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SEN's Structured Data Markup

Presented by John Heard



Structured Data Markup

What is it?

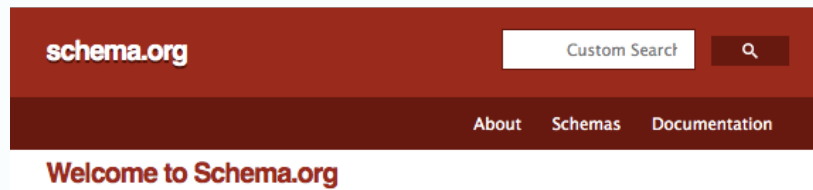
- Structured Data Markup is a way to convey important information about the content on a web page to help Search Engines better understand them.
- There are multiple accepted markup **vocabularies** used to provide structured data, however most are obsolete such as Data-Vocabulary.org and Microformats.

Today Google primarily supports the Schema.org Vocabulary.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Restaurant",
  "image": [
    "https://example.com/1x1photo.jpg",
    "https://example.com/4x3photo.jpg",
    "https://example.com/16x9photo.jpg"
  ],
  "@id": "https://www.example.com",
  "name": "Ruth's Cafe",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1200 Main St",
    "addressLocality": "Resume Speed",
    "addressRegion": "OK",
    "postalCode": "12345",
    "addressCountry": "US"
  },
  "url": "https://www.example.com/",
  "telephone": "+12122459600"
}
</script>
```

Structured Data Markup

Schema Syntax Options



- The Schema Vocabulary can be expressed in different ways, using Microdata, RDFa or JSON-LD.
- JSON-LD uses JavaScript Markup.
- RDFa and Microdata are used in-line with your HTML markup.

Structured Data Markup

Microdata, RDFa & JSON-LD Examples for BreadcrumbList

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [{
    "@type": "ListItem",
    "position": 1,
    "name": "Home",
    "item": "https://example.com/",
    { "@type": "ListItem",
      "position": 2,
      "name": "Toys",
      "item": "https://example.com/toys/"},
    { "@type": "ListItem",
      "position": 3,
      "name": "Puzzles"    }
  ]
}
```

MICRODATA (IN-LINE)

```
<ol itemscope itemtype="https://schema.org/BreadcrumbList">
  <li itemprop="itemListElement" itemscope itemtype="https://schema.org/ListItem">
    <a itemprop="item" href="https://example.com/">
      <span itemprop="name">Home</span></a>
    <meta itemprop="position" content="1" />
  </li>
  <li itemprop="itemListElement" itemscope
    itemtype="https://schema.org/ListItem">
    <a itemscope itemtype="https://schema.org/WebPage"
      itemprop="item" itemid="https://example.com/toys"
      href="https://example.com/books/sciencefiction">
      <span itemprop="name">Toys</span></a>
    <meta itemprop="position" content="2" />
  </li>
  <li itemprop="itemListElement" itemscope itemtype="https://schema.org/ListItem">
    <span itemprop="name">Puzzles</span><meta itemprop="position" content="3" />
  </li>
</ol>
```

Structured Data Markup

Microdata, RDFa & JSON-LD Examples for BreadcrumbList

JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [{
    "@type": "ListItem",
    "position": 1,
    "name": "Home",
    "item": "https://example.com/"},
    { "@type": "ListItem",
    "position": 2,
    "name": "Toys",
    "item": "https://example.com/toys/"},
    { "@type": "ListItem",
    "position": 3,
    "name": "Puzzles"  }]
}
```

RDFa (INLINE)

