

# outer/edge Structured Data Module for Magento 2

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[Hyvä](#) and [Breeze](#) compatible.

Our open source module allows you to quickly add structured data markup (also known as Rich Snippets) to any Magento 2 store by simply installing our module and setting a few configuration options.

Once this module is installed you will have valid structured data in the source of your product, contact and CMS pages. For example:

<https://developers.google.com/search/docs/advanced/structured-data/product>

This will look similar to the below:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "@id": "https://example.co.uk/blue-t-shirt#Product",
  "brand": {
    "@type": "Brand",
    "name": "Nike"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "bestRating": "100",
    "worstRating": "1",
    "ratingValue": "4.55",
    "reviewCount": "5"
  },
  "name": "Nike Blue T-Shirt",
  "sku": "blue-t-shirt",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer viverra vitae nulla quis venenatis. Donec sollicitudin pharetra eros, in facilisis justo fringilla eu. In at consequat felis.",
  "image": "https://example.co.uk/media/catalog/product/b/t/blue-t-shirt.jpg",
  "offers": {
    "@type": "Offer",
    "url": "https://example.co.uk/blue-t-shirt",
    "price": 18.99,
    "priceCurrency": "GBP",
    "priceSpecification": {
      "@type": "UnitPriceSpecification",
      "price": 18.99,
      "priceCurrency": "GBP",
      "valueAddedTaxIncluded": true
    }
  }
}
```



```
    },  
    "availability": "http://schema.org/InStock",  
    "itemCondition": "http://schema.org/NewCondition"  
  }  
}  
</script>
```

The module provides the following structured data:

## Product Page (GraphQL available)

- @type
- @id
- name
- sku
- description
- image
- weight
- brand
- aggregateRating
  - bestRating
  - worstRating
  - ratingValue
  - reviewCount
- mpn
- material
- color
- price
- priceCurrency
- valueAddedTaxIncluded
- availability
- itemCondition
- AggregateOffer
  - offers
- highPrice
- lowPrice

## Contact Page

- @type
- @id

- name
- image
- address
- telephone
- email
- url
- geo

## CMS Page

- name
- mainContentOfPage
- description
- primaryImageOfPage

## Installation

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### Install via Composer

```
composer require outeredge/magento-structured-data-module
```



### Review configuration for Structure Data Module

Configuration is available in Stores > Configuration > outer/edge > Structured Data .The following options are available:

#### Structured Data (Product)

## Structured Data (Products)

<b>Enable for Product Page</b> [store view]	Yes	▼
<b>Enable for Category Page</b> [store view]	No	▼
<b>Use Short Description</b> [store view]	Yes	▼
Instead of description		
<b>Include Child Products</b> [store view]	Yes	▼
Include offers each child product on configurable products		
<b>Include Product Weights</b> [store view]	No	▼
<b>Include Product Reviews</b> [store view]	No	▼
Check theme and <a href="https://validator.schema.org">https://validator.schema.org</a> - May conflict with core markup.		
<b>Brand/Manufacturer attribute code</b> [store view]		
<b>MPN attribute code</b> [store view]	mpn	
<b>ISBN attribute code</b> [store view]		
<b>Size attribute code</b> [store view]		
<b>Gtin attribute code</b> [store view]	gtin	
<b>Color attribute code</b> [store view]		
<b>Material attribute code</b> [store view]	material	
<b>Keywords attribute code</b> [store view]		

- **Enable:** Enable or disable structured data on product pages.
- **Use Short Description:** Use `short_description` attribute for the `description` markup. By default `description` will be used.
- **Include ChildProducts:** Choose whether to include individual offer for each child (simple) product for structured data on configurable product pages.
- **Include Product Weights:** Add `weight` schema to product page structured data.

- **Product Brand/Manufacturer field:** Choose which Magento attribute is used to populate the structured data values.
  - **Brand** (Default: manufacturer or brand )
  - **MPN** (Default: empty)
  - **ISBN** (Default: empty)
  - **Size** (Default: empty)
  - **GTIN** (Default: empty)
  - **Color** (Default: Color or Colour )
  - **Material** (Default: empty)
  - **Keywords** (Default: empty)

### Structured Data (CMS Page)

Enable	<input type="text" value="Yes"/>	▼
Enable about page	<input type="text" value="Yes"/>	▼
About Page	<input type="text" value="About Us"/>	▼

- **Enable:** Enable or disable structured data on CMS pages.
- **Enable About Page:** Enable or disable "@type": "AboutPage" .
- **About Page:** Select the CMS page for "@type": "AboutPage" .

### Structured Data (Contact Page)

Enable	<input type="text" value="Yes"/>	▼
Type	<input type="text" value="LocalBusiness"/>	▼
Latitude	<input type="text" value="50.123456"/>	
Longitude	<input type="text" value="-0.123456"/>	

- **Enable:** Enable or disable structured data on Contact page.
- **Type:** Select whether business in a Local Business or Organization.
- **Latitude:** Specify latitude for local business.
- **Longitude:** Specify longitude for local business.

Once the module is installed and configured you will find the schema markup in your source code:

```

<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "@id": "https://example.co.uk/blue-t-shirt#Product",
    "brand": {
      "@type": "Brand",
      "name": "Nike"
    },
    "aggregateRating": {
      "@type": "AggregateRating",
      "bestRating": "5",
      "worstRating": "1",
      "ratingValue": "4.55",
      "reviewCount": "5"
    },
  "name": "Nike Blue T-Shirt",
  "sku": "blue-t-shirt",
  "description": "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vive",
  "image": "https://example.co.uk/media/catalog/product/b/t/blue-t-shirt.jpg",
    "offers": {
      "@type": "Offer",
      "url": "https://example.co.uk/blue-t-shirt",
      "price": 18.99,
      "priceCurrency": "GBP",
      "priceSpecification": {
        "price": 18.99,
        "priceCurrency": "GBP",
        "valueAddedTaxIncluded": true
      },
      "availability": "http://schema.org/InStock",
      "itemCondition": "http://schema.org/NewCondition"
    }
  }
}
</script>

```

## GraphQL

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Our structured data module provides for product schema to the built in Magento GraphQL endpoint. Simply request the `structured_data` field with your product data as per the example below and the data will be returned as a JSON array:

```

{
  products(
    filter: {
      ...
    }
  ) {
    items {
      sku
      name
      structured_data
    }
  }
}

```



# Uninstalling the module

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## Remove via Composer

```
composer remove outeredge/magento-structured-data-module
```



## References

Google docs for structured data format (using JSON-LD format)

<https://developers.google.com/search/docs/guides/intro-structured-data>

<https://developers.google.com/search/docs/advanced/structured-data/product>

Structured data syntax is based on

<http://schema.org/>