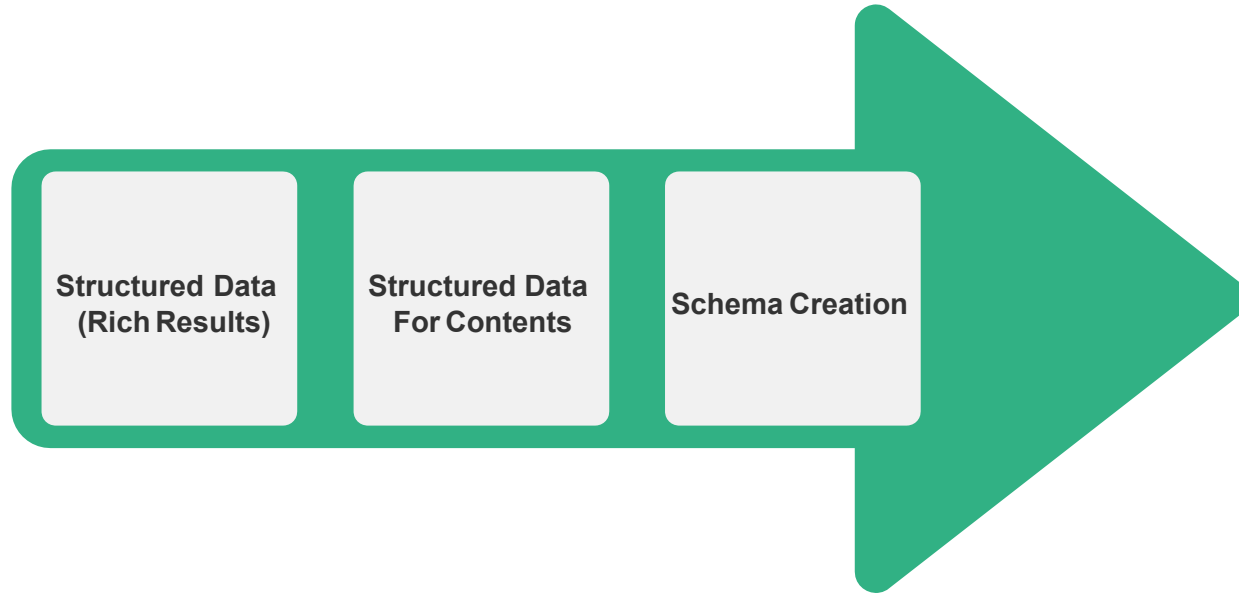


SEARCH ENGINE OPTIMIZATION

Session 09 : **SEO Schema.org Markup & Structured Data**



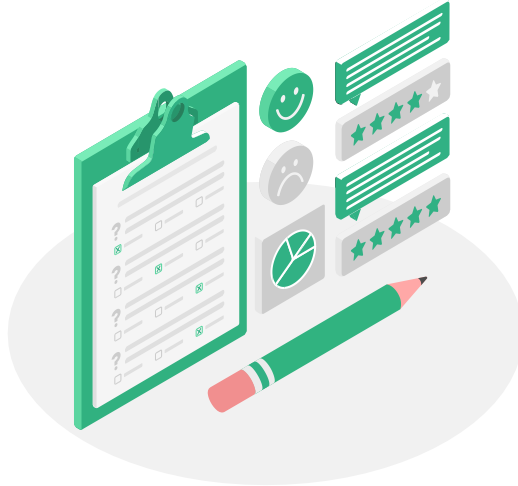
Structured Data & Schema Markup



Technical SEO Checklists



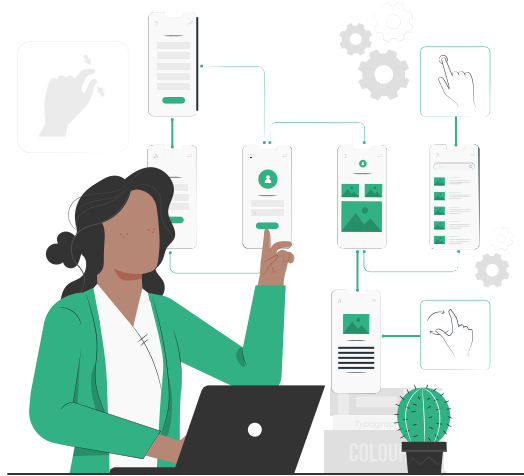
Rich Snippets



What is a Rich Snippet?

It is basically a short summary of your page in the search results of Google, Yahoo, Bing and sometimes in the News feed of Facebook in nice format with star ratings, author photo, image, etc.

Rich Snippets



How does a Rich Snippet help?

- It gives search engines only the important & precise information to display in search result snippets.
- Rich Snippets are very interactive (photos, star ratings, price, author, etc.) to let you stand out from competition.
- See what difference it makes in CTR (Click Through Rate).
- Helps you rank higher in search results.
- Helps Facebook display proper information when users share your links on Facebook.



Understand how structured data works

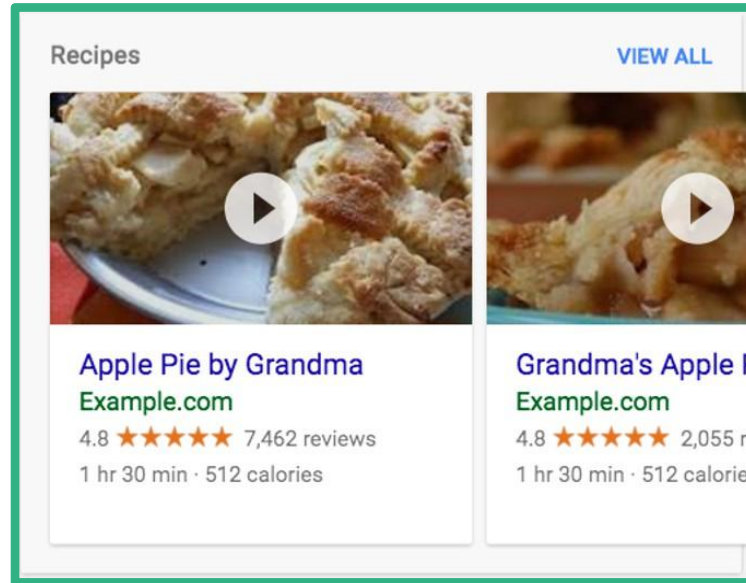
Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page.

Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Structured Data Example

```
<html>
  <head>
<title>Apple Pie by Grandma</title>
<script type="application/ld+json">
  {
    "@context": "https://schema.org/", "@type":
    "Recipe",
    "name": "Apple Pie by Grandma", "author": "Elaine
    Smith",
    "image": "http://images.edge-general-
    mills.com/56459281-6fe6-4d9d-984f-385c9488d824.jpg",
    "description": "A classic apple pie.",
    "aggregateRating": {
      "@type": "AggregateRating", "ratingValue":
      "4.8", "reviewCount": "7462", "bestRating":
      "5", "worstRating": "1"
    },
    "prepTime": "PT30M", "totalTime":
    "PT1H30M", "recipeYield": "8",
    "nutrition": {
      "@type": "NutritionInformation", "calories": "512
      calories"
    },
    "recipeIngredient": [
      "1 box refrigerated pie crusts, softened as directed on box", "6 cups thinly
      sliced, peeled apples (6 medium)"
    ]
  }
</script>
</head>
  <body>
</body>
</html>
```

Structured Data Example

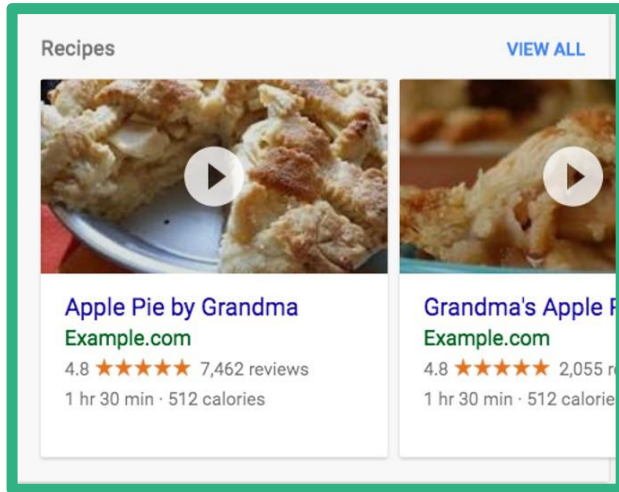


The image shows a search results page for recipes. At the top left, the word "Recipes" is displayed. At the top right, there is a "VIEW ALL" link. Below these are two recipe cards. Each card features a video thumbnail with a play button icon. The first card is titled "Apple Pie by Grandma" and includes the source "Example.com", a 4.8-star rating with 7,462 reviews, and a duration of 1 hr 30 min and 512 calories. The second card is titled "Grandma's Apple Pie" and includes the source "Example.com", a 4.8-star rating with 2,055 reviews, and a duration of 1 hr 30 min and 512 calories.

Recipes [VIEW ALL](#)

Apple Pie by Grandma
Example.com
4.8 ★★★★★ 7,462 reviews
1 hr 30 min · 512 calories

Grandma's Apple Pie
Example.com
4.8 ★★★★★ 2,055 reviews
1 hr 30 min · 512 calories



Structured Data

Structured data is code in a specific format - in this case Schema.org -, written in such a way that search engines understand it. Search engines read the code and use it to display search results in a specific and much richer way. You can easily put this piece of code on your website.

Google uses structured data to understand the content on the page. You can help us by providing specific information about your site, which can help your site display in richer features in search results. If you're just getting started, visit [Understand how structured data works](#).

Structured Data Example

Article

A news, sports, or blog article displayed with Top stories carousel and rich result features, such as headline text and larger-than-thumbnail images.



[Get started](#)

Book

Book actions that enable users to buy the book that they find directly from Search results.

[Get started](#)



Top stories

 <p>Example Space Science</p> <p>New photos of the red planet yield surprising results</p> <p>© AMP - 1 hour ago</p>	 <p>Example News</p> <p>Martian desert car food for explorers</p> <p>© AMP - 8 hours ago</p>
---	---

To Kill a Mockingbird

Novel by Harper Lee

SUMMARY QUOTES **GET BOOK** MORE BY AUTHOR TOP

 <p>Google Play Books</p> <p>\$12.99 ebook</p>	Get book
 <p>Barnes & Noble</p> <p>\$12.99 ebook</p>	Get book