```
<ol vocab="https://schema.org/" typeof="BreadcrumbList">
  <li property="itemListElement" typeof="ListItem">
    <a property="item" typeof="WebPage"
      href="https://example.com/">
      <span property="name">Home</span></a>
      <meta property="position" content="1">
    </li>
  <li property="itemListElement" typeof="ListItem">
    <a property="item" typeof="WebPage"
      href="https://example.com/toys/">
      <span property="name">Toys</span></a>
      <meta property="position" content="2">
    </li>
  <li property="itemListElement" typeof="ListItem">
    <span property="name">Puzzles</span>
    <meta property="position" content="3">
  </li>
</ol>
```

Structured Data Markup

JSON-LD is Google's Preferred Markup

#1

JSON-LD Markup Format

Google has focused primarily on JSON-LD for years now. Many types of structured data they use are not supported in any other format.

Other types of markup should be phased out and replaced with JSON-LD when possible.



Why Should We Use Schema?

Structured Data Markup

Benefits for Websites

- Rich Results & Rich Cards in Google Search
- Potential Higher Click Thru Rates (CTR)
- Potential Better Rankings

Higher (CTR) can improve a page's ranking if bounce back rates are low!
Low bounce back = high quality result for the query.

Google has been pushing the use of Structured Data so hard that it even generates error reporting within Google Search Console for some schema types if you DON'T use them on your pages. *For Example VideoObject Markup*

Best Chocolate Chip Cookies Recipe - Allrecipes.com

<https://www.allrecipes.com/recipe/best-chocolate-chip-cookies>



★★★★★ Rating: 4.6 - 11,276 reviews - 1 hr - 298 cal

Directions. Preheat oven to 350 degrees F (175 degrees C). Cream together the butter, white sugar, and brown sugar until smooth. Beat in the eggs one at a time, then stir in the vanilla. Dissolve baking soda in hot water. Bake for about 10 minutes in the preheated oven, or until edges are nicely browned.

The Best Chocolate Chip Cookie Recipe Ever

<https://joyfoodsunshine.com>



★★★★★ Rating:

Feb 11, 2018 - Ingrid

sugar. 1 cup light

cups all-purpose f

BEST Chocolate Chip

<https://www.crazyforcrust.com>

AMAZING TREKKING COMPANY TO MACHU PICCHU ...

<https://www.tripadvisor.com/.../AdventurePeruPath>

★★★★★ Rating: 5 - Review by a TripAdvisor user

He also gave us an amazing two hour guided tour of Machu Picchu on day 5. If you are looking for the best trekking company to hike the Classic Inca Trail, ...

Honda EU7000IS EU7000is - 5500 Watt Electric Start Portable Inverter Generator

Electric Generators Direct > ... > Honda

Buy Honda EU7000IS Today. Free Shipping. Tax-Free. Check the Honda EU7000is - 5500 Watt Electric Start Portable Inverter Generator ratings before checking out.

| Rating | Price | Availability |
|-----------------|------------|--------------|
| 4.9 ★★★★★ (141) | \$3,999.00 | In stock |

Honda EU7000IS Portable Inverter Generator — 7000 Surge Watts, 5500 Rated Watts, Electric ... Northern Tool > ... > Inverter Generators

The Honda EU7000IS is a super-quiet, fuel-efficient, long-running portable power solution. Equipped with Honda inverter technology to safely power computers and ...

Surge Watts: 7,000

Rated Watts: 5,500

Start Type: Electric with recoil backup

Manufacturer's Warranty: 3 year limited warranty

| Rating | Price | Availability |
|---------------|------------|--------------|
| 5.0 ★★★★★ (3) | \$3,999.00 | In stock |

Honda EU7000is Generator with Electronic Fuel Injection - Honda 660270 - Portable Generators ... Camping World > shopping > item > hon...

This product is not eligible for additional discounts. Honda's All-New Superquiet 7000 Watt Generator.

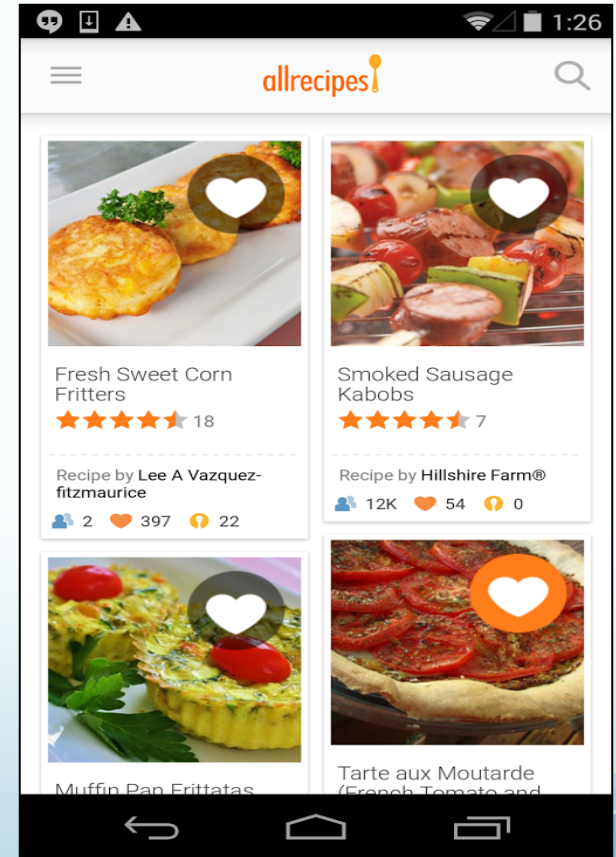
Structured Data Markup

Benefits for Websites

AND – using Schema can allow engines to understand your data enough to serve it within Apps, APIs and Data Feeds.

“Even without the structured data leading to rich results, our systems profit by understanding the pages better when they use structured data.”

- John Mueller Oct 2019



Structured Data Markup

Benefits for Websites

A combination of Schema (JSON-LD preferred) and Table Content is often rewarded:

(Note this mobile version uses jQuery toggle / tabs – it's not hurting it!)

HTML Table Data
(not marked up)

Product Schema

Honda EU7000IS Portable Inverter Generator – 7000 Surge Watts, 5500 Rated Watts, Electric ...
[Northern Tool > ... > Inverter Generators](#)

The Honda EU7000IS is a super-quiet, fuel-efficient, long-running portable power solution. Equipped with Honda inverter technology to safely power computers and ...

Surge Watts: 7,000
Rated Watts: 5,500
Start Type: Electric with recoil backup
Manufacturer's Warranty: 3 year limited warranty

| Rating | Price | Availability |
|---------------|------------|--------------|
| 5.0 ★★★★★ (3) | \$3,999.00 | In stock |

Structured Data Markup

Benefits for Websites

E.A.T. – Expertise, Authoritativeness & Trustworthiness

Structured Data Markup can assist in hidden ways with E.A.T improving ranking...

- SameAs property can help connect entities with other sources of information, such as Wikipedia, Facebook, LinkedIn, Twitter, YouTube, etc. to provide better context.
- Address, Geo, Telephone, Brand, Duns, and other data can potentially improve E.A.T.

Reference: “E-A-T? What it is & Why You Should Care”

<https://www.searchengineneews.com/se-news/content/e-a-t-what-it-is-why-you-should-care>

Structured Data Markup

How and where do you use it?

We recommend using **Schema.org JSON-LD markup** in most situations because:

- A. Google recommends JSON-LD highly for most of the situations where they will generate Rich Results.
- B. “LD” means Linked Data – JSON-LD gives you methods to connect different parts of a page or section of a template as well as off site links.
- C. JSON-LD gives you the freedom to more easily format on page human text layout and presentation. Microdata/RDFa can be a challenge.
- D. There are some types of markup, such as *delegated event listings* that can only be represented using JSON-LD.

Structured Data Markup

How and where do you use it?

A Brand's Home Page: Schema.org/Organization


Are you a brand or a large company? We recommend using **Schema.org/Organization** on the home page to help control Google's Knowledge Graph.

Offers contact points, hours, links to social profiles, Wikipedia page and more.

Optionally, **Schema.org/Person** if the site represents an individual.

Many small companies and people with a small footprint online will NOT generate a knowledge graph in search results.

REI
Corporation

 rei.com

Recreational Equipment, Inc., commonly known as REI, is an American retail and outdoor recreation services corporation. It is organized as a consumers' co-operative. REI sells sporting goods, camping gear, travel equipment, and clothing. [Wikipedia](#)

Customer service: 1 (800) 426-4840

Headquarters: Kent, WA


CEO: Jerry Stritzke (Oct 1, 2017)


Number of locations: 145 (M)

Founded: 1938, Seattle, WA


Founders: Mary Anderson, L.L.


Profiles











 Facebook

 Instagram

People also search for


Patagonia, Inc.


Dick's Sporting Goods



More images

Jeff Bezos
CEO of Amazon

Jeffrey Preston Bezos is an American technology entrepreneur, investor, and philanthropist. He is the founder, chairman, CEO, and president of Amazon. Bezos was born in Albuquerque, New Mexico, and raised in Houston, Texas. [Wikipedia](#)

Net worth: 138 billion USD (2019) Trending

Born: January 12, 1964 (age 55 years), Albuquerque, NM


Height: 5' 7"


Spouse(s): MacKenzie Tuttle (m. 1993) (separated)

Children: 4

Education: Princeton University (1986), River Oaks Elementary School, Miami Palmetto Senior High School

Profiles

 Twitter

 Instagram

Structured Data Markup

How and where do you use it?

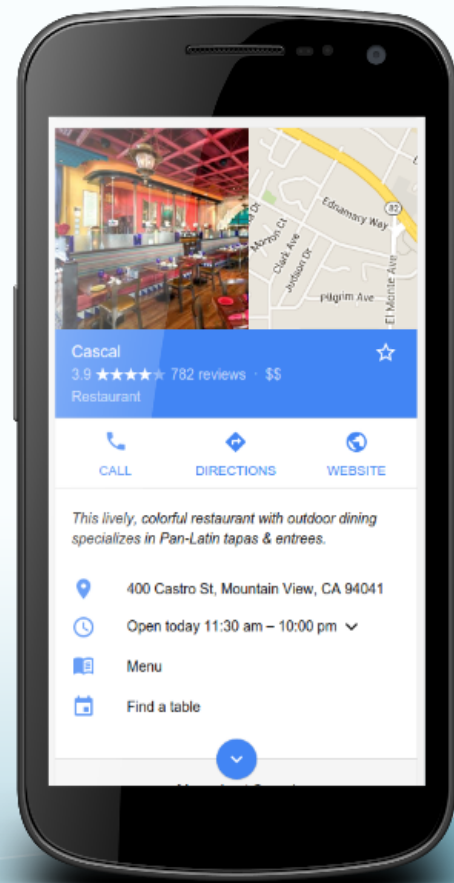
A Local Business' Home Page: schema.org/Localbusiness

For local businesses with ONE location we use **Schema.org/Localbusiness** on the home page.

OR if possible - the schema type that best describes your business. For example, **Schema.org/Restaurant**

Reference: Pro's Guide to Understanding & Using Structured Data for Rich Search Results

<https://www.searchengineneews.com/se-news/content/2019-pros-guide-to-understanding-and-leveraging-structured-data-rich-snippe>



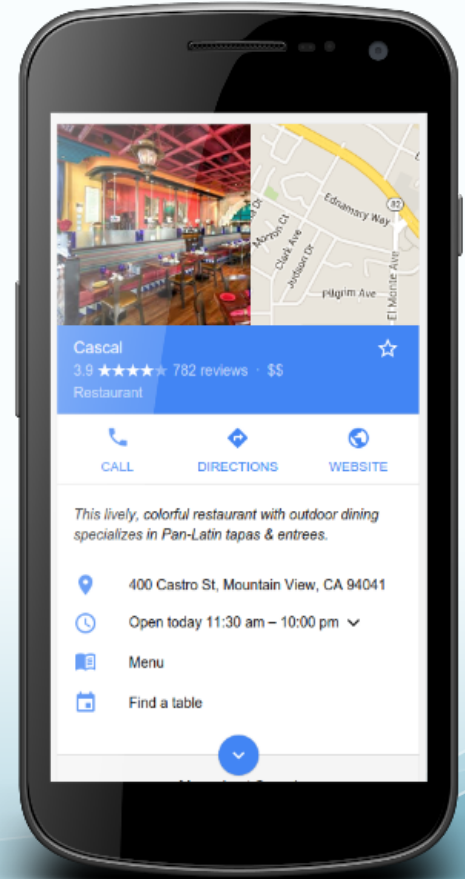
Structured Data Markup

How and where do you use it?

A Local Business' Home Page: Schema.org/Organization

If your Local Business has *Multiple Locations*, we recommend using **Schema.org/Organization** on the home page representing the main corporate office.

Then you want to use **Schema.org/Localbusiness** (or sublevel category) to represent each individual physical location on it's own dedicated page.



Structured Data Markup

How and where do you use it?

Home Page: Sitelinks Search Box

Site Search markup can ONLY be added to a site's home page!

This generates what Google calls a Sitelinks Search Box that allows the user to search your site from the search results.

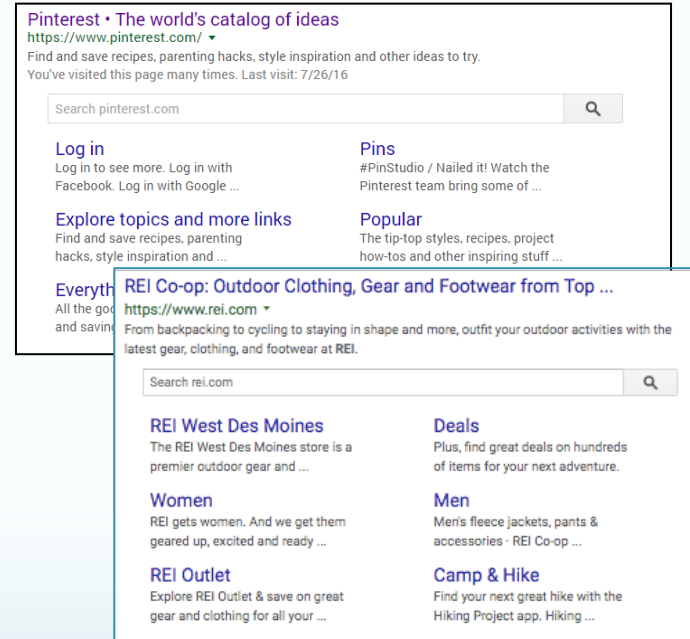
Stop and think before implementing this! In some situations it can completely bypass your sales funnel and ultimately hurt your bottom line.

Google may automatically detect and enable the Sitelinks Search Box even without markup. If that happens you can disable it using:

```
<meta name="google" content="nositelinkssearchbox" />
```

Reference:

<https://developers.google.com/search/docs/data-types/sitelinks-searchbox>



Structured Data Markup

How and where do you use it?

Site Wide: "@type": "BreadcrumbList"

The ONLY markup we recommend sitewide is your Breadcrumb
Navigation: **Schema.org type:BreadcrumbList**

[Black Diamond Icon Headlamp - REI.com](#)

[REI.com](#) > ... > [LED Headlamps](#)

A bright, powerful choice for adventurers who demand high-output lighting, the Black Diamond Icon headlamp boasts 500 lumens, waterproof construction and a removable, balanced battery pack. ... Dustproof, waterproof design offers IPX7 rated protection from water ingress when submerged ...

[Black Diamond Icon Headlamp - REI.com](#)

<https://www.rei.com> > ... > [Camp Lighting](#) > [Headlamps](#) > [LED Headlamps](#) ▼

★★★★★ Rating: 4.1 - 9 reviews - \$99.95 - In stock

A bright, powerful choice for adventurers who demand high-output lighting, the **Black Diamond Icon headlamp** boasts 500 lumens, waterproof construction and a removable, balanced battery pack. ... Dustproof, waterproof design offers IPX7 rated protection from water ingress when submerged ...

Max Light Output (Lumens): 500

Batteries: 4 AA

Weight With Batteries: 8.1 ounces

Light Output: High: 500; low: 50 lumens

Light Output (Lumens): 500

Batteries: 4 AA

Weight With Batteries: 8.1 ounces

Light Output: High: 500; low: 50 lumens

★★★★★ (9)

Price

\$99.95

Availability

In stock

Reference - <https://developers.google.com/search/docs/data-types/breadcrumbs>

Structured Data Markup

How and where do you use it?

Sub Pages

Google often generates Rich Results for the following types of content: Some of these require an opt-in, which we can discuss later.

- News Articles
- Recipes
- Ratings & Reviews
- Music
- TV & Movies (limited)
- Products
- FAQ
- Q&A
- Live Blogs (new / limited)
- Events
- Video (rare)
- Host Specific Lists
- Courses
- Local Businesses (location specific subpages)
- Software Apps

Reference - <https://developers.google.com/search/docs/guides/search-gallery>

**Don't
Confuse
Google!**



Structured Data Markup

Avoid Confusing Google!

mainEntityOfPage: VERY Important!

VERY useful when you have multiple top level entities marked up on the same page.

For example, if you have an *event calendar widget* with **schema.org/Event** markup on a Product page that also has **schema.org/Product** markup.

You want the Rich Result to show the Product Rich Result, not the event for that specific URL...

The screenshot shows a product page with structured data markup. The markup includes a list of links and a section titled "Upcoming Events". The event calendar widget is highlighted with a red border. The calendar shows the month of March 2017, with dates 1 through 31. The events listed are:

- [Coca Cola Music Experience 2012](#) - Pop
- 17 Mar 17
- 09 28009 Madrid
- [Dave Matthews Band](#) - Pop
- 18 Mar 17
- London SW7 2AP
- [Aladdin](#) - theatre
- 18 Mar 17
- Camden
- [Josh Groban](#) - Easy Listening
- 21 Mar 17
- New Orleans
- [War](#) - RnB
- 22 Mar 17
- Los Angeles

UPCOMING EVENT LOCATIONS

Structured Data Markup

Avoid Confusing Google

Consider this: You have 3 Schema.org Top Level Markup sections on a page. **schema.org/Webpage** markup is being added by your site's theme in Microdata, **schema.org/Event** mark up is added by a calendar widget on the sidebar in Microdata, and the real focus of the page is a Product with associated **schema.org/Product** JSON-LD markup used.

Schema.org/WebPage

Schema.org/Product

Schema.org/Event

Which one does the page represent? These are considered all top level entities. Google may decide to give rich results in the search results for your Event - not the Product - which is the actual main topic of the page.

Structured Data Markup

Avoid Confusing Google

In that situation where you have...

Three different sections marked up and NO easy way to nest the entire markup into one JSON-LD statement, or in the HTML code because the widget is defined separately, then you need to use **mainEntityOfPage** to tell the engines that **schema.org/Product** is the *Main Entity* the webpage should represent.

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "http://domain.com/productpage/"
  },
  "description": "Product Description Text",
  "name": "Product Name",
  "image": "productimage.jpg",
  "offers": {
    "@type": "Offer",
    "availability": "http://schema.org/InStock",
    "price": "275.00",
    "priceCurrency": "USD"
  }
}
</script>
```

