Structured Data and Why You Should Apply It to Your Sports Betting SEO Strategy

Webmasters and online marketers make use of SEO strategies for the express purpose of helping internet searchers find their sites. It can be argued that a website not optimised for SEO is one few people will find by running a search on Google, Yahoo!, or Bing.

Do not make the mistake of believing that your sports betting website can get away without good SEO techniques. With new competitors entering the space on a regular basis, you cannot afford to ignore SEO. One particular tool you should be using is something known as structured data.

A Definition of Structured Data

Structured data is underlying code you implement to facilitate better communication between your site and search engine crawlers. We use structured data based on the knowledge that search engine algorithms cannot think for themselves. They can only respond to the data they harvest.

Let us say you were a sportswear retailer. You might use structured data on a product page in order to tell search engine algorithms more about that product. Provided the data is structured properly, it might show up as a rich snippet in SERPs, underneath the link to your website. That rich snippet might tell the user what the product is along with its size, colour, price, etc.

As far as sports betting sites are concerned, structured data proves rather valuable as a tool for attracting traffic for particular events. Remember that sports betting is almost entirely event focused. The idea is to use structured data to help sports betting fans find your site when they want to bet on a specific event.

How to Use Structured Data

The best thing about structured data is that it is by no means ambiguous. You don't even have to be a coding master to use it. An organisation known as Schema.org has created a set of standards for structured data. This organisation is actually a joint effort among multiple big-name search engines.

You can visit the Schema.org website in search of the exact mark-up you need for your page. There are different mark-ups depending on the type of structured data you are trying to create. So your mark-up for sporting events would be different from the mark-up used to display a rich snippet for a line of new tee shirts.

Deploying the structured data is pretty easy. You visit Schema.org, locate the mark-up you need, and copy and paste it. Do not paste it into your website just yet, though. Paste it into a word processor or text editor so you can modify it.

The mark-up for promoting events offers lots of opportunities to modify. Just look at the code and you will see that you can modify date, time, event name, its location, and so forth. Once all of the edits are made, you can copy and paste the text into your web page. Just be sure to paste it above the body.

Some Final Words

In closing this post, know that Google and the other search engines are very strict about how structured data is used. If you violate the rules, the search engines could very well punish your site with SERP relegation. For example, do not use event mark-up to promote a sale.

Also note that it takes a couple of days to start seeing the results of structured data. So don't wait until the day before the event to update your site. As soon as you know the schedule of events you plan to offer, get your structured data embedded and then let the search engines know to index your site again.