

# Google Structured Data



Take control  
of your Google  
search results

# Google Structured Data

- **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

Ratings and reviews      Price      Availability

**Sony Alpha a6000 Mirrorless Digital Camera ILCE6000L/B B&H Photo**  
[https://www.bhphotovideo.com/.../sony\\_ilce6000l\\_b\\_alpha\\_a6000\\_mirrorless\\_digital...](https://www.bhphotovideo.com/.../sony_ilce6000l_b_alpha_a6000_mirrorless_digital...) **Snippet**

★★★★★ Rating: 4.5 - 411 reviews - US\$628,00 - In stock

Sony Alpha a6000 Mirrorless Digital Camera with 16-50mm Lens (Black) ... Sony 16-50mm f/3.5-5.6 OSS Zoom Lens. ... Included with the camera body is a Sony E-mount 16-50mm f/3.5-5.6 OSS Retractable Zoom Lens, which provides a 35mm-equivalent focal length range of 24-75mm.

Lens Mount: Sony E-Mount      Sensor Type / Size: CMOS, 23.5 x 15.6 mm  
Camera Format: APS-C (1.5x Crop Factor)      Memory Card Type: SD; SDHC; SDXC; Memory ... **Product specifications**

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# Rich Cards

Top stories

Example Space Science



New photos of the red planet yield surprising results

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



Facebook



Twitter



YouTube



LinkedIn



Google+

## People also search for

[View 15+ more](#)



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