, it helps you **get better results in terms of organic search traffic** and, on the other, it helps you improve the internal linking structure and **refine your product recommendations**.

Overview

WooCommerce SEO by WordLift enhances your Content Management System adding new features and allowing you to:

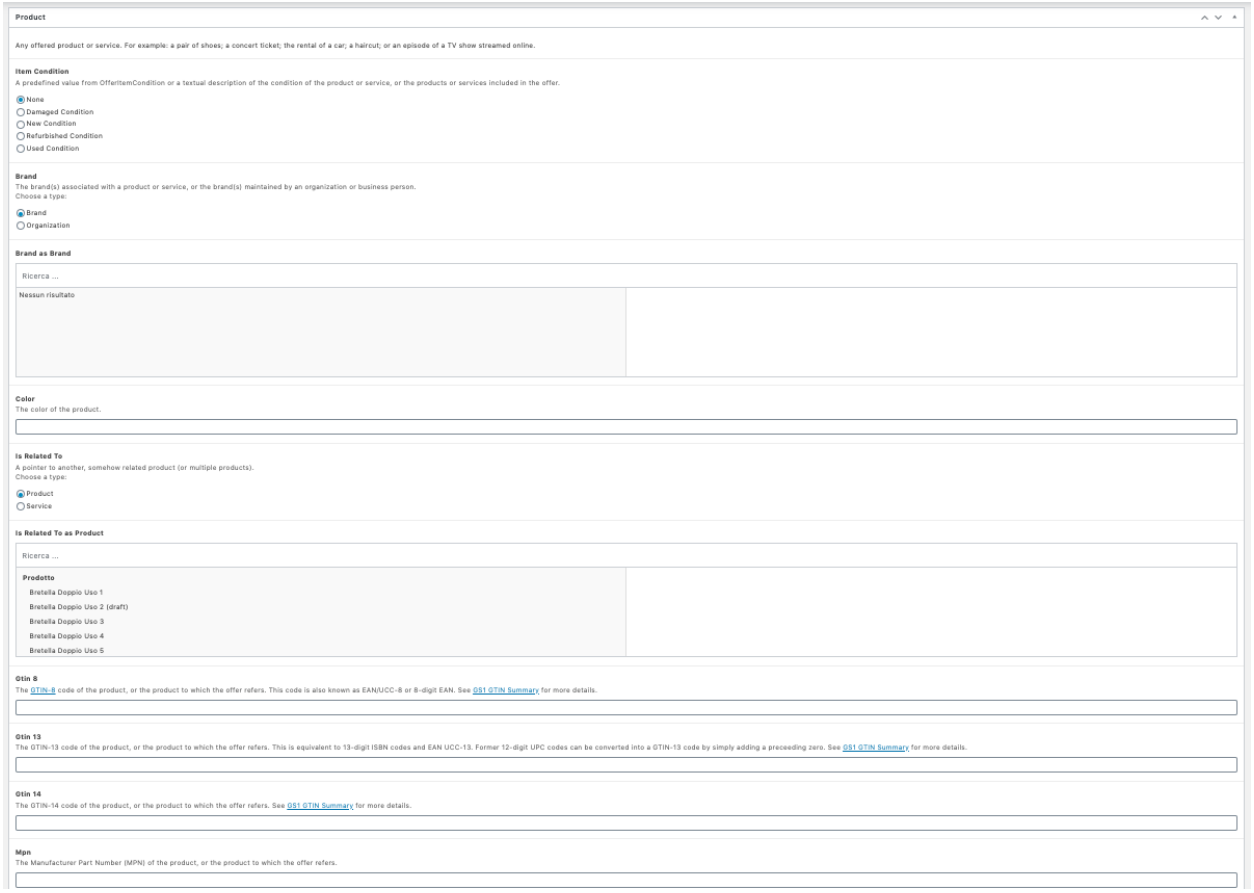
1. Produce **state-of-the-art structured linked data**
2. Add support for **extended mark-up properties**
3. Introduce **structured data on your category pages**
4. Create a **Product Graph** that improves the rankings
5. Connect **blog posts with products** and **product categories** with the Product Navigator and Product Faceted Search
6. Optimize **image sizes** as required by Google.

In this video you will learn how to add schema markup to your WooCommerce store with E-commerce SEO by WordLift.

2.5.1 Editors

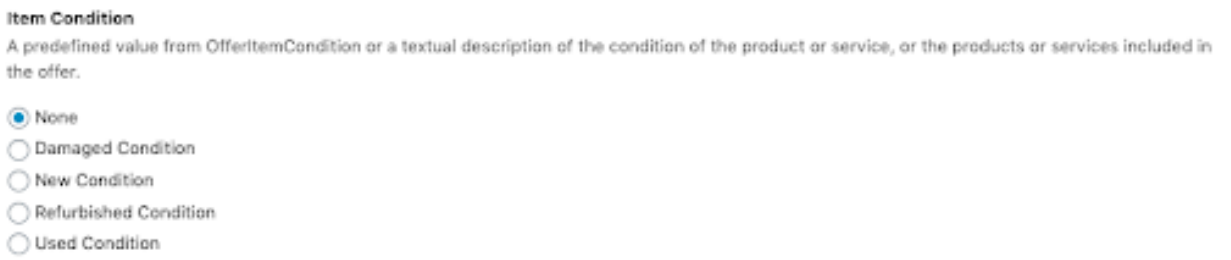
The WooCommerce extension of WordLift adds **additional fields to the backend of your product page** so that you can better describe your products to semantic search engines like Google and make them more relevant and visible to your audience.

Here are the new custom fields that will appear in your WordPress Editor for Products. As you fill these fields, WordLift adds to your products an **extended product markup** that allows you to get more visibility on Google's retail listing.

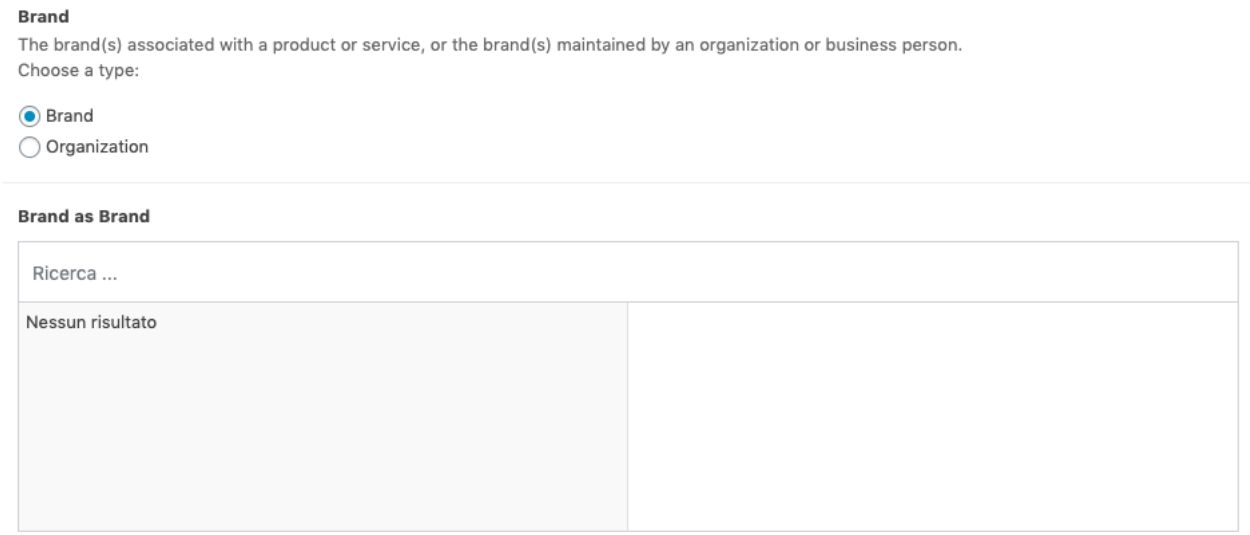


Looking more into the details, you will be able to add:

a) Product conditions, choosing from different options

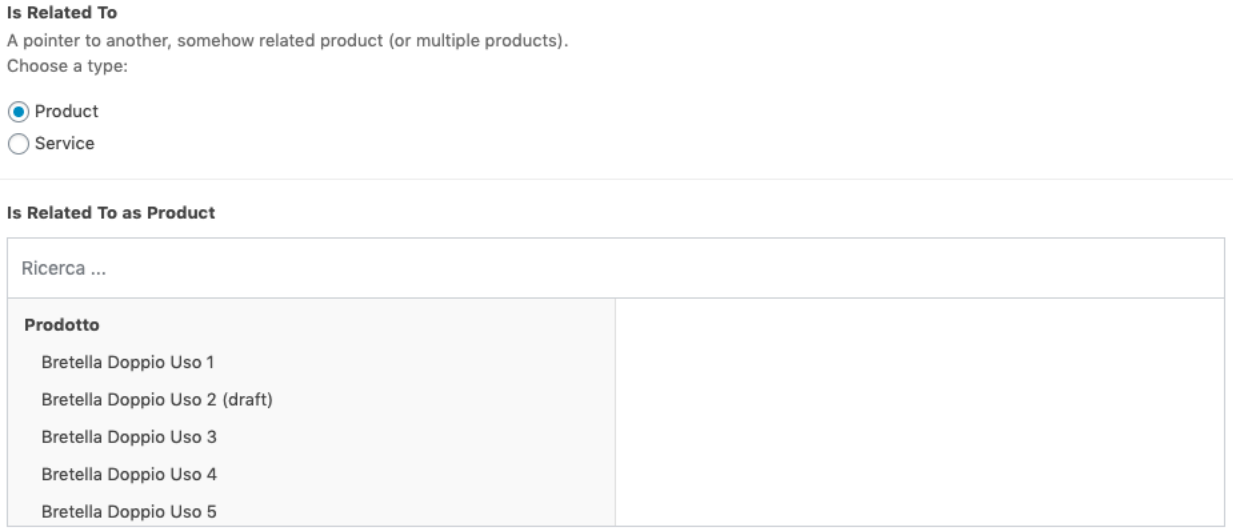


b) Connect the product with the manufacturer (which can be a brand or an organization)