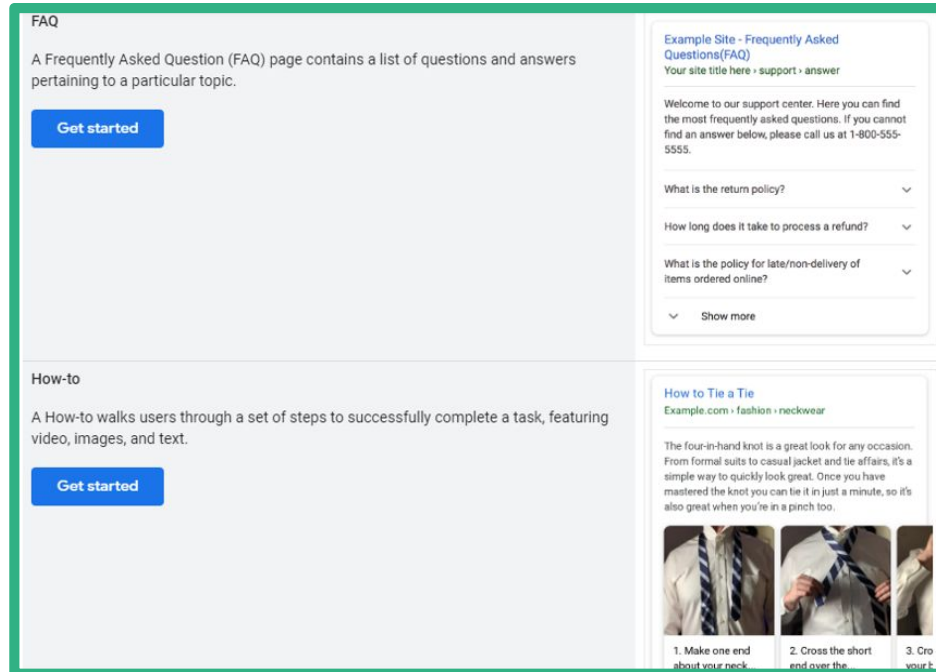
BORROW EBOOK

Check availability at libraries near you

Enter a city or zip code

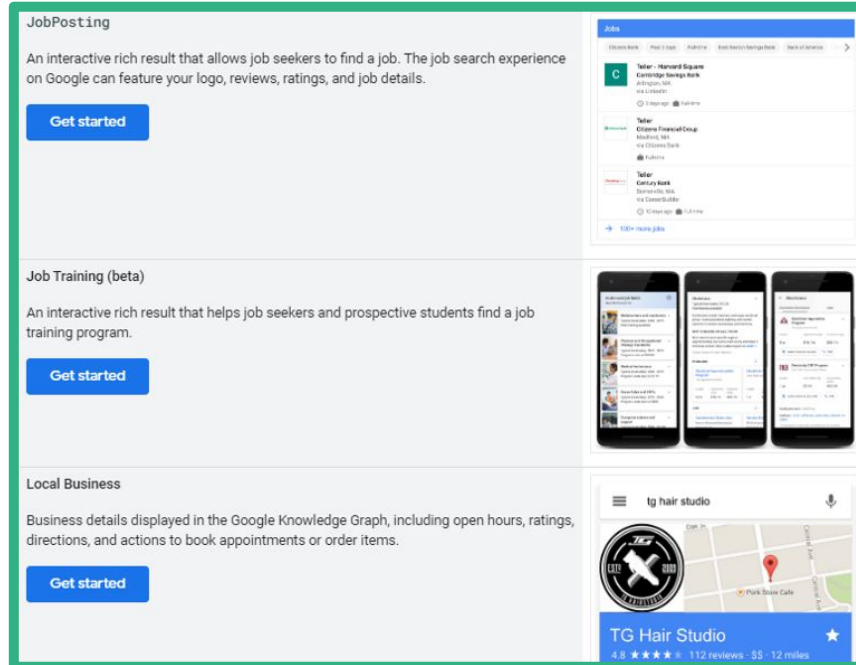
No results found near you. Try another location.

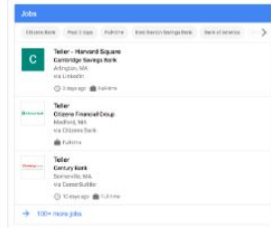

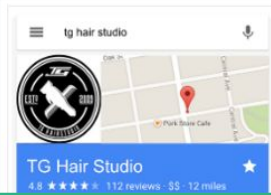
Structured Data Example



The image shows a screenshot of a website with two main sections, each with a 'Get started' button. The first section is titled 'FAQ' and contains a paragraph: 'A Frequently Asked Question (FAQ) page contains a list of questions and answers pertaining to a particular topic.' Below this is a blue button labeled 'Get started'. The second section is titled 'How-to' and contains a paragraph: 'A How-to walks users through a set of steps to successfully complete a task, featuring video, images, and text.' Below this is another blue button labeled 'Get started'. To the right of these sections are two examples of structured data. The first is for 'Example Site - Frequently Asked Questions(FAQ)' with a breadcrumb 'Your site title here > support > answer' and a welcome message. It lists three questions with dropdown arrows: 'What is the return policy?', 'How long does it take to process a refund?', and 'What is the policy for late/non-delivery of items ordered online?'. A 'Show more' link is at the bottom. The second example is for 'How to Tie a Tie' with a breadcrumb 'Example.com > fashion > neckwear'. It includes a paragraph about the four-in-hand knot and three small images showing the steps. Below the images are numbered captions: '1. Make one end about your neck', '2. Cross the short end over the', and '3. Cro your h'.

Structured Data Example



<h3>JobPosting</h3> <p>An interactive rich result that allows job seekers to find a job. The job search experience on Google can feature your logo, reviews, ratings, and job details.</p> <p>Get started</p>	
<h3>Job Training (beta)</h3> <p>An interactive rich result that helps job seekers and prospective students find a job training program.</p> <p>Get started</p>	
<h3>Local Business</h3> <p>Business details displayed in the Google Knowledge Graph, including open hours, ratings, directions, and actions to book appointments or order items.</p> <p>Get started</p>	

Structured Data Creation











Yoast SEO uses JSON-LD to add Schema.org information about your site search, your site name, your logo, images, articles, social profiles and a lot more to your web pages.

Also, our structured data content blocks for the WordPress block editor make it easy to add structured data to your FAQs and How-to's