Structured Data Markup

Avoid Confusing Google

Use MainEntity when you need to use a nested entity under a type WebPage, such as this Restaurant example...

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "WebPage",
  "@id": "http://cathscafe.example.com/",
  "mainEntity": {
    "@type": "Restaurant",
    "name": "Cath's Cafe",
    "openingHours": "Mo,Tu,We,Th,Fr,Sa,Su 11:00-20:00",
    "telephone": "+155501003344",
    "menu": "/menu"
  }
}
</script>
```

Structured Data Markup

JSON-LD Best Practice Tips

- JSON-LD Defined: *JavaScript Object Notation – Linked Data*
- JSON-LD goes in the <head></head> section of the webpage, but it can function in the body.
- **Much of JSON-LD is case sensitive:** “**schema.org/Product**” is valid and “**schema.org/product**” is NOT.
- The most common error is a missing comma at the end of the last property or upper level properties.
- “Curly Quotes” are not valid. User straight quotes only. This problem often happens when working with a rich text editor like MS Word.

Structured Data Markup

JSON-LD Best Practice Tips

- Content within your markup needs to be included on the page where a human can read it. **Google is strict about this!** If you break this rule then you're not likely to get a Rich Result and you could even end up with a penalty that strips all of your Rich Results as it's against [Google's Structured Data Guidelines](#).
- Look for working examples of Rich Results in Google Search as implementation examples.
- Test it ALL with Google's Markup Tester, which crawls pages LIVE so there's no downtime: <https://search.google.com/structured-data/testing-tool/>
- Leverage Google's Rich Result Gallery for code examples and specific guidelines: <https://developers.google.com/search/docs/data-types/article>

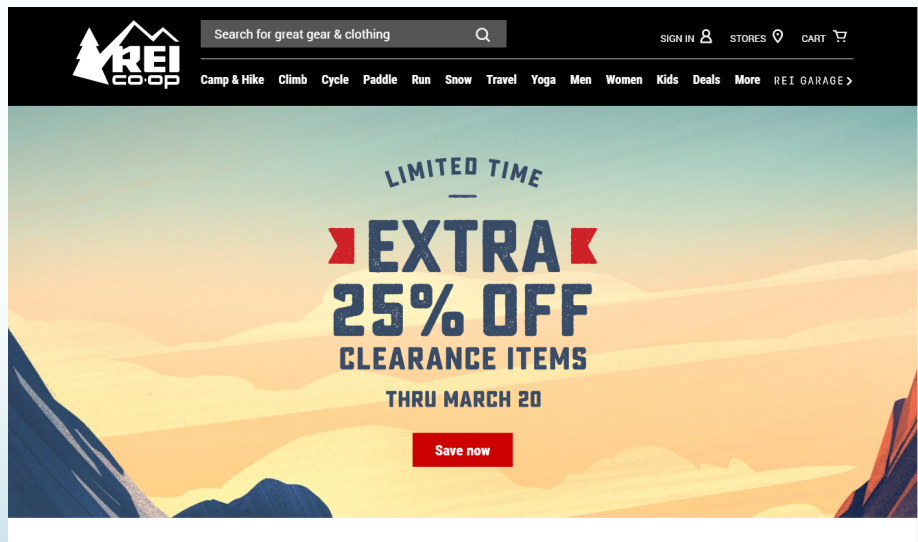
Pro Tip: Bookmark these links!

CODE EXAMPLES




Structured Data Markup

Organization Home Page with JSON-LD



REI

Corporation

 rei.com

Recreational Equipment, Inc., commonly known as REI, is an American retail and outdoor recreation services corporation. It is organized as a consumers' co-operative. REI sells sporting goods, camping gear, travel equipment, and clothing. [Wikipedia](#)

Customer service: [1 \(800\) 426-4840](tel:18004264840)

Headquarters: [Kent, WA](#)


CEO: [Jerry Stritzke](#) (Oct 1, 2013–)


Number of locations: [145](#) (May 2016)


Founded: 1938, [Seattle, WA](#)


Founders: [Mary Anderson](#), [Lloyd Anderson](#)

Profiles

 Facebook

 Instagram

 YouTube

 Twitter

Structured Data Markup

Organization Home Page with JSON-LD

Organization w/Sitelinks Example

```
<script type="application/ld+json">[{
  "@context":"https://schema.org",
  "@type":"Organization",
  "name":"REI ",
  "url":"https://www.rei.com/",
  "logo":"https://rei.com/logo-black.svg",
  "sameAs":[
    "https://www.facebook.com/REI/",
    "https://twitter.com/REI",
    "https://plus.google.com/+REI",
    "https://instagram.com/rei/",
    "https://www.youtube.com/user/reifindout",
    "https://www.linkedin.com/company/rei",
    "https://www.pinterest.com/reicoop/"
  ],
  "contactPoint":{
    "@type":"ContactPoint",
    "telephone":"+1-800-426-4840",
    "contactType":"customer service"
  }
}]
```

```
{
  "@context":"https://schema.org",
  "@type":"WebSite",
  "name":"REI",
  "alternateName":"Recreational Equipment, Inc.",
  "url":"https://www.rei.com/",
  "potentialAction":{
    "@type":"SearchAction",
    "target":"https://www.rei.com/search?q={search_term_string}",
    "query-input":"required name=search_term_string"
  }
}]</script>
```

Reference: Real World Structured Data Code Reference Guide

<https://www.searchengineneeds.com/se-news/content/real-world-structured-data-reference>

Structured Data Markup

Organization Home Page with JSON-LD

Sitelinks Search Box

REI.com: Outdoor Clothing, Gear, and Footwear from Top Brands

<https://www.rei.com/> ▼

From backpacking to cycling to staying in shape and more, outfit your outdoor activities with the latest gear, clothing, and footwear at REI.



REI Garage

Explore REI Garage (formerly REI Outlet) & save on great gear ...

Deals

Plus, find great deals on hundreds of items for your next adventure.

Women

Looking for adventure? We'll get you geared up, excited and ...

Gift Registry

Create your personalized wedding registry, wish list or gift list on ...

Men's Clothing, Gear and ...

... and ready for the outdoors with fresh articles, advice, clothing ...

Camp & Hike

Shop all Camp & Hike Gear ... Two tents are set up at base camp.

Structured Data Markup

Organization Home Page with JSON-LD

The first section helps you control the Knowledge Graph

```
<script type="application/ld+json">[{
  "@context":"https://schema.org",
  "@type":"Organization",
  "name":"REI ",
  "url":"https://www.rei.com/",
  "logo":"https://rei.com/logo-black.svg",
  "sameAs":[
    "https://www.facebook.com/REI/",
    "https://twitter.com/REI",
    "https://plus.google.com/+REI",
    "https://instagram.com/rei/",
    "https://www.youtube.com/user/reifindout",
    "https://www.linkedin.com/company/rei",
    "https://www.pinterest.com/reicoop/"
  ],
  "contactPoint":{
    "@type":"ContactPoint",
    "telephone":"+1-800-426-4840",
    "contactType":"customer service"
  }
},
],
}
```

```
{
  "@context":"https://schema.org",
  "@type":"WebSite",
  "name":"REI",
  "alternateName":"Recreational Equipment, Inc.",
  "url":"https://www.rei.com/",
  "potentialAction":{
    "@type":"SearchAction",
    "target":"https://www.rei.com/search?
q={search_term_string}",
    "query-input":"required name=search_term_string"
  }
}</script>
```

Structured Data Markup

Organization Home Page with JSON-LD

Second section adds the Sitelink Search box in the search results.

```
<script type="application/ld+json">[{  
  "@context":"https://schema.org",  
  "@type":"Organization",  
  "name":"REI ",  
  "url":"https://www.rei.com/",  
  "logo":"https://rei.com/logo-black.svg",  
  "sameAs":[  
    "https://www.facebook.com/REI/",  
    "https://twitter.com/REI",  
    "https://plus.google.com/+REI",  
    "https://instagram.com/rei/",  
    "https://www.youtube.com/user/reifindout",  
    "https://www.linkedin.com/company/rei",  
    "https://www.pinterest.com/reicoop/"  
  ],  
  "contactPoint":{  
    "@type":"ContactPoint",  
    "telephone":"+1-800-426-4840",  
    "contactType":"customer service"  
  }  
},  
]
```

```
{  
  "@context":"https://schema.org",  
  "@type":"WebSite",  
  "name":"REI",  
  "alternateName":"Recreational Equipment,  
  Inc.",  
  "url":"https://www.rei.com/",  
  "potentialAction":{  
    "@type":"SearchAction", "target":"https://  
www.rei.com/search?q={search_term_string}",  
    "query-input":"required  
name=search_term_string"  
  }  
}]</script>
```

Structured Data Markup

Organization Home Page with JSON-LD

Oops, they didn't include their address... Let's add one!

