

# Schema Mastery for AI Optimisation: Complete Technical Guide 2026

The language of entities — communicate exactly who you are to every AI system

**47%**

More citations with complete schema

**100%**

AI platforms parsing JSON-LD natively

**10+**

Schema types for full AIO coverage

**24hrs**

Typical schema indexing time

## Yuliya Halavachova

Founder & Chief AI Officer | UltraScout AI

[linkedin.com/in/yulyiaai](https://linkedin.com/in/yulyiaai) | [x.com/YHalavachova](https://x.com/YHalavachova)

[ultrascout.ai](https://ultrascout.ai)

## Schema Fundamentals: Why It Matters for AI

Schema markup is structured data that helps AI systems understand your content. It uses a standardised vocabulary (Schema.org) to describe entities, attributes, and relationships. Most sites implement basic schema. Few implement the comprehensive entity modelling that AI systems truly need. This guide bridges that gap.

**Format:** Always use JSON-LD — Google's recommended format, placed in the <head> of your pages. Use @graph to combine multiple schema types efficiently on a single page.

## Core Schema Types for AIO

Schema Type	Where to Use	Key Properties	AI Impact
Organisation	Every page — homepage especially	name, url, logo, description, sameAs, @id, foundingDate	Defines brand as verified entity — the foundation of all AIO
Person	Author profile pages	name, jobTitle, sameAs, worksFor, knowsAbout, @id	Creates expert entity — dramatically increases content citation rate
TechArticle / Article	All guides and blog posts	headline, author, datePublished, dateModified, wordCount	Connects content to author entity — proves authorship and freshness
FAQPage	Any page with Q&A; sections	Question, Answer pairs for every Q&A;	Highly extractable — AI cites FAQ answers directly
HowTo	Tutorial and process content	Step objects with name and text	AI extracts steps for 'how to do X' queries
Product/Service	Product and service pages	name, description, offers, review	Enables AI to recommend your offerings in product queries
LocalBusiness	Local business pages	address, openingHours, geo, telephone	Critical for local AI search — Google Maps, 'near me' queries

## Complete Organisation Schema Template

```
{ "@context": "https://schema.org", "@graph": [ { "@type": "Organization", "@id": "https://yourdomain.com/#organization", "name": "Your Brand Name", "legalName": "Your Legal Company Name Ltd", "url": "https://yourdomain.com", "logo": { "@type": "ImageObject", "url": "https://yourdomain.com/logo.png", "width": 512, "height": 512 }, "description": "Your 50-200 word brand description...", "foundingDate": "2024", "areaServed": "GB", "sameAs": [ "https://linkedin.com/company/your-company", "https://x.com/YourHandle", "https://crunchbase.com/organization/your-co", "https://find-and-update.company-information.service.gov.uk/company/XXXXXXXXX" ] } ] }
```

## SameAs Strategy: The Entity Coherence Signal

SameAs is the single most important schema property for entity authority. It tells AI knowledge graphs that your website, LinkedIn, Twitter/X, and other profiles are all the same entity. Without it, AI may treat your profiles as separate, unconnected entities.

Platform	sameAs URL Format	Priority
LinkedIn Company	https://linkedin.com/company/[handle]	Essential
Twitter / X	https://x.com/[handle]	Essential
Crunchbase	https://crunchbase.com/organization/[name]	High
Companies House (UK)	https://find-and-update.company-information.service.gov.uk/company/[number]	High
Wikipedia	https://en.wikipedia.org/wiki/[Article_Name]	Very High (if eligible)
Wikidata	https://wikidata.org/wiki/[Q-number]	High
Google Business Profile	https://maps.app.goo.gl/[ID]	High (local businesses)

## Advanced Schema: FAQ and HowTo

**FAQPage schema** — highly extractable; AI cites FAQ answers directly for matching queries:

```
{"@type": "FAQPage", "mainEntity": [{"@type": "Question", "name": "What is entity authority?", "acceptedAnswer": {"@type": "Answer", "text": "Entity authority is the degree to which AI knowledge graphs recognise..."}}]}
```

## Schema Implementation Checklist

- Organisation schema on **every** page (not just homepage) with complete sameAs array
- Person schema on all author profile pages with full credentials and sameAs
- Article/TechArticle schema on all guides — headline matches H1 exactly
- FAQPage schema on every page with Q&A; sections
- HowTo schema on all tutorial and process pages
- datePublished and dateModified present and accurate on all content
- All @id values are permanent, canonical URLs (not subject to change)
- Schema validated with Google Rich Results Test — zero errors
- No duplicate @id values across pages
- New pages added to schema within 48 hours of publication

## Frequently Asked Questions

**Q: How often should I update my schema?**

Keep Organisation and Person schema updated whenever any business details change. Review all schema quarterly. Add new schema types as you create new content formats. Validate after every site update.

**Q: Can too much schema hurt my site?**

No — schema is always additive. The risk is inaccurate schema (facts that don't match page content) or duplicate @id values. Always validate after implementation. Accurate, comprehensive schema consistently improves AI citation rates.

**Q: Do I need schema on every single page?**

Organisation schema should be on every page. Content-specific schema (Article, FAQPage, HowTo) should be on the relevant pages. Don't add Article schema to a page that isn't an article — accuracy matters more than coverage.

---

## About the Author

**Yuliya Halavachova**

Founder & Chief AI Officer at UltraScout AI

Founder of UltraScout AI with 16+ years in technology spanning research and industry, building enterprise AI solutions with large language models (LLMs). Specialises in GEO, AEO, entity authority, and AI acquisition intelligence.

**Connect:** [linkedin.com/in/yuliyaaai](https://www.linkedin.com/in/yuliyaaai) | [x.com/YHalavachova](https://x.com/YHalavachova) | [ultrascout.ai](https://ultrascout.ai)

## Start Improving Your AI Visibility Today

Your Schema — Free Audit

[ultrascout.ai/free-ai-visibility-check](https://ultrascout.ai/free-ai-visibility-check)

Schema Implementation Session

[ultrascout.ai/demo](https://ultrascout.ai/demo)

Load Schema Mastery Guide

[ultrascout.ai/downloads/schema-mastery-guide](https://ultrascout.ai/downloads/schema-mastery-guide)

© 2026 UltraScout AI. This guide is for educational purposes. AI platform behaviour changes frequently. Strategies should be adapted to your specific industry and goals.