

EXPERIMENT - 9

Aim:- To implement schema markup on a webpage to enhance rich snippets in search results.

Software Used:- Google's Structured Data Testing tool.

Description:- A tool provided by Google to test and validate schema markup on web pages.

Text Editor (eg. Sublime Text, Visual Studio Code)

A text editor for making changes to the HTML code of the webpage.

Procedure:-

1. Determine the content on the webpage that can benefit from enhanced presentation in search results. Common types include articles, products, events and reviews.
2. Choose the appropriate schema type from schema.org that aligns with the identified content.
3. Open the HTML code of the webpage using a text editor. Identify the relevant section where schema markup should be added.
4. Choose the preferred format for schema markup, either JSON LD or Microdata.

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Aim:- To implement schema markup on a webpage to enhance rich snippets in search results.

The screenshot shows a web browser window with the Schema.org website open. The browser's address bar displays the URL `https://www.geekforgeeks.org/`. The page content is divided into two main sections. On the left, there is a code editor showing JSON-LD schema markup for an Organization. On the right, there is a preview of the schema markup, which includes a table with the following data:

Organization	
@type	Organization
@id	https://www.geekforgeeks.org/organization
url	https://www.geekforgeeks.org/
name	GeeksforGeeks
logo	http://www.geekforgeeks.org/wp-content/uploads/2013/03/2013-03-20-1.png

The JSON-LD schema markup in the code editor is as follows:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "url": "https://www.geekforgeeks.org/",
  "name": "GeeksforGeeks",
  "logo": "http://www.geekforgeeks.org/wp-content/uploads/2013/03/2013-03-20-1.png"
}
```

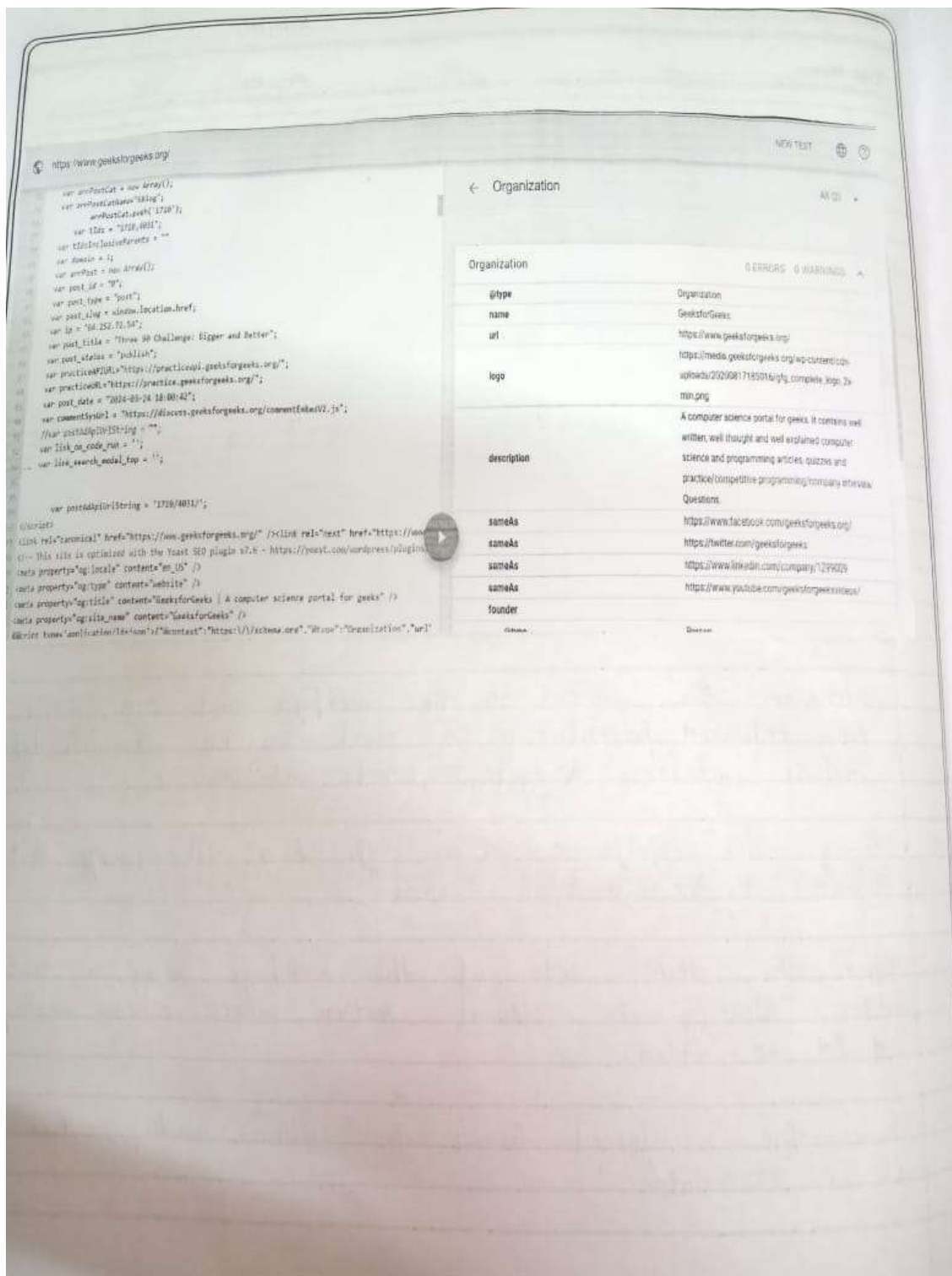
5. Copy the modified HTML code containing the schema markup and paste it into Google's Structured Data Testing Tool.
6. If the Webpage is part of a website registered with Google Search Console, consider submitting the updated page to ensure Google recognizes the changes more quickly.
7. After implementation, monitor search engine results to observe the enhanced appearance of the page's rich snippet in search results.

Learning Outcomes:-

1. Proficiency in implementing schema markup on webpages, enhancing their ability to provide structured data for search engine.
2. Increased awareness of how schema markup positively influences user engagement by presenting additional information in search results.
3. Schema markup based on content types, optimizing the presentation of diverse information, such as events, products and reviews.

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SCREENSHOTS:

Schema Markup Validator

validator.schema.org/#url=https%3A%2F%2Fwww.geeksforgeeks.org%2F

Sent Mail - sahilka...My Drive - Google...YouTubeChandigarh Univers...Mail - Sahil Kaundal...CHANDIGARH UNIV...Coursera | Online C...ChatGPTwipro talentnext fut...Job Search India | In...

Schema.orgDocumentationSchemasAbout

https://www.geeksforgeeks.org/NEW TEST

