**Chat proceedings April 7, 2020**

**Discoverability and Structured Data**

**Tammy Lee and Caitlin Troughton, Culture Creates**

**Welcome and thanks for joining today's session! Please introduce yourself in the chat (role/org / town).**

**Total number of participants: 51**

**Resources posted**

Inga Petri: <schema.org> is the search engine partnership. Here’s some info from Google: <https://developers.google.com/search/docs/guides/intro-structured-data>

Caitlin Troughton: There are several wordpress plugins for structured data. Here’s one site that rates some of them: <https://rich-snippets.io/best-structured-data-plugin-for-wordpress/>

Caitlin Troughton: Hi Kevin, here’s what I found on Joomla: <https://extensions.joomla.org/extension/google-structured-data/> We will explore Joomla more!

Frédéric Julien: My colleague Annelise Larson has been strongly recommending Schema Pro as a WordPress plugin. I also read good things about RankMath. On a French-language forum, someone reported that RankMath is particularly good with event data. Do Tammy, Caitlin, Inga or anyone else have specific plugin insights to share?

Caitlin Troughton: Tools for adding structured data (for beginners) from Googles Search Console help: <https://support.google.com/webmasters/topic/4599161?hl=en&ref_topic=9456381>

<https://search.google.com/structured-data/testing-tool> - Google structured data testing tool

Jack Chen: Yes, we have in the way of using a WP plugin like SEO and Schema. [www.InnerSpaceConcerts.ca](http://www.InnerSpaceConcerts.ca)

Inga Petri: Our Making Tomorrow Better project website is growing with how to information --- next will be some posts on how to structure data <https://digitalartsnation.ca/tutorials/> and we are posting updates including all the webinar recordings here <https://digitalartsnation.ca/digital-news/>

Frédéric Julien: <https://linkeddigitalfuture.ca/blog/>

**Q & A**

Frédéric Julien: Would it be accurate to say that schema structured data makes website information easier for search engines to bridge the human language gap between the language of a website and the language used by the searcher (i.e. would French-language user have a easier time finding events posted in English only)?

Katherine Munro: I hope your knowledge graph will include the websites of individual artists too!

Inga Petri: Tammy - can you talk about how your company is responding to events moving online via structured data? Has schema.org updated how events are structured to account for online events?

Who has access to footlight right now? Is it just the cohorts you are working with or is there a public version, yet? One more question - Google has a structured data checker tool that allows me to test for structured data. Is that the most useful tool for arts events at this time then - while I await footlight public version?

Frédéric Julien: A sector-owned knowledge graph built with Footlight would help with performing arts discoverability. It could also enable presenting networks such as Atlantic Presenters Association or Arts Touring Alliance of Alberta to query the knowledge graph to access strategic information in order to better support the sector. Think of all the COVID-19 surveys being circulated these days: what if most of that information was readily available in real time and you no longer needed to provide it via a survey? I get quite carried away by such a possibility!

**Closing**

Jack Chen: Thank you!

Sue McGiveron: Thanks....lots of great information! Lots of info to digest and work on. Take care all!

Kevin Korchinski: Thanks all

Anne-Marie: thank you !

Katherine Munro: thank you Tammy & Caitlin - I appreciate the resources!

Paula Irving: Thank you

Po Yeh: Thank you

Lea Duflos: Thank you

Kennedy Jenson: Thank you to Tammy and Caitlin. You described the machinations in a way that even I could understand :)

Suzanne Mealey: Thank you. Can't wait to get started.

Katie Jackson: Thank you!

Tammy Lee: Thank you everyone