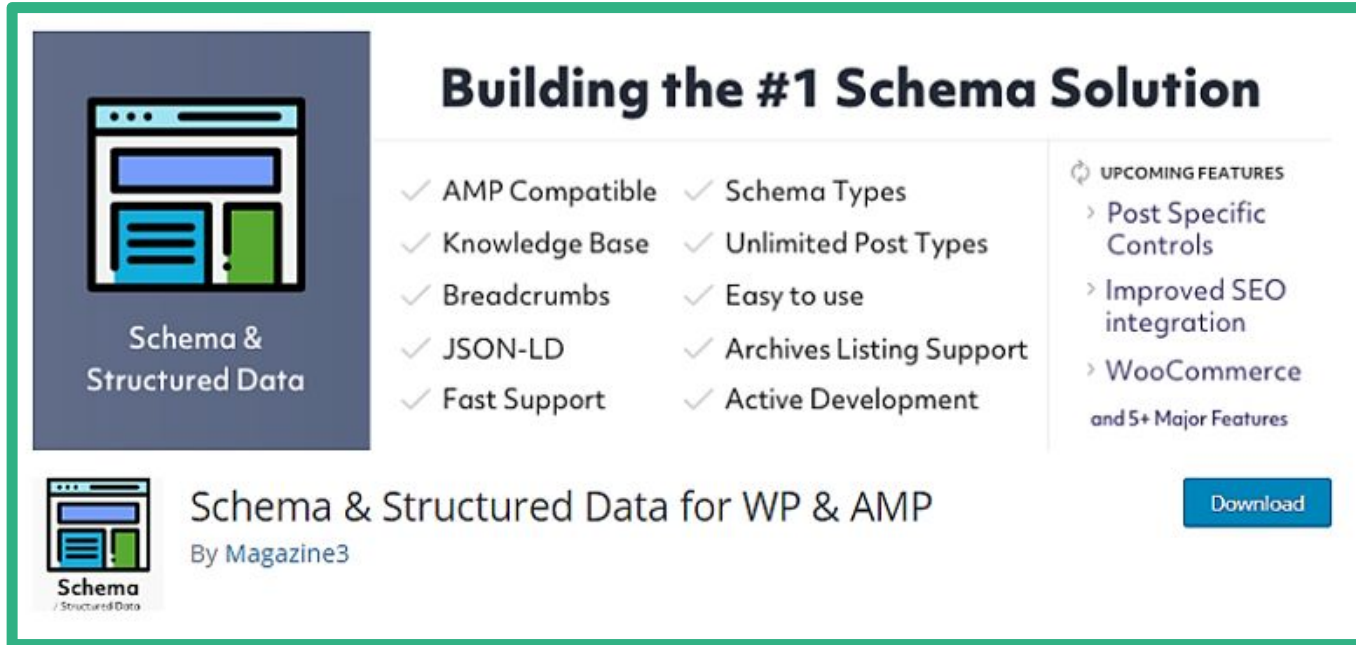
Structured Data Creation - WP Schema

Automatically Markup Your Website With Ease

Creating a schema markup is no longer a task! With a simple click and select interface you can set up a markup in minutes. All the markup configurations you will set are automatically applied to all selected pages & posts.

 ARTICLE	 RECIPE	 REVIEW	 LOCAL BUSINESS
 BOOK	 PRODUCT	 EVENT	 FAQ

Structured Data Creation




Building the #1 Schema Solution

- ✓ AMP Compatible
- ✓ Knowledge Base
- ✓ Breadcrumbs
- ✓ JSON-LD
- ✓ Fast Support
- ✓ Schema Types
- ✓ Unlimited Post Types
- ✓ Easy to use
- ✓ Archives Listing Support
- ✓ Active Development

UPCOMING FEATURES

- > Post Specific Controls
- > Improved SEO integration
- > WooCommerce and 5+ Major Features

 Schema & Structured Data for WP & AMP
By Magazine3

[Download](#)

Structured Data Creation



Your Awesome Site with Rich Snippets

 [YourAwesomeSite.com/RichSnippets](#)

★★★★☆ Rating: 4.6 - 7473 reviews - 1 hr 20 mins - 229 cal

Your search results will be all surrounded by **rich snippets** like image, star ratings and other important details from **your website** which will boost CTR.


















 Schema – All In One Schema Rich Snippets

By [Brainstorm Force](#) [Download](#)

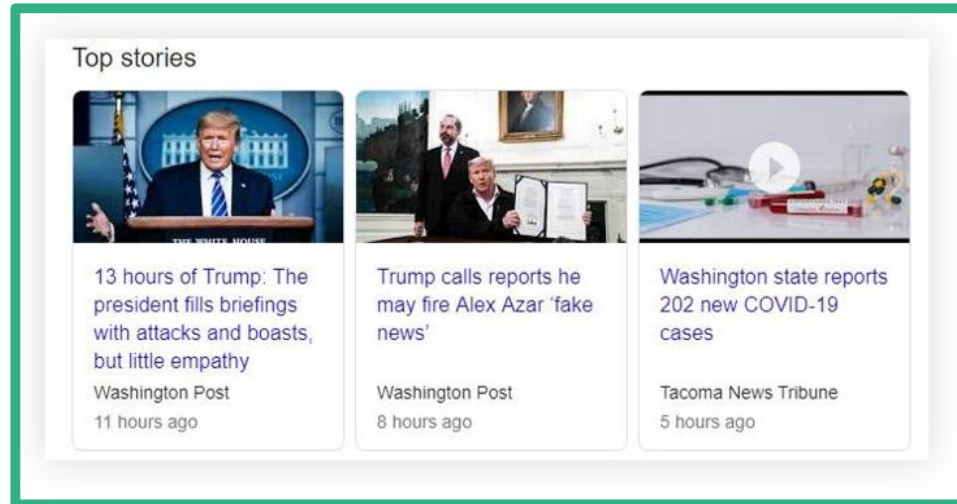
Structured Data Creation

Select the Schema Type You Need to Add:

 Article	 Book	 Course
 Event	 Job Posting	 Local Business
 Review	 Person	 Product
 Recipe	 Service	 Software Application
 Video Object	 FAQ	 HowTo

Structured Data For Article

If you're an author, a journalist, or if you own an online newspaper, having news snippets appear on the search results will surely bring in a lot more readers to your site. You can bring your headlines and bylines to the front lines of Google.



Source: <https://wpastra.com/schema-pro-review/>

Structured Data For Review Contents

Nothing attracts potential customers better than a good review, right? So why not show it on the one place that matters- Google's search results page. Schema Pro has you covered with that. Go ahead and flaunt that 5/5 star rating!



The image shows two search results for 'Edo Japanese Restaurant & Bar' in Bengaluru. The first result is from Dineout, showing a link to 'Get Deals and Offers at Edo Japanese Restaurant & Bar ...', a description of the menu and offers, a 4.3 star rating from 36 votes, and a price range of ₹4000 for 2 people. The second result is from TripAdvisor, showing a link to 'EDO - JAPANESE RESTAURANT AND BAR, Bengaluru ...', a description of the restaurant, a 4.5 star rating from 469 reviews, and a price range of ₹₹₹₹.

www.dineout.co.in › ... › Residency Road ▾
Get Deals and Offers at Edo Japanese Restaurant & Bar ...
Check out menu, photos, reviews of **Edo Japanese Restaurant & Bar**, Residency Road, Bangalore and also get various deals and offers when you book a table ...
★★★★★ Rating: 4.3 - 36 votes - Price range: ₹4000 for 2 people (approx.)

www.tripadvisor.in › ... › Bengaluru Restaurants
EDO - JAPANESE RESTAURANT AND BAR, Bengaluru ...
Edo - Japanese Restaurant and Bar, Bengaluru: See 469 unbiased reviews of **Edo - Japanese Restaurant and Bar**, rated 4.5 of 5 on Tripadvisor and ranked ...
★★★★★ Rating: 4.5 - 469 reviews - Price range: ₹₹₹₹

Structured Data For Product Contents

This may seem like a basic search result, but notice the added information such as ratings, prices, and stock availability that are easily visible. Give your products the marketing boost that it needs on the front page of Google's search results page.

gadgets.ndtv.com › ... › Phone Finder › Apple Phones ▾

Apple iPhone X Price in India, Specifications, Comparison ...

