



WEBINAR

Structured Data and AI in 2026

Tuesday, March 31, 2026 | 2 PM ET

 WIX STUDIO



Crystal Carter



Martha van Berkel



WEBINAR

 WIXSTUDIO

Starting in a few minutes

Structured Data and AI in 2026



Crystal Carter



Martha van Berkel



WEBINAR

Structured Data and AI in 2026



- Yes 😊 this webinar is being recorded
- A YouTube link with the recording and decks will be sent to you via email
- You also watch again on Wix Studio YouTube Channel
- Check out future webinars at wix.com/seo/learn/webinars

Summary

→ Introductions

→ Topic intro

→ Structured Data for AI from Martha van Berkel

→ New Wix Structured Data features from Crystal Carter

→ Q & A



WEBINAR

 WIXSTUDIO

Speakers



Crystal Carter



Martha van Berkel

What is Structured Data

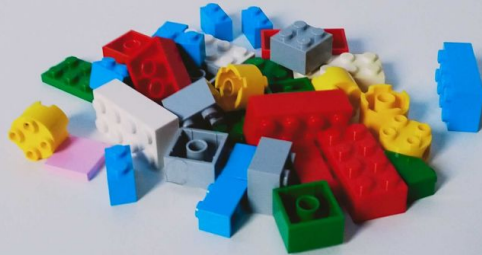


Structured data for SEO



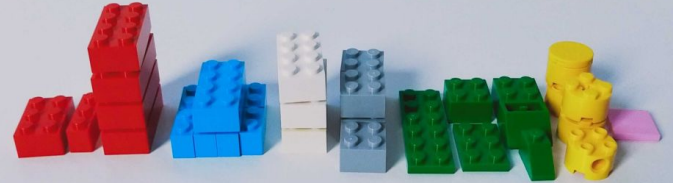
Structured data is **any** information that is **sorted** or **organized**

Unstructured Data



Raw information or data that has not been organized.

Structured Data

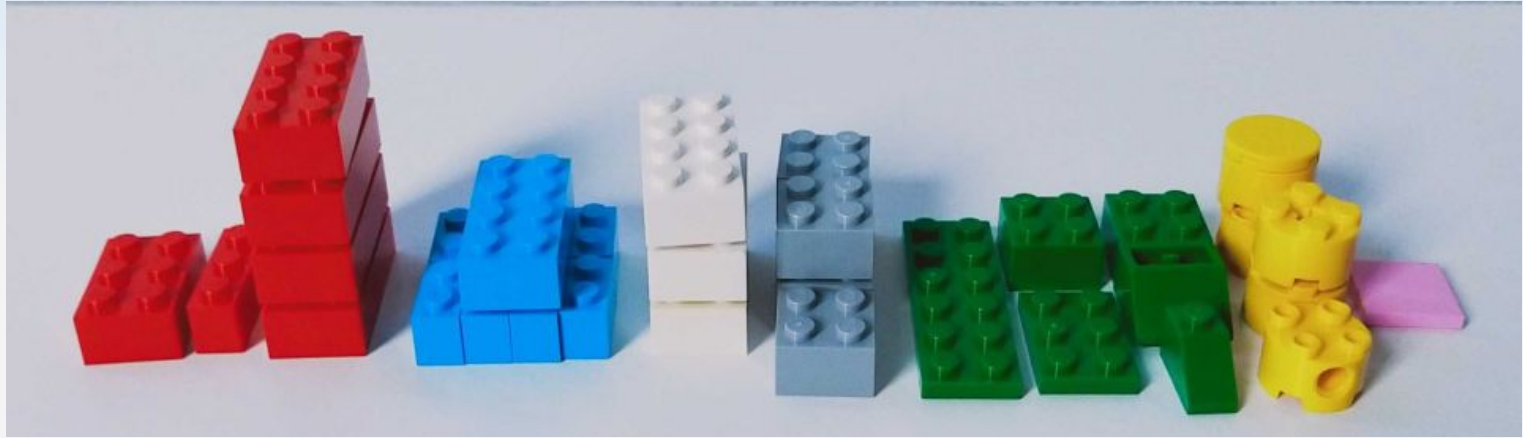


Information or data that has been sorted, tagged and/or organized.

