

SEO - Adding Schema Markup

There are numerous strategies available in SEO that may be used to improve and optimise your website. Try incorporating schema markup into your website if you're looking for a technique to raise its SERP ranking and SEO value. Though initially unsettling, Schema can significantly impact your website's performance if used appropriately.

What Is Schema Markup?

Schema markup is a type of on-page SEO technique that entails integrating structured data vocabulary into your website to give search engines a better understanding of the relationships and meaning behind certain entities that are stated there.

A search engine's algorithm aids in accurately identifying the material. The algorithm will understand the webpage data and the entities' connections. After giving the content a structure, Schema enters the picture.

Advantages of Adopting Schema Markup

Implementing Schema allows you to qualify for rich snippets, placing your page at the top of SERPs which can increase website traffic by drawing potential customers or providing brand recognition for product-based brands.

Rich snippets include results that appear above SERPs and provide users with more information than the URL or meta description.

The website's call to action (CTA) increases with the page's SERP ranking.

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Different Varieties of Schema Code Languages

The three programming languages for inserting schema markup into web documents are "Json-LD", Microdata & RDFa.

JavaScript Object Notation for Linked Data (JSON-LD)

The most prevalent schema format for SEO is JSON-LD, which we will utilise in this article. This code is simpler to create because it may be inserted anywhere in the webpage's HTML

body. Since JSON-LD is simple to read and add or remove, Google, which controls 92.24% of the market share for search engines, prefers it wherever possible. It's simple to set up and maintain, and it lets you add several schema types on just one page, which is excellent for helping search engines comprehend your site. Attributes in JSON-LD include @context and @type.

The JSON-LD Schema Code reads as follows –

```
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "name": "Adding Schema Markup In SEO",
  "description": "Learn how to use Schema markup.",
  "url": "https://www.tutorialspoint.com/Adding-Schema-Markup-In-SEO/",
  "isPartOf": {
    "@type": "WebSite",
    "name": "Tutorials Point",
    "url": "https://www.tutorialspoint.com"
  },
  "inLanguage": "en",
  "mainEntity": {
    "@type": "Article",
    "headline": "Adding Schema Markup In SEO",
    "datePublished": "2023-06-20",
    "author": {
      "@type": "Organization",
      "name": "Tutorials Point"
    }
  },
  "primaryImageOfPage": {
    "@type": "ImageObject",
    "url": "https://www.tutorialspoint.com/images/Adding-Schema-Markup-In-SEO.jpg",
    "caption": "Adding Schema Markup In SEO"
  }
}
```

Microdata

Microdata marks HTML tags to make them more machine friendly and readable. They are easier to use but can get messy since they must be included with every HTML tag within the document's body. They have features such as itemscope, itemtype, and itemprop.

"Resource Description Framework in Attributes (RDFa)"

Microdata and RDFa need distinct HTML elements within the page's body, and their uses are comparable. Typeof, Property, About, and Datatype are several characteristics used in RDFa.

NOTE: there are different types of schema Markups

Or you can jump directly to a commonly used type:

- Creative works: [CreativeWork](#), [Book](#), [Movie](#), [MusicRecording](#), [Recipe](#), [TVSeries](#) ...
- Embedded non-text objects: [AudioObject](#), [ImageObject](#), [VideoObject](#)
- [Event](#)
- Health and medical types: notes on the health and medical types under [MedicalEntity](#).
- [Organization](#)
- [Person](#)
- [Place](#), [LocalBusiness](#), [Restaurant](#) ...
- [Product](#), [Offer](#), [AggregateOffer](#)
- [Review](#), [AggregateRating](#)
- [Action](#)

Steps to Add Schema Markup On a Website for SEO

1. Construct the Schema code

Manually generate the Schema Markup code

The steps to add Schema Markup manually are as follows –

Step 1: Assess the types of schema markup required for your content and select the appropriate schema format or language among the three options listed above. In this piece, we will use Article and JSON-LD, respectively.

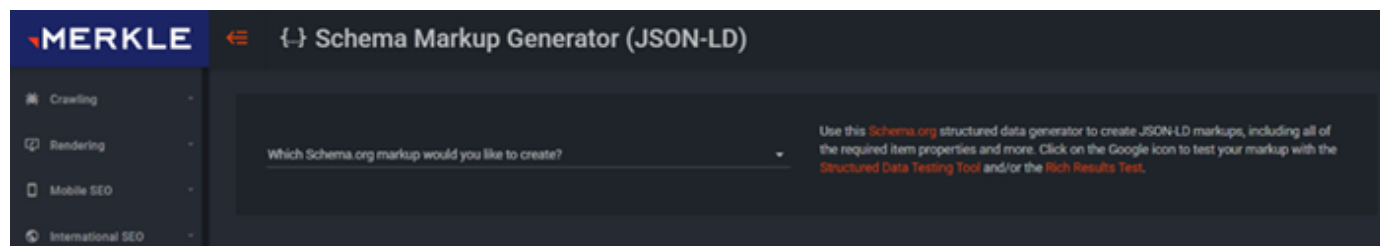
Step 2: Construct the code for your schema. We will employ the code shown in Picture 1.

