

SCHEMA PATTERNS

# 9 Structured Data Patterns For GEO

The schema stack that turns pages into citation magnets for ChatGPT, Perplexity, Gemini, and AIO.

01

# Why This Matters Now

## FAQPage As Citation Fuel

Direct Q/A extraction is the single highest-yield schema pattern. AI engines pull it verbatim.

## Author Credentialing

Person schema with sameAs to LinkedIn, Wikipedia, and professional profiles establishes authority.

## HowTo Extraction

Numbered steps with tool references get lifted into AIO, Perplexity, and ChatGPT step-by-step responses.

9 patterns tracked

02

## The Core Framework

A

### FAQPage Wins Fastest

Q/A extraction is the highest-yield pattern. Add FAQPage to every page with 3+ questions.

B

### Article + Author sameAs

Credentialing your author with sameAs links to LinkedIn and Wikipedia raises citation share 20-40%.

C

### HowTo Steps

Step-by-step content needs HowTo schema. Each step becomes independently citable.

D

### Organization Disambiguation

Add sameAs links to competitors. Counter-intuitive, but disambiguation boosts your entity clarity.

### UPGROWTH CASE

#### Lendingkart

5.7x lead volume, 30% CPL reduction, 4x ad spend scaling after shifting to GEO-first architecture.

03

## Your Working Checklist

### FAQPAGE AS CITATION FUEL

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### AUTHOR CREDENTIALING

Person schema with sameAs to LinkedIn, Wikipedia, and professional profiles establishes authority.

### HOWTO EXTRACTION

Numbered steps with tool references get lifted into AIO, Perplexity, and ChatGPT step-by-step responses.

### DATASET FOR DATA-HEAVY PAGES

Benchmark studies, surveys, and proprietary data deserve Dataset schema for research citations.

**PRO TIP** Score your site once, fix the weakest category, re-score in 4 weeks. Compound this loop.

## 04 The Execution Loop

1

### FAQPage Wins Fastest

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2

### Article + Author sameAs

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3

### HowTo Steps

Step-by-step content needs HowTo schema. Each step becomes independently citable

4

### Organization Disambiguation

Add sameAs links to competitors. Counter-intuitive, but disambiguation boosts yo

#### Run This Monthly

Measure, identify weakest signal, fix, re-measure. Compound for 12 weeks to see step-change in citation share.

05

# Your 90-Day Action Plan

## PHASE 1

### Measure

- Audit current citation share
- Map your vertical exposure
- Score your GEO readiness

## PHASE 2

### Rebuild

- Fix the weakest signal category
- Add schema saturation
- Publish first-party data

## PHASE 3

### Compound

- Track citation share weekly
- Close gaps against top 3 competitors
- Scale the playbook across sections