



Treasury Board of Canada
Secrétariat

Secrétariat du Conseil du Trésor
du Canada

Canada

Structured data pilot work to date

June 24, 2020

Introduction

Structured data assists machines to better understand web content, provides more rich search results, and assists in voice-based searches.

The DTO/PCO/PP and participating department *Structured data pilot project* explored the risks and rewards of incorporating structured data schemas into some high visibility GC pages including:

- CERB, CCB (FAQ schema)
- COVID-19 Symptoms (FAQ schema)
- Canada.ca/COVID-19 (Special announcements schema)
- Economic Response Plan (FAQ schema)
- Contact page (ISED)

Hypothesis

Hypothesis:

Many users task journeys begin with a search.

Structured data's rich and interactive search results enable users to advance in task completion at the point where their search was initiated.

With this pilot, we have attempted to answer:

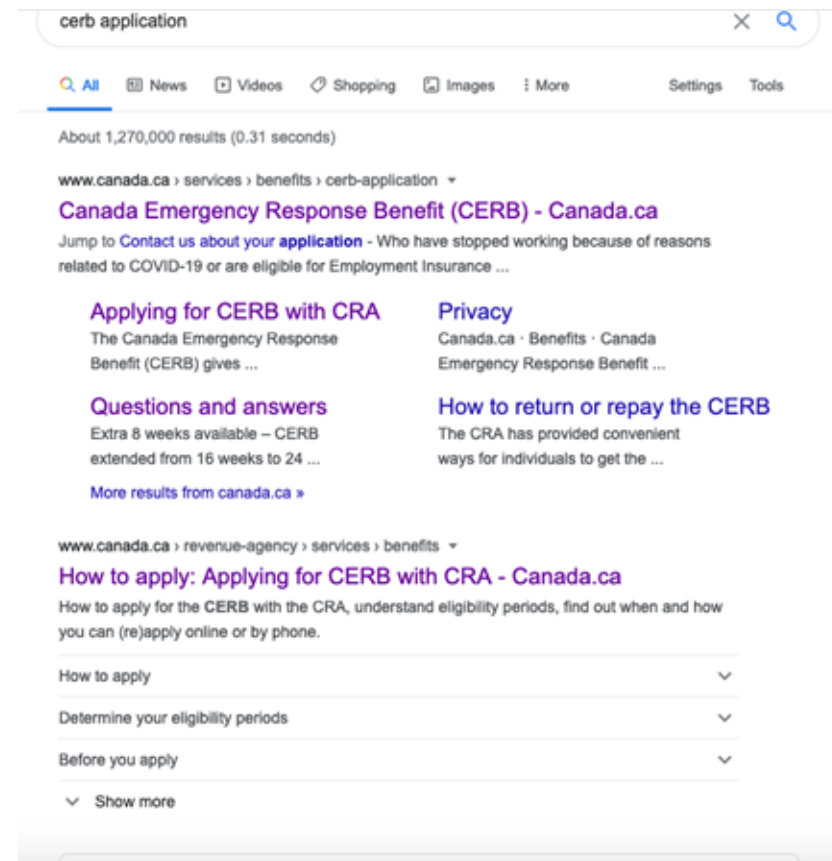
- Does structured data improve task completion?
- Is adding structured data manageable and feasible for departments?

We aimed to:

- Address and better understand risks and challenges
- Gain insight into measurement approaches
- Begin developing formal instructions and guidance

Conclusions

- Statistics and test respondents suggest that some users take advantage of rich results, however, we cannot conclude that structured data improves task success
 - More examples, analytics and testing are required
- Departments providing authoritative information need to consider structured data as part of optimization and content strategy
 - Other sources will fill the gap if GC does not
- Workflow changes are relatively simple



Structured responses influenced by GC (CERB) and others (WHO, CDC)

cerb application

About 1,270,000 results (0.31 seconds)

[www.canada.ca](#) > services > benefits > cerb-application

Canada Emergency Response Benefit (CERB) - Canada.ca

Jump to [Contact us about your application](#) - Who have stopped working because of reasons related to COVID-19 or are eligible for Employment Insurance ...

Applying for CERB with CRA

The Canada Emergency Response Benefit (CERB) gives ...

Privacy

Canada.ca · Benefits · Canada Emergency Response Benefit ...