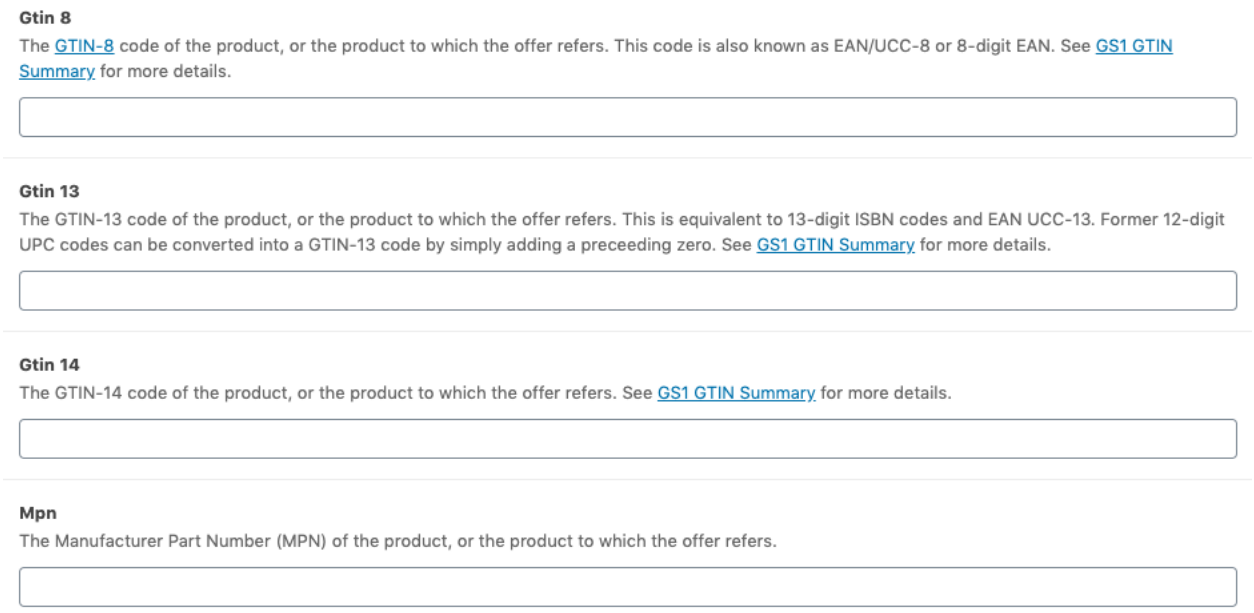


c) Say the color of the product (it's a nice to have, if relevant)

d) Select related products or services



e) Add product codes if relevant in order to unambiguously refer to your products.



2.5.2 Categories

You can turn category pages into entities by choosing an entity from your vocabulary. In this way, you will enrich category pages adding a layer of structured data.

To link a category to an existing entity, just type the name of the entity (a few letters will be enough) and then select it, then click on save.

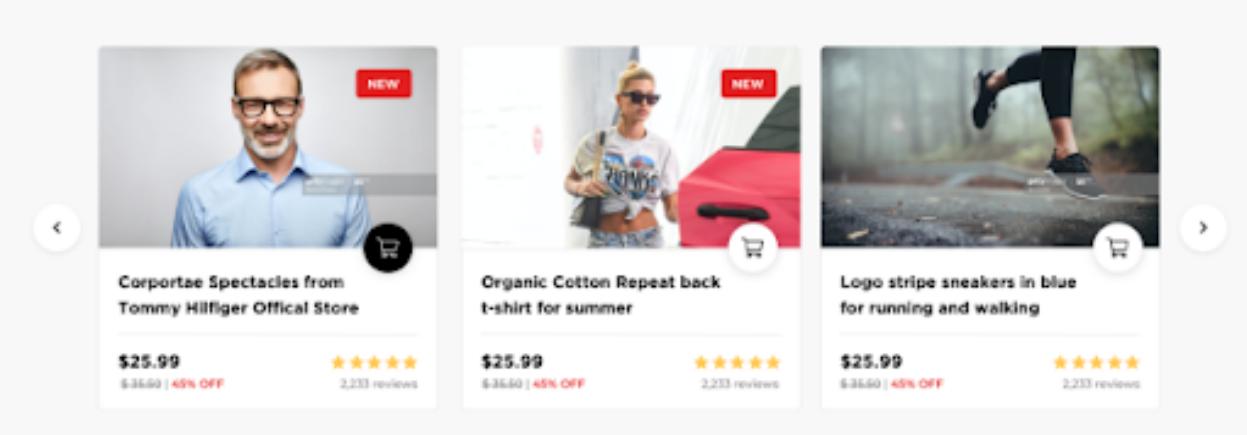
2.5.3 Widgets

Products Navigator

The **Product Navigator** suggests to your customers a series of products that they might be interested in.

To add it to your product or article template just use this shortcode: [wl_products_navigator]

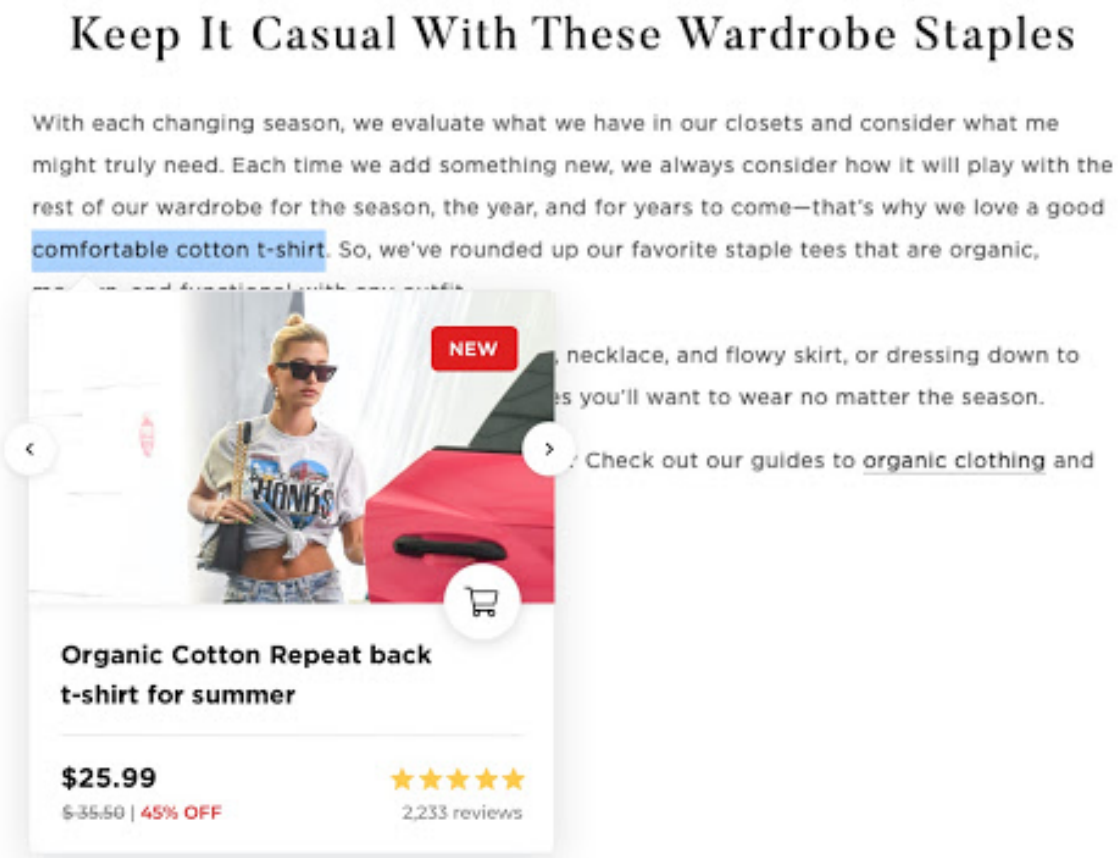
The Product Navigator widget supports the same parameters as the Navigator.



The Product Navigator of WordLift for WooCommerce on Oakley.com USA

Product Card

The Product Card allows the customers to see a preview of your product just placing their mouse over the link to the product itself. To activate the link and the Product Card just annotate the Product on your articles and pages. Learn more about how to anotate your content



How The Product Card of WordLift looks like on articles and other pages

Note: Read from our blog how to improve your WooCommerce product pages to increase your sales.

2.6 SEO Add-On for Google Sheets

SEO Add-on for Google Sheets™ by WordLift is the extension that allows you to perform **semantic keyword research** and create a JSON-LD to help Google understand what your content is about.

With a few simple clicks, you can install the extension, connect it to your Google Search Console account, and **analyze the SERP** to find out which search queries rank highest on Google.

From there, you can see the **linked entities** and select the ones that are most relevant to your business to **import them directly into the Knowledge Graph**. To do this, simply copy and paste the JSON-LD page into your website. If you have WordLift, you can import the entities directly into your vocabulary with one click.

In this video you will learn what is SEO Add-On for Google Sheets and how it can help you to improve your SEO strategy.

2.6.1 How it works

1. Installation

To install the SEO Add-on, open the Google Marketplace by clicking on the following link:

Then click on the *Install* button, then the *Continue* button, and then click on *Allow* when requested.

2. Create Google Sheets

Once the SEO Add-on is installed, you can create a new Google Sheets™ document by clicking on this link, sheets.new.

When in Google Sheets, open the SEO Add-on by clicking on the *Extensions* menu, the *WordLift*, and finally *Open*: the sidebar will show.

3. Configure Settings

Next step is to configure the **SEO Add-on settings**, click on the Next button in the sidebar. You'll need a key for the SEO Add-on to work. Normally we prefill the key based on your e-mail address, but if you're using a different e-mail address with Google, you'll need to insert the key yourself.

You can also configure your **target geo market**, **language** and the **Google domain** to use for SERP analysis.

4. Connect Google Search Console

At this step, you'll connect to the **Google Search Console** to allow the **SEO Add-on** to pull the search performance data straight into Google Sheets. Click on the Connect button and then on *Allow*. Then select the website you want to pull the traffic data from.

5. Load Performance Data

Next choose the data time period and whether to include URLs in the report. URLs are useful if you want to target some specific URLs to improve their traffic, otherwise you can focus on search queries only.