Apple iPhone X price in India starts from ₹ 69,999. The lowest price of Apple iPhone X is ₹ 69,999 at Amazon on 16th June 2020. This smartphone is available ...

★★★★★ Rating: 4.4 - 2,328 votes - ₹69,999.00 to ₹85,000.00 - In stock

www.91mobiles.com › apple-iphone-x-price-in-india ▾

Apple iPhone X Price in India, Full Specs (16th June 2020 ...

Best price for Apple iPhone X is Rs. 84999 as on 16th June 2020. Read full specifications, expert reviews, user ratings and FAQs. Experience 360 degree view ...

★★★★★ Rating: 4.6 - 3,168 reviews - ₹84,999.00 - In stock

Structured Data For Service

Whether it's professional services, home services, pet-care, or physical services, adding schema to your business website is the best way to go. Easily get your customers' attention with rich snippets.

Cadillac Jack's in Ellicottville, NY - Yelp

<https://www.evillecadillacjacks.com> › Restaurants › American (New) ▼

★★★★☆ Rating: 4 - 29 reviews - Price range: \$11-30

29 reviews of Cadillac Jack's "Celebrated my bachelorette with dinner here and ... through the small little town of Ellicottville and happened upon this restaurant ..."

Cadillac Jack's Ellicottville - Home - Ellicottville, New York - Menu ...


<https://www.evillecadillacjacks.com> › Places › Ellicottville, New York › Bar ▼

★★★★☆ Rating: 4.7 - 76 votes

Cadillac Jack's Ellicottville, Ellicottville, New York. 1067 likes · 1863 ... Don't miss this understated restaurant on Monroe St. in Ellicottville! It is easy to just pick a ...


Structured Data For Recipe

Whether you're a food blogger or a restaurant owner, it's the best way to show off your recipes. Even add fields for ingredients, prep time, cooking time, and even photos of the dish. This will surely grab people's attention even before they visit your page.



The image shows two recipe cards displayed on a screen, enclosed in a green border. Each card features a small image of the dish, a title, a URL, a star rating, and a brief description.

Veg manchurian recipe | Chinese vegetable manchurian dry & gravy ...
 <https://indianhealthyrecipes.com/veg-manchurian-recipe/> ▼
★★★★★ Rating: 5 - 2 votes - 40 mins - 250 cal
Oct 26, 2017 - Veg manchurian recipe dry & gravy with video. Chinese vegetable manchurian is a popular dish from Indo chinese cuisine. Fried veg balls in ...

Moong Daal Halwa Recipe - Indian Food - The Spruce
 <https://www.thespruce.com> > ... > Indian Food > Indian Desserts ▼
★★★★★ Rating: 3.5 - 15 reviews - 13 hrs 30 mins
Moong Daal Ka Halwa - Indian Moong Daal Pudding. ... Serve Moong Daal Halwa warm with a scoop of vanilla ice cream, and you'll get many requests for ...

Structured Data For Job Posting

Looking to hire people for your business? Or running a job hosting website? Adding rich snippets for job postings is one of the best ways to attract people to send in their applications.

admissiontable.com › Degree & Major ▼

Top 15 Computer Science Jobs in USA | AdmissionTable.com

May 3, 2020 - #2 **Software Engineer**. Salary range: \$61K – \$160K. Suggested degree – Computer Science, **Computer Engineering**. Typical responsibilities / ...

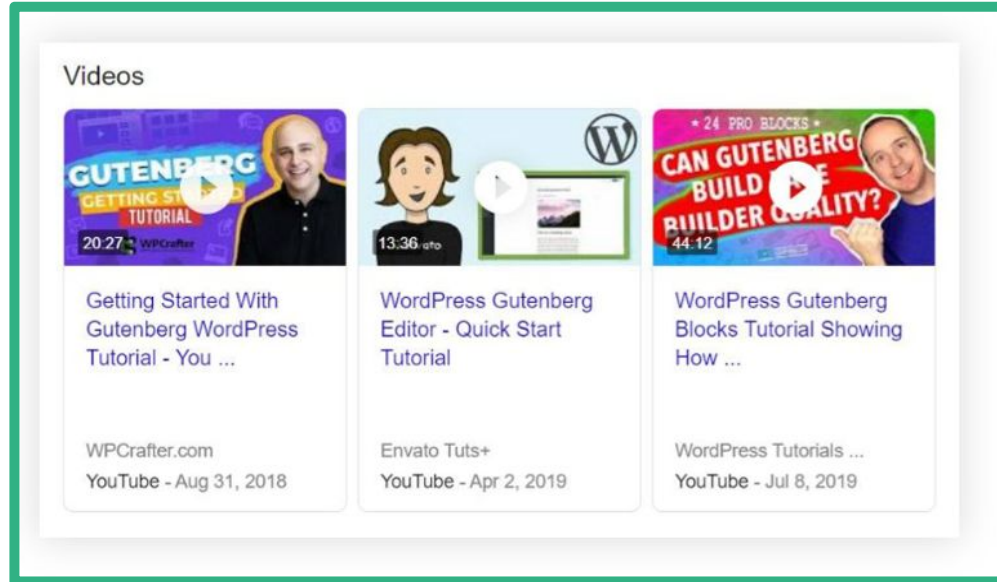
www.clearancejobs.com › jobs › computer-engineer ▼

Computer Engineer Jobs in Tampa, Florida - ClearanceJobs

Computer Engineer in Tampa, Florida requiring an active security clearance. Find other CAE USA Inc. defense and intelligence career opportunities on ...