Questions and answers

Extra 8 weeks available – CERB extended from 16 weeks to 24 ...

How to return or repay the CERB

The CRA has provided convenient ways for individuals to get the ...

[More results from canada.ca >](#)

[www.canada.ca](#) > revenue-agency > services > benefits

How to apply: Applying for CERB with CRA - Canada.ca

How to apply for the CERB with the CRA, understand eligibility periods, find out when and how you can (re)apply online or by phone.

How to apply

Determine your eligibility periods

Before you apply

Show more

COVID-19 alert

Coronavirus disease

Overview

Symptoms

Statistics

Prevention

Testing

Treatments

Share

Serious symptoms:

- difficulty breathing or shortness of breath
- chest pain or pressure
- loss of speech or movement

Seek immediate medical attention if you have serious symptoms. Always call before visiting your doctor or health facility.

People with mild symptoms who are otherwise healthy should manage their symptoms at home.

On average it takes 5–6 days from when someone is infected with the virus for symptoms to show, however it can take up to 14 days.

[Learn more on who.int](#)

For informational purposes only. Consult your local medical authority for advice.

[www.cdc.gov](#) > 2019-ncov > symptoms-testing > sympt...

Symptoms of Coronavirus | CDC

May 13, 2020 - Patients with confirmed SARS-CoV-2 infection have reportedly had mild to severe respiratory illness with symptoms of fever, cough, and ...

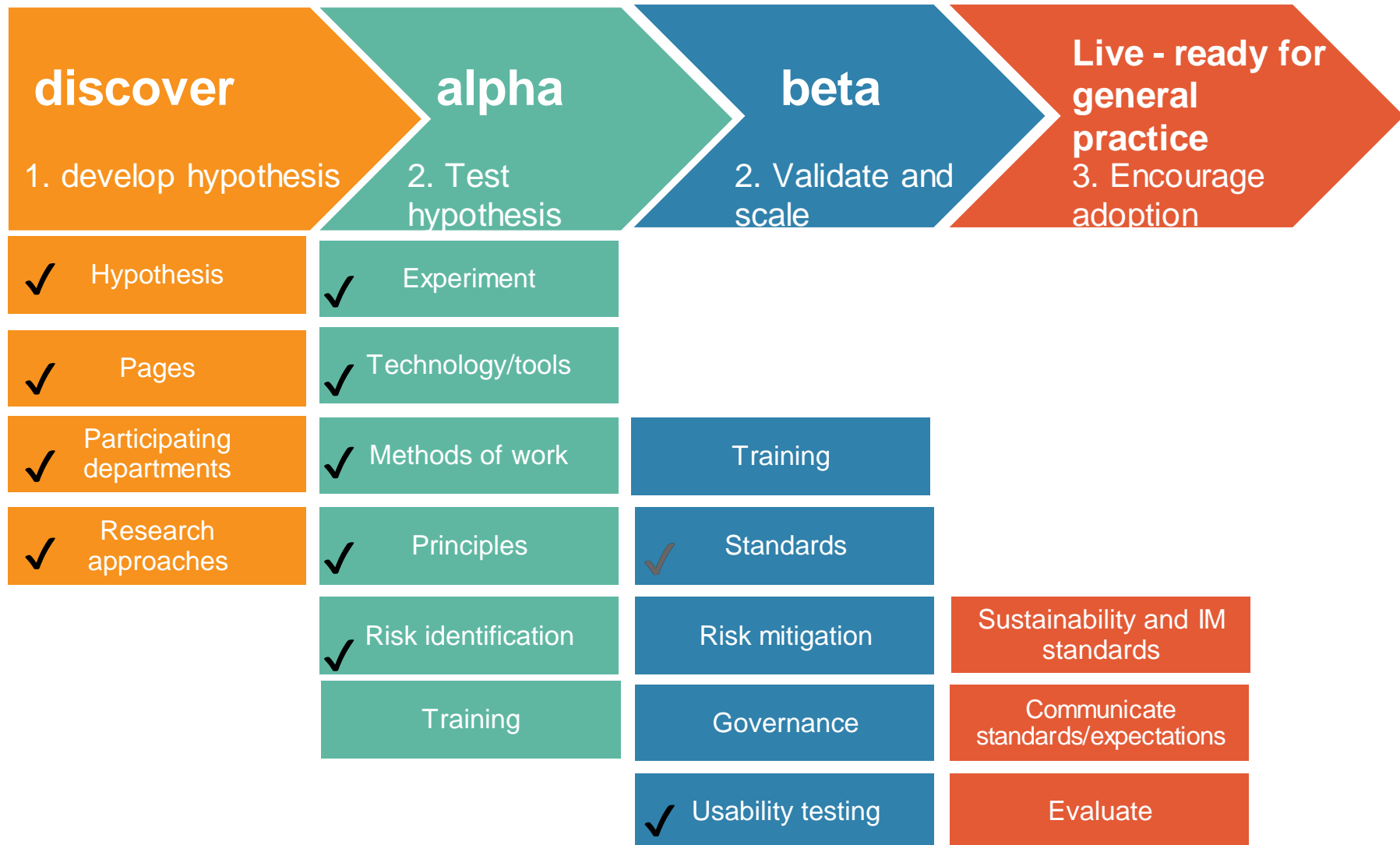
[Caring for Someone Sick](#) · [Testing for COVID-19](#) · [What to Do If You Are Sick](#)