6. Analyze SERP

Now it's time to select the queries (no more than 5) that we want to optimize. The SEO Add-on will scout the SERP and extract the relevant entities for the selected queries. It may take a couple of minutes for the SEO Add-on to extract the results.

You can also bring your own queries, by inserting them in this sheet, or by creating a blank sheet, writing them down, then selecting them, and clicking on the Extensions menu, WordLift, Analyze SERP.

7. Import the Knowledge Graph

At this step, the SEO Add-on will create a list of the relevant entities along with additional data such as the related *keyword*, the *confidence score* (how sure we are about that entity) and the *rank* (the position in SERP where we found the entity). You can now **select the relevant entities**. If you have WordPress with WordLift plugin we can import the entities straight into your knowledge graph, otherwise you can copy the JSON-LD from the sidebar into your own CMS or web page.

You can build a Knowledge Graph from a SERP by using SEO Add-On for Google Sheets. To discover how you can do that, watch the video.

Note: You can buy SEO Add-On for Google Sheets from TNW website.

2.6.2 Why is it asking for the country to be added?

This is because Google SERP is different from country to another and the top ranking results can be different. It's important to understand that local versions of Google results look different depending on where you are searching from.

2.6.3 How can the location affect the analysis?

Google's SERP changes depending on the location. Therefore, it is important to enter it before starting the search: only then will the results of the analysis be reliable for the market and audience your company is interested in.

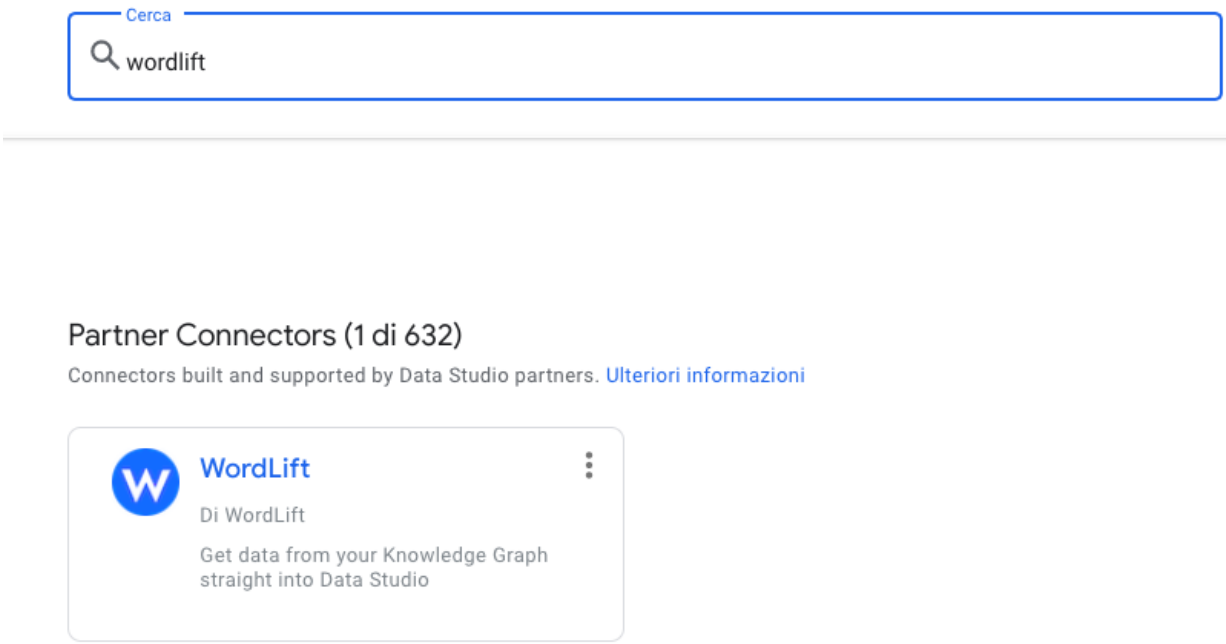
2.7 WordLift Looker Studio Connector

With the WordLift Looker Studio Connector, you can **create semantic SEO reports** by loading data from your Knowledge Graph directly into Looker Studio and merging it with Search Console or any other web analytics platform.

2.7.1 Get Started

1. Search for it

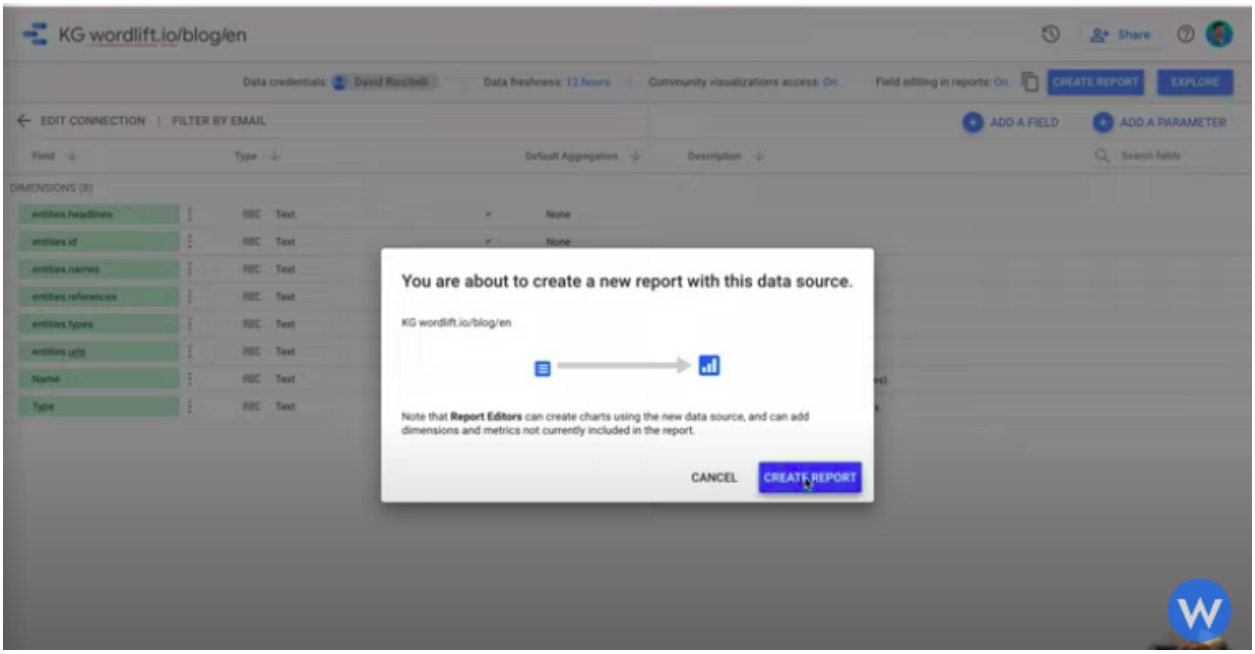
The first step to start creating your semantic SEO report is to search for WordLift on the Google Looker Studio connectors page.



Just click on it and **enter the WordLift key**.

We have a GraphQL query ready for you, so you don't need to do anything to get started. In case you are a power user and you know the query that you want to run, just continue. For example, if you are running an e-commerce website, maybe you want to query for product attributes or prices. Then be sure to keep checking the box "use report template for new report", so you can get a shiny new report premade for you.

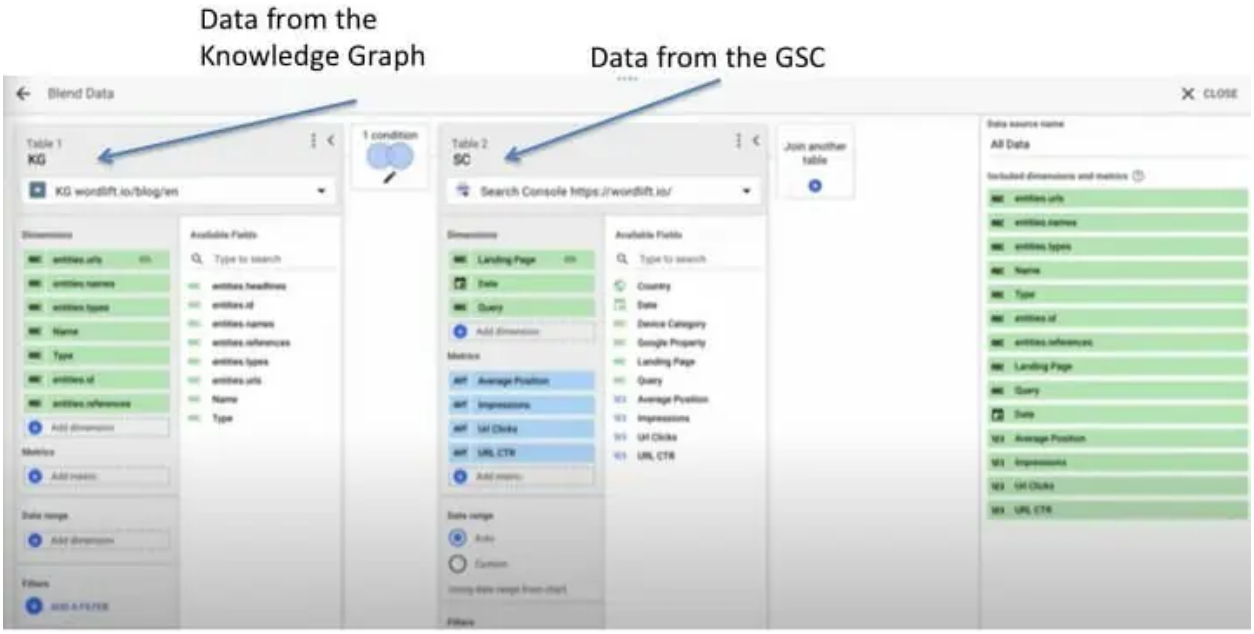
Then click **Connect**. Here you can see the fields that come from the report. Finally, click **Create Report**.



2. Add GSC as a data source and check the blend

At this point, you are close to creating your report, but two more steps are needed:

1. To go to the managed data sources and add your Search Console data source: choose your website, choose URL Impressions anche choose Web Type, and then click on Create.
2. Check the blends to verify that the data is merged from the Knowledge Graph and GSC.



You can filter the data for EntityType and choose the period of time you prefer.