Types of structured data on a website

Data Type	Website Type	In Wix Websites
On Page Lists, Headings, and Tables	All	All Sites
Sitemaps	All	All Sites
RSS Feed	Blogs, News & Podcasts	Wix Blogs
Custom database	All	CMS Collections
Product Feeds	Ecommerce	Wix Stores
Schema.org structured data markup	All	Page types

Schema is **how** information is sorted or organized



- Colour
- Length
- Shape
- Date
- Lego Set
- Height

schema.org

Vocabulary of:
800+ types
1500+ properties

Waterfall

A Schema.org Type

Thing > **Place** > **Landform** > **BodyOfWater** > **Waterfall**

A waterfall, like Niagara.

▼ Place -

- ▶ Accommodation +
- ▶ AdministrativeArea +
- ▶ CivicStructure +

▼ Landform -

▼ BodyOfWater -

- Canal
- LakeBodyOfWater
- OceanBodyOfWater
- Pond
- Reservoir
- RiverBodyOfWater
- SeaBodyOfWater
- Waterfall

Visible webpage

PRELOVED KILO

FREE SHIPPING ON ALL ORDERS OVER £50
DPD NEXT DAY DELIVERY AS STANDARD

OVER 30,000 UNIQUE PIECES TO BROWSE!
£20 PER KILO!

THE AFFORDABLE PK POP-UP
WATFORD

SUN, MAR 17 | HALSEY MASONIC HALL
WATFORD'S AFFORDABLE PK POP-UP

Shop true vintage & brands all just £20 per kilo!

TICKETS

TIME & LOCATION

Mar 17, 2024, 10:00 AM – 4:00 PM
Halsey Masonic Hall, Halsey Hall,
Rickmansworth Rd, Watford WD18 0JE, UK

ABOUT THE EVENT

Structured Data

Event	
@type	Event
name	Watford's Affordable PK Pop-up
description	Shop true vintage & brands all just £20 per kilo!
startDate	2024-03-17T10:00:00+00:00
endDate	2024-03-17T16:00:00+00:00
eventStatus	http://schema.org/EventScheduled
eventAttendanceMode	http://schema.org/OfflineEventAttendanceMode
location	
@type	Place
url	https://www.prelovedkilo.com/event-details/watfords-affordable-pk-pop-up
name	Halsey Masonic Hall
address	
@type	PostalAddress
name	Halsey Hall, Rickmansworth Rd, Watford WD18 0JE, UK
offers	
@type	AggregateOffer
highPrice	2.00
lowPrice	1.50
offerCount	2
priceCurrency	GBP
availability	http://schema.org/InStock
validFrom	2024-02-29T10:44:57+00:00
url	https://www.prelovedkilo.com/event-details/watfords-affordable-pk-pop-up

Rich Result

Google

vintage kilo event watford

All Images Videos News Maps Books Flight

This weekend This month Today This week

Events

17 MAR Watford's Affordable PK Pop-up - £20 per kilo!
Sun, 10:00–16:00
Halsey Masonic Hall Watford Ltd - ...

6 APR Brixton Vintage Kilo Sale
Sat, 11:00–17:00
Pop Brixton - London

10 MAR Eade Road Market
Sun, 12:30–17:30
New River Studios - London

More events ▾

schema.org

“Schema markup” or
“Structured data markup”
helps machines to

- Organize your content
- Connect similar content
 - Identify relevance

WebPage -

- AboutPage
- CheckoutPage
- ▶ CollectionPage +
- ContactPage
- FAQPage
- ItemPage
- MedicalWebPage
- ProfilePage
- QAPage
- RealEstateListing
- SearchResultsPage