Common questions

Is headache a symptom of the coronavirus disease?

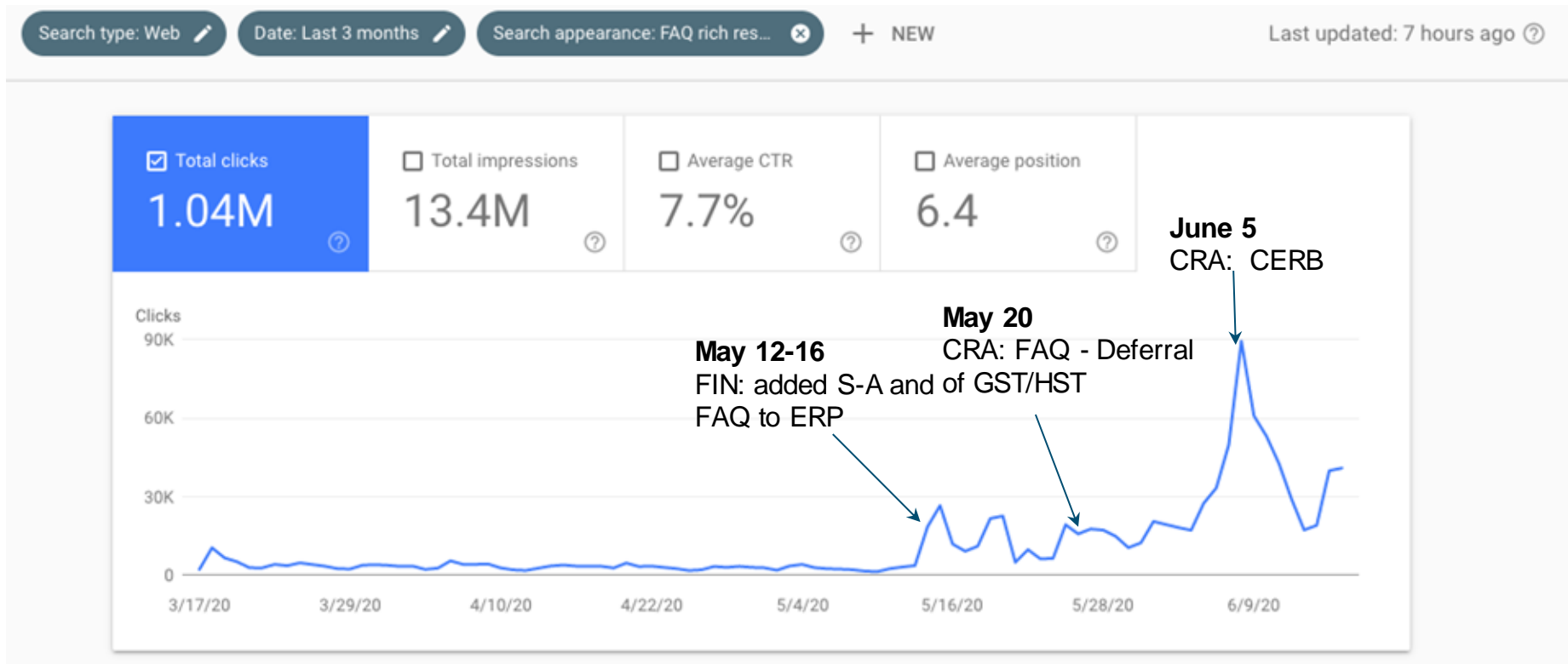
What is the recovery time for the coronavirus disease?