Note: Learn how to create your Semantic SEO reports in 3 simple steps, watch this video.

2.8 Product Knowledge Graph Builder

Product KG Builder is the feature for e-commerce that allows you to automate your SEO and create a product knowledge graph **with your Google Merchant Feed**.

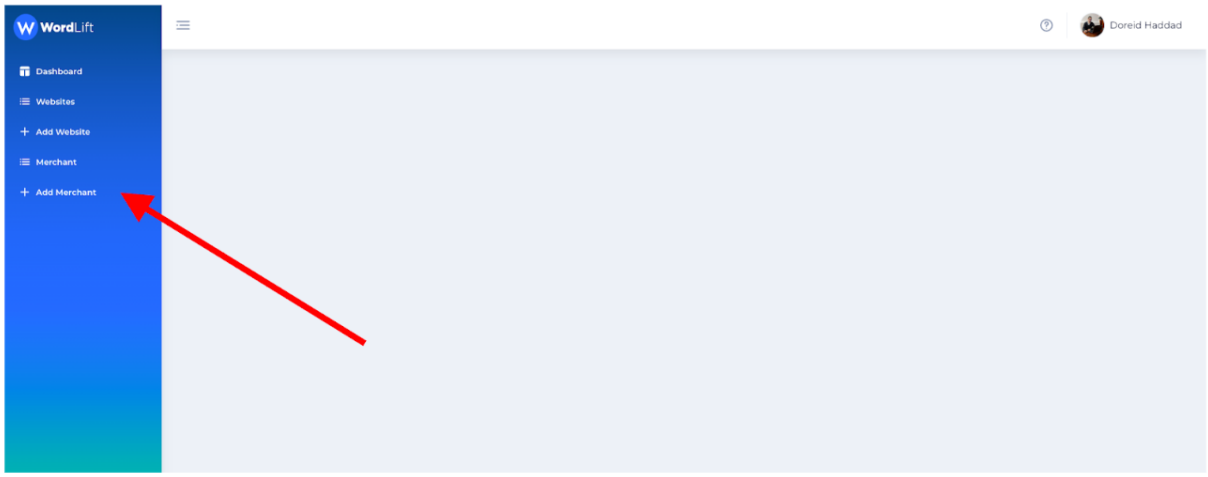
This helps e-commerce to **communicate with Google's Shopping Graph and get free listings in Google Shopping**. At the same time, it **improves the user experience** by providing your customers with information that is relevant to their search.

WordLift Product KG Builder can make a difference in your e-commerce and positively **impact both organic traffic and sales**.

2.8.1 Get Started

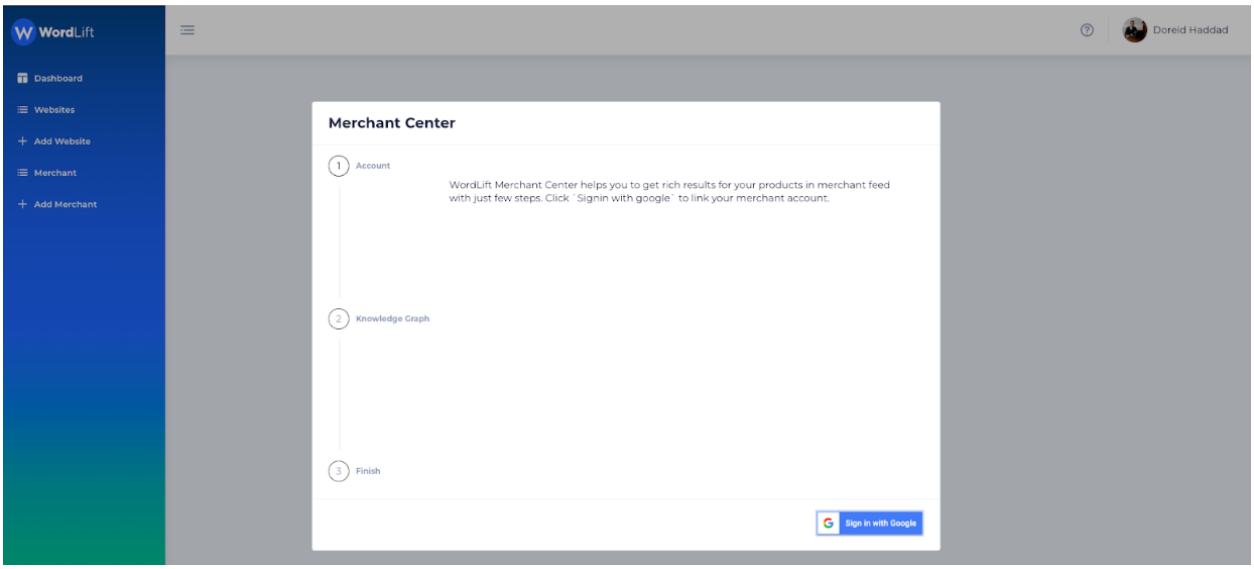
Once you have purchased the WordLift Business+E-Commerce subscription you will receive a key and then you will be able to access your dashboard.

The first step to start using your PKG Builder is to go to your dashboard and click on **+ Add Merchant** on the left side, then follow the simple steps in the wizard.



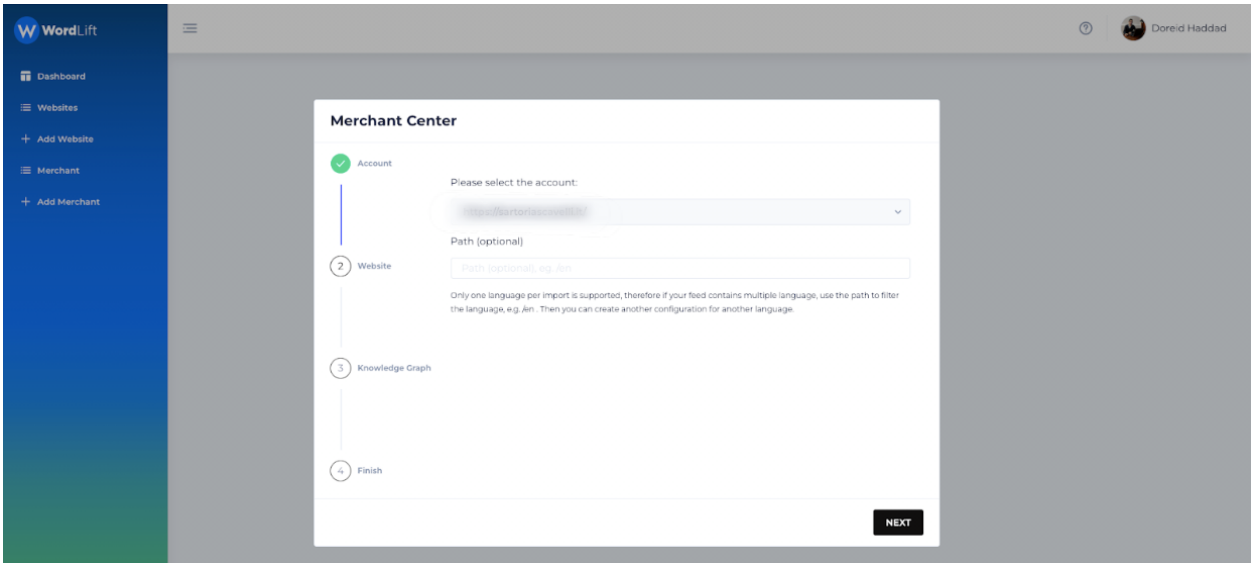
1. Link your Google Account

Sign in with your Google account.



2. Choose the Merchant Feed

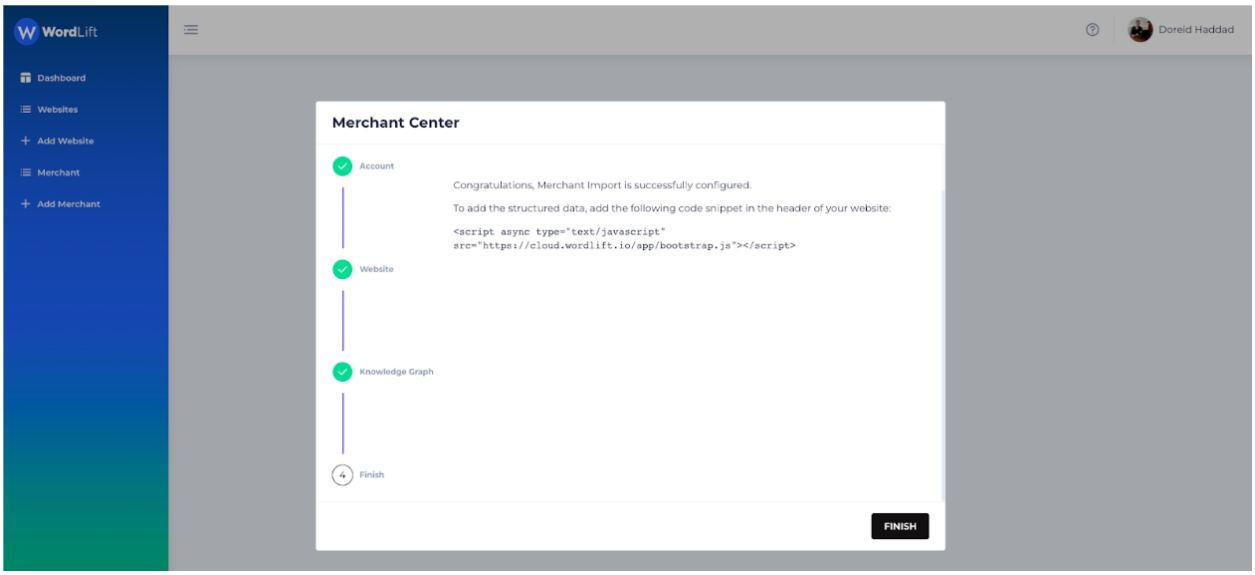
Select the Merchant Feed you want to import.



At the moment, only one language per import is supported, therefore if your feed contains multiple languages, use the *Path* to filter the language, e.g. **/en** . Then you can create another configuration for another language.

3. Create your Product Knowledge Graph

Link the website and import the data from the Merchant Feed to the website. To **create your Product Knowledge Graph** you need to add the script into your website.



