

Structured data and AI in 2026



WIX

 **Schema App**

Changing Search Landscape

Traditional Search

A screenshot of a traditional Google search for "best cardiologist in Houston Texas". The search results include a link to "Houston Magazine" titled "Cardiology | Top Doctors 2025" and a "People also ask" section with questions like "Who is the famous heart doctor in Houston?". At the bottom, there are search results for "Houston Methodist" and "DeBakey Cardiology Associates - Texas Medical Center".

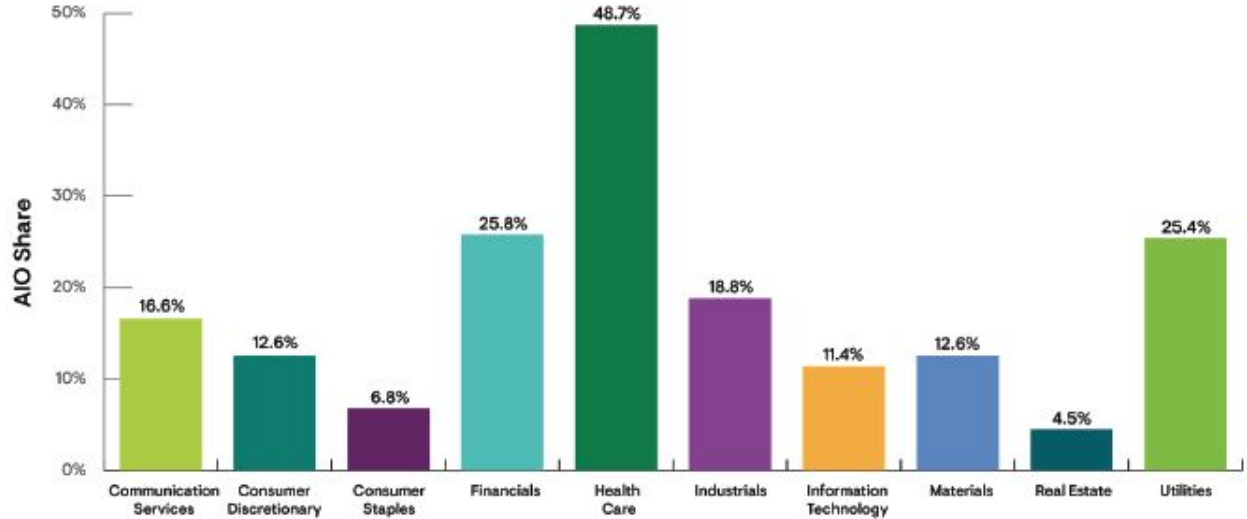
AI Search

A screenshot of an AI-powered Google search for "best cardiologist in Houston Texas". The search results are summarized by an AI overview, stating that top cardiologists are concentrated in top-ranked facilities like Houston Methodist DeBakey Heart & Vascular Center. It also lists "Top Cardiology Centers and Specialists" and "Places" with a map showing the locations of Houston Cardiovascular Associates, Houston Cardiology Consultants, and Texas Cardiology Associates of Houston.

Agentic Web

A screenshot of a smartphone displaying an agentic web interface. The screen shows a text-based conversation where the user asks to book an appointment with a cardiologist in Houston, Texas, who also speaks Spanish. The AI agent responds with a booking confirmation for Dr. John Ramirez at Houston Methodist DeBakey Cardiology Associates on Wednesday, February 18, 2026.

In 2025,
1 in 5 search
queries show
up as an AIO
result.



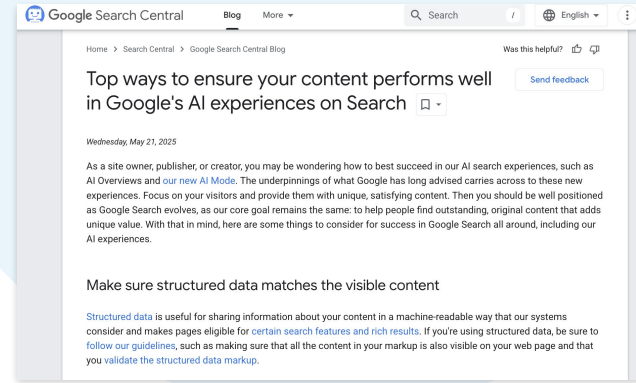
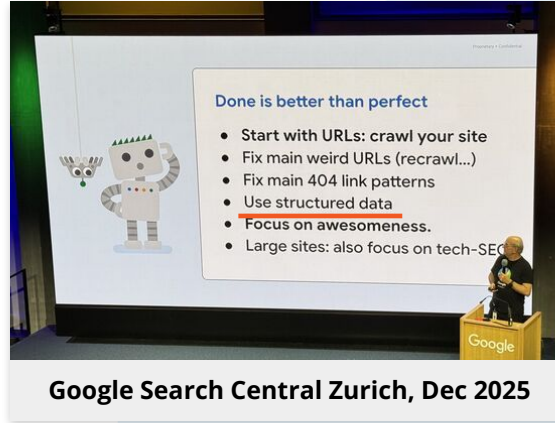
Percentage of search queries that triggered AIO results by industry

Consumers are seeing your brand on AI Overviews and you need to optimize for it.

Source: Conductor, Nov 19 2025, [The 2026 AEO / GEO Benchmarks Report](#)

<https://www.safaridigital.com.au/blog/ai-overview-aio-statistics/>

Google: Structured Data Is Critical to AI Search





How to enhance your content to improve discoverability for AEO & GEO

Implement Schema Markup with Real-time Synchronization

Source: Microsoft Advertising, Jan 6, 2025 – [From Discovery to Influence: A Guide to AEO and GEO](#)

01

Data structure: Make your catalog machine-readable

AI systems require structure, consistent data across all touchpoints.

Implement these technical foundations:



Schema implementation

Deploy Product, Offer, AggregateRating, Review, Brand, ItemList, and FAQ schema types.

Include dynamic fields: price, availability, color, size, SKU, GTIN, and dateModified.

Use ItemList markup for collections and category pages so AI understands product groupings.

For multi-region operations, express localized pricing and language via inLanguage and priceCurrency.

Ship JSON-LD with correct types and attributes to help browsers understand page entities.

Descriptive titles that pair product name and key differentiator (e.g., “TrailMaster 30L Hiking Jacket — Waterproof 3-Season Gear”).



Real-time synchronization

Sync price and inventory in real time between product feeds and on-site schema.

Expose dateModified and availability attributes in structured data.

Include explicit start/end dates for promotions and limited-time offers.

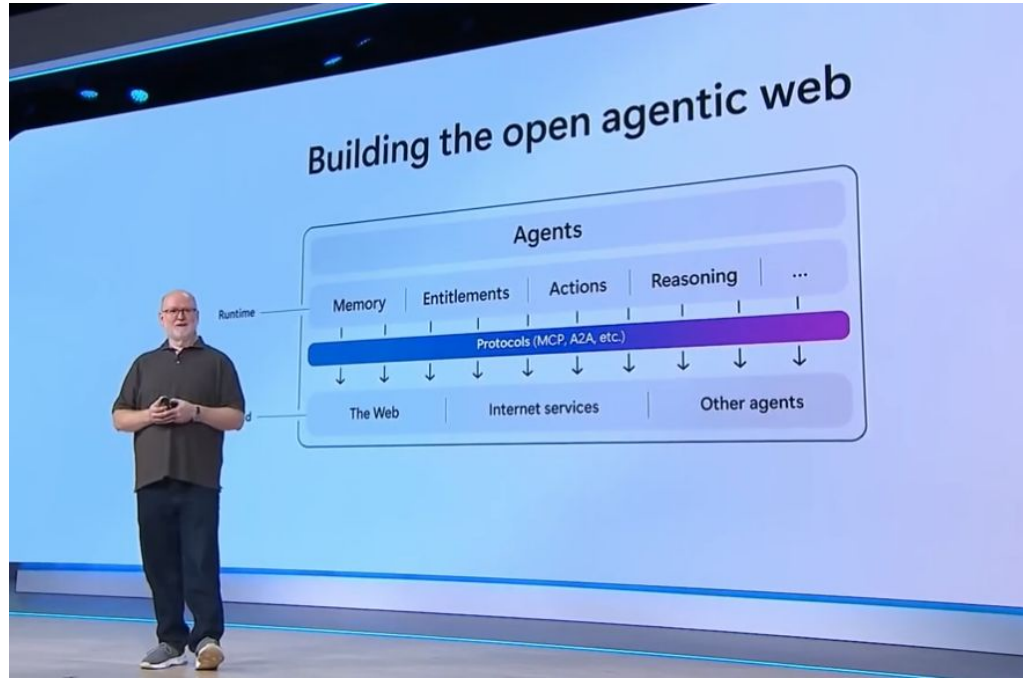
Maintain consistent values across feed, on-site schema, and user-facing displays.