Resources





Schema Markup Checklist


A 7-point Checklist to Help Marketers Audit their Markup





Terminology


 **Rich Results:** Eye-catching search features, like recipe cards, search engines create to illustrate similar content.


 **Knowledge Graphs:** Maps of entities AI uses to understand how things and ideas relate to each other.

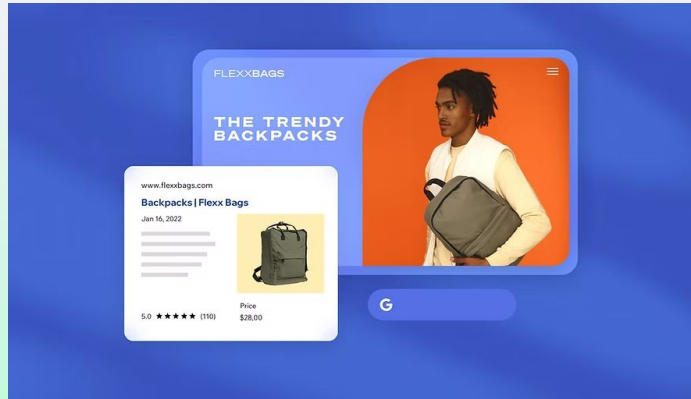
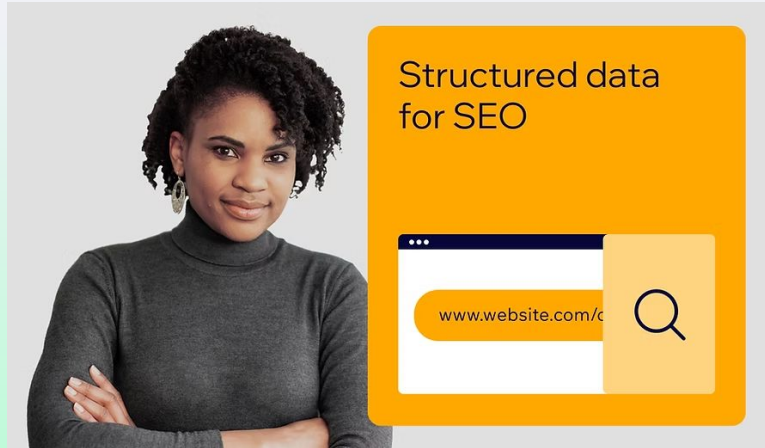
 **Entities:** Definable "things" (people, places, organizations, or products) that search engines & AI use to understand context

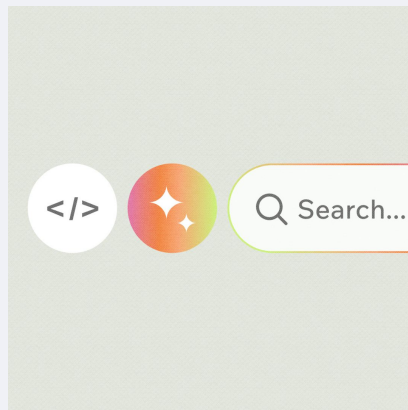
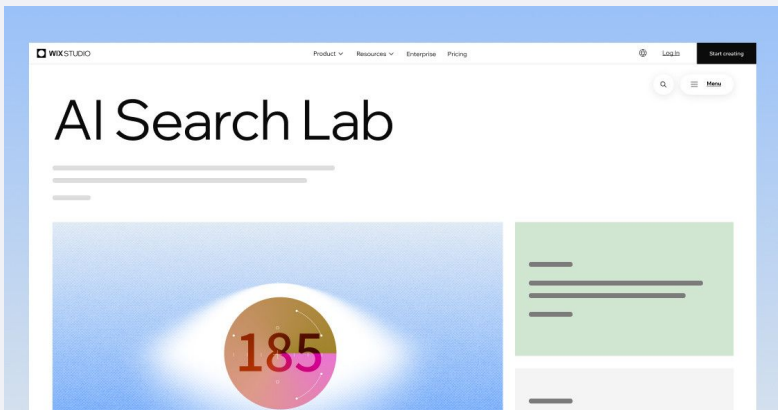
 **Hallucinations:** When an AI makes up information like facts or URLs.