Click *Finish*. Once you have completed these 3 steps, you will see that the **products** have been imported into the backend of your e-commerce website and **already enriched with structured data**.

From the WordLift dashboard, you can open the backend of your website and see the products imported and you can synchronize the data (it takes about 1 hour).

CHAPTER 3

Advanced Topics

3.1 Knowledge Graph

A **knowledge graph** is a network of all kind of entities that are relevant to a specific domain or to an organization. They are not limited to abstract concepts and relations (as with a vocabulary) but also contain the instances of the things they describe.

Using WordLift as new entities are added in the vocabulary, properties for these entities are populated using the *ease-to-use* WordPress editing interfaces and new posts are enriched with these entities a knowledge graph is created and published as *RDF* graph in the cloud.

3.1.1 Linked Data

Linked Open Data is Linked Data that is made available as **open content**. Large linked open datasets (or *Knowledge Graph*) include DBpedia and Freebase.

3.1.2 Reconciliation

Reconciling entities we store in our own **'vocabulary'_** with entities available elsewhere provides computers with an unambiguous way to identify the things we're talking about.

[Apple] in a specific article might refer to a rather typical British psychedelic-pop band rather than to a World famous computer company or the forbidden fruit. This becomes important when third party applications like search engines need to provide valuable content for users searching for articles on *[Apple]* the psychedelic-pop band and not the other two *Apples*.

Reconciling entities means providing computers with unambiguous identifications of the *entities* we talk about.

3.2 RDF

RDF stands for Resource Description Framework.

RDF is a W3C standard language for representing information.

3.3 Semantic Fingerprint

The result of semantic annotation of a text is a *unique linked identifier* added to the HTML code. This identifier is known as **semantic fingerprint**.

Annotating contents, also known as *semantic enrichment* or *lifting*, creates metadata that computers can understand. Just like in forensic science human fingerprints are used to identify humans appearing on a crime scene, in computer science we use semantic fingerprints to tell computers what entities we're referring to.

WordLift re-uses these semantic fingerprints for adding Schema.org markup and for re-purposing contents using Widgets.

3.4 Dereferencing HTTP URIs

URI Dereferencing is the process of looking up a URI on the Web in order to get information about the referenced resource. WordLift uses dereferencing to obtain a snapshot of the properties describing a named entity.

3.5 Semantic Analytics

WordLift's Looker Studio Connector offers a powerful way to create semantic SEO reports. It allows you to blend data from various sources like Google Analytics, Google Search Console, and your own proprietary databases to create informative dashboards and reports. Below is how you can leverage it for semantic analytics:

3.5.1 What is Google Looker Studio?

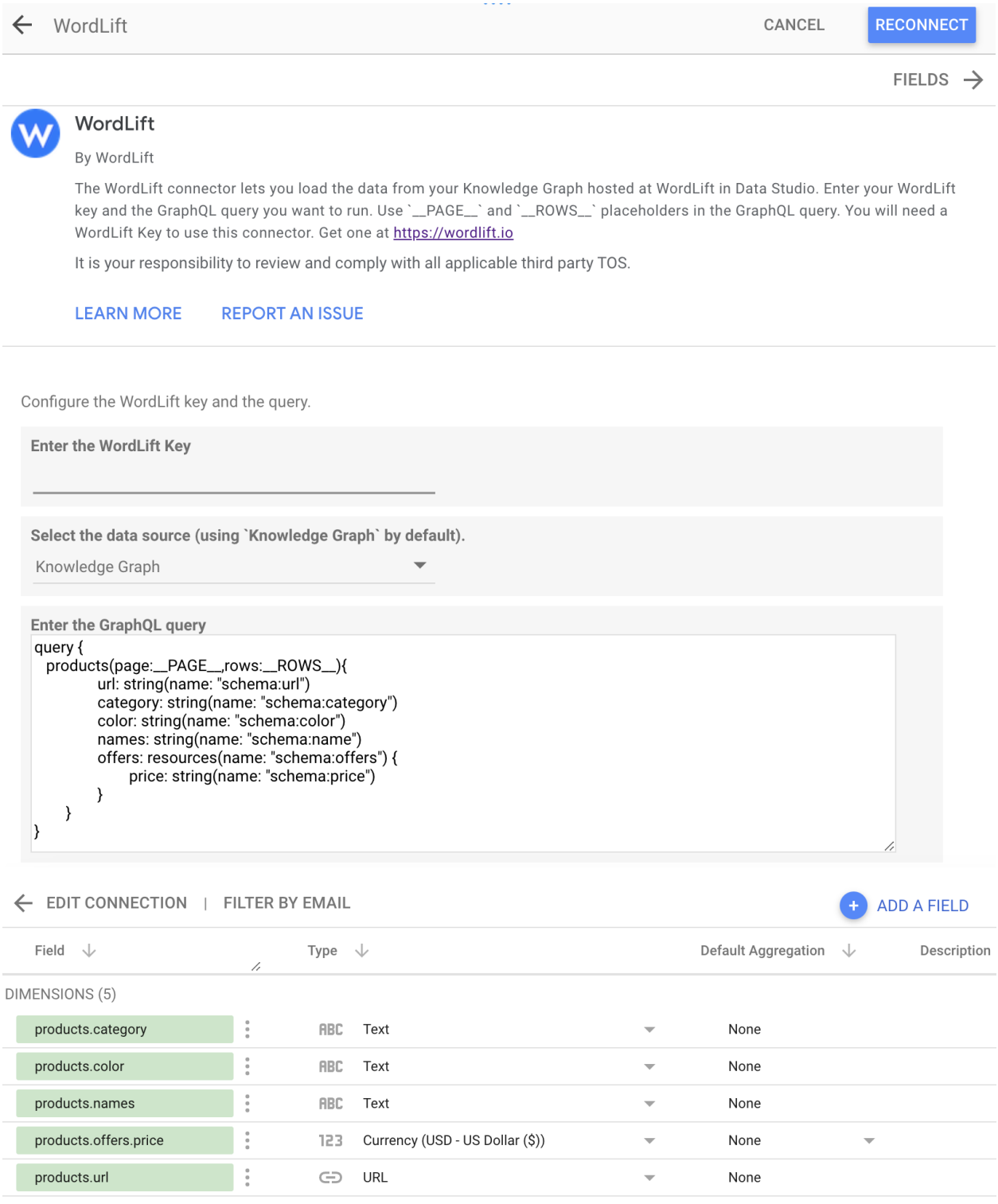
Google Looker Studio is a free data visualization tool that allows you to collect data in easy-to-read, shareable, and fully customizable dashboards and reports.

3.5.2 How to Create Semantic SEO Reports

1. **Structured Data**: Adding structured data to your website enriches your content, allowing search engines to better understand it. This can lead to better rankings and more organic traffic.
2. **Entities and Concepts**: Google is shifting its focus from just keywords to concepts and entities. With WordLift, you can work with entities on your website to improve your semantic SEO strategy.
3. **WordLift Looker Studio Connector: Use the Looker Studio Connector to blend data from your Knowledge Graph with ot**

    - **Getting Started**: Search for WordLift on the **'Google Looker Studio connectors page<https://datastudio.google.com/datasources/create?connectorId=AKfycbwxx5Jf1KKHeKItCkwzJsrW2iOh)'_**. Follow the instructions to connect.

- **Data Blending**: Blend data from the Knowledge Graph and Google Search Console to create comprehensive reports.



3.5.3 Benefits

- **Single Source of Truth**: Create a unified dashboard for all your SEO and business performance metrics.
- **Audience Insights**: Gain meaningful data about your content and audience.
- **SEO Reporting**: Take your SEO reporting to the next level with insights into keyword rankings, traffic, and more.

For more details, you can read the **'WordLift Looker Studio Connector blog post<https://wordlift.io/blog/en/wordlift-looker-studio-connector/>'_**.

3.6 Automatic Pagination and Table of Contents

Pagination allows website editors to split long content into different pages. This technique really belongs to the ABC of web design and information architecture, but — still — **pagination SEO best practices are debated**. Therefore, dealing with it is not that easy as it could seem.

Want to learn more about it? Head over to our blog post that covers the application of an SEO friendly pagination .

3.7 Image SEO

Images greatly contribute to a website's SEO and improve the overall user experience. Fully optimizing images is about helping users, and search engines, better understand the content of an article.

Head over to our blog that tackles the optimization of images using machine learning

CHAPTER 4

Customization and Development

4.1 APIs

To learn more about our API, head over to our Wordlift API Guide for more information

4.2 Widgets

4.2.1 Context Cards

Context Cards provide an immediate preview of an entity. If the entity has been annotated and, if links are active, WordLift will show a preview of the annotated entity.

By default context cards will show up on hovering if Links to Entity Pages are enabled. To disable context cards, add the following code to your theme:

The context card itself is wrapped within a class *wl-context-card* You can style this class and the child element classes using CSS. Other classes that you can use to style the context cards:

- *wl-context-card__image* - Image element
- *wl-context-card__description* - Wrapper element around complete description
- *wl-context-card__description__logo* - Publisher logo image element
- *wl-context-card__description__text* - Wrapper element around description text

Advanced Filters to override default behaviour

Javascript Filter *wl_context_cards_load_fn_supplier*

This is a function supplier filter that the context card applies if provided. This filter can be used to supply a function that overrides the the default function that returns a fetch (or any other request library) promise.

This filter receives two arguments:

1. Endpoint of the context cards (*url*)
2. DOM element that triggered the context card (*el*)

The filter is expected to return a fetch (or any other request library) promise with the desired request.