```
<script type="application/ld+json">[{  
  "@context":"https://schema.org",  
  "@type":"Organization",  
  "name":"REI ",  
  "address": {  
    "@type": "PostalAddress",  
    "addressLocality": "Kent",  
    "addressRegion": "WA",  
    "postalCode": "98030",  
    "streetAddress": "6750 S 228th St"  
  },  
}]  
</script>
```

Structured Data Markup

Organization Home Page with JSON-LD

More on the SiteLinks Search Box...

Google will sometimes recognize your site's search query method on its own and generate a SiteLinks Search Box. For example, WordPress has a common search method.

If you want to opt out of this, use

<meta name="google" content="nositelinkssearchbox" /> on your site's home page.

Reference: Real World Structured Data Code Reference Guide

<https://www.searchengineneews.com/se-news/content/real-world-structured-data-reference>

Structured Data Markup

LocalBusiness Markup <https://schema.org/LocalBusiness>

LocalBusiness or one of its subtypes is very similar to Organization Markup – (note we used mainEntity in this situation)

```
<script type="application/ld+json"> {  
  "@context": "http://schema.org",  
  "@type": "WebPage",  
  "breadcrumb": "Home > Contact",  
  "mainEntity": {  
    "@type": "LocalBusiness",  
    "pricerange": "$$",  
    "address": {  
      "@type": "PostalAddress",  
      "streetAddress": "9999 W. HWY 99",  
      "addressLocality": "San Diego",  
      "addressRegion": "CA",  
      "postalcode": "99999"  
    },  
    "geo": {  
      "@type": "GeoCoordinates",  
      "latitude": "34.752596",  
      "longitude": "-97.900533"  
    },  
    "image": "http://domain.com/images/logo.png",  
    "description": "Business Description Text",  
    "name": "Acme Rocket Parts",  
    "telephone": "XXX-XXX-XXXX",  
    "faxNumber": "XXX-XXX-XXXX",  
    "url": "http://domain.com"  
  }  
}
```

```
"geo": {  
  "@type": "GeoCoordinates",  
  "latitude": "34.752596",  
  "longitude": "-97.900533"  
},  
"image": "http://domain.com/images/logo.png",  
"description": "Business Description Text",  
"name": "Acme Rocket Parts",  
"telephone": "XXX-XXX-XXXX",  
"faxNumber": "XXX-XXX-XXXX",  
"url": "http://domain.com"  
}  
}
```

</script>



Structured Data Markup

LocalBusiness Markup <https://schema.org/LocalBusiness>

The order you list each variable isn't important, but that trailing comma for each line is. The last variable does not have a comma.

```
"image": "http://domain.com/images/logo@2x.png",  
"description": "Business Description Text",  
"name": "Acme Rocket Parts",  
"telephone": "XXX-XXX-XXXX",  
"faxNumber": "XXX-XXX-XXXX",  
"url": http://domain.com  
}
```



Syntax errors, such as missing a comma, are the most typical structured data markup error. Also only regular quotes can be used, **no curly quotes**.

Reference: Real World Structured Data Code Reference Guide

<https://www.searchengineneews.com/se-news/content/real-world-structured-data-reference>

Structured Data Markup

Product Markup <https://schema.org/Product>

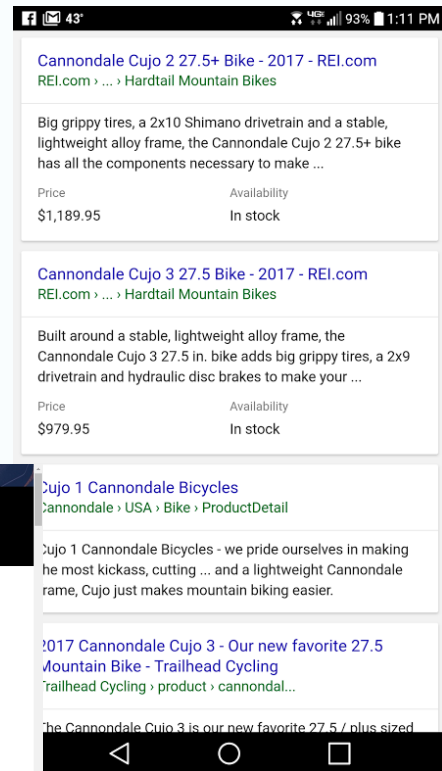
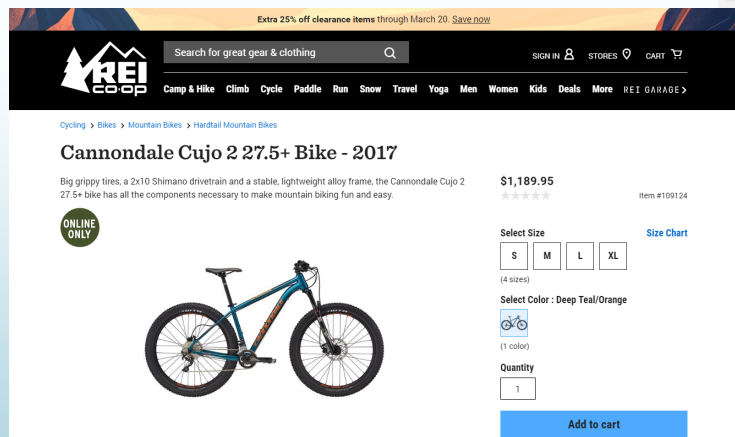
Real Life Example of Product Markup, Without Reviews

Cannondale Cujo 2 27.5+ Bike - 2017 - REI.com

<https://www.rei.com> › [Cycling](#) › [Bikes](#) › [Mountain Bikes](#) › [Hardtail Mountain Bikes](#) ▼

\$1,189.95 - In stock

Big grippy tires, a 2x10 Shimano drivetrain and a stable, lightweight alloy frame, the **Cannondale Cujo 2 27.5+ bike** has all the components necessary to make ...



Structured Data Markup

Product Markup <https://schema.org/Product>

This an example of the JSON-LD markup that generated the Product Rich Snippet shown earlier.

```
<script type="application/ld+json">
{
  "@context":"https://schema.org",
  "@type":"Product",
  "name":"Cujo 2 27.5+ Bike - 2017",
  "description": "Big grippy tires, a 2x10 Shimano
drivetrain and a stable, lightweight alloy frame, the
Cannondale Cujo 2 27.5+ bike has all the
components necessary to make mountain biking fun
and easy.",
  "url":"https://www.rei.com/product/275-bike-2017",
  "brand":{"
    "@type":"Brand",
    "name":"Cannondale", "image":"https://
www.rei.comhttps://satchel.rei.com/media/img/
brand-logos/218.gif",
    "url":"https://www.rei.com/b/cannondale"},
  "offers": {
    "@type": "Offer",    "image":"https://www.rei.com/media/product/
1091240001",
    "sku":"1091240001",
    "availability": "http://schema.org/InStock",
    "itemCondition":"https://schema.org/NewCondition",
    "price": "1189.95",
    "priceCurrency": "USD",
    "seller":  {
      "name":"REI",
      "@type":"Organization"}
    }
  }
}</script>
```

Reference: Pro's Guide to Nesting JSON/LD Markup For Your Product Pages

<https://www.searchengineneews.com/se-news/content/guide-to-nesting-json-ld-product-markup>

Structured Data Markup

Product Markup <https://schema.org/Product>

When Reviews are Added to the Product Page, then we add a reference to **AggregateRating** within the Product Markup

```
<script type="application/ld+json">
{
  "@context":"https://schema.org",
  "@type":"Product",
  "name":"Cujo 2 27.5+ Bike - 2017",
  "description": "Big grippy tires, a 2x10 Shimano drivetrain and a stable,
lightweight alloy frame...",
  "url":"https://www.rei.com/product/109124/cannondale-cujo-2-275-bike-2017",
  "aggregateRating":
    { "@type": "AggregateRating",
      "ratingValue": "4.4",
      "reviewCount": "165" },
  "brand": {
    ....
  }
}
</script>
```

Reference: Pro's Guide to Nesting JSON/LD Markup For Your Product Pages

<https://www.searchengineneews.com/se-news/content/guide-to-nesting-json-ld-product-markup>

Structured Data Markup

Product Markup <https://schema.org/Product>

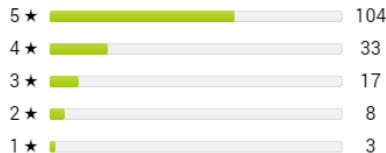
AggregateRating markup must refer to actual marked up, visible review content on the page.

Having the content on the page is a requirement of Google's guidelines.

Reviews

Rating Snapshot

Select a row below to filter reviews.



Average Customer Ratings

Overall ★★★★★ 4.4

1–8 of 165 Reviews

★★★★★ EzRunner · 5 months ago

The Cadillac of 2016 Backpacks

I have the Exos 58, I have the Aether 70, and the Atmos 65 combines the toughness of the Aether with the light weight and maneuverability of the Exos. This really is the best of both, and more than the sum of it's parts!

I hiked this back 16 miles in the Cohutta Mountain Wilderness of North Georgia, across 26 river crossings, a dozen intermediate climbs and descents. I was leading a youth group and as such was carrying extra food and a trauma kit.

Reference: Pro's Guide to Nesting JSON/LD Markup For Your Product Pages

<https://www.searchengineneeds.com/se-news/content/guide-to-nesting-json-ld-product-markup>

Structured Data Markup

Product Markup <https://schema.org/Product>

In order to get the **Rich Results with Stars**, you
HAVE to have customer review content on the page.

Osprey Atmos 65 AG Pack - REI.com

<https://www.rei.com> › Camping and Hiking › Hiking Backpacks › Backpacking Packs

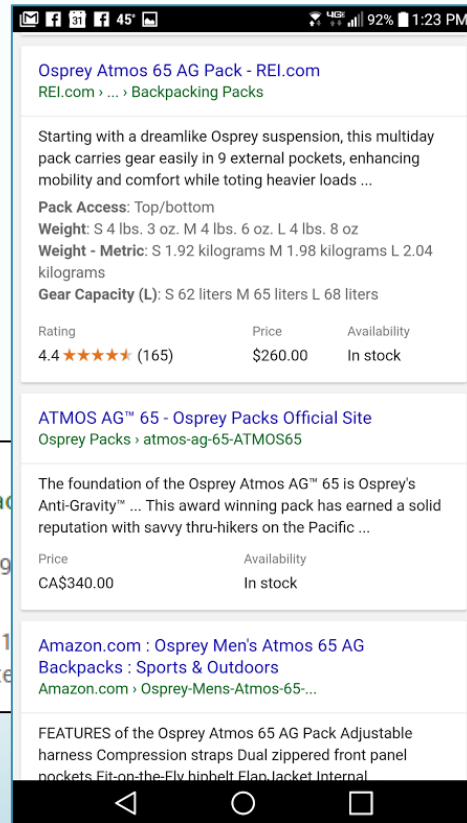
★★★★★ Rating: 4.4 - 165 reviews - \$260.00 - In stock

Starting with a dreamlike **Osprey** suspension, this multiday **pack** carries gear easily in 9 pockets, enhancing mobility and comfort while toting heavier ...

Pack Access: Top/bottom

Weight - Metric: S 1.92 kilograms M 1.98 kilograms L 2.04 kilograms

Weight: S 4 lbs. 3 oz. M 4 lbs. 6 oz. L 4 lbs. 8 oz. **Gear Capacity (L):** S 62 liters M 65 liters L 68 liters



Structured Data Markup

Product Markup <https://schema.org/Product>

In this situation, REI.com mixed Microdata with JSON-LD, this is likely due to their CMS system capabilities. This is ONE of the EIGHT reviews displayed on the page...