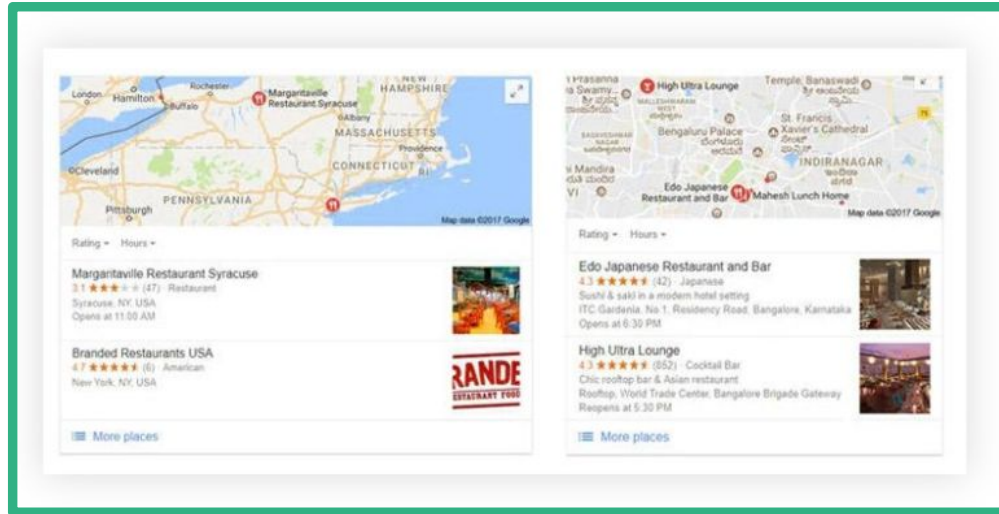
Structured Data For Video

Easily get more views for your videos by adding rich snippets. Give out some quick information to make sure your viewers never miss a beat.



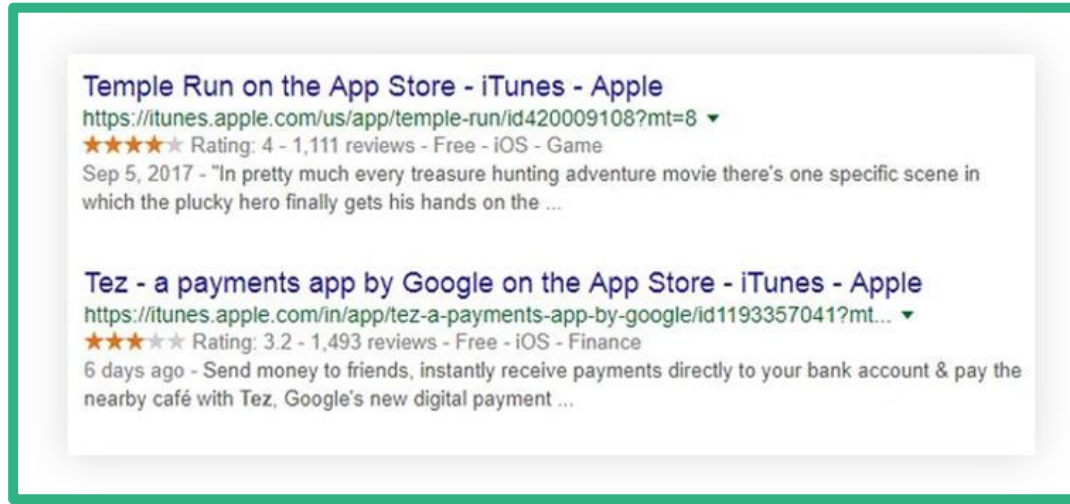
Structured Data For Local Business

Being seen and being found is the key ingredient to letting your business take off. Adding schema markup to your business pages makes it easier for Google to display rich snippets of your business address. Complete with maps, directions, service times, and phone numbers.



Structured Data For Mobile Apps

Apps are all the craze right now. Whether you own your own software development company or just have a one-off app that you want to promote, adding rich snippets for them is one of the best ways to let people hear about them. Tags like ratings and prices can help you attract users to buy or do business with you.

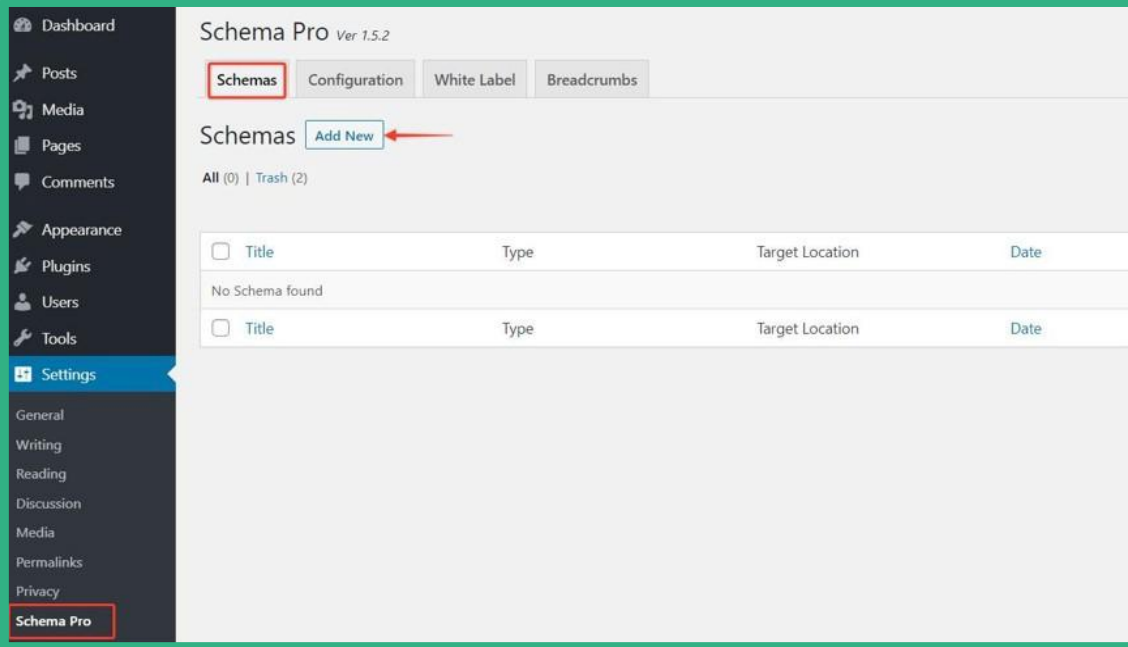


The image shows a screenshot of two app listings from the App Store, each with a structured data snippet. The first listing is for 'Temple Run' and the second is for 'Tez - a payments app by Google'. Both listings include the app name, a URL, a star rating, the number of reviews, the price, the platform (iOS), and a brief description.