Here's a sample implementation of this filter:

```
const settings = global["_wlEntityRedirectSettings"];

addFilter("wl_context_cards_load_fn_supplier", "wordlift", (defaultFn) => {
    return (url, el) => {
        const enabled = el.getAttribute("data-entity-redirect-enabled");

        // If entity redirect isn't enabled for this target, then return the␣
↪defaultFn.
        if ("true" !== enabled) return defaultFn(url, el);

        const join = -1 === url.indexOf("?") ? "?" : "&";
        // should load things
        const ids = el
            .getAttribute("data-id")
            .split(";")
            .map((s) => encodeURIComponent(s));

        const params =
            `${join}website=1&entity-redirect=true&id[]=` + ids.join("&id[]=");

        return fetch(`${settings.url}${params}`)
            .then((response) => response.json())
            .then((json) => {
                // Return the JSON if it contains at least 2 elements (i.e. an entity␣
↪and the web site).
                if (1 < json.length) return json;

                // Otherwise return the default function.
                return defaultFn(url, el);
            });
    };
});
```

PHP Filter *wl_anchor_data_attributes*

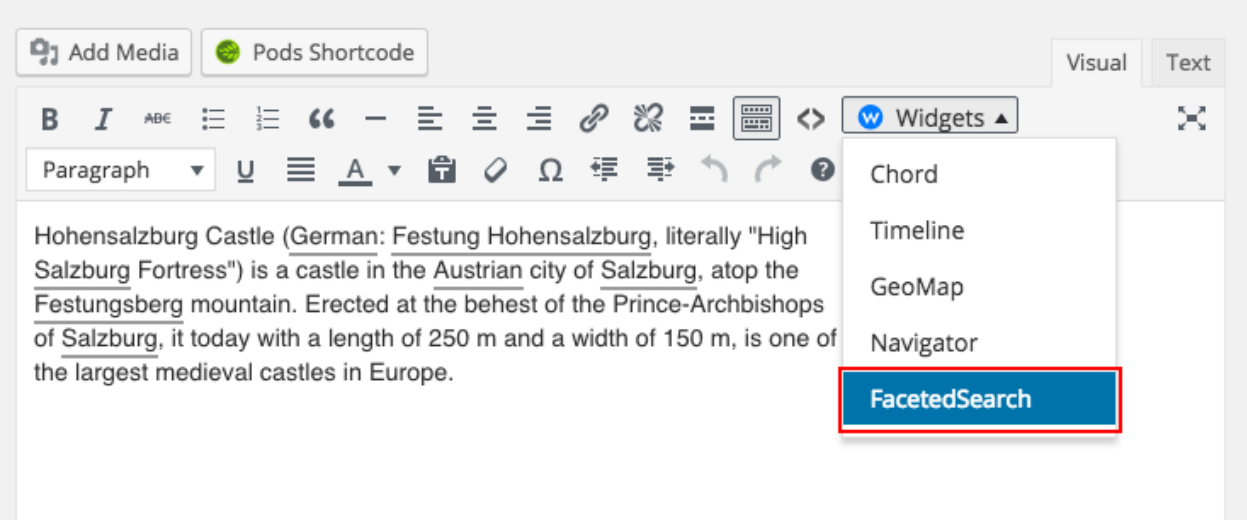
This filter lets you add custom data attributes to *<a class="wl-anchor" />* links in the post. This received existing *attributes* and the *post_id*. Here's a sample implementation of this filter:

```
add_filter( 'wl_anchor_data_attributes', function ( $attributes, $post_id ) {

    return $attributes + array(
            'entity-redirect-enabled' =>
                ( Wordlift_Entity_Redirect_Status::is_enabled( $post_id ) ? 'true' :
↪'false' )
        );
}, 10, 2 );
```

4.2.2 Faceted Search

Entity pages can be used for helping users browse the content of your website. This is done using the **Faceted Search Widget**. The Widget can be added on the entity page using the **Faceted Search** option from the Widgets Dropodown Menu



Alternatively, the `[wl_faceted_search]` shortcode can be used.

- **Faceted Search**

  Provides a faceted search user interface to help readers discover relevant articles using the network of entities.

The example above represents the widget displayed in the front-end. The reader can select multiple concepts and highlight the list of articles related to these concepts.

4.2.3 Navigator

The Navigator widget by default is wrapped in a *wl-navigator* class. You can style this class and the child element classes using CSS.

Optionally, while using the navigator, you can also specify a *template_id* to style a specific instance with its own template. The template can be written using Mustache: a framework-agnostic way to style web components.

Here's a sample code that you can use as reference:

```
<script id="wordlift_navigator_sidebar_template" type="text/mustache">
{{#items}}
<div class="related-articles__item">
<a class="related-articles__img" href="{{post.permalink}}"><img src="{{{post.
↪thumbnail}}}" alt="{{{post.title}}}" title="{{{post.title}}}"></a>
<div class="related-articles__content">
    <h4 class="related-articles__title"><a href="{{post.permalink}}">{{{post.title}}}
↪</a></h4>
</div>
</div>
{{/items}}
</script>
```

As a theme developer you have complete flexibility on both: the contents of these templates and the CSS styling. Read here the parameters supported by the Navigator widget.

4.2.4 Examples

Personalization of the Navigator Widget

The Navigator widget by default is wrapped in a *wl-navigator* class. You can style this class and the child element classes using CSS.

Optionally, while using the navigator, you can also specify a *template_id* to style a specific instance with its own template. The template can be written using Mustache: a framework-agnostic way to style web components.