```
<div class="bvseo-review" itemprop="review" itemscope itemtype="http://schema.org/Review" data-reviewid="87115414">
  <meta itemprop="itemReviewed" content="Osprey Men's Atmos 65 AG Pack" />
  <span itemprop="reviewRating" itemscope itemtype="http://schema.org/Rating">
    Rated <span itemprop="ratingValue">5</span> out of
    <span itemprop="bestRating">5</span>
  </span> by
  <span itemprop="author">RhettMorgan</span> from
  <span itemprop="name">Best Bag Around</span>
  <span itemprop="description">In my opinion this is the best bag you can get for the time being. Its by far the comfiest
  bag I've ever owned, making my heavy loads seem non existent. I ended up getting the 65 over the 50 due to the fact that
  the 65 has the outer sleeping pad straps and the 50 doesn't... I think thats a big con to the 50 (in my opinion). The extra
  space doesn't seem to get in my way much, and you can compress this bag down to such a manageable size you don't
  have to worry about the bag flapping around while on the trail. The only down side to this pack would be the water bottle
  sleeves... Good luck fitting a Nalgene bottle in them with a decently loaded pack.</span>
  <div class="bvseo-pubdate">Date published: 2019-05-02</div>
  <meta itemprop="datePublished" content="2019-05-02" />
</div>
```

Structured Data Markup

Product Markup <https://schema.org/Product>

Let's convert to JSON-LD for reference, we'll just add it right after the aggregateRating section - note the brackets [] when we have multiple reviews to list.

```
"aggregateRating":
{
  "@type": "AggregateRating",
  "ratingValue": "4.4",
  "reviewCount": "165"},
"review": [
{
  "@type": "Review",
  "itemReviewed": "Osprey Men's Atmos 65 AG Pack",
  "author": "RhettMorgan",
  "datePublished": "2016-05-02",
  "description": "In my opinion this is the best bag
you can get for ...",
  "name": "Best Bag Around",
  "reviewRating": {
    "@type": "Rating",
    "bestRating": "5",
    "ratingValue": "5",
    "worstRating": "1"  } },
```

```
{
  "@type": "Review",
  "author": "Just a dude",
  "datePublished": "2019-07-23",
  "description": "Great microwave for the price. It is small
and fits in my apartment.",
  "name": "Outstanding pack!",
  "reviewRating": {
    "@type": "Rating",
    "bestRating": "5",
    "ratingValue": "5",
    "worstRating": "1"
  }
}
]
"brand":{
....
}</script>
```

Structured Data Markup

Breadcrumb Markup <https://schema.org/BreadcrumbList>

If you're going to markup your BreadCrumb Data, we suggest using schema.org/BreadcrumbList – here's an example of it in use

Osprey Atmos 65 AG Pack - REI.com

<https://www.rei.com> › [Camping and Hiking](#) › [Hiking Backpacks](#) › [Backpacking Packs](#) ▼

★★★★★ Rating: 4.4 - 165 reviews - \$260.00 - In stock

Starting with a dreamlike **Osprey** suspension, this multiday **pack** carries gear easily in 9 external pockets, enhancing mobility and comfort while toting heavier ...

Pack Access: Top/bottom

Weight - Metric: S 1.92 kilograms M 1.98 kilogr...

Weight: S 4 lbs. 3 oz. M 4 lbs. 6 oz. L 4 lbs. 8 oz

Gear Capacity (L): S 62 liters M 65 liters L 68 li...

Structured Data Markup

Breadcrumb Markup <https://schema.org/BreadcrumbList>

If you're going to markup your BreadCrumb Data, we suggest using **schema.org/BreadcrumbList**

Note again the use of square brackets when using a list of properties []

```
<script type="application/ld+json">{
  "@context":
    "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [{
    "@type": "ListItem", "position": 1, "item":
    { "@id": "https://www.rei.com/c/camping-and-hiking",
      "name": "Camping and Hiking" }},
    { "@type": "ListItem", "position": 2,
      "item": { "@id": "https://www.rei.com/c/hiking-backpacks",
        "name": "Hiking Backpacks" }},
    { "@type": "ListItem",
      "position": 3, "item": { "@id": "https://www.rei.com/c/backpacking-packs",
        "name": "Backpacking Packs" } }
  ]
}</script>
```

Structured Data Markup

Event Markup <https://schema.org/Event>

Events and things to do in Kansas City, MO this weekend - concerts, movies, comedy - Eventful
[Eventful](#) > [kansascity](#) > [events](#) > [this-wee...](#)

Find things to do in Kansas City, MO this weekend. Eventful provides the most popular Kansas City events, concerts, movies, comedy, nightlife, family events, and ...

Blue Man Group
Fri, Mar 10 - Briar Street Theatre

Thunder From Down Under
Fri, Mar 10 - Excalibur Hotel and Casino

Universoul Circus
Fri, Mar 10 - Turner Field

Events are another type of content that Google often will reward a Rich Result.

There are numerous subtypes of more specific events, such as **SaleEvent**.

Events and things to do in Kansas City, MO this weekend - concerts ...
kansascity.eventful.com/events/this-weekend ▼

Find things to do in **Kansas City**, MO this **weekend**. Eventful provides the most popular **Kansas City events**, concerts, movies, comedy, nightlife, family **events**, ...

| | | |
|-------------|-----------------------------------------|----------------------------|
| Fri, Mar 10 | Blue Man Group | Briar Street Theatre |
| Fri, Mar 10 | Thunder From Down Under | Excalibur Hotel and Casino |
| Fri, Mar 10 | Universoul Circus | Turner Field |

Structured Data Markup

Event Markup <https://schema.org/Event>

JSON-LD example of Event Structured Data

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Event",
  "name": "Miami Heat at Philadelphia 76ers",
  "location": {
    "@type": "Place",
    "address": {
      "@type": "PostalAddress",
      "addressLocality": "Philadelphia",
      "addressRegion": "PA"
    },
    "url": "wells-fargo-center.html"
  },
  "offers": {
    "@type": "Offer",
    "price": "13.00",
    "priceCurrency": "USD",
    "url": "http://www.ticketfly.com/purchase/309433"
  },
  "startDate": "2019-04-21T20:00",
  "url": "nba-miami-philidelphia-game3.html"
}
</script>
```

Note: The time and data above refers to
April 21st, 2019 at 8:00pm

Structured Data Markup

Date and Time Formats

It's important to use the ISO 8601 Datetime Format when working with Structured data!

| Datetime | ISO 8601 Notation | Example |
|-----------------------------------|--------------------------|------------------------|
| Datetime | yyyy-mm-ddThh:mm | 2017-09-15T15:53 |
| Datetime with time zone from Zulu | yyyy-mm-ddThh:mm+ -hh:mm | 2017-09-15T15:53+05:00 |
| Date only | yyyy-mm-dd | 2017-09-15 |

Reference - https://en.wikipedia.org/wiki/ISO_8601
<http://support.sas.com/documentation/cdl/en/lrdict/64316/HTML/default/viewer.htm#a003169814.htm>

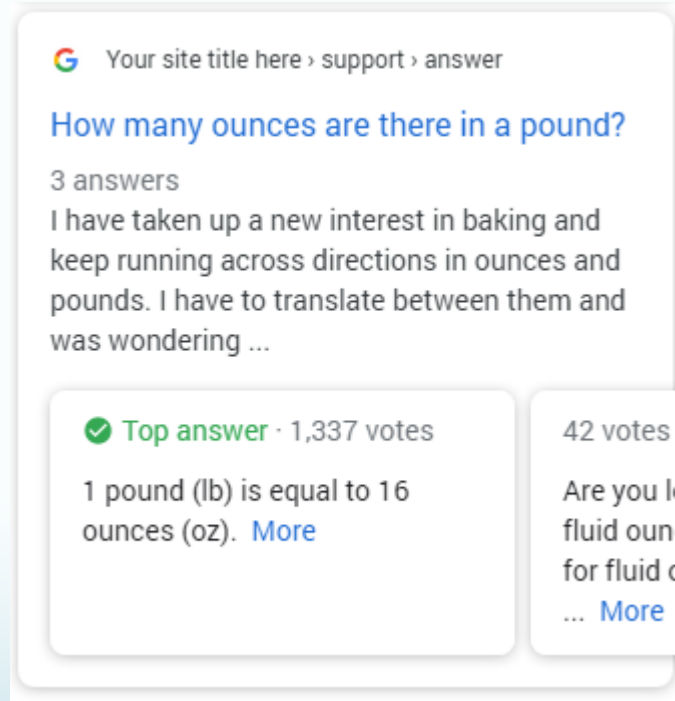
Structured Data Markup

Q & A Markup <https://schema.org/QAPage>

Q&A Markup is specifically for marking up a single specific question with one or more answers.