 **AI Overviews:** AI summaries Google generates to answer questions on the search page from multiple website sources.

 **RAG (Retrieval-Augmented Generation):** AI responses that include information from websites.

 **AI Agents:** AI systems that carries out complex tasks and makes decisions without human input at every step.

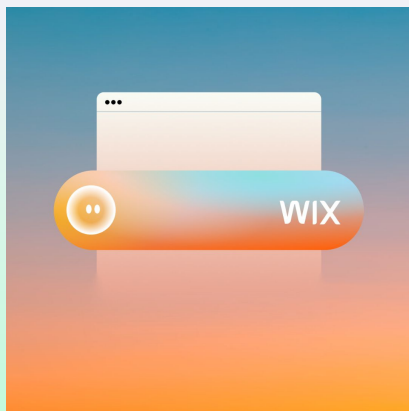




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Schema markup for AI search

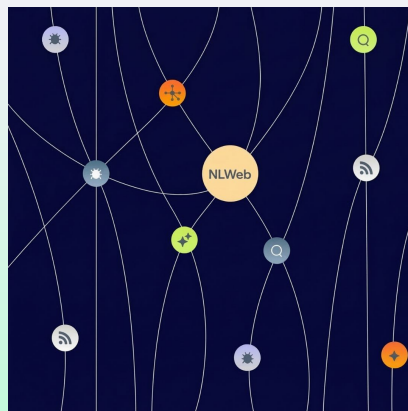
By Martha van Berkel



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Optimize Wix sites for NLWeb

By Einat Hoobian-Seybold



WIXSTUDIO

How NLWeb improves website visibility

By R.V. Guha



WEBINAR

 WIXSTUDIO

Speakers



Crystal Carter



Martha van Berkel

Structured Data Features on Wix



Structured data on Wix



Automated structured data

Available on Wix, Wix Studio, and Wix Harmony websites

	Element	Built-in SEO optimization	How it works
Wix Blog	Page type	<ul style="list-style-type: none"> • Ready for rich results • Added crawlability • SEO guidance tools 	The SEO Assistant guides you through optimizations, automatically updates structured data markup, and includes full HTML RSS.
Wix Events	Page type	<ul style="list-style-type: none"> • Ready for rich results 	Event optimizations for rich results are automatically created.
Wix Video	App	<ul style="list-style-type: none"> • Ready for rich results • SEO guidance tools 	Video optimizations for rich results are created automatically. Wix Video also uses YouTube API to extract video metadata in real time.
Wix Stores	Page type	<ul style="list-style-type: none"> • Easy integration • Added crawlability • Ready for rich results • SEO guidance tools 	Connect product feed with Google Merchant Center in a click. Product rich results optimizations created automatically.
Business info	Feature	<ul style="list-style-type: none"> • Ready for rich results 	Local business markup is created for you. Easy integration for Google Business Profile.

Predefined Structure data

SEO > SEO Settings > Settings for Products

< Settings for Products

Need Help? ▾

Customize your default product settings and meta tags or edit them individually. [What are defaults?](#)

 [Customize Defaults](#)

 [Edit by Product](#)

Basics & social share

Choose how search engines & social networks display your products. [Learn more](#)

Edit

Page URL

Control the URL structure on your product pages
(editing recommended for experts only). [Learn more](#)

Edit

Structured data markup

Manage the markups on your product pages. [Learn more](#)



Discard Changes

Save



Markups on your product pages

 Product Markup



+ [Add New Markup](#)

Robots meta tag

Select the relevant instructions, so bots know what info to display after crawling your products. [Learn more](#)

Edit

Predefined Structure data

SEO > SEO Settings > Settings for Products

< Settings for Products

Customize your default product settings and meta tags or edit them individually. [What are defaults?](#)

Need Help? ▾

Custom

Basics & s

Choose how

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(editing rec

Structure

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Markups of

Product

+ Add Markup

Robots meta tag

Select the relevant instructions, so bots know what info to display after crawling your products. [Learn more](#)

Product markup preset

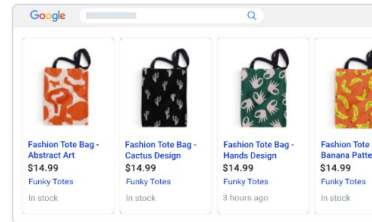
Dynamic code preview ⓘ

```
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": " Product Name ",
  "description": " Product Description ",
  "sku": " Product SKU ",
  "brand": {
    "@type": "Brand",
    "name": " Product Brand "
  },
  "image": " All Product Images ",
  "Offers": {
    "@type": "Offer",
    "url": " Product URL ",
```

How it works

Product markup helps search engines understand that these pages include a product, so they are eligible for rich results including images, prices and availability. [Learn more](#)