Ensure rendered DOM contains the same facts consumers see — never serve different HTML to bots.



Building the Agentic Web

Microsoft's CTO, Kevin Scott shares the future potential of the agentic web and the need for open protocols, ie. **NLWeb using Schema Markup to prepare web data.**



Source: Youtube, May 22, 2025, [Microsoft Build 2025 Keynote | Kevin Scott Microsoft CTO](#)

Tips for Optimizing your Content for AI

Sources:

Microsoft, Oct 8 2025, [Optimizing Your Content for Inclusion in AI Search Answers | Microsoft Advertising](#)

Siege Media, Sep 9 2025, [GA4 Engagement Rate Benchmarks: ChatGPT vs. Google \[New Data\]](#)

- Use Structure in Content (FAQs, headings, Q&As, etc)
- Focus content on depth and authority
- Use headings and page titles that clearly summarize what the content delivers
- Avoid long walls of text or using PDFs to hide key information
- Don't hide important answers in tabs or expandable menus
- Implement Schema Markup

Schema Markup (aka Structured Data) is Data for AI

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "@id": "https://www.schemaapp.com/#Organization",
  "url": "https://www.schemaapp.com/",
  "name": "Schema App",
  "legalName": "Hunch Manifest Inc",
  "description": "Schema App is an end-to-end schema markup solution",
  "telephone": "+18554448624",
  "knowsLanguage": "http://www.wikidata.org/entity/Q1860",
  "areaServed": "http://www.wikidata.org/entity/Q13780930",
  "email": "support@schemaapp.com",
  "sameAs": [
    "https://www.linkedin.com/company/2480720/",
    "https://twitter.com/schemaapptool",
    "https://www.youtube.com/channel/@SchemaApp"
  ],
  "address": {
    "@type": "PostalAddress",
    "@id": "https://www.schemaapp.com/#PostalAddress",
    "name": "Schema App Address",
    "streetAddress": "201 - 412 Laird Road",
    "postalCode": "N1G 3X7",
    "addressRegion": "Ontario",
    "addressLocality": "Guelph",
    "addressCountry": "Canada"
  }
}
</script>
```

Schema Markup

(aka Structured Data)

- Data you add to your website to help search engines better understand your content and entities, to provide users with better search results
- Uses Schema.org standard vocabulary to define entities and content on your site
- Helps organizations achieve rich results on the SERP and communicate to AI

Based on the [Schema.org](https://schema.org) vocabulary to describe the **content** & **entities** on a website to machines

Schema.org Docs Schemas Validate About

Organization
A Schema.org Type

Thing > **Organization** [more...]

An organization such as a school, NGO, corporation, club, etc.


Property	Expected Type	Description
Properties from Organization		
acceptedPaymentMethod	LoanOrCredit or PaymentMethod or Text	The payment method(s) that are accepted in general by an organization, or for some specific demand or offer.
actionableFeedbackPolicy	CreativeWork or URL	For a NewsMediaOrganization or other news-related Organization , a statement about public engagement activities (for news media, the newsroom's), including involving the public - digitally or otherwise -- in coverage decisions, reporting and activities after publication.
address	PostalAddress or Text	Physical address of the item.
agentInteractionStatistic	InteractionCounter	The number of completed interactions for this entity, in a particular role (the 'agent'), in a particular action (indicated in the statistic), and in a particular context (i.e. interactionService).
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alumni	Person	Alumni of an organization. Inverse property: alumniOf
areaServed	AdministrativeArea or GeoShape or Place or Text	The geographic area where a service or offered item is provided. Supersedes serviceArea .
award	Text	An award won by or for this item. Supersedes awards .
brand	Brand or Organization	The brand(s) associated with a product or service, or the brand(s) maintained by an organization or business person.

What Does AI-Ready Schema Markup Look Like?

High Quality Schema Markup Checklist

- Define:** Use the right [Schema.org](https://schema.org) Type to categorize your page
- Depth:** Use relevant [Schema.org](https://schema.org) properties that describe the content visible on your page
- Breadth:** Implementing Schema Markup on all key pages on your website
- Identify:** Use @ids to distinguish entities and make them referenceable across your site and beyond
- Connected:** Use Entity Linking to describe the content and entity relationships on your key pages within your Schema Markup

Define:
Use the right
Schema.org Type
to categorize
your page



Women in the Stars

Home | Blog | STEM Activities | First Women in Space | **Product**

Home > All Products > Take up space Tote

Take up space Tote

SKU: 635C08F8B2C56_10732
~~£20.00~~ £17.00

Get rid of all the plastic and pack your goodies in this spacious organic cotton tote bag. Fill it up with groceries, books, and travel essentials—there's room for everything!

- 100% certified organic cotton 3/1 twill
- Fabric weight: 8 oz/yd² (272 g/m²)
- Dimensions: 20" x 14" x 5" (50.8 x 35.6 x 12.7 cm)
- Capacity: 6 gallons (23 l)
