**What is Structured Schema?**

Structured schema, also known as structured data, is a standardized format **for providing information about a page and classifying the page content.**

It helps **search engines understand the context** of your content, which can lead to enhanced search results, known as rich snippets.

These rich snippets can include additional information such **as ratings, reviews, images, and more,** making your search results more attractive and informative.

**Why Use Rank Math for Schema?**

Rank Math is a powerful SEO plugin for WordPress that simplifies the process of adding structured schema markup to your site.

It offers a user-friendly interface and a wide range of schema types out of the box, making it easy to implement structured data without needing to write any code.

**Types of Schema You Can Use with Rank Math**

Rank Math supports various schema types, including:

* **Article**: For blog posts and news articles.
* **Product**: For e-commerce product pages.
* **Recipe**: For recipe content.
* **Event**: For events and activities.
* **Local Business**: For local business information.
* **FAQ**: For frequently asked questions.

**1. Article Schema (for Blog Posts and News Articles)**

**Purpose**: Article schema is used for blog posts, news articles, and other content that is considered a written piece of news or media.

**Example:**

For a blog post about "The Benefits of Yoga," you would use the Article schema.

json

{

"@context": "https://schema.org",

"@type": "Article",

"headline": "The Benefits of Yoga",

"description": "Discover the numerous health benefits of practicing yoga regularly.",

"image": "https://example.com/images/yoga-benefits.jpg",

"author": {

"@type": "Person",

"name": "Jane Doe"

},

"publisher": {

"@type": "Organization",

"name": "Yoga News",

"logo": {

"@type": "ImageObject",

"url": "https://example.com/images/logo.png"

}

},

"datePublished": "2025-01-15",

"dateModified": "2025-01-16"

}

**Key Fields**:

* @type: Article
* headline: Title of the article
* description: A brief summary of the article
* author: Person who wrote the article
* publisher: Organization publishing the article
* datePublished: Date the article was published
* dateModified: Date the article was last modified

**2. Product Schema (for E-Commerce Product Pages)**

**Purpose**: Product schema is used for e-commerce sites to describe product pages, including details like price, availability, and ratings.

**Example:**

For a product like a "Fitness Tracker," you would use the Product schema.

json

{

"@context": "https://schema.org",

"@type": "Product",

"name": "Fitness Tracker",

"image": "https://example.com/images/fitness-tracker.jpg",

"description": "A smart fitness tracker to monitor your health and activity.",

"sku": "12345",

"brand": {

"@type": "Brand",

"name": "FitTrack"

},

"offers": {

"@type": "Offer",

"url": "https://example.com/product/fitness-tracker",

"priceCurrency": "USD",

"price": "99.99",

"priceValidUntil": "2025-12-31",

"itemCondition": "https://schema.org/NewCondition",

"availability": "https://schema.org/InStock"

}

}

**Key Fields**:

* @type: Product
* name: Name of the product
* description: Description of the product
* offers: Information about price, currency, and availability
* sku: Stock keeping unit (product identifier)
* brand: Brand name
* priceCurrency: Currency used for the price

**3. Recipe Schema (for Recipe Content)**

**Purpose**: Recipe schema is used for pages that contain recipe content. It helps display rich results like cooking instructions, ingredients, and prep time.

**Example:**

For a recipe like "Chocolate Chip Cookies," you would use the Recipe schema.

json

{

"@context": "https://schema.org",

"@type": "Recipe",

"name": "Chocolate Chip Cookies",

"author": {

"@type": "Person",

"name": "Emily Baker"

},

"recipeYield": "24 cookies",

"cookTime": "PT30M",

"prepTime": "PT15M",

"ingredients": [

"2 1/4 cups all-purpose flour",

"1/2 teaspoon baking soda",

"1 cup unsalted butter, room temperature",

"3/4 cup granulated sugar",

"3/4 cup packed brown sugar",

"2 teaspoons vanilla extract",

"2 large eggs",

"2 cups chocolate chips"

],

"instructions": [

"Preheat oven to 350°F.",

"In a small bowl, mix flour and baking soda.",

"In a large bowl, beat butter and sugars until light and fluffy.",

"Add eggs and vanilla, then gradually add the flour mixture.",

"Fold in chocolate chips.",

"Drop by tablespoonfuls onto baking sheets and bake for 10 minutes."