Generate the Schema Markup code using a Schema Generator

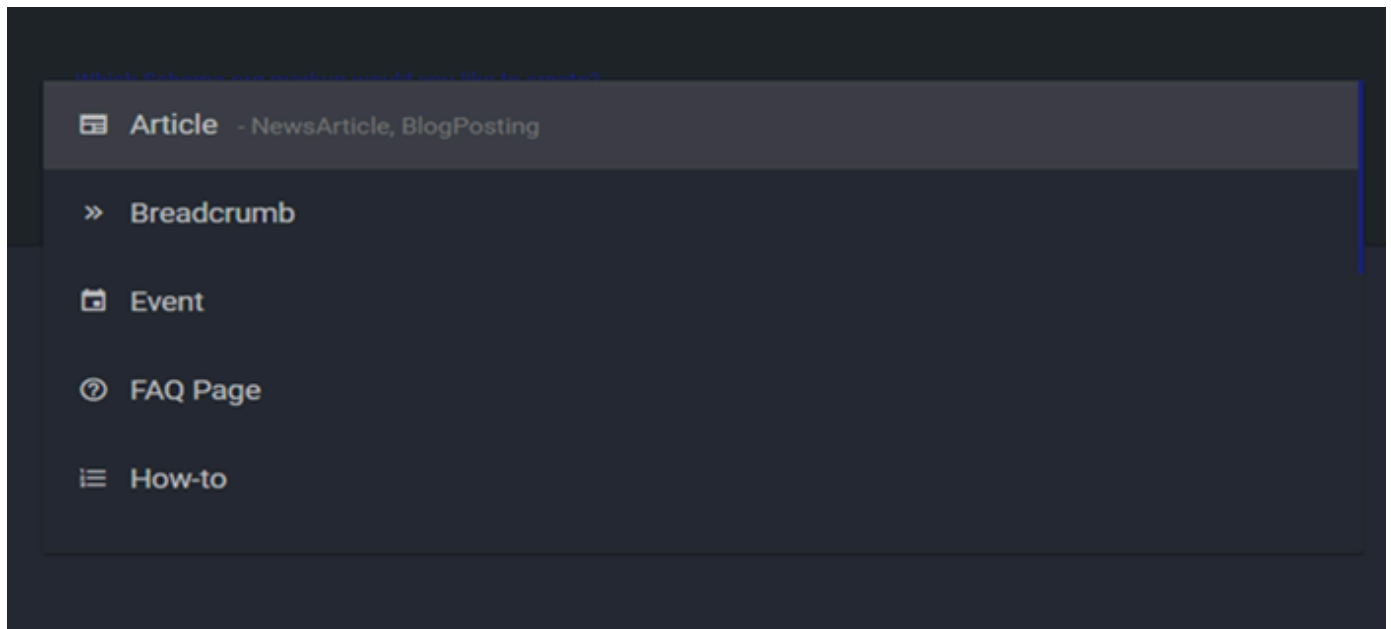
Suppose all of the manually entered code for Schema Markup seems challenging or time-intensive. In that case, you can always use tools like Merkle's Schema Markup Generator or another comparable service to automate most of the process.

Step 1: Launch Your Preferred Markup Generator

In the next section, we will use the Merkle Schema Markup Generator.



Step 2: Then, using the dropdown, choose the type of schema you wish to construct.



Step 3: The generator provides a simple form for assigning entries for every schema property. The schema code is modified automatically to include that attribute as you finish each section of the form.

 The main form of the Schema Markup Generator (JSON-LD) is shown. It includes the following fields and sections:

- Article @type:** A dropdown menu set to "Article".
- URL:** A text input field containing "https://tutorialspoint.com".
- Headline:** A text input field containing "Adding Schema Markup In SEO". A character count "27 / 110" is visible.
- Image URL #1:** A text input field containing "https://www.tutorialspoint.com/images/Adding-Schema-Markup-In-SEO.jpg".
- + IMAGE:** A button to add an image.
- Short description of the article:** A text input field.
- Author @type:** A dropdown menu set to "Person".
- Author:** A text input field containing "ABC".
- Author URL:** A text input field.
- Publisher:** A text input field containing "Tutorials Point".
- Publisher logo URL:** A text input field containing "https://www.tutorialspoint.com/images/logo.jpg".
- Calendar icons:** Two calendar icons at the bottom, both set to "6/20/2023".
- JSON-LD Preview:** A code editor on the right showing the generated JSON-LD script:


```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://tutorialspoint.com"
  },
  "headline": "Adding Schema Markup In SEO",
  "image": "https://www.tutorialspoint.com/images/Adding-Schema-Ma",
  "author": {
    "@type": "Person",
    "name": "ABC"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Tutorials Point",
    "logo": {
      "@type": "ImageObject",
      "url": "https://www.tutorialspoint.com/images/logo.jpg"
    }
  },
  "datePublished": "2023-06-20",
  "dateModified": "2023-06-20"
}
</script>
```

2. Validate or Test Your Schema Markup

Running tests on your markup before committing it to production is excellent. To do so, use Google's "Structured Data Testing Tool" along with the "Rich Results Test Tool" or by entering your code snippet into validate in Schema.org to discover whether there are any problems or areas for improvement that are preventing you from reaping the full benefits of schema markup.

WebPage		0 ERRORS 0 WARNINGS ^
@type	WebPage	
name	Adding Schema Markup In SEO	
description	Learn how to use Schema markup.	
url	https://www.tutorialspoint.com/Adding-Schema-Markup-In-SEO/	
inLanguage	en	
isPartOf		
@type	WebSite	
name	Tutorials Point	
url	https://www.tutorialspoint.com/	
mainEntity		
@type	Article	
headline	Adding Schema Markup In SEO	
datePublished	2023-06-20	
author		
@type	Organization	
name	Tutorials Point	
primaryImageOfPage		
@type	ImageObject	
url	https://www.tutorialspoint.com/images/Adding-Schema-Markup-In-SEO.jpg	
caption	Adding Schema Markup In SEO	

Rich Results Test

Code input

```
1 {
2   "@context": "https://schema.org",
3   "@type": "WebPage",
4   "name": "Adding Schema Markup In SEO",
5   "description": "Learn how to use Schema markup.",
6   "url": "https://www.tutorialspoint.com/Adding-Schema-Markup-In-SEO/",
7   "isPartOf": {
8     "@type": "WebSite",
9     "name": "Tutorials Point",
10    "url": "https://www.tutorialspoint.com"
11  },
12  "inLanguage": "en",
13  "mainEntity": {
14    "@type": "Article",
15    "headline": "Adding Schema Markup In SEO",
16    "datePublished": "2023-06-20",
17    "author": {
18      "@type": "Organization",
19      "name": "Tutorials Point"
20    }
21  },
22  "primaryImageOfPage": {
23    "@type": "ImageObject",
24    "url": "https://www.tutorialspoint.com/images/Adding-Schema-Markup-In-SEO.jpg",
25    "caption": "Adding Schema Markup In SEO"
26  }
27 }
```

Test results

1 valid item detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Detected structured data

Articles

1 valid item detected

Non-critical issues detected

Additional resources

Monitor Rich Results for your entire site

[GO TO SEARCH CONSOLE](#)

Insert the Schema onto Your Page

There are three ways to incorporate the information you've marked up: directly within the HTML, utilising Google Tag Manager, and through a CMS and plugins. The way you should use it depends on the website and tagging system.

- JSON-LD Schema is structured as a script placed in your HTML's <head> or <body>.
- **Making Use of Google Tag Manager** – People used to believe that delivering schema markup using GTM wasn't a bright idea because Googlebot needed to execute JavaScript to use it. However, Google just introduced GTM execution as a formally supported solution.
It's an excellent workaround for firms where the development staff takes an extended period to apply SEO modifications.
- **Making use of CMS & plugins** – It is a prevalent and user-friendly method of deploying schema markup. However, because of the variety of CMS and plugins available, it may also need clarification. Yoast and RankMath are two well-known WordPress plugins.

Note – Knowing where to put schema markup on your website is one of the most challenging aspects of adding schema markup. What makes it so tricky is that certain schema types, such as ratings, reviews, and FAQs, are for specific content areas and should therefore be placed into your page's <body> tags adjacent to the relevant tags.

Under the Enhancements Tab in Google Search Console, you can find identified markup types for FAQs, logos, product pages, and more. You can view the reported data by clicking on the feature and determining whether the markup is valid or if there are any warnings and problems.

Conclusion

You only have a few seconds to grab a user's attention when your company appears on SERPs, so you must use every edge you can get. Using schema markup in SEO campaigns enables search engines to display your company's most essential and exciting material, grabbing consumers' attention and encouraging them to visit your website. Schema markups must be crucial to your SEO strategy to outperform your search results competition.