- Weight limit: 30 lbs (13.6 kg)
- 1" x 20" (2.5 x 63.5 cm) long self-fabric dual straps
- Open main compartment, flat bottom
- Blank product sourced from Vietnam

This product is made especially for you as soon as you place an order, which is why it takes us a bit longer to deliver it to you. Making products on demand instead of in bulk helps reduce overproduction, so thank you for making thoughtful purchasing decisions!

Quantity:

[Add to Cart](#)

[Buy Now](#)

Why do we love this tote bag? —

This tote bag has been created to help you take a giant leap into the next frontier. Large and sturdy, we hope this fun space themed bag reminds you to reach for the stars.

Part of the Back-to-School Collection +

👁️ 🔍 🌐 🗑️

Menu

- Home
- Blog
- STEM Activities
- First Women in Space
- About

Location

500 Terry Francine St.
San Francisco, CA 94158

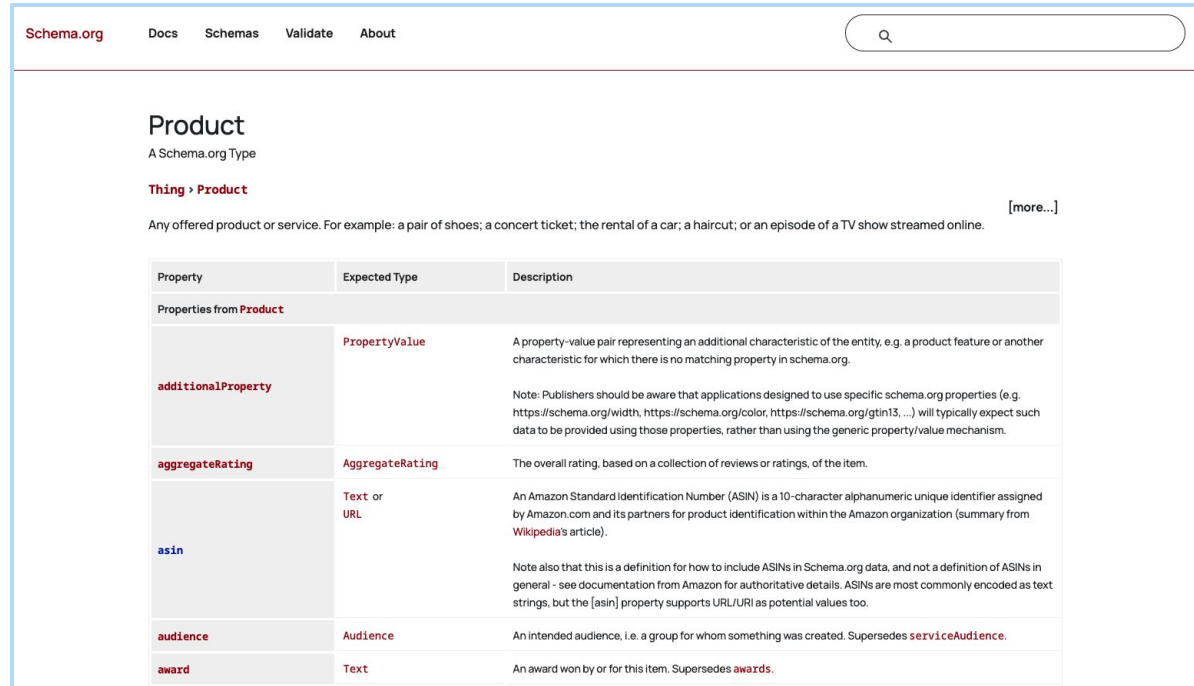
Hours

Mon - Fri 9:00 am - 5:00 pm
Saturday 9:00 am - 2:00 pm
Sunday 9:00 am - 2:00 pm

Contact

123-456-7890
info@mysite.com

Leverage the [Schema.org](https://schema.org) properties to describe your content in detail



The screenshot shows the Schema.org website for the 'Product' type. At the top, there is a navigation bar with 'Schema.org', 'Docs', 'Schemas', 'Validate', and 'About'. A search bar is located on the right. The main heading is 'Product', followed by 'A Schema.org Type'. Below this, there is a breadcrumb trail 'Thing > Product' and a '[more...]' link. A paragraph describes the type: 'Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.' Below the text is a table with three columns: 'Property', 'Expected Type', and 'Description'. The table lists several properties: 'additionalProperty' (Property Value), 'aggregateRating' (AggregateRating), 'asin' (Text or URL), 'audience' (Audience), and 'award' (Text). Each row provides a brief description of the property and its expected type.

Property	Expected Type	Description
Properties from Product		
additionalProperty	PropertyValue	A property-value pair representing an additional characteristic of the entity, e.g. a product feature or another characteristic for which there is no matching property in schema.org. Note: Publishers should be aware that applications designed to use specific schema.org properties (e.g. https://schema.org/width , https://schema.org/color , https://schema.org/gtin13 , ...) will typically expect such data to be provided using those properties, rather than using the generic property/value mechanism.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
asin	Text or URL	An Amazon Standard Identification Number (ASIN) is a 10-character alphanumeric unique identifier assigned by Amazon.com and its partners for product identification within the Amazon organization (summary from Wikipedia's article). Note also that this is a definition for how to include ASINs in Schema.org data, and not a definition of ASINs in general - see documentation from Amazon for authoritative details. ASINs are most commonly encoded as text strings, but the [asin] property supports URL/URI as potential values too.
audience	Audience	An intended audience, i.e. a group for whom something was created. Supersedes serviceAudience .
award	Text	An award won by or for this item. Supersedes awards .

Depth:

Use [Schema.org](https://schema.org)

properties to further define and describe your content with greater detail

Women in the Stars

Home Blog STEM Activities First Women in Space About

Home > All Products > Take up space Tote

< Previous | Next >

image

Take up space Tote name

SKU: 635C03F5B2C56_10732 sku

~~£20.00~~ £17.00 offers

description

Get rid of all the plastic and pack your goodies in this spacious organic cotton tote bag. Fill it up with groceries, books, and travel essentials—there's room for everything!

- 100% certified organic cotton 3/1 twill material
- Fabric weight: 8 oz/yd² (272 g/m²)
- Dimensions: 20" x 14" x 5" (50.8 x 35.6 x 12.7 cm) size
- Capacity: 6 gallons (23 l)
- Weight limit: 30 lbs (13.6 kg)
- 1" x 25" (2.5 x 63.5 cm) long self-fabric dual straps
- Open main compartment, flat bottom
- Blank product sourced from Vietnam

This product is made especially for you as soon as you place an order, which is why it takes us a bit longer to deliver it to you. Making products on demand instead of in bulk helps reduce overproduction, so thank you for making thoughtful purchasing decisions!

Quantity

- 1 +

Add to Cart

Buy Now

Why do we love this tote bag? -

This tote bag has been created to help you take a giant leap into the next frontier. Large and sturdy, we hope this fun space themed bag reminds you to reach for the stars.

Part of the Back-to-School Collection +

Menu

Home
Blog
STEM Activities
First Women in Space
About

Location

500 Terry Francine St.
San Francisco, CA 94158

Hours

Mon - Fri 9:00 am - 5:00 pm
Saturday 9:00 am - 2:00 pm
Sunday 9:00 am - 2:00 pm

Contact

123-456-7890
info@mystite.com

Breadth: Implement Schema Markup on all key pages on your website

Women in Space & Astronomy

Organization

Astronauts
Astronomers
NASA

