

CONTEXT: This reference document is not meant to provide a quick fix that will produce immediate results. Rather, it aims to contribute suggestions for content producers to make educated decisions regarding business strategies and digital projects (for example: providing data when producing new content, regardless of what it is).

By producing structured data, you leave a permanent record of your content and professional activities that lives far beyond the promotion period. The more structure data that is accessible and readable by search engines and other applications online, the more connections can be made to keep you discoverable long term.

Series Data Discoverability

Documenting a piece of content allows search engines to build connections between the data that describes it and other relevant information on the web.

The more persistent and explicit links there are between a piece of content and other relevant sources on the internet, the more chances users have of encountering it thanks to machines that search, make connections based on meaning, and that collect information.

Increasing a piece of content's chances of being discovered by search engines makes it possible to reach new potential audiences, for instance:

- those who don't know the content exists;
- those who do not use the platforms where the content is likely to be found (Facebook or YouTube, for example); and
- those who, in theory, are not interested, but who could be drawn in by the subject matter, an actor, or a contextually relevant recommendation.

1. Parts of the plan

Take stock: inventory of potential links

This activity is complementary to the promotion plan

Map out all digital assets that are (or could be) connected to the series:

- Web sites (creators, actors, broadcasters, producers, etc.)
- Social media (Facebook, Instagram, Snapchat, Twitter, etc.)
- Video platforms (YouTube, Vimeo)
- Wikipedia
- Blogs (influencers, media partners)
- Music platforms (in the case of partnerships with musicians and/or record labels)

Create links: a three-step process

1. Websites

Integrate structured data into the web pages (creator, producer, distributor, broadcaster: each player in the ecosystem plays an important role in supporting visibility and reach for the content).

- **When:** can be prepared in advance, as soon as the information is available
- **Who:** project team, together with the main partners (e.g.: the broadcaster)

2. Reference sites (Wikipedia, IMDb)

Encourage the creation of a Wikipedia article for the series. [Consult the guide](#) for tips and guidelines.

Describe the series on IMDb.

Link and enrich relevant articles (actors, screenwriters, authors of original works, producers, funds)

- **When:** 2 recognized media are required to prove the existence of the subject of the article. It is best to wait until broadcast begins.
- **Who:** ideally, avoid conflicts of interest by selecting a contributor who is not associated with the production.

3. Build out the network of links around the series

Ensure there are no dead-ends, which is to say that all paths should lead to a destination related to the series. Create relevant links between these destinations (broadcaster's website, IMDb, YouTube, a Facebook page, related works, like soundtracks, books, etc.).

- **When:** whenever new opportunities to connect present themselves. The map of digital assets should be kept up to date.
- **Who:** anyone who cares about the long-term visibility and discoverability of the series.

Metadata: Structured data for search engines

Can be prepared collaboratively with creators, broadcasters, distributors, each party remaining free to adapt the metadata to their own business context. For example, the “genre” metadata can refer to many content category names as they are used on each of their sites.

Google provides developers [detailed documentation](#) on the technicalities of producing structured data. However, content documentation requires a basic understanding of content indexing.

One important condition for using structured data is that there must be a page for each documented resource. Therefore, a URL is required for each piece of content.

The page that contains the detailed description of the resource should include a link to it. For example, the series description should include a link to a video (ex: a trailer).

The metadata model supported by search engines is Schema.org. Data is encoded in the recommended language, JSON-LD.

An exhaustive list of metadata that can be used to describe TV series (a model that is also used to describe web series) can be found on the Schema.org model page (<http://schema.org/TVSeries>).

The [Structured Data Markup Helper](#) provided by Google gives a good idea of the minimum metadata required to describe a series. It also makes it possible to produce encoded metadata in JSON-LD, which can then be copy/pasted into the source code of the page that houses the series.

NOTE: For **WordPress** sites, a custom field must be created to present the content and paste the metadata.

2. Verifying Metadata Discoverability

It is possible to verify that the data that describe the content are readable and that there are enough potential links to the content for it to be discovered in many ways.

Here are two types of validation:

1. Search for the series

The information sheet that appears on the right of the screen following a Google search shows that the search engine “understood” the content offer and that the algorithms are able to make relevant links toward other sources of information that could direct users toward the content.

It is an aggregation of information that comes from the connections that the search engine could easily establish thanks to Wikipedia and to the structured data describing the content.

The more elements of information that appear on the right, the more possible links there are to the content, and therefore, the greater its discoverability potential.

2. Presence and quality of structured data

Google’s structured data testing tool (<https://search.google.com/structured-data/testing-tool>) makes it possible to check that structured data is present in a web page.

- If metadata in the Schema model are found, they will appear on the right side of the screen. The HTML code that shows the page content appears on the left.
- If no metadata appears on the right side of the screen, it means Google’s algorithm is unable to find and interpret the data to connect it to other content and to Wikipedia.

The system flags errors and the missing metadata according to the type of content described. It can also recommend the necessary corrections. It is important to apply the required corrective measures to avoid impeding the search engine’s work.