Google's Guidelines require users be able to submit answers to the question! See -

<https://developers.google.com/search/docs/data-types/qapage>



Reference: Marked Up Q&A Content Getting Position Zero Results on Google

<https://www.searchengineneeds.com/se-news/update/entry/marked-up-qa-content-getting-position-zero-results-on-google>

Structured Data Markup

Q & A Markup <https://schema.org/QAPage>

Code Example

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "QAPage",
  "mainEntity": {
    "@type": "Question",
    "name": "How many ounces are there in a pound?",
    "text": "I have taken up a new interest in baking and keep
running across directions in ounces and pounds. I have to
translate between them and was wondering how many ounces are
in a pound?",
    "answerCount": 3,
    "upvoteCount": 26,
    "dateCreated": "2019-07-23T21:11Z",
    "author": {
      "@type": "Person",
      "name": "New Baking User" },

```

```

    "acceptedAnswer": {
      "@type": "Answer",
      "text": "1 pound (lb) is equal to 16 ounces (oz).",
      "dateCreated": "2016-11-02T21:11Z",
      "upvoteCount": 1337,
      "url": "https://example.com/question1#acceptedAnswer",
      "author": {
        "@type": "Person",
        "name": "SomeUser"
      }
    }
  }
}
</script>
```

Structured Data Markup

FAQ Markup <https://schema.org/FAQPage>

FAQ Markup is for marking up multiple questions and answers.

Make sure to read and follow Google's recommendations -

<https://developers.google.com/search/docs/data-types/faqpage>

www.thezebra.com › car-insurance-quotes ▼

Free Car Insurance Quotes (from 100+ Companies) | The Zebra

A **car insurance quote** is an estimate of what you can expect to pay for **insurance** coverage from a specific company. **Auto insurance quotes** are determined by the personal information you provide. Factors such as credit score, driving history, and age contribute to **auto insurance** rates.

How does The Zebra help you find cheap car insurance? ▼

Where can you get free car insurance quotes online? ▼

What's the best way to get affordable car insurance rates? ▼

▼ Show more

Reference: How to Write FAQ Content For Featured Snippets

<https://www.searchengineneews.com/se-news/content/how-to-write-qa-content-for-featured-snippets>

Structured Data Markup

FAQ Markup

Code Example

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is the return policy?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Most unopened items in new
condition and returned within <strong>90
days</strong> will receive a refund or
exchange }
  },
}
```

```
{
  "@type": "Question",
  "name": "When will my credit card be charged?",
  "acceptedAnswer": {
    "@type": "Answer",
    "text": "We'll attempt to securely charge your credit
card at the point of purchase online. If there's a problem,
you'll be notified on the spot and prompted to use another
card. Once we receive verification of sufficient funds, your
payment will be completed and transferred securely to us.
Your account will be charged in 24 to 48 hours."
  }
}
</script>
```

Yoast SEO's New Block Editor has a FAQ Page Markup Generator

Reference: How to Write FAQ Content For Featured Snippets

<https://www.searchengineneeds.com/se-news/content/how-to-write-qa-content-for-featured-snippets>

Structured Data Markup

Article Markup <https://schema.org/Article>

Article Markup may help display an image thumbnail in search results & generate EAT signals.

Google's recommendations:

<https://developers.google.com/search/docs/data-types/article>



<https://www.dragstuff.com> › nitrous...

How do Progressive Controllers for Nitrous Work? - Dragstuff

Dec 29, 2017 · Nitrous Oxide
Progressive Controller Frequency &
Percentage Settings. Virtually all racing
N2O progressive controllers systems
employ a ...



Structured Data Markup

Article Markup

Code Example

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://google.com/article"
  },
  "headline": "Article headline",
  "image": [
    "https://example.com/photos/1x1/
photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
```

```
    "datePublished":
"2019-02-05T08:00:00+08:00",
    "dateModified":
"2019-02-05T09:20:00+08:00",
    "author": {
      "@type": "Person",
      "name": "John Doe"
    },
    "publisher": {
      "@type": "Organization",
      "name": "Google",
      "logo": {
        "@type": "ImageObject",
        "url": "https://google.com/logo.jpg"
      }
    },
    "description": "A most wonderful article"
  }
}</script>
```

Structured Data Markup

Article Markup

Article Markup Notes

- Provide multiple aspect ratios of the same image to assist Google using it in different types of results (Desktop/Mobile/Tablet)

“For best results, provide multiple high-resolution images (minimum of 50K pixels when multiplying width and height) with the following aspect ratios: 16x9, 4x3, and 1x1”

- Google's Guidelines

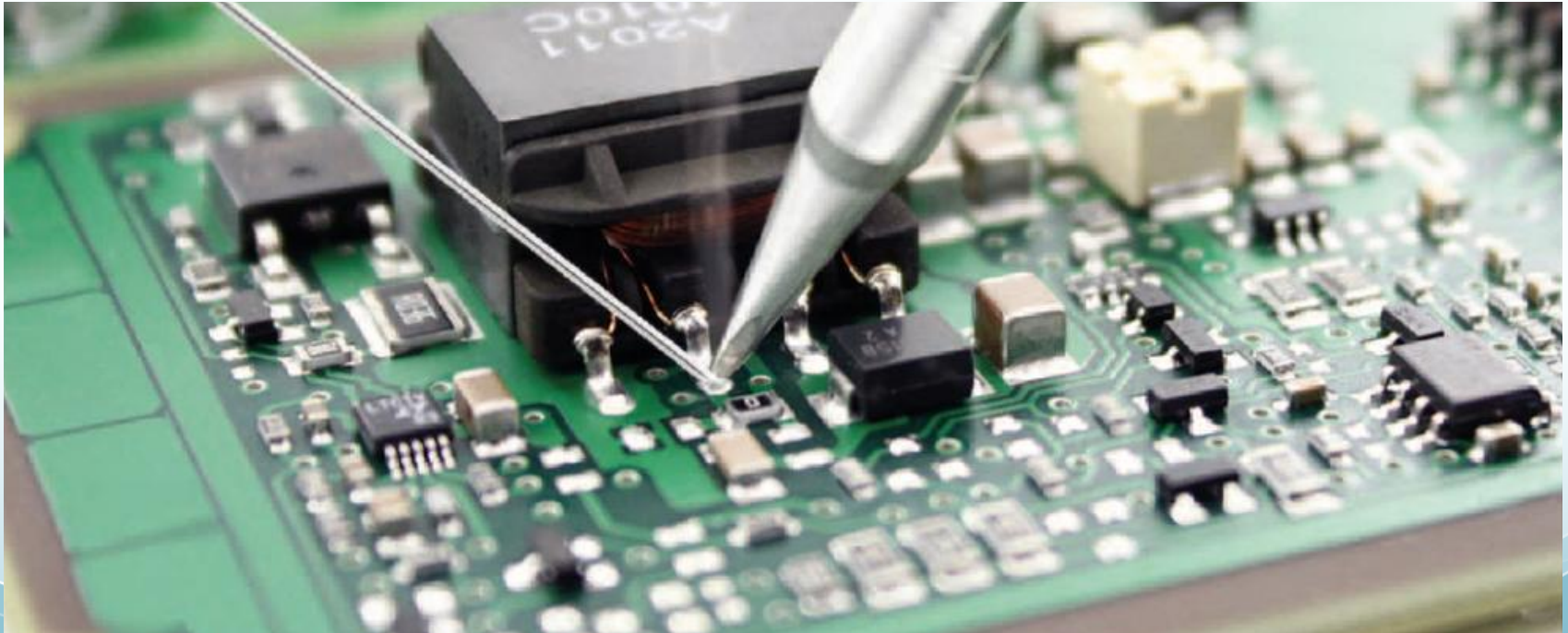
- The image is supposed to represent the story/article
- DateModified value should match the visible date on the page.
- Marked up text should be same as on the page.



Reference: Google's image ratio requirements for Structured Data!

<https://www.searchengineneews.com/se-news/content/im-feeling-lost-about-googles-image-ratio-requirements-for-structured>

IMPLEMENTATION



Structured Data Markup

Adding JSON-LD Markup

Where do you put this JSON-LD JavaScript Code?

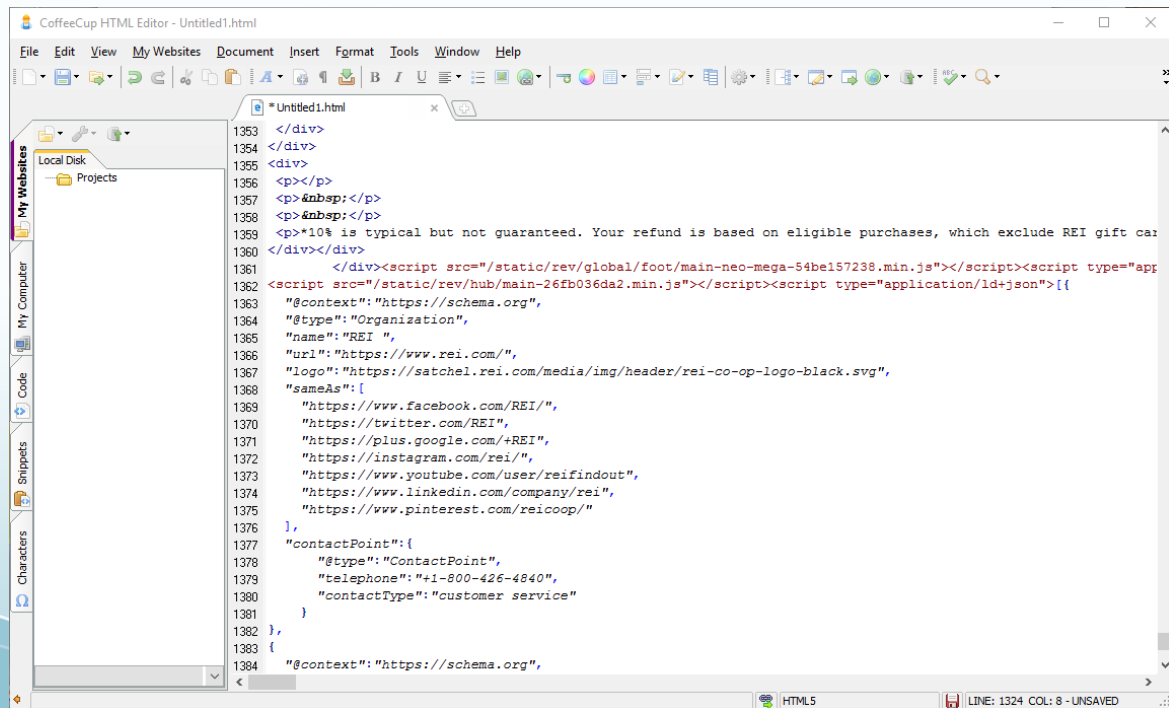
In the `<head></head>` section preferably – however Google notes

“Google can read JSON-LD data when it is dynamically injected into the page's contents, such as by JavaScript code or embedded widgets in your content management system.”

Structured Data Markup

Adding JSON-LD Markup

Easy to do if you have a Static Website -



The screenshot shows the CoffeeCup HTML Editor interface with a file named 'Untitled1.html'. The editor displays HTML code with line numbers from 1353 to 1384. The code includes a paragraph of text and a JSON-LD script block. The JSON-LD block defines an organization named 'REI' with a website, logo, and social media links. It also includes a contact point for customer service.