Discover Female Astronauts, Rocket Scientists, & More

View Article

Women in the Stars

Product

Take up space Tote

Get all of all the plastic and pack your goodies in this spacious organic cotton tote bag. It's got 100% organic, durable, and travel-resistant—perfect space for every thing!

- 100% certified organic cotton 31" tall
- Approx weight: 8.0oz (225 gms)
- Dimensions: 20" x 14" x 7" (50.8 x 35.4 x 17.8 cm)
- Capacity: 10 liters (2.6 gal)
- Weight: 1.5 lbs (0.68 kg)
- 100% Cotton • 100% Eco-friendly and fabric quality
- Open top compartment, for bottom
- Black printed recycled from cotton

Quantity: 1

Buy Now


Women in the Stars

BlogPosting

May 20, 2025

Elizabeth Cornwall Tilley: Pivotal research on the Serpentiis 59 d star system

In the vast history of astronomy, some stories shine brightly, while others, like distant stars, fade from view. Today, we rediscover one of those stories, that of Dr. Elizabeth Cornwall Tilley, an astronomer whose meticulous work in the 1940s unraveled the secrets of the 59 d Serpentiis star system that was far more complex than it appeared.




Women in the Stars

FAQPage

First Women in Space


Frequently Asked Questions and text facts about the first female astronauts to travel to space.

Women in space FAQs




Who was the first woman in space?

The first woman to fly in space was Valentina Tereshkova, aboard the Vostok 6 space capsule on June 16, 1961. She was a cosmonaut on the Soviet Space program and became a national hero.



Who was the first American woman in space?

Sally Ride was the first American woman to travel to space. She was a member of the STS-47 NASA space shuttle mission and launched to space for 193 hours, 33 minutes, 23 seconds on the Space Shuttle Challenger, shortly after 12:00.



Who was the first black woman in space?

Mae Jemison was the first black woman to travel to space. She was a member of the STS-47 NASA space shuttle mission and launched to space for 193 hours, 33 minutes, 23 seconds on the Space Shuttle Challenger, shortly after 12:00.

Connect:
Use Schema
Markup to
connect entities
across your key
pages and the
web

Organization

Women in Space & Astronomy

Discover Female Astronauts, Rocket Scientists, & More

BlogPosting

Sep 29, 2025

Elizabeth Cornwall Tilley: Pivotal research on the Serpens 59 d star system

In the vast history of astronomy, some stories shine brightly, while others, like distant stars, fade from view. Today, let's rediscover one of those stories, that of Dr. Elizabeth Cornwall Tilley, an astronomer whose meticulous work in the 1940s unraveled the secrets of the 59 d Serpens star system that was far more complex than it appeared.

Product

Take up space Tote

£17.00

Get all of the products and pack your groceries in this space inspired cotton tote bag. It's earth friendly, organic, and great for carrying books, or even groceries - which means for every thing!

- 100% limited organic cotton DT fabric
- Fabric weight 150g/5.3oz (220 gsm)
- Dimensions 20" x 14" x 6" (50.8 x 35.4 x 15.2 cm)
- Capacity 10 litres (2.2 gal)
- Weight 300g (10.6 oz)
- 17" x 20" (35 x 48 cm) long and fabric double top
- Easy-care, no-iron, no-bleach
- Blank product sourced from Germany

This product is made especially for you so every time you place an order, which is why it takes a bit longer to deliver to you. Making products on demand instead of in bulk helps reduce transportation, so thank you for making thoughtful purchasing decisions!

Quantity: 1

Add to Cart Buy Now

Why do we love this tote bag?

This tote bag has been created to help you take a giant leap into the next frontier. Large and sturdy, we know this for space-themed bag perfectly suits you ready for the stars.

Part of the Back-to-School Collection

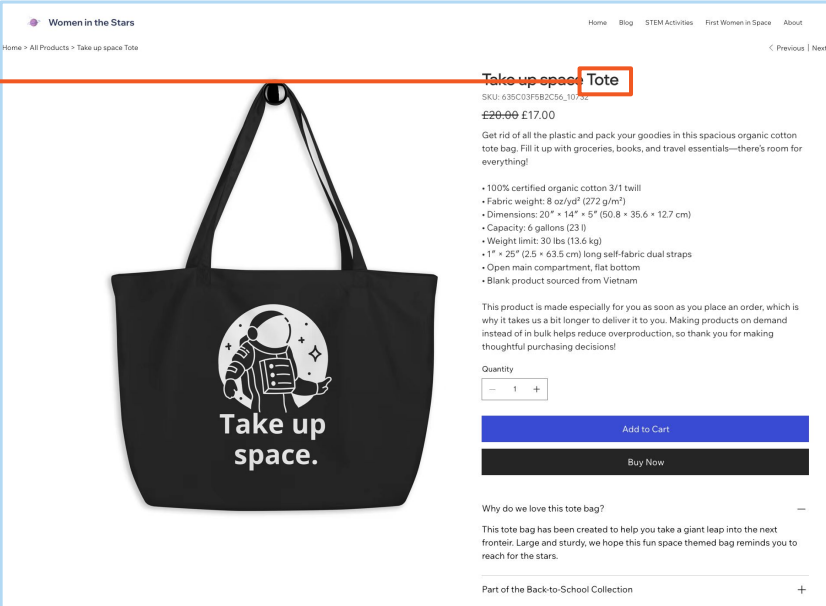
brand

publisher

Entity Linking

Entity Linking identifies entities in your content and links them to:

- External authoritative sources (Wiki, Google)
- Internal entities from your Content Knowledge Graph



Women in the Stars

Home Blog STEM Activities First Women in Space About

Home > All Products > Take up space Tote

Take up space Tote

SKU: 635C03F82C56_1072

~~£20.00~~ £17.00

Get rid of all the plastic and pack your goodies in this spacious organic cotton tote bag. Fill it up with groceries, books, and travel essentials—there's room for everything!

- 100% certified organic cotton 3/1 twill
- Fabric weight: 8 oz/yd² (272 g/m²)
- Dimensions: 20" x 14" x 5" (50.8 x 35.6 x 12.7 cm)
- Capacity: 6 gallons (23 l)
- Weight limit: 30 lbs (13.6 kg)
- 1" x 25" (2.5 x 63.5 cm) long self-fabric dual straps
- Open main compartment, flat bottom
- Blank product sourced from Vietnam

This product is made especially for you as soon as you place an order, which is why it takes us a bit longer to deliver it to you. Making products on demand instead of in bulk helps reduce overproduction, so thank you for making thoughtful purchasing decisions!

Quantity

- 1 +

Add to Cart

Buy Now

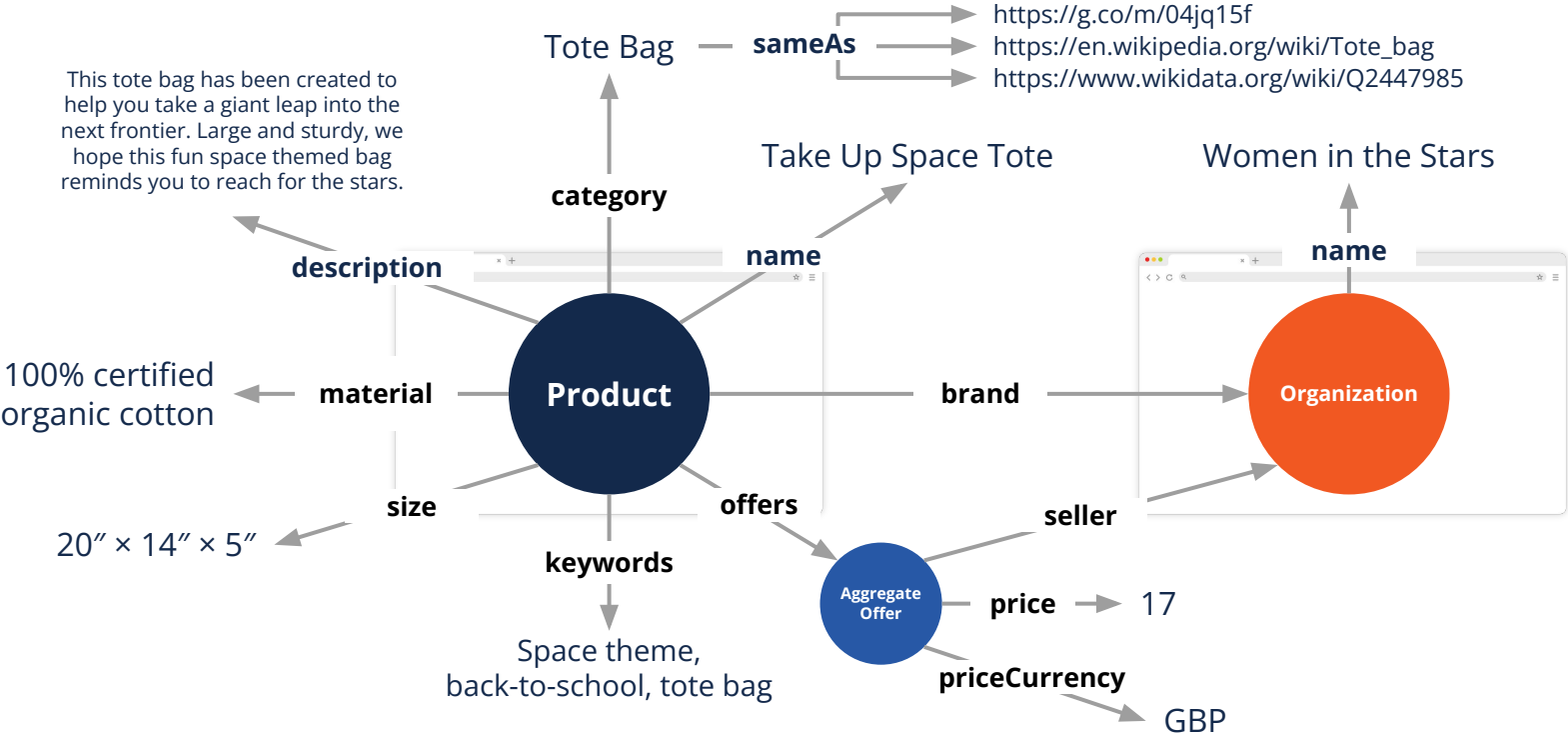
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Part of the Back-to-School Collection