Temple Run on the App Store - iTunes - Apple
<https://itunes.apple.com/us/app/temple-run/id420009108?mt=8> ▼
★★★★★ Rating: 4 - 1,111 reviews - Free - iOS - Game
Sep 5, 2017 - "In pretty much every treasure hunting adventure movie there's one specific scene in which the plucky hero finally gets his hands on the ...

Tez - a payments app by Google on the App Store - iTunes - Apple
<https://itunes.apple.com/in/app/tez-a-payments-app-by-google/id1193357041?mt=8> ▼
★★★★★ Rating: 3.2 - 1,493 reviews - Free - iOS - Finance
6 days ago - Send money to friends, instantly receive payments directly to your bank account & pay the nearby café with Tez, Google's new digital payment ...

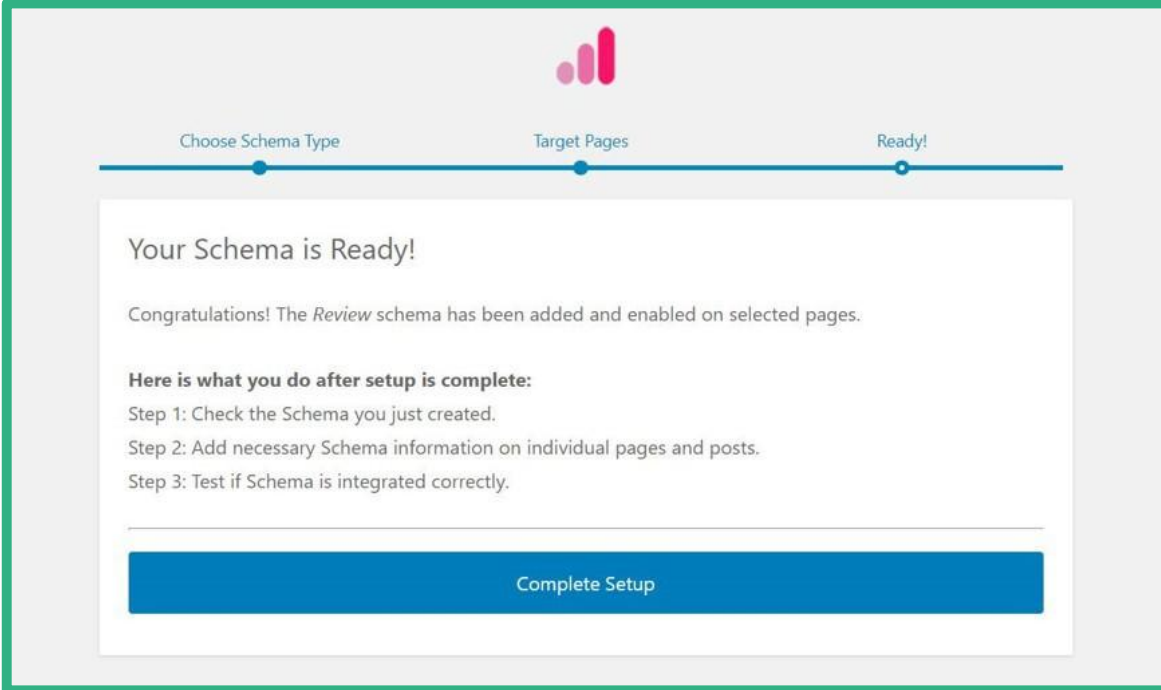
Schema Markup Creation



The screenshot shows the Schema Pro plugin interface. The left sidebar contains a menu with 'Settings' highlighted in blue and 'Schema Pro' highlighted with a red box. The main content area shows the 'Schemas' tab selected, with 'Add New' button highlighted by a red arrow. Below the 'Schemas' section, there is a table with columns: Title, Type, Target Location, and Date. The table is currently empty, displaying 'No Schema found'.

<input type="checkbox"/>	Title	Type	Target Location	Date
No Schema found				
<input type="checkbox"/>	Title	Type	Target Location	Date

Schema Markup Creation



The screenshot shows a progress bar with three stages: 'Choose Schema Type', 'Target Pages', and 'Ready!'. The 'Ready!' stage is currently active, indicated by a blue dot and a blue line. Above the progress bar is a small bar chart icon with three bars of increasing height. Below the progress bar, a white box contains the following text:

Your Schema is Ready!

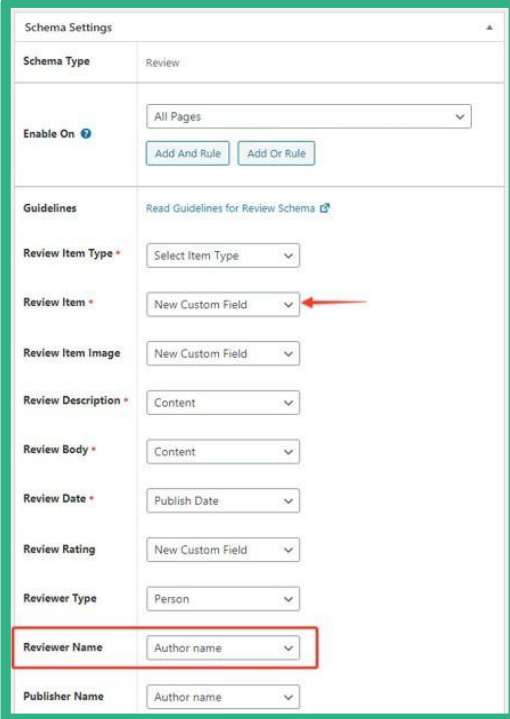
Congratulations! The *Review* schema has been added and enabled on selected pages.

Here is what you do after setup is complete:

- Step 1: Check the Schema you just created.
- Step 2: Add necessary Schema information on individual pages and posts.
- Step 3: Test if Schema is integrated correctly.

At the bottom of the white box is a large blue button labeled 'Complete Setup'.