```
1353 </div>
1354 </div>
1355 <div>
1356 <p></p>
1357 <p>&nbsp;</p>
1358 <p>&nbsp;</p>
1359 <p>*10% is typical but not guaranteed. Your refund is based on eligible purchases, which exclude REI gift ca
1360 </div></div>
1361 </div><script src="/static/rev/global/foot/main-neo-mega-54be157238.min.js"></script><script type="app
1362 <script src="/static/rev/hub/main-26fb036da2.min.js"></script><script type="application/ld+json">[[
1363   "@context": "https://schema.org",
1364   "@type": "Organization",
1365   "name": "REI ",
1366   "url": "https://www.rei.com/",
1367   "logo": "https://satchel.rei.com/media/img/header/rei-co-op-logo-black.svg",
1368   "sameAs": [
1369     "https://www.facebook.com/REI/",
1370     "https://twitter.com/REI",
1371     "https://plus.google.com/+REI",
1372     "https://instagram.com/rei/",
1373     "https://www.youtube.com/user/reifindout",
1374     "https://www.linkedin.com/company/rei",
1375     "https://www.pinterest.com/reicoop/"
1376   ],
1377   "contactPoint": {
1378     "@type": "ContactPoint",
1379     "telephone": "+1-800-426-4840",
1380     "contactType": "customer service"
1381   }
1382 ],
1383 {
1384   "@context": "https://schema.org",
```

Structured Data Markup

But What About WordPress?

There are several ways you can go about adding the JSON-LD code to ONLY the Home page of a WordPress Site.



- A) If your home page theme has a home page footer widget that only shows on that page, you could insert the JSON-LD code inside one of those.
- B) If your home page has static content (not latest blog posts), you could add it to that page only by using a plugin such as SOGO - <https://wordpress.org/plugins/oh-add-script-header-footer/>
- C) Use a WordPress plugin that adds the Schema code to the site for you such as Yoast SEO <https://wordpress.org/plugins/wordpress-seo/> . This will often limit the amount of customization you can do.

Reference: How to Add Article Schema to Wordpress

<https://forum.searchengineneeds.com/t/how-to-add-article-schema-to-wordpress/1450/2>

WordPress Plugins Can Help or Hurt

WooCommerce does a decent job of adding **Product** Markup.

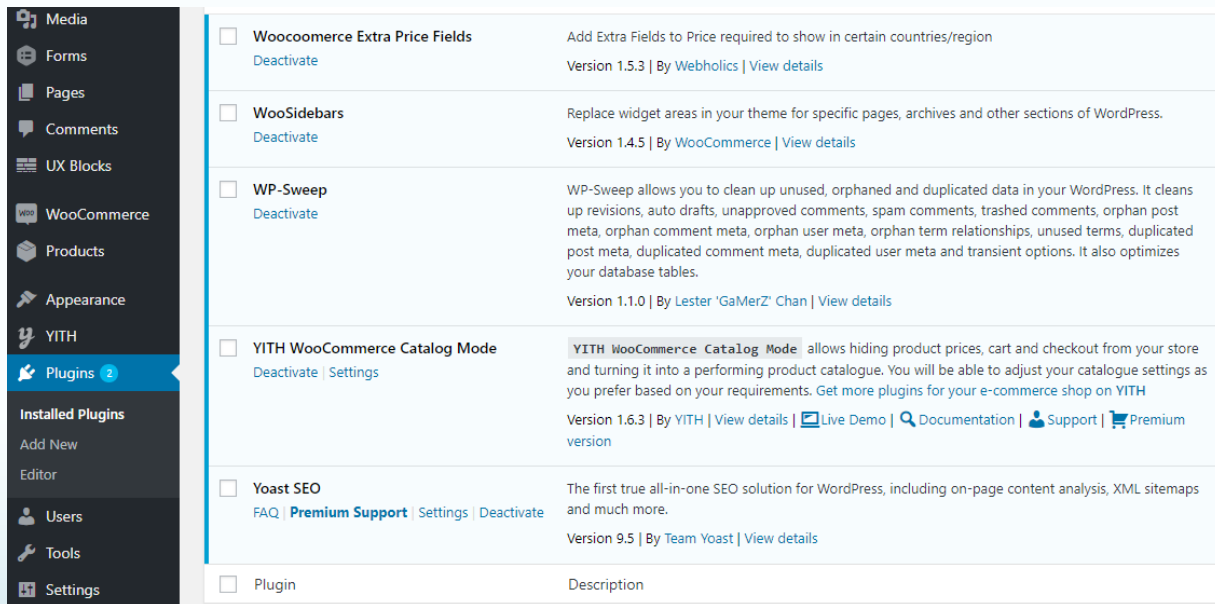
Bonus points to them, it can be turned OFF if you want to use a 3rd Party WooCommerce Plugin to generate your Product Markup.

WooCommerce and Yoast SEO play well together - unlike many other plugins that generate JSON-LD.

| Product | | All (1) ▾ |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Product | | PREVIEW 0 ERRORS 5 WARNINGS ^ |
| ID: https://vincentperformance.com/shop/sbf-callies-magnum/ | | |
| @type | Product | |
| @id | https://vincentperformance.com/shop/sbf-callies-magnum/ | |
| name | Small Block Ford Callies Magnum Cranks | |
| image | https://vincentperformance.com/wp-content/uploads/2018/12/SBF-Magnum-Crank.jpg | |
| description | <p>Callies Magnum crankshafts are one of the most durable competition crankshafts ever made. They offer exceptional wear and strength for high horsepower applications.</p>Premium Ultra Case Heat Treated SAE 4340 SteelMain Journal Dia. 302 or 351 ClevelandRod Journal 2.000" through 2.123"Enhanced rod oiling through the use of Main Bearing Oil Hole Lead-insGun Drilled MainsAll Rod Journals Lightened | |
| offers | | |
| @type | Offer | |
| price | 1970.00 | |
| priceCurrency | USD | |
| availability | https://schema.org/InStock | |
| url | https://vincentperformance.com/shop/sbf-callies-magnum/ | |
| priceSpecification | | |
| @type | PriceSpecification | |
| price | 1970.00 | |
| priceCurrency | USD | |
| valueAddedTaxIncluded | http://schema.org/False | |
| seller | | |
| @type | Organization | |
| name | Vincent Performance | |

WordPress Plugins Can Help or Hurt

You can also temporarily deactivate a plugin, then view the source code of the page to see if the markup disappears to identify the source of the markup.



The screenshot shows the WordPress dashboard. On the left is a dark sidebar menu with icons and labels for Media, Forms, Pages, Comments, UX Blocks, WooCommerce, Products, Appearance, YITH, Plugins (with a blue highlight and a '2' badge), Installed Plugins, Add New, Editor, Users, Tools, and Settings. The main content area displays a list of installed plugins. Each plugin entry includes a checkbox, the plugin name, a 'Deactivate' link, a description, and version/author information.

| <input type="checkbox"/> | Plugin Name | Description | Version/Author |
|--------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | Woocommerce Extra Price Fields | Add Extra Fields to Price required to show in certain countries/region | Version 1.5.3 By Webholics View details |
| <input type="checkbox"/> | WooSidebars | Replace widget areas in your theme for specific pages, archives and other sections of WordPress. | Version 1.4.5 By WooCommerce View details |
| <input type="checkbox"/> | WP-Sweep | WP-Sweep allows you to clean up unused, orphaned and duplicated data in your WordPress. It cleans up revisions, auto drafts, unapproved comments, spam comments, trashed comments, orphan post meta, orphan comment meta, orphan user meta, orphan term relationships, unused terms, duplicated post meta, duplicated comment meta, duplicated user meta and transient options. It also optimizes your database tables. | Version 1.1.0 By Lester 'GaMerZ' Chan View details |
| <input type="checkbox"/> | YITH WooCommerce Catalog Mode | YITH WooCommerce Catalog Mode allows hiding product prices, cart and checkout from your store and turning it into a performing product catalogue. You will be able to adjust your catalogue settings as you prefer based on your requirements. Get more plugins for your e-commerce shop on YITH | Version 1.6.3 By YITH View details Live Demo Documentation Support Premium version |
| <input type="checkbox"/> | Yoast SEO | The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more. | Version 9.5 By Team Yoast View details |
| <input type="checkbox"/> | Plugin | Description | |

JSON-LD Schema Plugins

Numerous Options

There are a number of great plugins that can generate your schema markup for you. There are numerous plugins for specific topics such as food, they can generate JSON-LD on individual pages that have recipes.

<https://www.wptasty.com/>

There are also generic plugins that address many other schemas like /Product or /LocalBusiness markup.

KC WP SEO is a good general-purpose plugin.

<https://wordpress.org/plugins/wp-seo-structured-data-schema/>

JSON-LD Schema Plugins

Manual Code Insertion

To maximize your Schema markup and/or address more complicated situations, creating your markup manually, then inserting it into the <head> is the way to go.

Plugins, such as SOGO allow you to insert custom JSON-LD Schema code on individual pages and/or site wide if necessary.

SOGO: <https://wordpress.org/plugins/oh-add-script-header-footer/>

There are online Schema Generators that can help you generate the JSON-LD code if you need help such as J.D. Flynn's <https://www.jamesdflynn.com/json-ld-schema-generator/> and Google's Structured Data Markup Helper <https://www.google.com/webmasters/markup-helper/?hl=en>

JSON-LD Schema Plugins

Yoast SEO and others may not play together.

Yoast SEO can generate a great deal of general purpose schema markup for you, such as /Article Markup for your blog posts, /Organization Markup, FAQ Markup, and it does play well with other plugins in some situations, such as WooCommerce which generates it's own Schema.org/Product markup automatically.

BUT... Yoast does NOT give you options on when and where it generates markup. It does not even have an option to turn its Schema Output off! You must manually put a filter in the functions.php file to do that.

MAKE SURE TO READ <https://www.searchengineneews.com/se-news/update/entry/latest-yoast-update-rolls-out-w-complicated-schema-control-options>

All in One SEO - <https://wordpress.org/plugins/all-in-one-seo-pack/> may be a better general-purpose SEO plugin for your site needs.





TROUBLESHOOTING & TESTING

Murphy's 1st Law on Schema Markup – Errors only show up on Friday afternoon when you're ready to leave for vacation...

Troubleshooting

Why don't I get Rich Results?

Markup Errors

Check for errors using Google's Structured Data Testing Tool.

<https://search.google.com/structured-data/testing-tool>

Check for errors in Google Search Console

<https://search.google.com/search-console>

****See the Enhancements Report section**

Troubleshooting

Why don't I get Rich Results?



Pricing Mismatch / Hidden Text

Pricing mismatch may result in no rich results, but won't show as an error.

If your marked up price does not match what is shown on the page in visible text, you won't likely get a rich result. This could potentially be a penalty level error as it can be seen as misleading.

If you don't display the price at all, but have it marked up, that also violates Google Guidelines. Marked up content also has to be visible on the page!

Troubleshooting

Why don't I get Rich Results?

More Product Markup issues

- Name of product needs to be the actual name of the item. NOT the manufacturer, brand, generic terms, promotional text, etc.

“Best price on Honda Generators” is NOT a valid product name.

Troubleshooting

Why don't I get Rich Results?

Product Reviews / Events Hidden or Missing

- The reviews and ratings, events, etc. you mark up MUST BE readily available to users from the marked-up page.
- If you have a large number of reviews you reference in your markup, we recommend displaying a sample (say 3-5) then link to the remainder.
- You must have a method to submit a review on the page. *Exception: A page can offer a single review without a mechanism to submit reviews when it is clearly indicated who the author is and the reviewer cannot be the one making the product.*
- The aggregate rating assigned is the average of all review ratings on for that product. Review ratings must be targeted to a single item – not a site wide average of all products.

Troubleshooting

Why don't I get Rich Results?

Review Stars Missing

September 2019 Google [announced](#) that the review stars will NO longer include reviews from either **/LocalBusiness** or **/Organization** markup.

The reasoning behind this is that reviews are meant to be unbiased and when a company can control the reviews about themselves then those reviews become "self serving".

"In the past, an entity like a business or an organization could add review markup about themselves to their home page or another page and often cause a review snippet to show for that page. That markup could have been added directly by the entity or embedded through the use of a third-party widget.

We consider this "self-serving" because the entity itself has chosen to add the markup to its own pages, about its own business or organization.

Self-serving reviews are no longer displayed for businesses and organizations (the LocalBusiness and Organization schema types). For example, we will no longer display rich review snippets for how people have reviewed a business, if those reviews are considered self-serving."

Reference: Google Kills Review Stars for /LocalBusiness & /Organization Markup

<https://www.searchengineneews.com/se-news/update/entry/google-kills-review-stars-for-localbusiness-organization-markup>

Troubleshooting

Why don't I get Rich Results?

Review Stars Missing

Going forward the markup that qualifies for review stars are the following:

- schema.org/Book
- schema.org/Course
- schema.org/CreativeWorkSeason
- schema.org/CreativeWorkSeries
- schema.org/Episode
- schema.org/Event
- schema.org/Game
- schema.org/HowTo
- schema.org/MediaObject
- schema.org/Movie
- schema.org/MusicPlaylist
- schema.org/MusicRecording
- schema.org/Product
- schema.org/Recipe
- schema.org/SoftwareApplication

Reference: Google Kills Review Stars for /LocalBusiness & /Organization Markup

<https://www.searchengineneews.com/se-news/update/entry/google-kills-review-stars-for-localbusiness-organization-markup>

Troubleshooting

Why don't I get Rich Results?



Logo / Image Formats (Knowledge Graph)

- Don't use vector formats such as SVG in your markup. Use .jpg, .png or gif formats.
- No animation.
- Design for a white background.
- The image must be 112x112px, at minimum.
- The image URL must be crawlable and indexable.
- The image must match what is visible on the page (size/ aspect ratio) can vary.

Troubleshooting

Why don't I get Rich Results?

Spammy Markup