],

"nutrition": {

"@type": "NutritionInformation",

"calories": "200 calories per cookie"

}

}

**Key Fields**:

* @type: Recipe
* name: Name of the recipe
* author: Who wrote the recipe
* recipeYield: Number of servings
* cookTime: Time required to cook
* prepTime: Time required to prepare
* ingredients: List of ingredients
* instructions: Step-by-step instructions
* nutrition: Nutritional information (optional)

**4. Event Schema (for Events and Activities)**

**Purpose**: Event schema is used for pages that promote upcoming events such as concerts, webinars, or conferences.

**Example:**

For an event like a "Yoga Workshop," you would use the Event schema.

json

{

"@context": "https://schema.org",

"@type": "Event",

"name": "Yoga Workshop",

"startDate": "2025-02-10T09:00:00",

"endDate": "2025-02-10T12:00:00",

"location": {

"@type": "Place",

"name": "Sunshine Yoga Studio",

"address": {

"@type": "PostalAddress",

"streetAddress": "123 Yoga St",

"addressLocality": "Yoga City",

"addressRegion": "YC",

"postalCode": "12345",

"addressCountry": "US"

}

},

"description": "Join us for a relaxing yoga session to boost your mental and physical health.",

"image": "https://example.com/images/yoga-workshop.jpg",

"offers": {

"@type": "Offer",

"url": "https://example.com/event/yoga-workshop",

"priceCurrency": "USD",

"price": "20.00",

"availability": "https://schema.org/InStock"

}

}

**Key Fields**:

* @type: Event
* name: Name of the event
* startDate: Event start date and time
* endDate: Event end date and time
* location: Where the event is taking place
* offers: Price and availability of tickets

**5. Local Business Schema (for Local Business Information)**

**Purpose**: Local business schema helps local businesses like restaurants, stores, or service providers improve their visibility in local search results.

**Example:**

For a business like a "Coffee Shop," you would use the LocalBusiness schema.

json

{

"@context": "https://schema.org",

"@type": "LocalBusiness",

"name": "Joe's Coffee Shop",

"address": {

"@type": "PostalAddress",

"streetAddress": "456 Coffee Ave",

"addressLocality": "Brewtown",

"addressRegion": "BT",

"postalCode": "67890",

"addressCountry": "US"

},

"telephone": "+1-234-567-890",

"openingHours": "Mo-Su 07:00-19:00",

"url": "https://example.com",

"image": "https://example.com/images/joes-coffee.jpg"

}

**Key Fields**:

* @type: LocalBusiness
* name: Name of the business
* address: Physical address
* telephone: Contact phone number
* openingHours: Days and hours of operation
* url: Business website

**6. FAQ Schema (for Frequently Asked Questions)**

**Purpose**: FAQ schema is used for pages containing a list of frequently asked questions and their answers.

**Example:**

For a page with FAQs about "Yoga Classes," you would use the FAQ schema.

json

{

"@context": "https://schema.org",

"@type": "FAQPage",

"mainEntity": [

{

"@type": "Question",

"name": "What should I wear to yoga class?",

"acceptedAnswer": {

"@type": "Answer",

"text": "Comfortable, stretchy clothes are recommended for yoga classes."

}

},

{

"@type": "Question",

"name": "Do I need a yoga mat?",

"acceptedAnswer": {

"@type": "Answer",

"text": "Yes, you will need to bring your own yoga mat for class."

}

}

]

}

**Key Fields**:

* @type: FAQPage
* mainEntity: Each FAQ item with the question and answer