Rich results example ⓘ



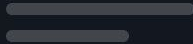
Want to make changes to this preset? [Convert to custom markup](#)

Done

New Structured Data Features on Wix

NLWeb

Dashboard

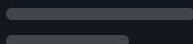


Marketing & SEO ▾

SEO

Marketing Home

Email Marketing



SEO > NLWeb

NLWeb

Make your site discoverable to AI agents

- ✓
- ✓
- ✓

[Connect to NLWeb](#)










FAQ

- What is NLWeb and why does my site need it? ▾
- What does turning on NLWeb do? ▾
- Does enabling NLWeb affect my site's performance or security? ▾

Connect to NL Web

- Agent ready website tool
- Native integration built in collaboration with Microsoft
- Currently open to Wix, Wix Studio, Wix Harmony users with premium domains in English
- Global rollout with a few months

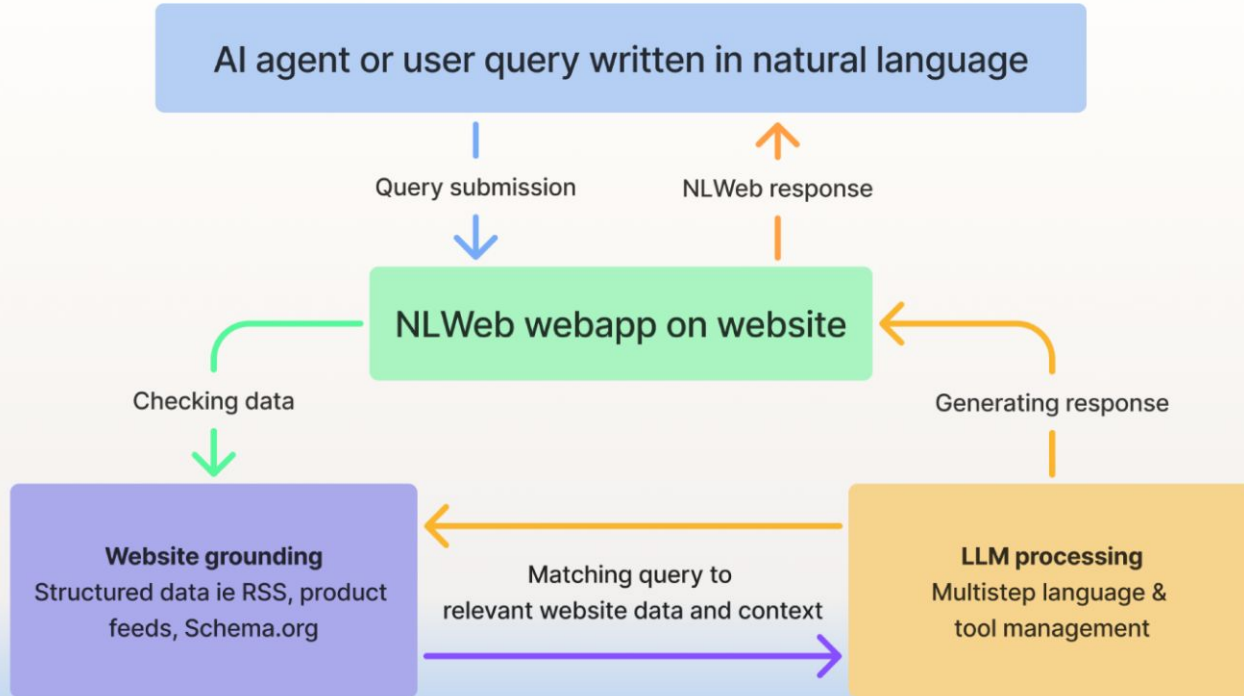
Tools and settings

 SEO Setup Checklist Follow a personalized checklist of setup tasks to help this site become more visible in online searches. Get Started >	 SEO Settings Customize your pages and meta tags for SEO and set your site preferences. Go to SEO Settings >	 URL Redirect Manager Redirect site visitors and search engines from an old URL to a new URL. Go to URL Redirect Manager >
 Site Inspection Learn how Google views your site and troubleshoot pages not appearing correctly in search results. Go to Site Inspection >	 Site Verification Add verification meta tags from search engines to claim site ownership & get access to search data. Go to Site Verification >	 Sitemaps View your site's XML sitemap index & learn how it's optimized for you. Go to Sitemaps >
 Robots.txt Editor Edit the file that tells search engines which pages to crawl (for advanced users only). Go to Robots.txt Editor >	 BETA LLMs.txt Learn how LLMs discover and understand your website. Go to LLMs.txt >	 NLWeb Increase your sites chances of being found by AI-powered agents and tools. Go to NLWeb >