```
"category": {
  "@type": "Thing",
  "name": "Tote Bag",
  "sameAs": "https://q.co/m/04jq15f",
  "sameAs": "https://en.wikipedia.org/wiki/Tote\_bag",
  "sameAs": "https://www.wikidata.org/wiki/Q2447985",
}
```

“My daughter loves astronomy and I want to get her a space themed tote bag with long straps that costs less than £30, but it should be sturdy and large enough for her to use for school.”



Turn Today's Webinar into Action

Get the Checklist

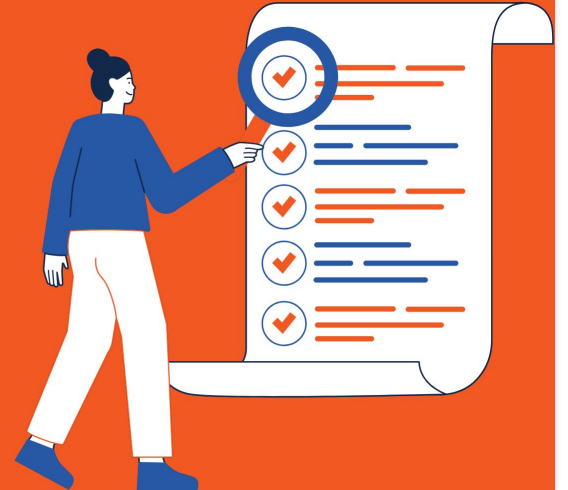
Scan the QR Code or visit
<https://bit.ly/schema-markup-checklist>
to download



 SchemaApp

Schema Markup Checklist

A 7-point Checklist for Marketers to
Audit their Markup



Importance of Advanced, Connected Schema Markup in the AI Era

Pages with advanced, well-implemented Schema Markup outperform pages without it.

In 2025, pages with Schema Markup saw...

- ✔ **Higher Impression Gains**
- ✔ **Lost 50% Fewer Clicks**
- ✔ **43% Less CTR Decline**

Source: Schema App, Jan 14, 2026 - [Impact of Schema Markup report](#)

Rich results consistently outperform standard results on the SERP

- Pages with rich results achieve **42 - 400% higher CTRs** than industry benchmarks
- Schema Markup isn't just about enhanced appearance, but about winning the click when it matters most.

Industry	Average CTR Across All Rich Results	Industry Overall CTR	Average CTR Increase Above Overall CTR
Automotive	1.60%	1.13%	↑ 42%
Construction	3.26%	1.58%	↑ 106%
Ecommerce	6.54%	2.49%	↑ 163%
Education	12.14%	1.25%	↑ 871%
Finance	4.32%	2.29%	↑ 89%
Healthcare	7.39%	2.45%	↑ 202%
Hospitality	11.64%	2.28%	↑ 411%
Media	2.82%	1.43%	↑ 98%
Services	7.31%	1.92%	↑ 281%
Tech	10.42%	4.03%	↑ 159%

Source: Schema App, Jan 14, 2026 - [Impact of Schema Markup report](#)

Success Story



- Used Entity Linking to win local search & future-proof their SEO
- **25%↑** in clicks
- **30%↑** in impressions for non-branded entity queries within months of strengthening coverage

WELCOME CENTER OPEN

Brightview Holmdel

(848) 301-2741

2129 State Route 35
Holmdel, NJ 07733
GET DIRECTIONS

The only true senior Independent Living community in Holmdel, NJ

Enjoy your independence without the hassle of chores and ho...