Structured data pilot project



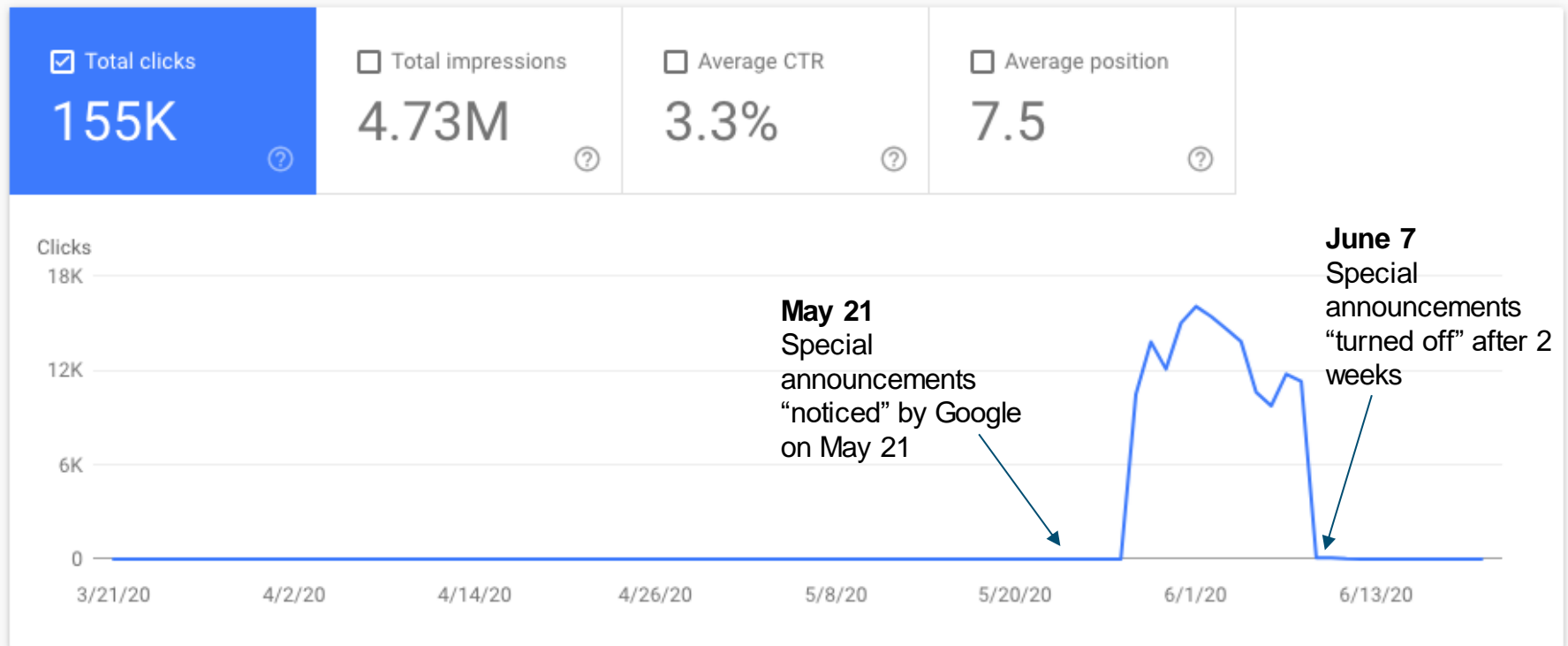
Analytics - FAQ Clicks and impressions

Over 1M clicks and 13M impressions for all FAQ schema rich results in the last 3 months, most of them since we started the pilot:



Analytics - Clicks and impressions

Over 150K clicks and 4.73N impressions for all SpecialAnnouncements rich results in the last 3 months, most of them since we started the pilot:



Analytics - Pages driving use

Of pages with FAQ schema added, Economic plan, CERB, and other benefits lead the way.