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<div class="related-articles__content">
    <h4 class="related-articles__title"><a href="{{post.permalink}}">{{{post.title}}}
↪</a></h4>
</div>
</div>
{{/items}}
</script>
```

As a theme developer you have complete flexibility on both: the contents of these templates and the CSS styling. Read here the parameters supported by the Navigator widget.

Personalization of the Context Cards

Context Cards provide an immediate preview of an entity. If the entity has been annotated and, if links are active, WordLift will show a preview of the annotated entity.

By default context cards will show up on hovering if Links to Entity Pages are enabled. To disable context cards, add the following code to your theme:

The context card itself is wrapped within a class *wl-context-card* You can style this class and the child element classes using CSS. Other classes that you can use to style the context cards:

- *wl-context-card__image* - Image element
- *wl-context-card__description* - Wrapper element around complete description
- *wl-context-card__description__logo* - Publisher logo image element
- *wl-context-card__description__text* - Wrapper element around description text

CHAPTER 5

Support

5.1 Where to ask for support

Our team is always around, almost 24/7 and you can reach us by:

- Email
- Stack Overflow
- Bug tracker

5.2 Frequently Asked Questions

5.3 Who is WordLift for?

WordLift is for all *bloggers*, *journalists*, and *content marketers* publishing and fighting for readers' attention on the web. **WordLift** democratizes the field, bringing to the hands of all web content creators the technology that web publisher giants such as *Google*, *Facebook* and the *BBC* are using to organize and monetize their content. **WordLift** helps you create richer and more engaging content, optimizes it for all search engines and efficiently organizes your content creation process, allowing you to reach and speak directly to your tribe.

5.4 Why shall I use WordLift?

Organizing web content around an internal vocabulary rather than traditional web pages helps both users and machines finding and accessing it, improving navigation, content re-use, content repurposing, and search engine rankings. **WordLift organizes** content, reducing the complexity of content management and content marketing operations, letting bloggers and site owners focus on stories and communities. **WordLift enriches** your content with *contextual information*, *links*, and *media*, from custom vocabularies and/or the wealth of open data available on the web, bringing your user experience to a new level of engagement. **WordLift connects** content with cross-media *discovery* and *recommendations* widgets, increasing content quality, exposure, trustworthiness and readership engagement. **WordLift**

optimizes content, complementing the offer of plug-ins such as *SEO Ultimate* + or *Yoast*, automatically adding schema markup to your text, allowing all search engines to properly index your pages and deliver more traffic to your site.

5.5 How does it work?

Note: To know more about how **WordLift** works, please watch the step by step video tutorials on our website.

WordLift works in subsequent stages.

1. The first step provides a **full text analysis** and suggests concepts and relationships found in open vocabularies (such as *DBpedia*, *Wikidata*, *GeoNames*, etc) to help writers **classify** and **enrich** their content and structure it for search engines like Google, according to schema.org vocabulary.
2. Writers can then create new entities, to complement the ones suggested automatically, and to be published as part of a **proprietary vocabulary**, acting both as a **reference** and a **search magnet** for their readers, according to the editorial plans.
3. **WordLift** also assists writers suggesting **links**, **media** and providing a set of powerful **visualization widgets** to connect and recommend alternative content, to boost readers' engagement.
4. Finally **WordLift** provides means to record all these relationships in a graph database allowing search queries like *"find all contents related to concept_y and relevant for target_z"*.

5.6 What are the languages supported by WordLift?

WordLift currently supports 32 languages: Chinese, Danish, German, English, French, Italian, Dutch, Russian, Spanish, Portuguese, Swedish, Turkish, Albanian, Belarusian, Bulgarian, Catalan, Croatian, Czech, Estonian, Finnish, Hungarian, Icelandic, Indonesian, Latvian, Lithuanian, Norwegian, Polish, Romanian, Serbian, Slovak, Slovenian, Ukrainian.

Note: WordLift supports one language at the time. The main language of the website can be configured from the WordLift settings. Review the configuration settings for more information.

5.7 Is there a free trial?

Yes! All of our subscriptions come with a **14-day free trial**. If after two weeks you are not happy with WordLift, contact us and we will cancel your subscription, no questions asked. In addition, with the purchase of our 12-month packages, we offer 20% discount. Check it out!

5.8 Who owns the structured metadata created with WordLift?

You do! We believe content creators should retain the commercial value of their content and all the data they create and exploit it through **new business models** based on **content syndication**, **data-as-a-service** and a stronger **relationship with their audience**. You can open your datasets to the public, attaching to it a free or a commercial licence. Otherwise, use your data to feed **chat bots** such as Facebook Messenger or Telegram, providing live feed updates on your activity and/or automatic customer service in real time.

5.9 What happens if I stop using WordLift?

1. If you stop paying for your subscription, but keep the plugin on your site, all the entities, metadata and pages you created with wordlift will still be available on your site - you won't be able to update it any longer, but they will still work just fine as they were at the moment you removed the key. The data you've created belongs to you and you can always request to us a data dump that is available in various machine-readable formats.
2. if you deactivate the plugin instead, the vocabulary (metadata, entity and pages) will disappear from your dashboard, but everything you created is stored in your website Database in WordPress, and you will be able to download it, transfer it or re-activate it again anytime from the plugin menu.
3. Turning off WordLift on our side, it would be like turning off all the keys and un-publish all the linked data you've created, not the plug-in itself, so it will be like #1 - you could get the data back from us and re-publish it as linked data on your own infrastructure.
4. WordLift's technology is entirely open source: it takes development skills, infrastructure and some wisdom to nicely bring all the pieces together without our support.
5. Your vocabulary (article metadata and entities) are published as linked data and you can always request a data dump in any of the following formats: RDF/XML, Turtle, N3, JSON-LD.

5.10 Is WordLift Secure?

Security has been a consideration from day one. We have worked for many years in high-security environments such as parliaments and telco operators and we leverage on all of our experience to protect the data of our users.

5.10.1 So, what are some of the ways we do this?

- WordLift plugin and front end only use SSL.
- Your data from the WordLift store is in a dedicated database, with access granted only to the WordLift store web site account originating from the WordLift store network address.
- Keys for accessing your account page are transmitted securely over SSL and encrypted from the moment we receive them.
- Any data transmitted between WordLift and our server farm is done over SSL.
- Your data is **not shared with or handled by** any other services or companies, with the exception of the data published as open data.
- WordLift itself is a small team, which limits the number of people with any access to your data.
- There are regular security reviews of all WordLift servers and components.
- You can ask us to delete your account information at any time. Contact us by by email, or by making a request here.

If you have any other questions, concerns, or want to clarify anything listed on this page, please let us know.

5.11 Why and how should I customize the url of the entity pages created in my vocabulary?

When selecting or creating new entities with WordLift, you are actively building your internal vocabulary, adding pages to your website. When you first built your website, you chose a pattern for the url of the pages you were going

to add, such as www.domain.com/name-of-the-page or www.domain.com/seo-keyword/name-of-the-page. The same applies with all the pages created with WordLift inside your vocabulary.

1. By default WordLift will add the word "vocabulary" between your root domain and the name of the page: www.domain.com/vocabulary/name-of-the-entity-page.
2. You can delete the word vocabulary if you want the new entity page to be inside your root domain folder: www.domain.com/name-of-the-entity-page.
3. Or you can replace vocabulary with another keyword (or keywords) of your choice, for SEO or branding reason: www.domain.com/seo-keyword/name-of-the-entity-page.

5.12 Why is it important to organize my content and publish it as Linked Data?

Organizing web content around concepts rather than traditional web pages helps both users and machines finding and accessing it, improves **navigation**, **content re-use**, **content repurposing** and **search engine rankings**. **Enriching content** with *contextual information*, *links* and *media*, from custom vocabularies and/or the wealth of **open data** available on the web, brings the user experience to a new level of engagement. Structuring content with **richer metadata** and publishing it as linked data makes it **discoverable and searchable**, providing new ways of reaching targets.

5.13 Why is WordLift innovative?

WordLift is **first-to-market** following a **"content organization" approach** which allows the classification and direct exploitation of proprietary content and structured metadata. **Wordlift** helps publishers create their **knowledge graph**, *exploit it* and *monetize it*.

Finally **WordLift** complements the offer of plug-ins such as *SEO Ultimate* + or *Yoast* automatically adding schema markup to content, allowing search engines to properly index pages, increasing traffic from organic searches.

5.14 What is content enrichment?

Content enrichment is a processes used to refine and improve textual content by embedding structured data (*metadata*) on web pages. This *metadata* is made available to search engines and other data consumers.

5.15 What entity types are supported and how they map to Schema.org?

Thing, *Person*, *Place*, *Event*, *Organization*, *LocalBusiness*, *Creative Work* and *Recipe* are the supported types. Review the Edit Entity page for more information.

5.16 When should I create a new entity?

You should create a new entity when this is directly relevant to the content you're writing and it doesn't already exist. When an entity is properly recognised by WordLift you shall edit this entity rather then creating a new one.

You can add as many entities as you like.

5.17 What are the guidelines for creating new entities to annotate a blog post or a page?

A basic guideline for adding a new entity is:

> "*people should create entities that a librarian would plausibly use to classify the content as if it was a book.*"

The purpose of using WordLift is to (1) categorize your content, (2) help people find content of interest to them, and (3) help WordLift describe your contents in *machine-readable* format so that other computers can re-use it.

In some cases key concepts that are important for (1), (2) and (3) are not automatically detected by WordLift and need to be taught. To teach WordLift new concepts a new entity shall be created.

Note: When entities already exist on a website in the form of posts or pages we shall always avoid creating a new entity and instead turn these posts or pages into entities. Here is how.

People should add entities that are accurate and directly relevant to the content they're writing.

Excessively broad entities should not be added to content.

Content should not be overloaded with entities to increase its distribution online. As a general guideline, 6–8 entities should be adequate for most blog posts (based on the lenght of the article). If an article has too many entities it may be that some of the entities could be replaced with a single broader entity.

All entities shall be matched to the proper language of the content. There are two important articles to read on this topic:

1. 8 Rules To Create A Vocabulary For Your WordPress Website
2. Entity Based SEO: How To Optimize Your Entity Vocabulary

5.18 How can I search for the equivalent entity in the web of data?

A published datasets like the knowledge graph that users create with WordLift shall link to other existing datasets using the OWL `owl:sameAs` property. This property creates an equivalence class between two nodes of an RDF graph. Tim Berners Lee in his "Linked Data" note of 2006 outlined 4 principles of linked data:

1. Use URIs to name (identify) things.
2. Use HTTP URIs so that these things can be looked up (interpreted, "dereferenced").
3. Provide useful information about what a name identifies when it's looked up, using open standards such as RDF, SPARQL, etc.
4. Refer to other things using their HTTP URI-based names when publishing data on the Web.

Specifically the **4th linked data principle** is meant to ensure a Web of data and not just a set of unconnected data islands. WordLift during the analysis automatically interlinks all detected entities with several datasets (DBpedia, Yago, Freebase etc.) but what if we are creating a new entity from scratch? How can we find an equivalent resource in the Web of linked data?

There are basically four ways of doing it. The goal is to provide an information that can be understood by semantic search engines like Google, Bing and Yandex:

1. **use WordLift sameAs search box**. WordLift will look for entities in Wikidata, DBpedia and on the datasets configured behind the WordLift key for the equivalent entity. This feature has been introduced with WordLift 3.15 learn more about this feature here.
2. **ask Google Search** a query by adding "site:dbpedia.org" to the name of the entity (ie "*site:dbpedia.org apache marmotta*"). Google will provide a list of results, chose the URL that start with *dbpedia.org/page/* (ie *dbpedia.org/page/Apache_Marmotta*), replace `/page/` with `/resource/` and you will have the `owl:sameAs` link to be added to your entity;
3. **look for the entity in Wikidata** by using the search bar on the wikidata website. The search bar is on the top right corner. The URL for the equivalent entity of Apache Marmotta in Wikidata is *https://www.wikidata.org/wiki/Q16928009*;
4. **use the Google Knowledge Graph Search API** (here is a link to the documentation by Google). You will need an API Key from Google. Using your personal API key you will be able to search the Google Knowledge Graph with simple HTTP request. Here is an example `https://kgsearch.googleapis.com/v1/entities:search?query=andrea+volpini&key=API_KEY&limit=1&indent=True` (simply replace `API_KEY` with your personal API Key). The API responds with a JSON LD; look for the `machine id` that is located under `itemListElement` > `result` > `@id`. This should be something like `kg:/m/0djtw2h` now take the id and rewrite it by adding in front *http://rdf.freebase.com/ns/* than replace `/m/` with `/m.` and you should have something like: *http://rdf.freebase.com/ns/m.0ndhxqz*.

Note: While Freebase no longer exists the `machine id` remains valid. We prefer to have such links in the `owl:sameAs` property of entities created with WordLift as these links point to RDF resources. As a matter of fact DBpedia, to interlink with Freebase, still uses these type of links rather than just the `machine id`.

5.19 Can I prevent the analysis to run?

Yes. You can switch WordLift's analysis ON and OFF by clicking on the *open|close* arrow on the top right corner of the WordLift's Edit widget. See the *.gif* below:

What factors determine Wordlift's rating of an entity?

5.20 Can I prevent WordLift from loading Wikimedia images?

Yes. You can prevent WordLift from loading images that come from Wikipedia. In your `wp-config.php`, add the following line: `define( 'WL_EXCLUDE_IMAGES_REGEX', 'https?://[^.]*\.wikimedia\.org/.*' );`

before the line