experience the benefits of resort-style senior living with Brightview...
conveniently to Route 35 and Holmdel Towne Center, Brightview's n...
community in Monmouth County, New Jersey serves residents and...
Independent Living, Assisted Living, and Dementia Care in Holmdel...
Middletown, Keyport, Union Beach, Keansburg, Mt. Pleasant, and M...

@type	LocalBusiness
name	Brightview Holmdel
parentOrganization	
@type	Organization
name	Brightview Senior Living
url	https://www.brightviewseniorliving.com/
areaServed	
@type	Place
name	Hazlet
sameAs	https://en.wikipedia.org/wiki/Hazlet_New_Jersey
sameAs	kg:/m/0xq30
areaServed	
@type	Place
name	Holmdel
sameAs	kg:/m/010dww
sameAs	https://en.wikipedia.org/wiki/Holmdel_Township_New_Jersey
areaServed	
@type	Place
name	Holmdel Towne Center
sameAs	kg:/g/1tgzc7nd

Success Story



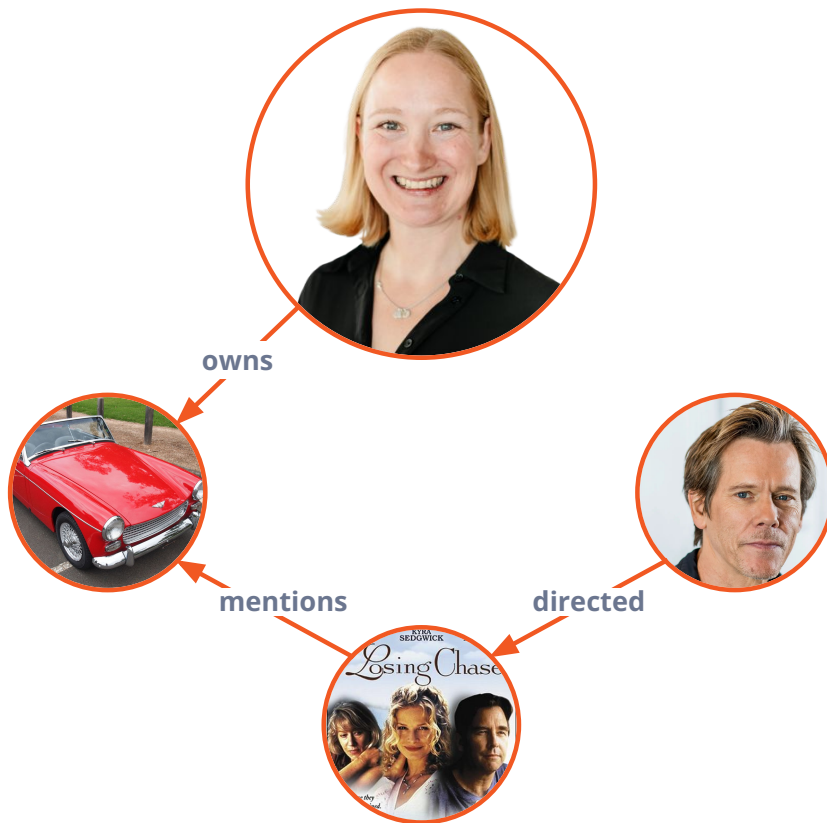
- Took control of their brand in search and boosted product visibility
- Non-branded queries for product pages saw...
 - **69%↑** clicks
 - **116%↑** impressions

Screenshot of the InSinkErator website product page for the SinkTop Switch Button. The page displays the product name, a 4.0 star rating from 4 reviews, and a large image of the button. A table of mentions is overlaid on the bottom right of the screenshot.

mentions	
@type	Organization
name	InSinkErator
sameAs	kg:/m/057v0y
sameAs	https://en.wikipedia.org/wiki/InSinkErator
sameAs	https://www.wikidata.org/entity/Q6008835
mentions	
@type	Thing
name	SinkTop Switch
sameAs	kg:/g/11tk5vkc3p

Machines need to be able to *infer* things to answer questions

How? By understanding the relationships between things (defined entities)



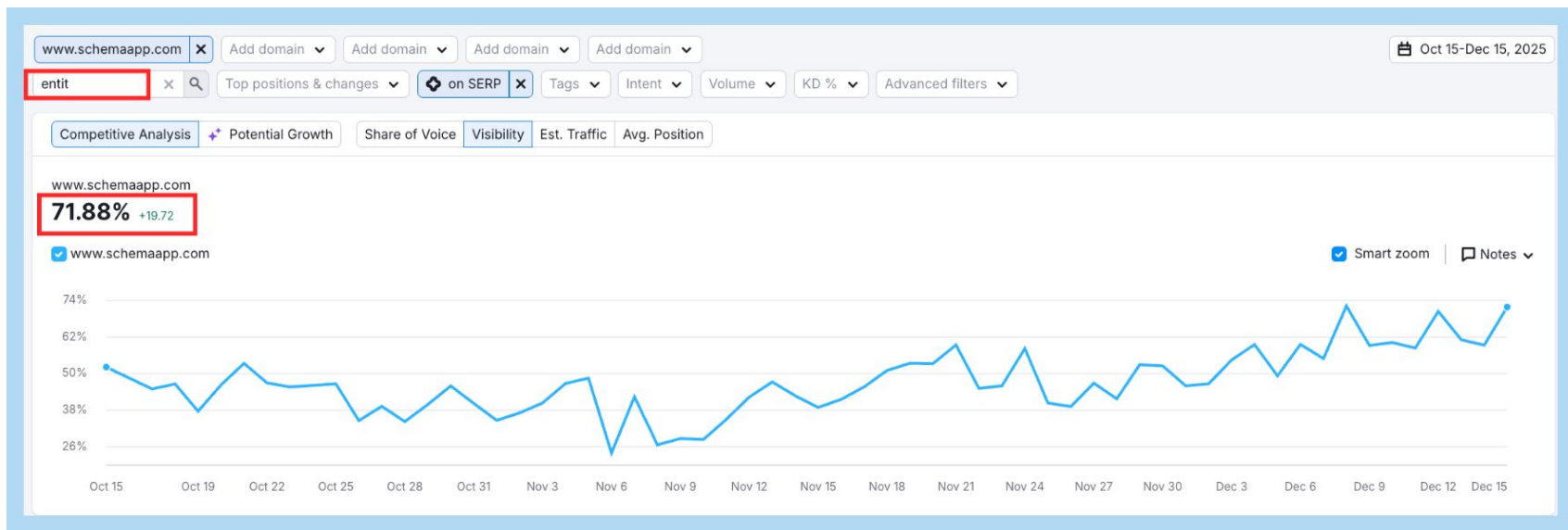
Entities Power How Search Works

Entities are how search engines and AI understand meaning.

- Schema Markup is how you define those entities.
- Clarifying the entities on your website increases visibility, accuracy and precision in search results.

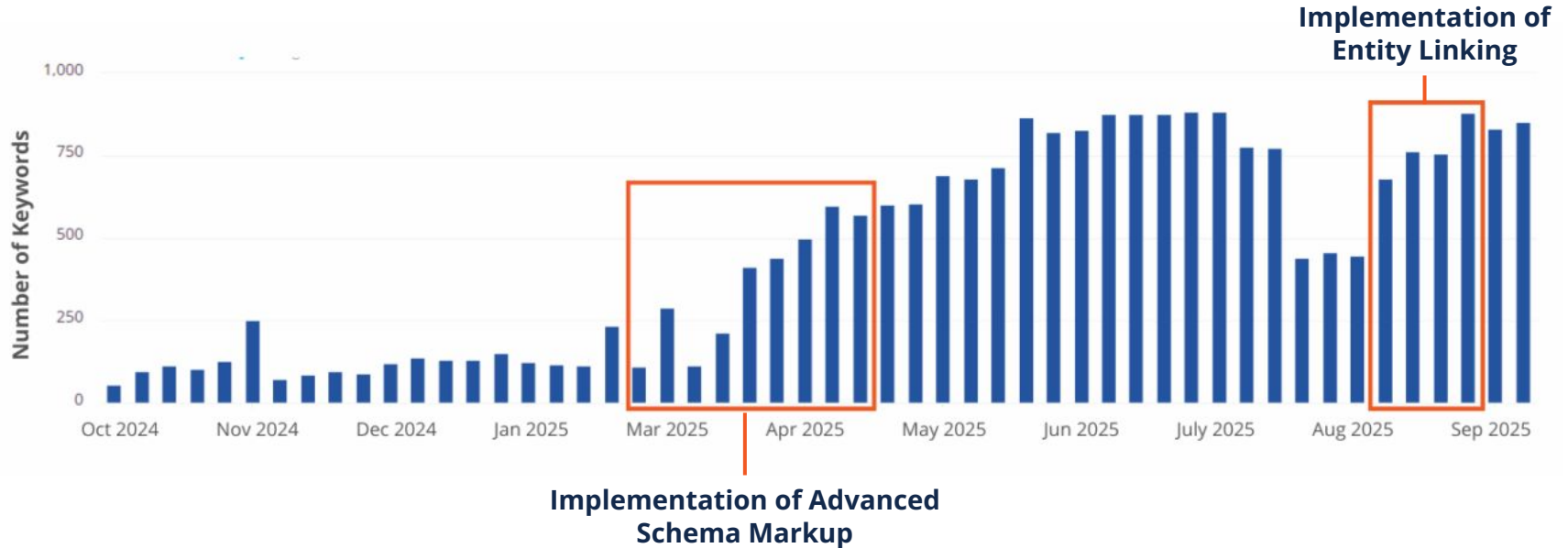
19.72% Increase in AI Overview Visibility through Entity Linking on SchemaApp.com

For queries containing “*Entit*” (i.e. Entity Linking, Entities, Entity SEO, etc.)



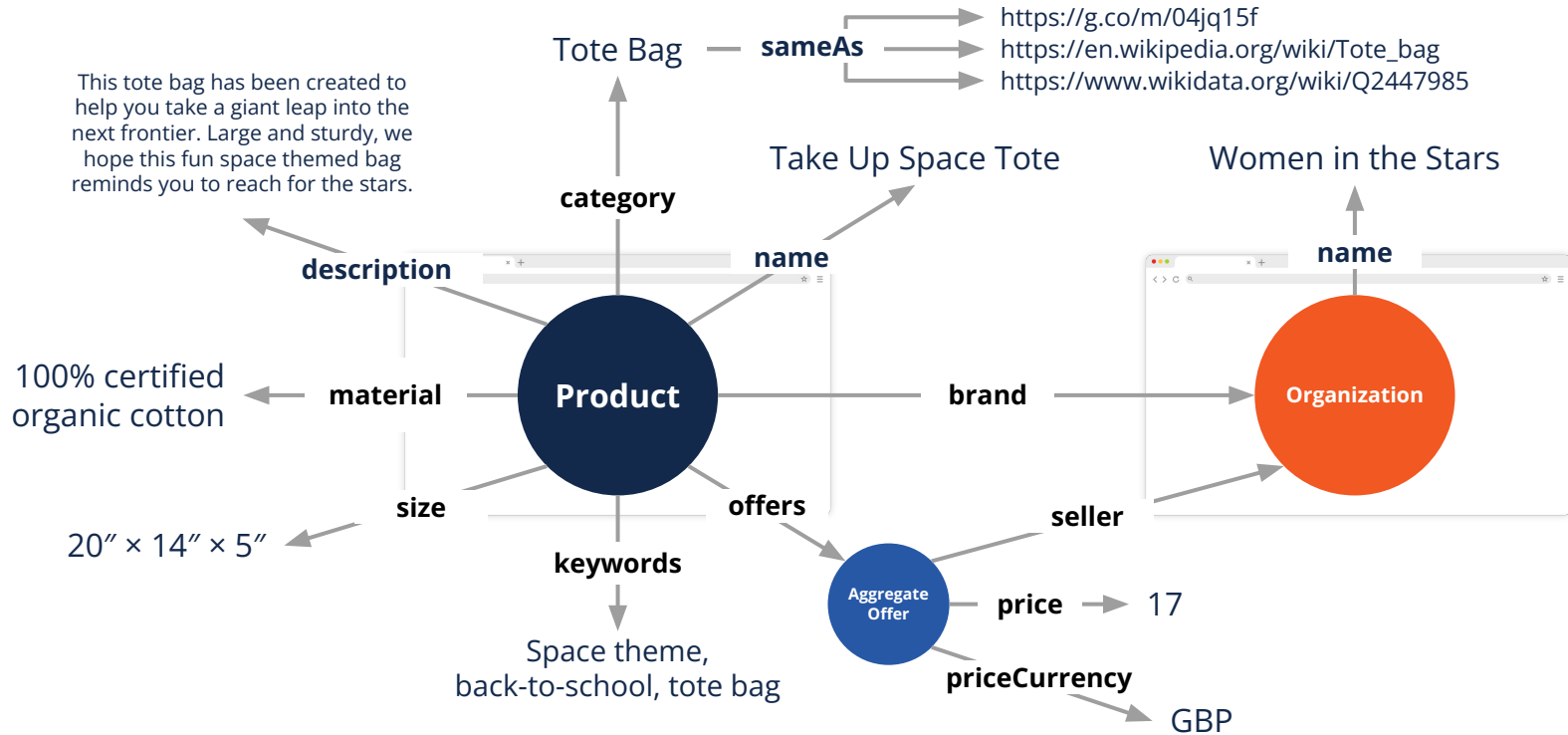
