

Work Sample: FAQPage Schema Markup

Bank of Hawaii customer-service FAQ, independent research, not a client engagement

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Most AI-search advice oversells what schema markup actually does. This is what honest implementation looks like: real markup, against a real page, built from real content already on the site.

At a Glance

Source page	boh.com/customer-service/faq, 77+ real accordion Q&As, zero structured data as of 2026-08-04
Addresses	Phase 3 finding #3 from Case Study 2: the sitewide FAQPage/Article schema gap
Content sourced	9 of the page's real Q&A pairs, extracted directly via DOM query on 2026-08-04, not fabricated
Validated	schema.org Validator (0 errors, 0 warnings) and Google's Rich Results Test
Status	Sample only, not deployed to boh.com. Independent research, no client access.

The Markup

Extracted directly from the live page via DOM query, not fabricated. Full JSON-LD wrapper shown, with 1 of the 9 real question-and-answer pairs as a representative excerpt.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "If I have a Bankoh Business Connection (BBC) account, will I be affected by this upgrade?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "No. The way you access and manage Bankoh Business Connection accounts will not change with this upgrade."
      }
    }
  ]
}
</script>
```

Eight more real Q&A pairs continue in the same pattern. Full 9-item file: **boh-faq-schema-sample.html**, included alongside this PDF.

Validation

Validated two ways, with two different results, both meaningful. The schema.org Validator returned zero errors and zero warnings: structurally correct FAQPage/Question/Answer markup, every question and answer parsed cleanly. Google's Rich Results Test returned "no items detected." That's not a markup failure, it's expected: Google fully deprecated FAQ rich results from Search as of May 2026, extending an August 2023 restriction that had already limited them to government and health sites. No site gets a visible FAQ rich snippet in Google Search anymore, regardless of markup quality.

Where schema still reaches: Google's own AI surfaces. AI Overviews and AI Mode are grounded via RAG on Google's core Search index and ranking systems, so the same technical-SEO signal that makes a page eligible for rich results also feeds those two surfaces. That's not a schema-to-LLM path, it's schema contributing to indexing signal that AI Overviews and AI Mode draw on. An independent OtterlyAI experiment found a pattern consistent with this: after adding schema, AI Overview citations rose 611% and AI Mode citations rose 42% over three months, while ChatGPT · Perplexity · Copilot · and Gemini all declined or held flat. Otterly's own caveat applies here too: competitor brands saw similar gains in the same window with no schema changes of their own, so some of that lift is likely a Google algorithm shift, not schema alone.

What this deliverable is actually worth. Google's own guidance, updated 2026-07-10, is explicit that no special schema.org markup is needed to appear in AI Overviews or AI Mode: this isn't a shortcut around indexing and technical SEO. What it demonstrates is correct, validated implementation of a foundational technical-SEO tactic, plus an honest account of where its AI reach actually stops. That reach is real but indirect on Google's own surfaces, and absent on the LLM-native engines that don't run on Google's index. (Sources: Google Search Central, *Optimizing your website for generative AI features*, updated 2026-07-10; OtterlyAI, *Does Schema Markup Really Impact AI Search?*, 2026-03-23.)

Full sample file: **boh-faq-schema-sample.html**, included alongside this PDF. Open it directly, or run it through schema.org's own validator.
Néstor G. Trillo · trillo.tv/portfolio · linkedin.com/in/nestortrillo