Page	↓ Clicks
https://www.canada.ca/en/department-finance/economic-response-plan.html	247,403
https://www.canada.ca/en/revenue-agency/services/benefits/apply-for-cerb-with-cra/how-apply.html	101,949
https://www.canada.ca/en/revenue-agency/services/child-family-benefits/canada-child-benefit-overview/canada-child-benefit-we-calculate-your-ccb.html	82,124
https://www.canada.ca/en/services/benefits/publicpensions/cpp.html	76,274
https://www.canada.ca/en/revenue-agency/services/benefits/apply-for-cerb-with-cra/keep-payment.html	58,436
https://www.canada.ca/en/revenue-agency/services/benefits/apply-for-cerb-with-cra/contact.html	52,524
https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/symptoms.html	40,614
https://www.canada.ca/en/revenue-agency/services/benefits/apply-for-cerb-with-cra/who-apply.html	37,414

Case study: ERP page FAQ schema - typical usage pattern

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Page				↓ Clicks	Impressions
https://www.canada.ca/en/department-finance/economic-response-plan.html				57,091	491,901
https://www.canada.ca/en/services/benefits/ei/cerb-application.html?utm_source=Structureddata&utm_medium=FAQPage&utm_campaign=COVID-19				1,533	6,614
https://www.canada.ca/en/revenue-agency/services/benefits/emergency-student-benefit.html?utm_source=Structureddata&utm_medium=FAQPage&utm_campaign=COVID-19				1,090	6,614
https://www.canada.ca/en/department-finance/economic-response-plan.html?utm_source=Structureddata&utm_medium=FAQPage&utm_campaign=COVID-19#individuals				1,148	6,614

www.canada.ca > department-finance > economic-respo... Canada's COVID-19 Economic Response Plan - Canada.ca

3 days ago - Canada's COVID-19 Economic Response Plan ... Increasing the Canada Child Benefit ... Canada Emergency Response Benefit (CERB).

For individuals

The Canada Economic Response Plan offers several support programs for individuals.

- Canada Emergency Response Benefit (CERB)
- Canada Emergency Student Benefit (CESB)
- Answer a few questions for a list of benefits and support tailored to you
- All support for individuals

For businesses

Case study: ERP page FAQ schema Total impressions

- FAQPage schema was added on Thursday, May 14. Data reflects May 14-18, and combines EN and FR
- The FAQ schema rich results had
 - 561,670 impressions
 - 62,944 clicks (11.2%)
- For the same period, the ERP page had a total of 826,441 impressions (i.e. rich FAQ schema was shown 68% of the times the ERP page was shown)
- CTR is different when the snippet was shown or not:
 - With snippet: 11.2%
 - Without snippet: 6.8%
 - **Analysis:** the better CTR could be because the snippet was shown when the result was the most relevant

Finance Canada's learning curve - small adjustments bring greater usefulness in results

canada's covid economic response plan

AI Images News Maps Shopping More Settings Tools

About 116,000,000 results (0.44 seconds)

COVID-19 alert

Common question

What is Canada's economic response plan for the coronavirus disease?

On March 18, 2020, the Prime Minister announced a new set of economic measures to help stabilize the economy during this challenging period. These measures, delivered as part of the Government of Canada's COVID-19 Economic Response Plan, will provide up to \$27 billion in direct support to Canadian workers and businesses.

[www.canada.ca > department-finance > news > 2020/03](#)

[Canada's COVID-19 Economic Response Plan: Support for ...](#)

For informational purposes only. Consult your local medical authority for health advice.

[www.canada.ca > department-finance > economic-respo...](#)

[Canada's COVID-19 Economic Response Plan - Canada.ca](#)

The subsidy generally covers 75% of an employee's wages – up to \$847 per week - for employers of all sizes and across all sectors who have suffered a drop in gross revenues of at least 15% in March, and 30% in April and May. The program will be in place for a 12-week period, from March 15 to June 6, 2020.

[Government introduces ...](#) · [Additional Support](#) · [NRC COVID-19 response](#) · [Apply](#)

You've visited this page many times. Last visit: 12/05/20

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[www.canada.ca > department-finance > economic-respo...](#)

[Canada's COVID-19 Economic Response Plan - Canada.ca](#)

The **Canada** Emergency Business Account (CEBA) will provide interest-free loans of up to \$40,000 to small businesses and not-for-profits, to help cover their operating costs during a period where their revenues have been temporarily reduced.

