Engineer Brand

Replaced 963 metadata blocks with one graph

Replaced 963 anonymous structured-data blocks that restated the company 1,671 times with one linked graph of 16 types minted from stable origin identifiers.

July 2026

963

structured-data blocks replaced by one graph

Situation. The site emitted structured data the way most sites do: a block per page, each one describing the organisation again from scratch. Across the site that came to 963 blocks restating the same company 1,671 times, anonymously — no stable identifier anywhere, so nothing consuming it could tell that the organisation on one page was the organisation on another.

Task. The structured data had to become one graph with stable identity, rather than a pile of blocks that happen to contain the same words.

Action. Identifiers are now minted from the site's origin — one for the organisation, one for the site, one for the person — and every block references them rather than restating their contents. The identifiers are origin-wide rather than per language, because the company is the same company in Danish. Sixteen types are in play, covering the service catalogue and its offers, the reviews and the work they describe, the collections and their breadcrumbs. Two decisions kept the weight down. List pages publish their items by URL only rather than inlining them, which was measured: naming them on the portfolio index would have meant 107 full statements and a 52 per cent increase in the compressed page. And the check that guards it does not merely validate syntax — it asserts that every block parses, that every identifier resolves, and that every URL the graph names was actually built, so a graph pointing at a page that does not exist fails the gate.

Result. One graph with stable identity replaces 963 anonymous restatements, and the pages carry less rather than more. The measurement that started the work is worth keeping in mind: the site had been emitting the same organisation description 1,671 times without anything being able to join them up.

Bring this experience to your project

Use “Replaced 963 metadata blocks with one graph” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Replaced 963 metadata blocks with one graph — 963 structured-data blocks replaced by one graph

Explore our services Get in touch →

Does search understand what your business actually is?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Digital Presence and SEO Lead. It draws on Frontend Engineering, Web Development, APIs & Integration, Data Governance, Automation & CI/CD and Brand & Marketing. And while you are here, we are rather good at Website Development & CMS, AI Agent Readiness, Data Governance & Quality, AI Data Readiness and Brand, Marketing & SEO.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the audience, the message and the places your identity needs to appear. We can agree a practical set of assets, their delivery formats and the rights you will receive.

See what it costs Get in touch →

Does search understand what your business actually is?

Ask about the decisions behind “Replaced 963 metadata blocks with one graph”. You will speak with the people who can explain the work and assess your own project.

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Contact card

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