```
/* That's all, stop editing! Happy blogging. */
```

5.21 I have already published a JSON-LD on the page. How can I integrate it with the JSON-LD that WordLift creates?

We provide several options to help you integrate WordLift with the existing markup:

1. Completely disable WordLift's JSON-LD by adding `add_filter( 'wl_jsonld_enabled', '__return_false' );` in your theme.
2. Edit WordLift's JSON-LD by using WordPress filters (this requires PHP development skills), see here on Stack Overflow.
3. Use WordLift's Mappings to customize the JSON-LD using the UI provided by the plugin in *Dashboard* > *WordLift* > *Mappings*
4. Augment WordLift's JSON-LD by adding your own custom JSON-LD matching the same @id (in this case Google will merge the data from WordLift's JSON-LD and your JSON-LD)

5.22 What factors determine Wordlift's rating of an entity?

The entity rating in WordLift takes under account the following factors:

- Every entity should be linked to one or more related posts.
- Every entity should have its own description.
- Every entity should link to other entities - when we select other entities to enrich the description of an entity we create relationships in the site's knowledge graph.
- Entities, just like any post in WordPress, can be kept as draft. Only when we publish them they become available in the analysis and we can use them to classify our contents.
- Entities shall have a featured image. When we add a featured image to an entity we're adding the *schema-org:image* attribute to it.
- Every entity (unless we're creating something completely new) should be interlinked with the same entity contained in at least one other dataset. This is called data interlinking and can be done by adding a link to the equivalent entity using the *sameAs* attribute.
- Every entity has a type (i.e. Person, Place, Organization, . . .) and every type has its own set of properties. When we complete all the properties of an entity we increase the entity visibility and usefulness.

5.23 I have a vocabulary term appearing several times in a page, should I link all of the occurrences to the term, or just once per page?

While on an average length blog post (> 500 words) we shall use a limited number of entities to classify the content, there is not an actual limit for the number of internal links pointing to the same entity page.

In SEO the link juice is transferred equally from every single link: if Google transfers let's say 85% of your article's Page Rank each link will equally get its own share. Five links pointing to the same page will therefore transfer the same amount of link juice of one single link. If I link too many different pages by annotating the blog post with too many entities the link juice will be diluted (and this is why we don't expect to have too many entities per article).

Now we need to consider the following:

- if on the page (including navigation links, footer links and so on) you have too many links already - you easily might hit the 100 link limit; there is no penalty for that but still it is a good rule to keep the number of links (both internal and external) below the *100-link mark*;
- WordLift is keen on helping you create a good internal linking structure to reduce the bounce rate on your site and to increase the number of pages visited during each browsing session by your readers; if your internal links for the same entity are too many they simply become irrelevant. On the contrary if your article is long enough

it is probably good to have 2-3 links pointing to the same entity page (as a reader I might miss the first one and might instead find useful the second or third one).

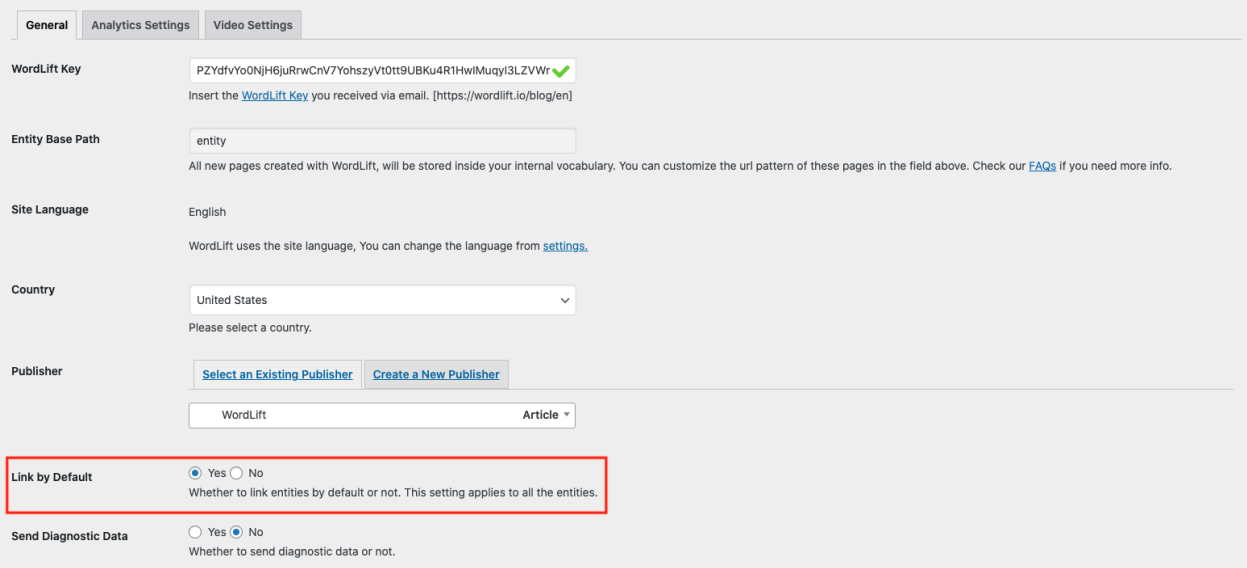
5.24 When should I link one entity to another?

By running the analysis on the property description text of an entity you can *link* it to other entities. WordLift will store these relationships between one entity and other entities in the graph using the Dublin Core property `dct:related`. This information will be used to suggest new connections between the contents of your site. Creating links among relevant entities will create more structure for your content, even though it is not mandatory to do so. You should always link entities that can help other users discover relevant contents (i.e. the entity *[Berners-Lee]* shall be linked to entity *[Web]* as the two concepts are strictly related.)

5.25 How can I enable or disable links to entities?

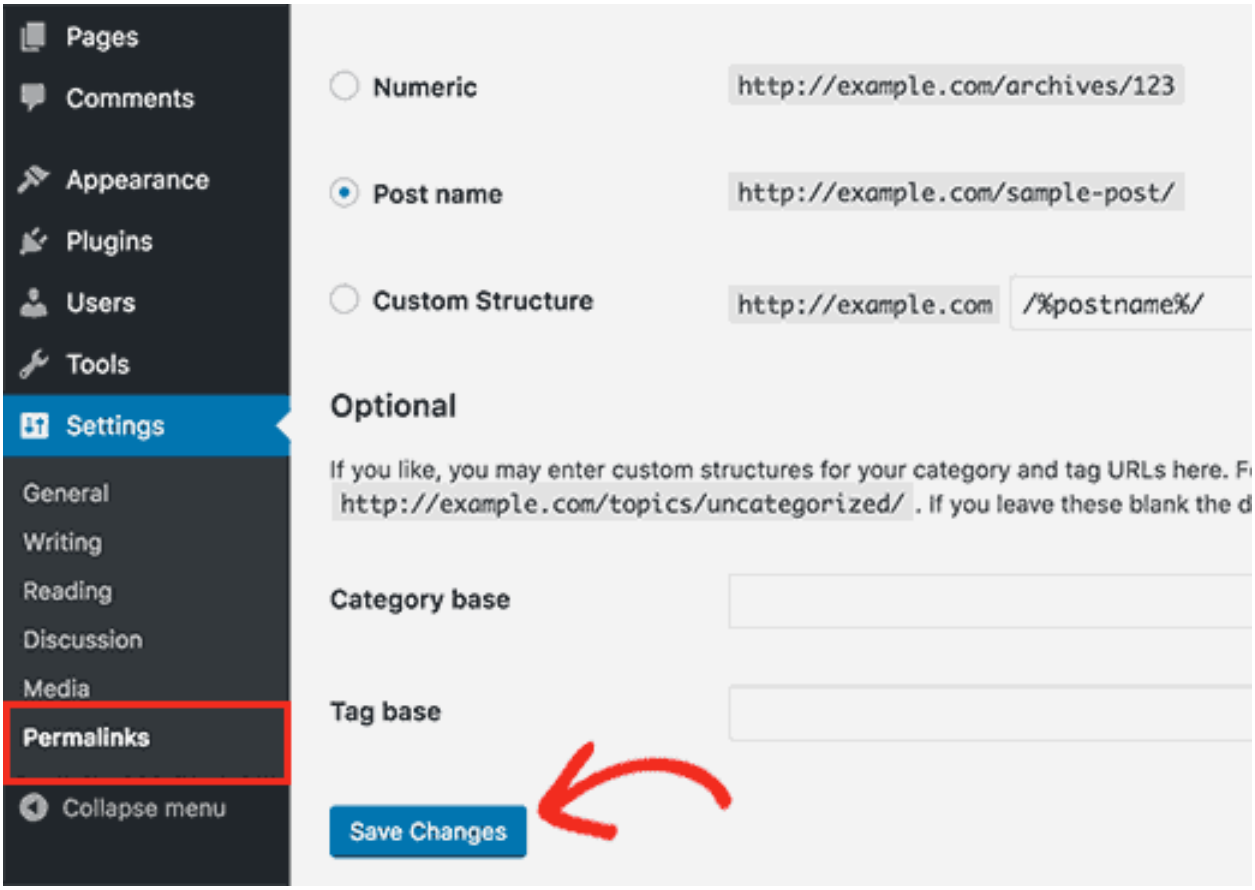
You can enable or disable the link to an entity by toggling the "Link" option for each annotation. See below

You can also enable or disable links site-wide from the WordLift Settings screen in the General tab as shown below.



5.26 Why do I get 404 error on pages linked by WordLift?

WordPress is a powerful CMS. Nevertheless, in some cases, posts or pages newly created might return a *scary* **404 Error**. Pages created with WordLift are not an exception and you might end up in a situation where WordLift is creating links to pages that *apparently* do not exist. Don't worry this is a well-known WordPress issue and it can be easily fixed. Head into the dashboard of your website, click *Settings* » *Permalinks* and than press the *Save Changes* button. WordPress will re-generate all the permalinks and the error will be fixed.



Read this article to learn more about this issue from the WPbeginner website.

5.27 What are the datasets WordLift uses for named entity recognition?

WordLift by default uses DBpedia and Freebase to detect and link named entities. With a custom configuration, the content analysis services provided by Redlink and available via our professional services, can use any RDF-based graph. It is also possible to use *multiple graphs* for named entity recognition and dereferencing.

5.28 How can I prevent WordLift from creating new entity pages?

The best soution is to convert existing posts, pages and taxonomy terms to entities that will become part of your Knowledge Graph. This way you'll not create new pages but re-link the existing pages on your web site.

5.29 What is a triple?

A triple is a set of three elements: a subject, a predicate, and an object. Triples are linked together to form a graph that is without hierarchy, is machine readable, and can be used to infer new facts. Triples in WordLift describe facts as metadata about an article or an entity.

5.30 Are there any integrations with Neo4j?

Neo4j is a graph database. WordLift stores data in a Linked Data store (Apache Marmotta) which provides linked data and SPARQL end-points. As long as Neo4j provides connectors for those interfaces, then an integration is possible.

5.31 Do I need to be Administrator to configure it?

Yes. To configure WordLift you will need to have admin privileges.

5.32 Which Schema Types does WordLift support?

WordLift, using the business plan, **supports all the schema types** listed in the Schema.org vocabulary.

5.33 What is the advantage of using a custom domain for publishing the knowledge graph?

WordLift, includes with the business plan, the option **to support a custom domain** for linked data publishing. This means that you can use your own domain name to host the knowledge graph that WordLift creates. The main advantage is that you can use the same domain name for your website (ie *https://www.example.org*) and for the knowledge graph (*https://data.example.org*). Moreover if you decide to host the knowledge graph on a different platform you are free to do so without any vendor lock-in. WordLift hosts your data in a Linked Data platform, using the custom domain you are free to migrate your data to any other compatible graph platform without the need of changing the URIs of your entities.

5.34 How can I change the JSON-LD *@type* from *Article* to *NewsArticle* in WordLift?

WordLift, allows you to filter the the JSON-LD output before it is sent to the client and change any part of it, e.g. in this specific case::

```
add_filter( 'wl_post_jsonld',  function( $jsonld ) {

// Bail out if `@type` isn't set or isn't `Article`.
if ( ! isset( $jsonld['@type'] ) || 'Article' !== $jsonld['@type'] ) {
        return $jsonld;
}

$jsonld['@type'] = 'NewsArticle';

return $jsonld;
} );
```