Source: Schema App, Jan 9, 2026 – [Case Study: Entity Linking Increases AIO visibility by 19.72%](#)

Advanced Schema Markup and Entity Linking triggering major lifts in volume of keywords triggering AI Overview



Source: Schema App, Jan 9, 2026 – [Case Study: Entity Linking Increases AIO visibility by 19.72%](#)

When you connect the entities on your site, it forms a *connected structured data layer* (aka knowledge graph) grounded in your brand's truth



Knowledge Graphs

provide the foundation for more accurate, explainable, and trustworthy AI.

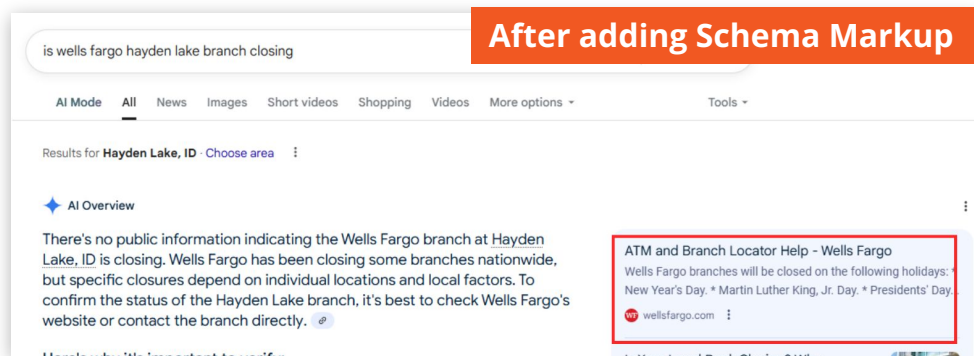
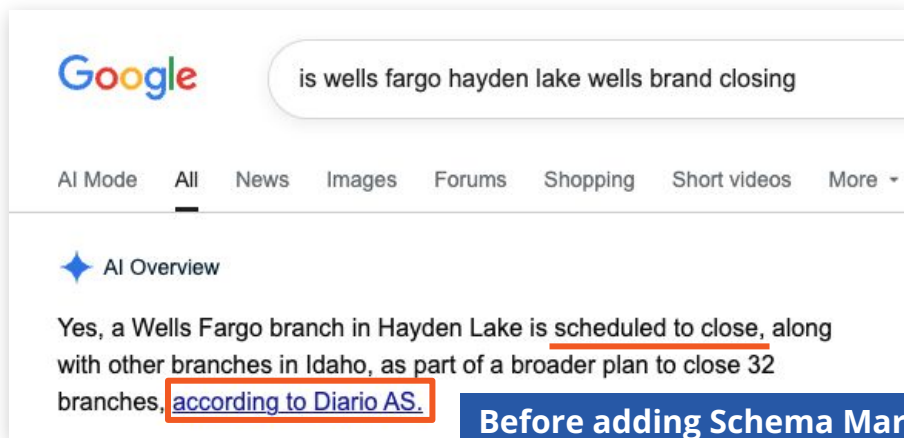
What the research says:

- [Data.world](#): KGs provide **300% Increase in Accuracy for LLM Responses** in Enterprises
- [LinkedIn \(SIGIR '24\)](#): KG-augmented customer service bots **improved accuracy by 78%** and cut resolution time by 29%.
- [Microsoft GraphRAG](#): Outperformed baseline RAG by **providing better grounding and reasoning** with graph structures.
- [Survey on Hallucination Mitigation](#): Academic reviews show structured data significantly **reduces hallucinations in LLMs**.
- [NUS + Cambridge \(OKGOA 2025\)](#): Demonstrates KG grounding **reduces hallucinations** in open-ended QA benchmarks.

Success Story

WELLS FARGO

- **Corrected AI hallucinations** by directing AI Overviews to accurate, branded content
- **Increased visibility** across traditional and AI-driven search



Source: Schema App, Nov 24, 2025 – [How Wells Fargo Used Schema Markup to Solve AI Search Hallucinations](#)

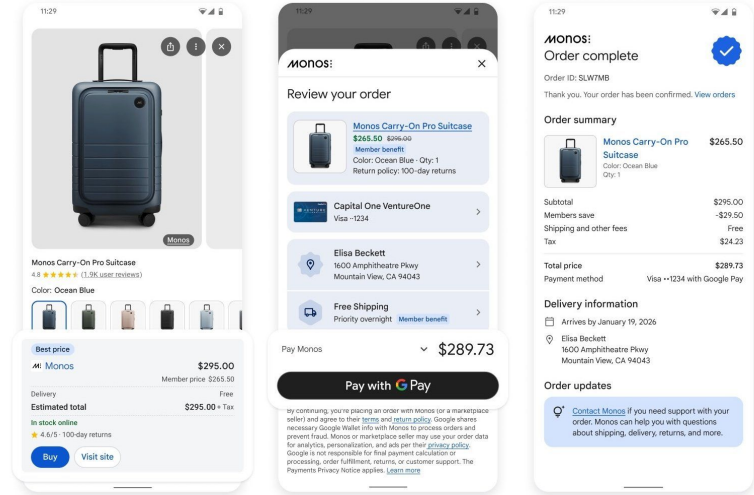
Schema Markup also powers
the Agentic Web

Agentic Web

AI agents don't just search – they **decide** and **act** on the users behalf.

Websites become data sources and APIs for agents, not just destinations for people.

"Find a lightweight suitcase for an upcoming trip."



Opportunity

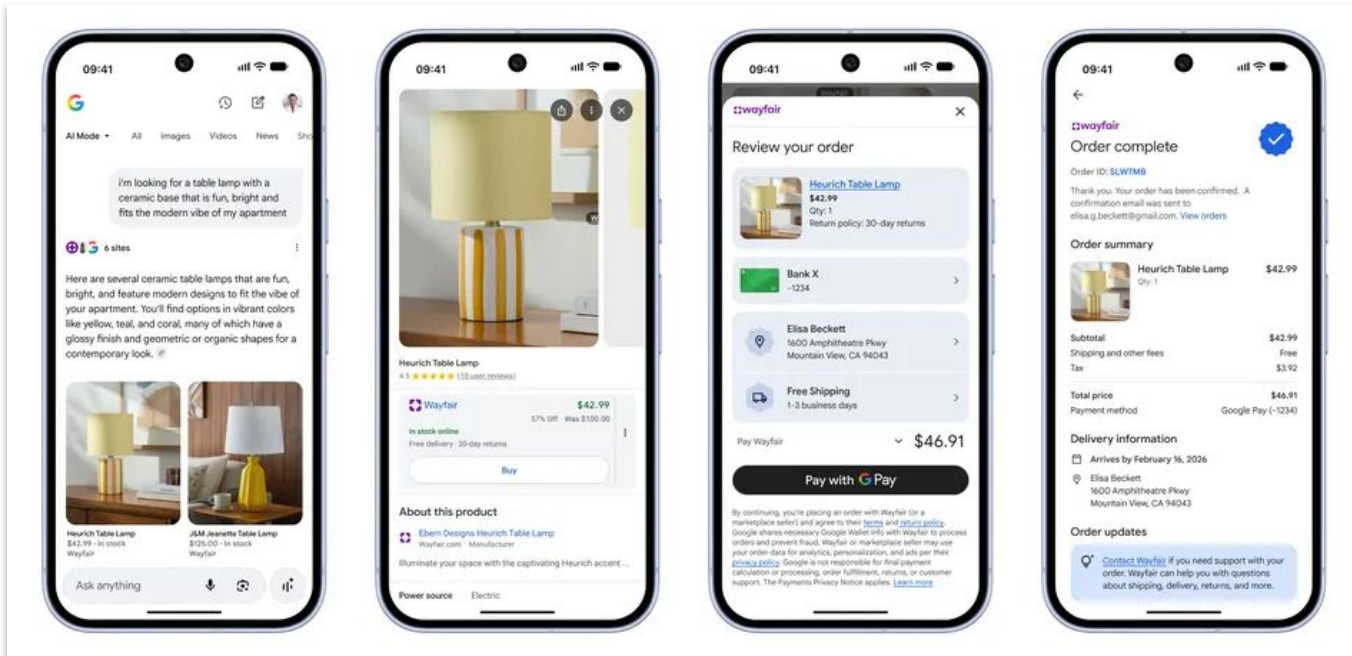
- New channels for conversions
- Shorter user journey



Risk

- Brand misrepresentation
- Low visibility

Google launches agentic commerce with Etsy and Wayfair

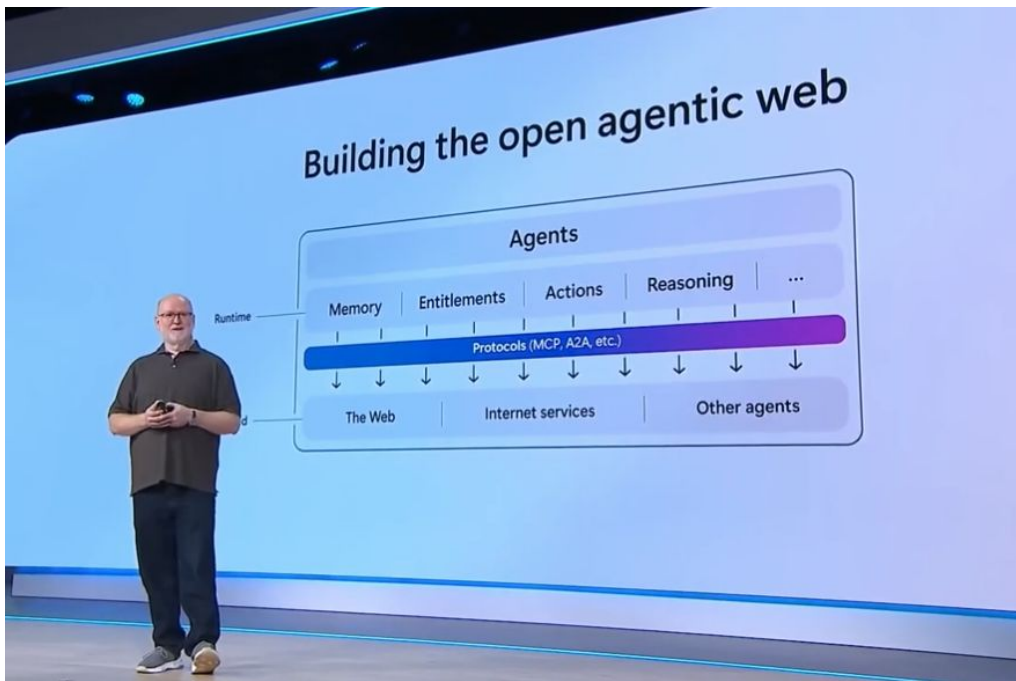


