

Search Console Help

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Structured data report

If Google understands the markup on your pages, it can use this information to add [rich snippets](#) and other features to your search result. For example, the search snippet for a restaurant might show its average review and price range. You can add structured data to your page using the schema.org vocabulary and formats such as Microdata and RDF, alongside other approaches such as Microformats. You can also add structured data by tagging the data on your page using [Data Highlighter](#).

The Structured Data page in Search Console shows the structured information that Google was able to detect on your site. It also provides information about errors in page markup that may prevent rich snippets (or other search features) from being displayed.

[OPEN THE STRUCTURED DATA REPORT](#)

The **Structured Data** page shows you a list of each type of structured data found on your site, and which, if any, have errors.

The list of structured data items lists only the top-level entities discovered on a page. For example, if your page contains a [schema.org/Event](#) that in turn contains a [schema.org/Place](#), only the [Event](#) item will be counted.

If you used microformats, microdata, or RDFa to add structured data to a page, but the page is not listed here, use the [Structured Data Testing Tool](#) to test whether Google can access and understand your marked-up content.

Diagnosing and fixing markup errors

1. Check which structured data types have errors

You can see details for each data type in the table below the graph. To help you prioritize, it is pre-sorted by items with most errors. Here, an “item” refers to one HTML tag in the source code of your pages. For example, if you have a Movie data type with 3000 items with errors and a Place data type with 42 items with errors, Movies might be a good place to start.

2. Drill down to specific errors

Click on a structured data type in the table to see a detailed breakdown of items with errors for that type.

We'll show you a list of up to 10,000 URLs, along with number of items with errors and the specific errors.

We'll show you a list of up to 10,000 URLs, along with number of items with errors and the specific error. You can click on each URL to see the markup we've found on it, such as itemtype and properties.

There are two different types of structured data errors:

- **Missing field**

For example: for an event rich snippet, the location and performer are marked, but not the start date.

- **Missing best or worst rating**

For example: a product is rated on a 5-point scale, but the bestRating (5) or the worstRating (1) is not marked up.

3. Fix the markup on your site

Use the examples from the Structured Data errors as a starting point of your investigation. How you fix the issues depends on how the markup was originally implemented on your site. For example, issues with the markup could be due to a setting in your content management system (CMS).

If you need more help, feel free to post in the [dedicated Structured Data section](#) of the Webmaster Help Forum.

4. Verify that the updated markup is correct

Enter the URL of your page or the HTML code containing the markup in the [Structured Data Testing Tool](#) to see if your markup is present and correct. Even if the Structured Data Testing Tool shows no errors, it might take some time until the page is re-crawled and re-processed for the changes to be reflected in the Structured Data dashboard.

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