Yoast SEO 11.4 adds FAQ structured data, UX improvements

Yoast SEO’s latest update enhances its FAQ blocks by automatically generating structured data to accompany questions and answers. The update also introduces some UX improvements and addresses issues with AMP pages when viewed in Reader mode.

How to use it. Yoast’s FAQ structured data implementation is only compatible with the WordPress block editor (also known as Gutenberg; available on versions 5.0 and newer). Webmasters can get started by selecting the FAQ block, adding a question, inputting the answer and an image (if applicable) and repeating the process for all frequently asked questions.

The Yoast FAQ block.

The corresponding FAQpage structured data will be generated in the background and added to Yoast’s structured data graph, which may help search engines identify your FAQ page and figure out how it fits into the overall scheme of your site.

A new action and filter were also introduced to make this integration more flexible. The wpseo_pre-schema_block-type_<block-type> lets you adjust the graph output based the blocks on the page and the wpseo_schema_block_<block-type> filter enables you to filter graph output on a per-block basis.

Other improvements. Yoast has also linked the SEO and

readability scores in the Classic Editor and relocated the Focus keyphrase field to the top of meta box and sidebar to make it easier to find. And, they've resolved issues with AMP pages when viewed in Reader mode.

Why we should care. At this year's I/O conference, Google announced support for FAQ markup, which may mean that searchers will be presented with FAQs as rich results more frequently. Being able to easily and efficiently equip our FAQ sections with structured data can yield better odds of earning prominent placement on SERPs.

For more on Yoast's structured data implementation, check out our coverage on their 11.0 (general schema implementation), 11.1 (image and video), 11.2 (custom schema) and 11.3 (image and avatar) updates.

About The Author

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