For individuals

The Canada Economic Response Plan offers several support programs for individuals.

- [Canada Emergency Response Benefit \(CERB\)](#)
- [Canada Emergency Student Benefit \(CESB\)](#)
- [Answer a few questions for a list of benefits and support tailored to you](#)
- [All support for individuals](#)

For businesses

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[www.canada.ca > department-finance > economic-response-plan](#)

[Canada's COVID-19 Economic Response Plan - Canada.ca](#)

8 hours ago - Individuals and families. **Canada** Emergency Response **Benefit** (CERB).

For organizations helping Canadians

For individuals

For businesses

For sectors

What we have learned

FAQ schema
works well when
content is
optimized to
anticipate
common
questions and
provide answers

Co-creating
content (web +
program) while
bearing in mind
structured data is
a recipe for
success

MENU ▾

[Canada.ca](#) > [Benefits](#)

Canada Emergency Response Benefit (CERB)

Extra 8 weeks available – CERB extended from 16 weeks to 24 weeks for workers who:

- stopped working due to COVID-19 or
- are eligible for Employment Insurance regular or sickness benefits or
- have exhausted their Employment Insurance regular benefits or Employment Insurance fishing benefits between December 29, 2019 and October 3, 2020.

Only apply for the CERB through either Service Canada or the Canada Revenue Agency (CRA) – not both.

You may be eligible for support via other programs as well. [Answer some questions to find financial help during COVID-19.](#)

What we have learned

	What we learned	What requires further study:
Coding and technology	JSON-Id is an effective approach with a clever work-around	<ul style="list-style-type: none">- Training- <i>Find sustainable approach</i> to incorporating code- Understand strengths and weaknesses of different CMS- RDFa
Governance and IM	Ease of use of JSON with work-arounds;	<ul style="list-style-type: none">- Governance- Maintenance- IM standards

Testing structured data results

Testing results hypothesis:

For some people, just seeing what the page will cover (through the Q&A) may help build trust that it is the right result to click on, even if they don't actually expand the question.

IF GC isn't providing structured data, we “miss out” as the most visible search result in areas where GC is the trusted source

Testing structured data results

We asked 6 participants (3 desktop, 3 mobile) to try to find the answers to 5 different tasks, starting from a Google search result page that would likely show FAQ schema rich results.

- 1/6 didn't see any rich FAQ schema results
- 3/6 saw the rich FAQ schema result, but didn't use them
- 2/6 used the rich FAQ schema result (1 mobile, 1 desktop)

Out of the 3 who never used them, 1 said they didn't notice them, but 2/3 said they saw them, that they were useful, and it helped them - one said "shortens the time on the page".

Highlights: <https://youtu.be/YhRJlz9zi4o>

Measuring success

Metric	Structured data support
Sticking to our roadmap and socializing our plans	Weekly meetings/rapid prototyping/updates to TMC
Overcoming technical/workflow barriers	Using built-in features in AEM, we have been able to incorporate JSON-Id code quite simply
Developing guidance and instructions for GC community	Draft instructions have been developed
Developing/Following IM best practices (e.g. archiving, record-keeping)	More work to be done

Measuring success

Metric	Structured data support
Influencing results/results accuracy	<p>FAQ schema results show up very quickly; sometimes not accurately</p> <p>Special announcements shows up more slowly, though this seems to be improving as the schema becomes more stable</p>
Are Canadians able to find what they need?	<p>Structured results are more highly visible on SERP</p> <p>User testing and analytics remain inconclusive</p>
Are Canadians able to use the information easily?	<p>Some users interact easily with FAQ schema results; though the majority do not interact with them</p> <p>User testing and analytics remain inconclusive</p>

Where we could go next

Encourage departments to use Structured data when it fits a project and/or maps to user tasks.

An organic approach: Work that departments can do:

- Build it into department optimization efforts
- Create a space on GCWiki for case studies
- Encourage departments to share examples within the community

With additional resources and a more normal context: formalizing our approaches

- identifying training
- developing guidance on standards, IM, UTM, CMS etc.

Questions and discussion