Source: Google, Feb 11, 2026, [What to expect in digital advertising and commerce in 2026](#)



Building the Agentic Web

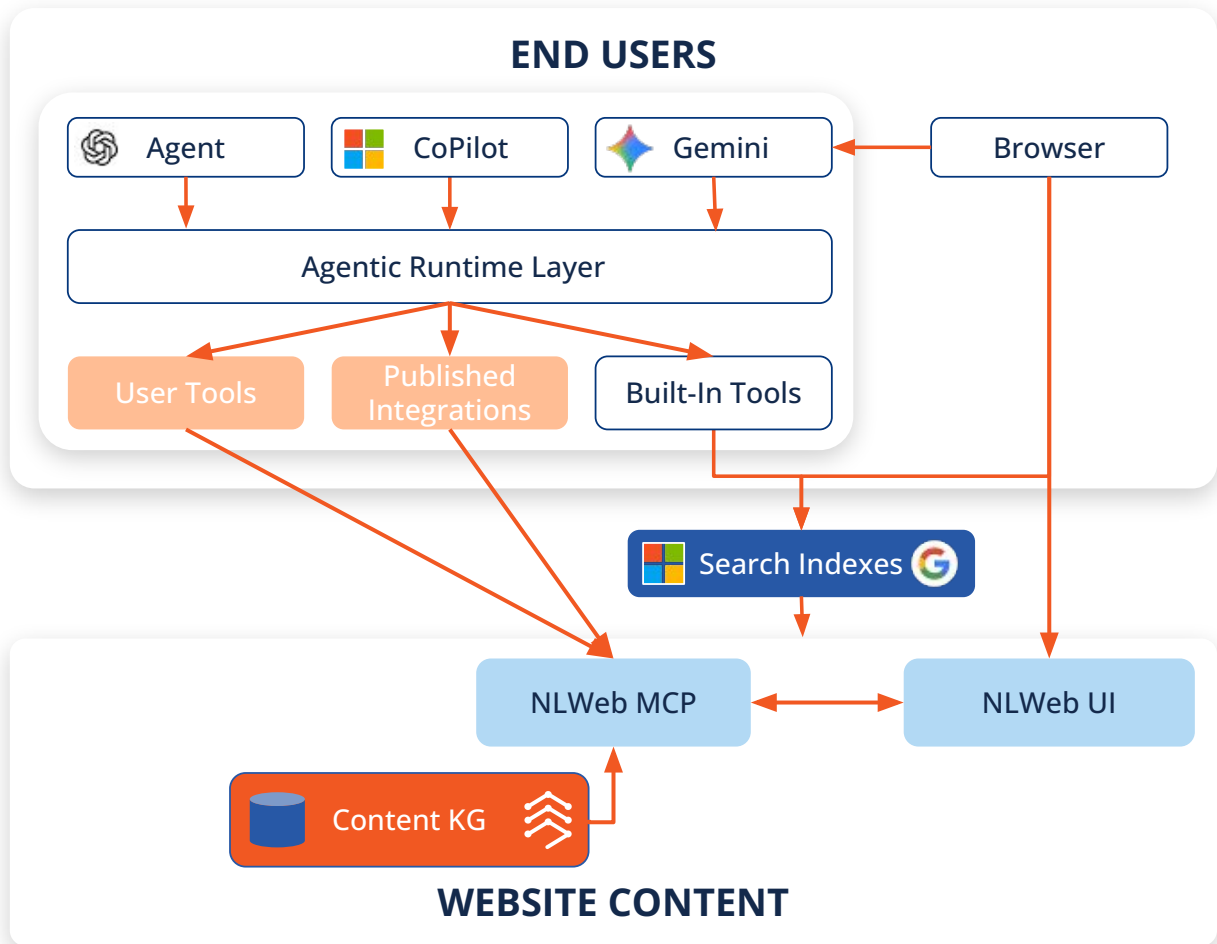
Microsoft's CTO, Kevin Scott shares the future potential of the agentic web and the need for open protocols, ie. **NLWeb using Schema Markup to prepare web data.**



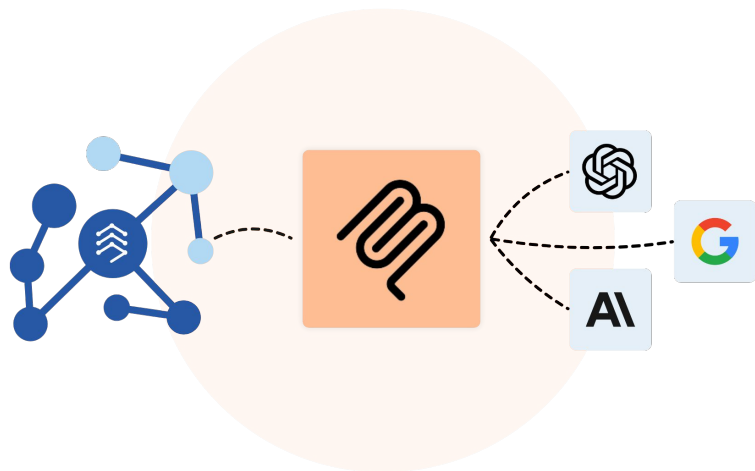
Source: Youtube, May 22, 2025, [Microsoft Build 2025 Keynote | Kevin Scott Microsoft CTO](#)

NLWeb

- Build in conversational interface.
- NLWeb is also an MCP server, gives agents a structured / standard way to consume your data.
- Now the open web can talk back.



How Your Data can talk to the Agentic Web



Model Context Protocol (MCP)

- Open standard for connecting AI agents to external data sources.
- Used by OpenAI, Anthropic, Microsoft, others – one integration, many agents.

Microsoft NLWeb

- Turns a website into an AI-powered application with conversational interfaces.
- Every NLWeb instance is also an MCP server, exposing site content to agents in a structured way.

Why NLWeb Matters for the Future of AI Search

Open and collaborative approach

- NLWeb is an open project
- Enables transparency, collaboration, and governance for how AI agents interact with web data

Built on structured data

- NLWeb uses structured data to inform its vector databases
- Reinforces the importance of machine-readable content

How to Prepare for the Agentic Web

Achieve 100% Schema Markup Coverage

- 100% of indexable content is marked up to build a foundational machine-readable data layer (aka a Content Knowledge Graph)
- Data is accessible, accurate, and complete

Define and Control Your Entities

- Core entities are clearly defined and uniquely identified
- Relationships between entities are explicitly modeled

Provide Agents Access to Your Data

- Your Knowledge Graph data layer is accessible to agents via endpoints such MCP or NLWeb
- Agents can access data without scraping

Questions?



Download our FREE eBook

'Schema Markup Checklist' to learn how to implement advanced Schema Markup and build your content knowledge graph for AI.

Scan the QR code

or visit

<https://bit.ly/Schema-markup-checklist>

to download your free checklist!