```
1 <!DOCTYPE html>
2 <!--[if IE 7]>
3 <html class="ie ie7" lang="en-US" prefix="og: http://ogp.me/ns#">
4 <![endif]-->
5 <!--[if IE 8]>
6 <html class="ie ie8" lang="en-US" prefix="og: http://ogp.me/ns#">
7 <![endif]-->
8 <!--[if !(IE 7) | !(IE 8) ]><!-->
9 <html lang="en-US" prefix="og: http://ogp.me/ns#" >
10 <!--<![endif]-->
11 <head>
12 <meta charset="UTF-8" />
13 <meta name="keywords" content="Data Structures, Algorithms, Python, Java, C, C++, JavaScript, Androi
14 <meta name="viewport" content="width=device-width, initial-scale=1.0, minimum-scale=0.5, maximum-sce
15 <meta property="og:description" name="description" content="A Computer Science portal for geeks. It
16 <link rel="preconnect" href="https://fonts.googleapis.com">
17 <link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
18 <meta name="theme-color" content="#308046" />
19 <meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1" />
20 <meta name="image" property="og:image" content="https://media.geeksforgeeks.org/wp-content/cdn-uploa
21 <meta property="og:image:type" content="image/png">
22 <meta property="og:image:width" content="200">
23 <meta property="og:image:height" content="200">
24 <meta name="facebook-domain-verification" content="xo7t4ve2wn3yvfkdvbrk0lpvdond" />
25 <script defer src="https://apis.google.com/js/platform.js"></script>
26 <script async src="//cdnjs.cloudflare.com/ajax/libs/require.js/2.1.14/require.min.js"></script>
27 <!-- Removed the below script from here to prevent loading google translate js at initial load
28 <script async src="//translate.google.com/translate_a/element.js?cb=googleTranslateElementInit"></sc
29 <title>GeeksforGeeks | A computer science portal for geeks</title>
30 <link rel="profile" href="http://gmpg.org/xfn/11" />
31 </head>
32 <body>
```

Organization

All (2)

Organization0 ERRORS0 WARNINGS

Organization0 ERRORS0 WARNINGS

ID: https://www.geeksforgeeks.org/#organization

@type	Organization
@id	https://www.geeksforgeeks.org/#organization
url	https://www.geeksforgeeks.org/
name	GeeksforGeeks
logo	http://www.geeksforgeeks.org/wp-content/uploads/gfg_200X200-1.png

https://www.geeksforgeeks.org/NEW TEST

```
74 var arrPostCat = new Array();
75 var arrPostCatName="GBlog";
76 arrPostCat.push('1710');
77 var tIds = "1710,4031";
78 var tIdsInclusiveParents = ""
79 var domain = 1;
80 var arrPost = new Array();
81 var post_id = "0";
82 var post_type = "post";
83 var post_slug = window.location.href;
84 var ip = "64.252.72.54";
85 var post_title = "Three 90 Challenge: Bigger and Better";
86 var post_status = "publish";
87 var practiceAPIURL="https://practiceapi.geeksforgeeks.org/";
88 var practiceURL="https://practice.geeksforgeeks.org/";
89 var post_date = "2024-03-24 18:00:42";
90 var commentSysUrl = "https://discuss.geeksforgeeks.org/commentEmbedV2.js";
91 //var postAdApiUrlString = "";
92 var link_on_code_run = '';
93 var link_search_modal_top = '';
94
95
96 var postAdApiUrlString = '1710/4031/';
97 </script>
98 <link rel="canonical" href="https://www.geeksforgeeks.org/" /><link rel="next" href="https://www
99 <!-- This site is optimized with the Yoast SEO plugin v7.6 - https://yoast.com/wordpress/plugins
100 <meta property="og:locale" content="en_US" />
101 <meta property="og:type" content="website" />
102 <meta property="og:title" content="GeeksforGeeks | A computer science portal for geeks" />
103 <meta property="og:site_name" content="GeeksforGeeks" />
104 <script type="application/ld+json">{"@context":"https://\/schema.org", "@type":"Organization", "url"
```

Organization

All (2)

Organization0 ERRORS0 WARNINGS

@type	Organization
name	GeeksforGeeks
url	https://www.geeksforgeeks.org/
logo	https://media.geeksforgeeks.org/wp-content/cdn-uploads/20200817185016/gfg_complete_logo_2x-min.png
description	A computer science portal for geeks. It contains well written, well thought and well explained computer science and programming articles, quizzes and practice/competitive programming/company interview Questions.
sameAs	https://www.facebook.com/geeksforgeeks.org/
sameAs	https://twitter.com/geeksforgeeks
sameAs	https://www.linkedin.com/company/1299009
sameAs	https://www.youtube.com/geeksforgeeksvideos/
founder	