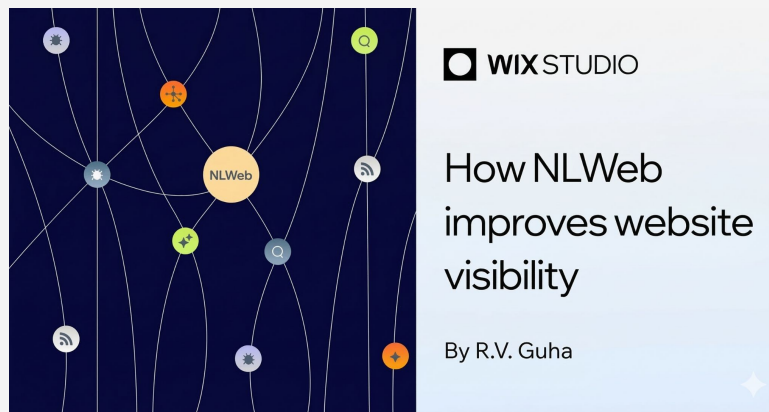
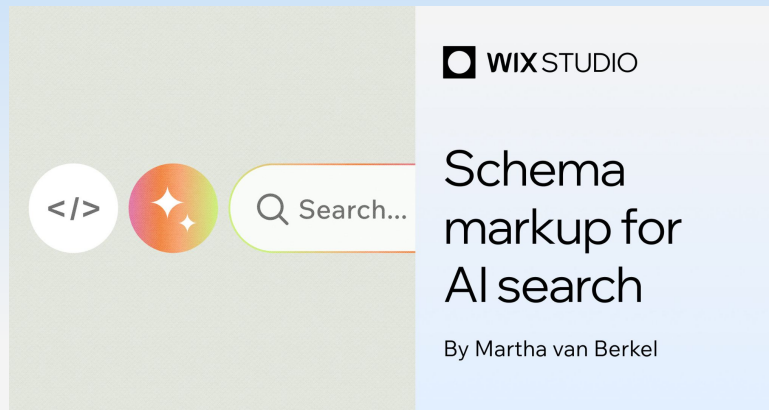
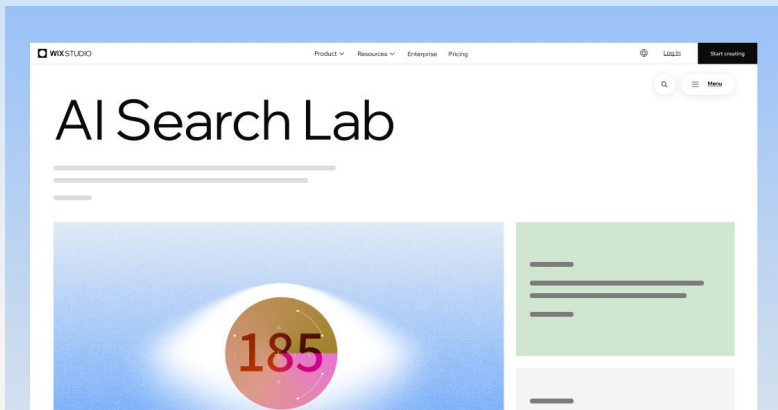
Types of structured data used in NLWeb

Data Type	Website Type	
Schema.org structured data markup	All	JSON-LD, RDFa & Microdata
On Page Lists, Headings, and Tables	All	HTML, markdown
Sitemaps	All	XML
Custom database	All	TSV, CSV, JSONL, JSON
RSS Feed	Blogs, News & Podcasts	XML
Product Feeds	Ecommerce	Atom, JSONL, TSV, CSV

How an NLWeb query works



Learn more about NLWeb on Wix



AI Schema Generator

The screenshot shows the Wix SEO Settings interface. The 'Advanced' tab is selected, and the 'Structured data markup' section is active. It lists 'Article (Blog Posting) Markup' and 'FAQ Markup'. A dropdown menu is open for 'FAQ Markup', showing options to 'View' or 'Exclude from page'. A dark callout box explains that AI automatically generates and updates these markups. The 'Publish' button is visible at the bottom.