Schema Markup Creation



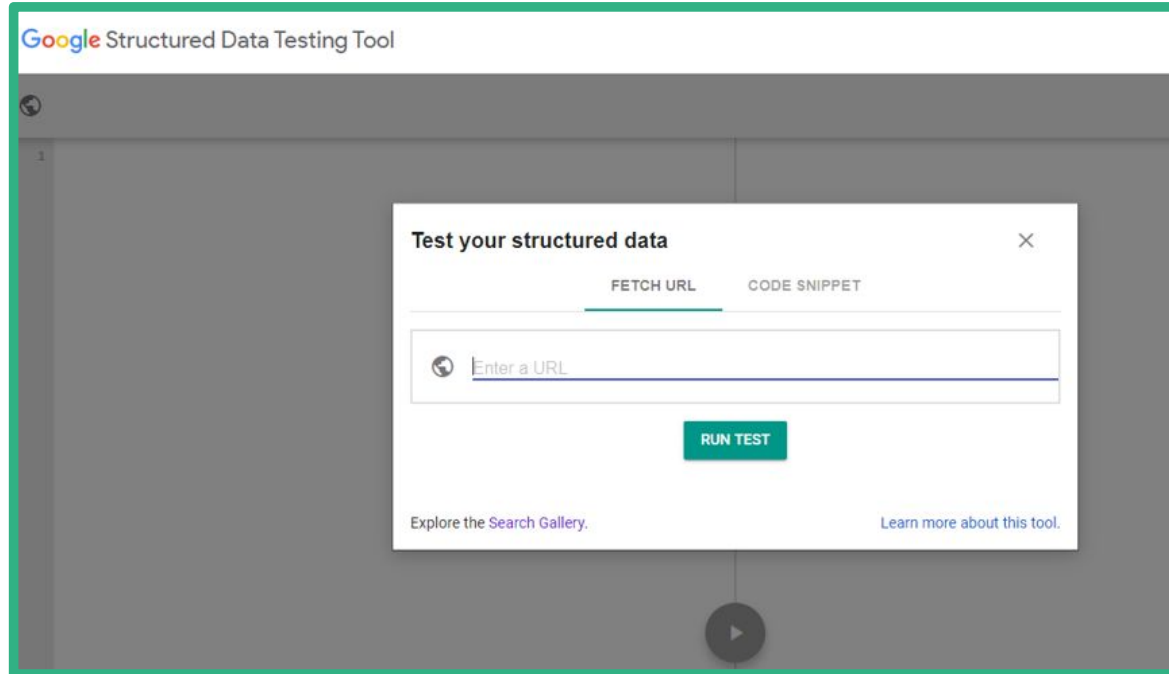
The screenshot shows the 'Schema Settings' interface for a 'Review' schema. The 'Enable On' dropdown is set to 'All Pages'. The 'Review Item' dropdown is set to 'New Custom Field', indicated by a red arrow. The 'Reviewer Name' dropdown is set to 'Author name' and is highlighted with a red box. Other settings include 'Review Item Type' (Select Item Type), 'Review Item Image' (New Custom Field), 'Review Description' (Content), 'Review Body' (Content), 'Review Date' (Publish Date), 'Review Rating' (New Custom Field), and 'Reviewer Type' (Person). The 'Publisher Name' is also set to 'Author name'.

For the other information, you have a choice. You can either:

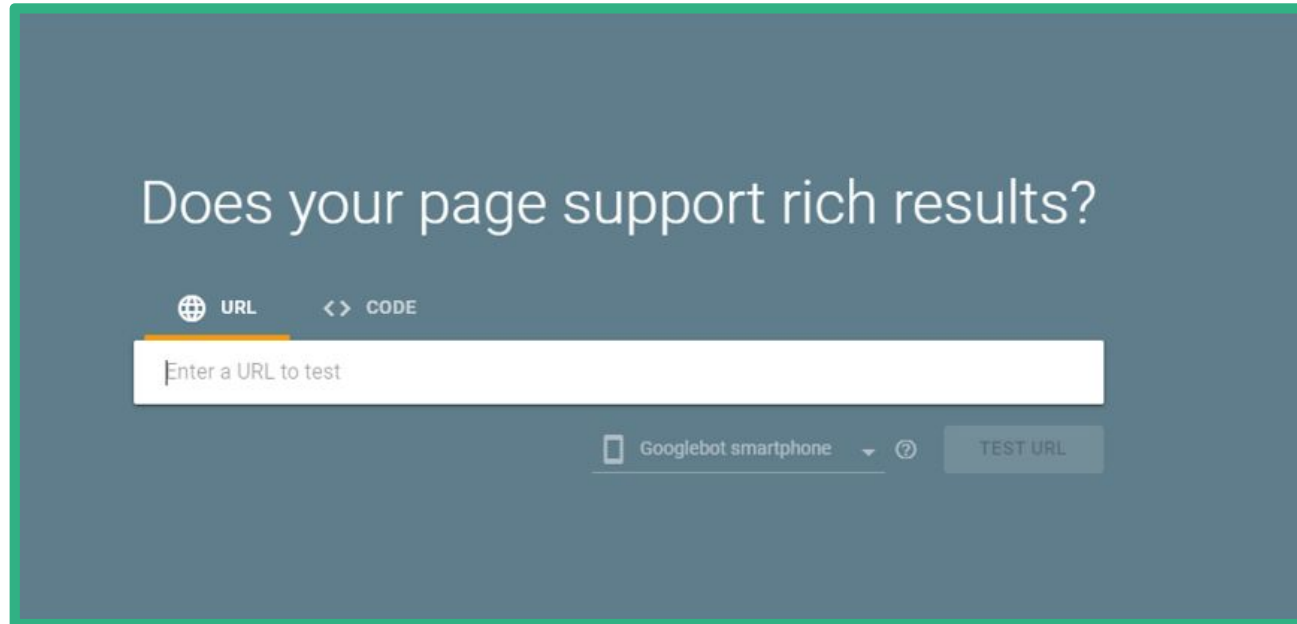
- Have Schema Pro add a new custom field to the WordPress editor (this is the best option for most users – it's very simple)
- Map that information to an existing custom field, including those you've added with Advanced Custom Fields or Pods (this is a great option for developers)

If you're not a techie person, you can safely leave these as the defaults, which will be to add a new custom field to the WordPress Editor

Structured Data Testing



Structured Data Testing



Thank You!

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