Google Structured Data



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Structured data adds context to website content

Show additional information about our content directly in the search engine results pages.

Structured Data helps Search Engines to Understand the Web Content



Why it matters?

- 1) Goal is richer search results to improve user experience.
- 2) Web Content to found at the Top of Search Results
- 3) Provides a standardized search engine "vocabulary"
- 4) Increase a page's rank depending on who you believe



Schema.org

Schema.org takes care of all the **structured data needs** on the website

It provides a series of tags and properties to mark up your **products**, **reviews**, **local business listings**, etc in detail.

Structured data in the form of Schema.org is important for SEO



Structured data leads to rich results

Rich Snippets





Rich Cards

Top stories

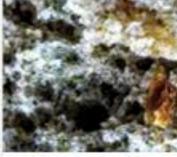
Example Space Science



New photos of the red planet yield surprising results

O AMP - 1 hour ago

Example News



Martian desert can food for explorers

AMP - 8 hours ago

Google

Technology company





google.com

Google is an American multinational technology company specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Wikipedia

CEO: Sundar Pichai

Founded: September 4, 1998, Menlo Park, CA

Subsidiaries: YouTube, ITA Software, AdMob, Google Japan, More

Video games: Tilt Brush, Google Lively

Founders: Larry Page, Sergey Brin

Parent organization: Alphabet Inc.

Profiles











YouTube

Google+

View 15+ more

People also search for











Apple

Microsoft Corporation

Yahoo!

Amazon.c... Inc.

YouTube



Different kinds of Schema.org

Events

Books

Recipes

Organizations

Persons

Locations

Products

Reviews

Articles

Courses

Videos

Blog Posting

Local Business

Locations

Movies

Music



Findings overview

[□]Only **0.3**% of the studied domains were found to include schema.org integrations.

For only **34.4%** of keywords examined, Google returned search results with neither schema.org integrations nor any other structured data involved.

Review and ratings integrations from schema.org are over 60% positive.

Pages with **schema.org integrations** rank better by an average of **4 positions** compared to pages without schema.org integrations.



WordPress Solutions

Free WP plugin

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

Paid plugin

[®]Yoast SEO Local (Local SEO plugin adds Schema.org for your business details, like address, geo-location, opening hours, etc.

Yoast SEO (Yoast SEO uses JSON-LD to add Schema.org information about your site search, your site name, your logo and your social profiles to your web pages.)



Testing Checklist

- Check structured data on a webpage
- Validate through Google structured data testing
- Preview Rich snippets and Rich cards in google
- Test microdata, Schema, RDFa and JSON-LD are valid