Search for tools, apps, help & more...

Need Help? ▾

individually. What are defaults?

Filter Search...

Meta description ⓘ Indexa... ⓘ

✓ ...

✓ ...

✓ ...

EDITED Explore Shin Lim's magic workshops, perfect for ...

✓ ...

EDITED Discover coaching opportunities to master advan...

✓ ...

EDITED Learn expert coin magic techniques through onli...

✓ ...

EDITED Explore proven tips and techniques to improve yo...

✓ ...

SEO Settings ⓘ

Basics **Advanced** Social share

Back to Advanced Settings

Structured data markup ⓘ

Make your posts eligible for rich results and improve how LLMs like ChatGPT process your content.

Article (Blog Posting) Markup

FAQ Markup ...

+ Add N

<> View

Exclude from page

AI automatically generates markups from your blog content and updates them whenever you edit or publish the post.

AI-generated markups are active and update automatically ⓘ ...

AI can make mistakes, always double-check the results.

Cancel Publish

The 'AI-Generated markup preview' window shows the generated JSON-LD code for an FAQ. The name is '{{[AI Markup Type]} Markup}'. The code preview is in a 'Read Only' state and contains the following JSON:

```
{
  "@context": "https://schema.org",
  "@type": "FAQ",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What Is Forest Kindergarten?",
      "acceptedAnswer": {

```

Last updated: Dec 15, 2025, 10:30 AM

Want to make changes to this preset? [Create a custom markup ⓘ](#)

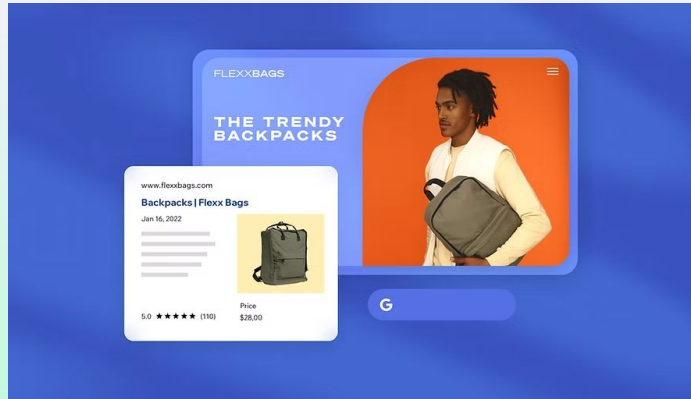
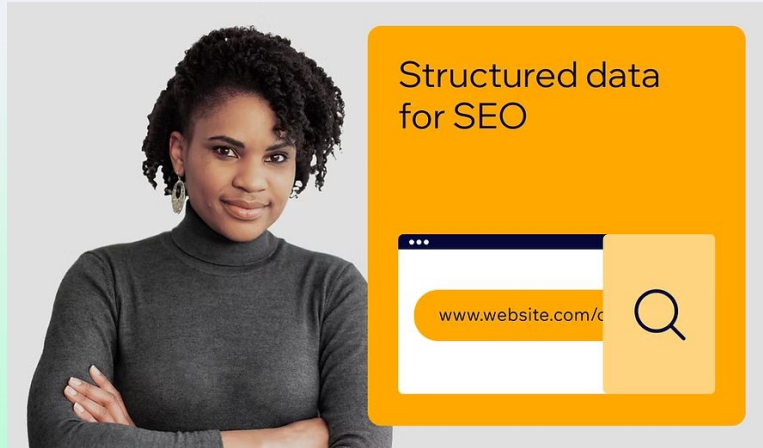
Done

AI Structured Data Generator

1. Analyzes your blog posts with AI
2. Creates and implements relevant structured data from Schema.org.

Existing Wix users: opt in to the feature via SEO Settings.
New Wix users: feature included by default.

Every new and updated blog post will automatically have structured data.



Q&A