```
"author": {  
  "@type": "Person",  
  "name": "Lowest Price"  
},
```

Don't do this sort of thing...

Troubleshooting

Why don't I get Rich Results?

- Don't Markup Lists as One Item
- If you have a list of items, don't markup just one item in the list. That is considered misleading.
- Reviews / Ratings are for single items, not a list or a category.
- Use recipe property markup for a single recipe, not a category of recipes or a list of recipes. For example, "10 apple pie recipes" is not a single recipe, use / itemList instead for a summary page. Same thing goes about using Recipe Markup for content that is not a recipe, that's a big no-no and generates penalties.

Troubleshooting

Why don't I get Rich Results?

Wrong use of event mark up – manual action penalty

<http://webmasters.googleblog.com/2017/11/a-reminder-about-event-markup.html>

Don't markup non-events as events: Don't promote non-event products or services such as "Trip package: San Diego/LA, 7 nights" as events.

Don't add short-term discounts or purchase opportunities, such as: "Concert — buy your tickets now," or "Concert - 50% off until Saturday".

| | | |
|-----------------|------------------------------|-------------|
| 12 Oct - 25 Oct | Free Delivery | example.com |
| Oct - Nov | 12% Student discount | example.com |
| 15 Oct - 30 Oct | \$3 off all orders over \$30 | example.com |

Troubleshooting

Why don't I get Rich Results?

Avoid Violating Google's Rules

Google's Structured Data General Guidelines

<https://developers.google.com/search/docs/guides/sd-policies>

Common Structured Data Errors

<https://developers.google.com/search/docs/guides/prototype#common-sd-errors>

Failing to operate within their guidelines could result in either no rich results for the URL in question (these are considered an automatic response) and/or a Google Structured Data Penalty (Manual Penalty).

Final Notes

- It's very important with Google's mobile index capabilities that your markup used for Desktop is the same as Mobile. If your WordPress site is responsive design, you should have nothing to worry about. If your site uses a different template for mobile than desktop, you had better make sure both versions content and markup are in sync.
- Yes, you can mix JSON-LD with Microdata and other markup vocabularies, but it's not really recommended. Google does tend to figure out mixtures, MOST of the time but it's very clear they prefer just JSON-LD. It's advisable to not mix main topic of page markup if you can avoid it – such as Product and Ratings in two different vocabularies.
- If you use manually generated code, say `schema.org/Product` for a product page, find a way to assure the data is in sync with visible text. Example having the wrong price markup in your JSON-LD code compared to your visible price could be a penalty level problem.

Final Notes

- Your markup should be audited to avoid “complications” with Google and to avoid any penalties. Pay attention to Google Search Console reports for Structured Data Errors *AND* test with the Structured Data Testing Tool.
- Be aware Google often changes their idea of what is required (warning or error level) for different types of markups over time. If you ignore GSC reports with reported errors, you could risk a penalty or losing your rich results.
- Improper markup can be interpreted as “Spammy Markup” *regardless of your intent*. Markup designated as “Spammy” is a very real source of a penalty to be avoided.

Vital Resources

Pro's Guide to Understanding & Using Structured Data for Rich Search Results

<https://www.searchengineneews.com/se-news/content/2019-pros-guide-to-understanding-and-leveraging-structured-data-rich-snippe>

Leverage Google's Rich Result Gallery for code examples and specific guidelines

<https://developers.google.com/search/docs/guides/search-gallery>

Google's Structured Data General Guidelines

<https://developers.google.com/search/docs/guides/sd-policies>

Google's Structured Data Tester that crawls pages LIVE so there's no downtime

<https://search.google.com/structured-data/testing-tool/>

Real World Structured Data Code Reference Guide

<https://www.searchengineneews.com/se-news/content/real-world-structured-data-reference>

Pro's Guide to Nesting JSON/LD Markup For Your Product Pages

<https://www.searchengineneews.com/se-news/content/guide-to-nesting-json-ld-product-markup>

Marked Up Q&A Content Getting Position Zero Results on Google

<https://www.searchengineneews.com/se-news/update/entry/marked-up-qa-content-getting-position-zero-results-on-google>

How to Write FAQ Content For Featured Snippets

<https://www.searchengineneews.com/se-news/content/how-to-write-qa-content-for-featured-snippets>

SEN's Vault:

<https://www.searchengineneews.com/se-news/content/the-vault?clearcache#StructuredData>

Vital Resources

E-A-T? What it is & Why You Should Care

<https://www.searchengineneews.com/se-news/content/e-a-t-what-it-is-why-you-should-care>

13 Tips to Boost Your E-A-T

<https://www.searchengineneews.com/se-news/update/entry/13-tips-to-boost-your-e-a-t-google-calls-out-your-money-or-your-life-pages>

Google's image ratio requirements for Structured Data

<https://www.searchengineneews.com/se-news/content/im-feeling-lost-about-googles-image-ratio-requirements-for-structured-data>

How to Add Article Schema to WordPress

<https://forum.searchengineneews.com/t/how-to-add-article-schema-to-wordpress/1450/2>

SEN's Ultimate WordPress Plugin Reference Guide

<https://www.searchengineneews.com/se-news/content/sens-ultimate-wordpress-plugin-reference-guide>

Check for errors using Google's Structured Data Testing Tool

<https://search.google.com/structured-data/testing-tool>

Check for errors in Google Search Console

<https://search.google.com/search-console>

Common Structured Data Errors

<https://developers.google.com/search/docs/guides/prototype#common-sd-errors>

QUESTIONS



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