

Schema

Schema markup, found at [Schema.org](https://schema.org), is a form of microdata. Once added to a webpage, schema markup creates an enhanced description (commonly known as a rich snippet), which appears in search results.

“Most webmasters are familiar with HTML tags on their pages. Usually, HTML tags tell the browser how to display the information included in the tag. For example, `<h1>Avatar</h1>` tells the browser to display the text string “Avatar” in a heading 1 format. However, the HTML tag doesn’t give any information about what that text string means—“Avatar” could refer to the hugely successful 3D movie, or it could refer to a type of profile picture—and this can make it more difficult for search engines to intelligently display relevant content to a user.”

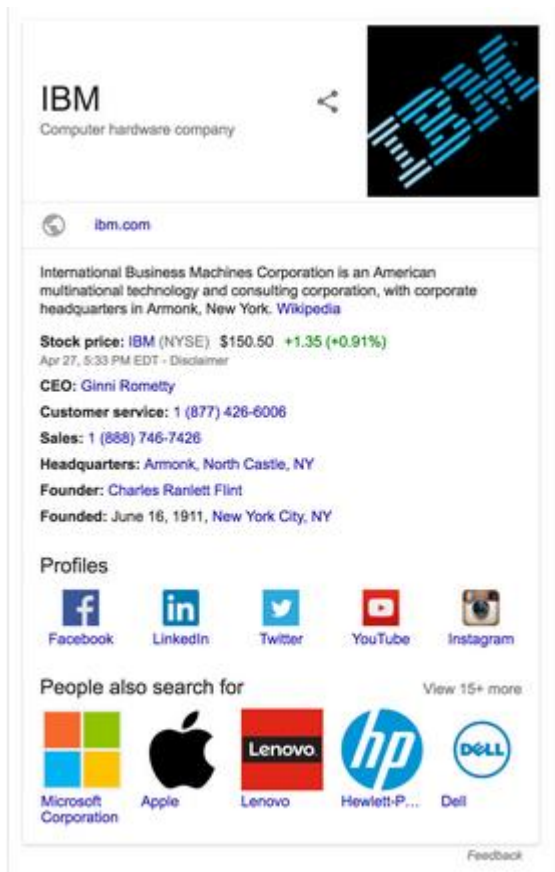
What Is Schema Used For?

- [Businesses and organizations](#)
- [Events](#)
- [People](#)
- [Products](#)
- [Recipes](#)
- [Reviews](#)
- [Videos](#)
- Above are some of the most popular uses of schema. However, there’s a good chance that if you have any sort of data on your website, it’s going to have an associated [itemscope](#), [itemtype](#), and [itemprop](#).

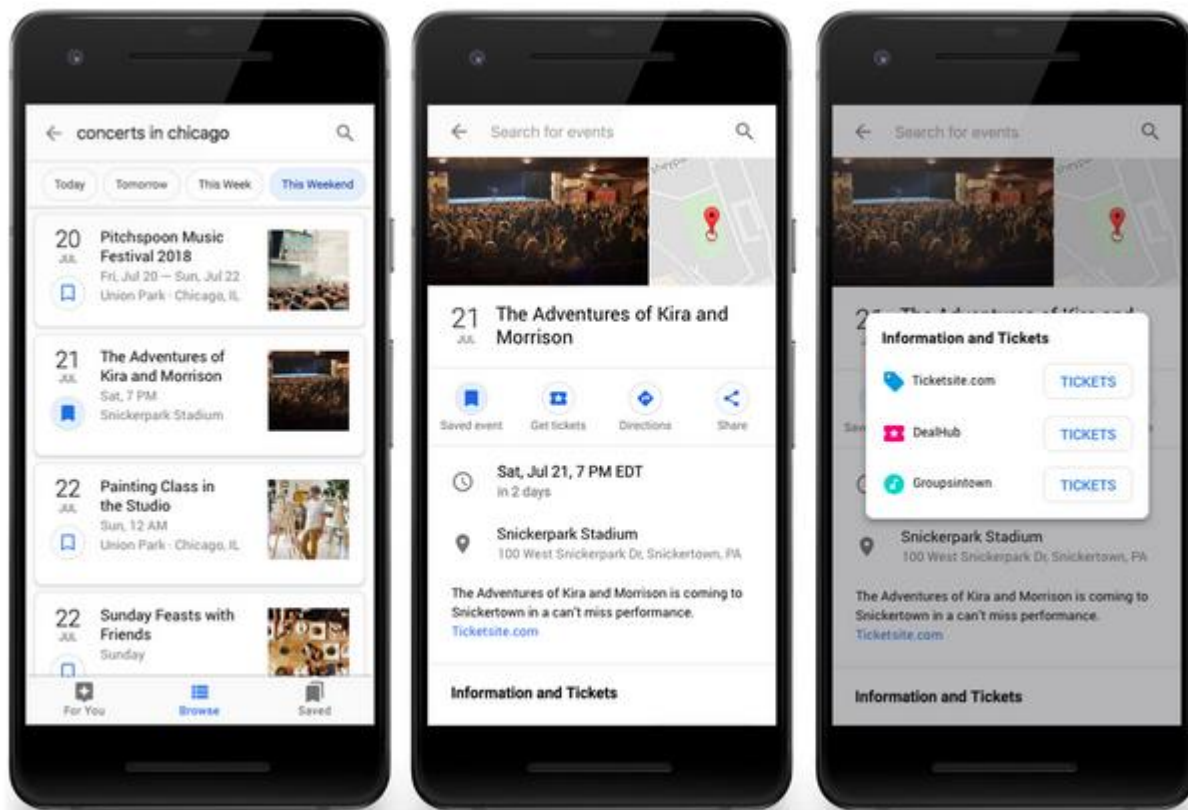
FIGURE 4A: MAJOR SITES THAT HAVE PUBLISHED SCHEMA.ORG

CATEGORY	SITES
News	nytimes.com, guardian.com, bbc.co.uk
Movies	imdb.com, rottentomatoes.com, movies.com
Jobs / Careers	careerjet.com, monster.com, indeed.com
People	linkedin.com, pinterest.com, familysearch.org, archives.com
Products	ebay.com, alibaba.com, sears.com, cafepress.com, sulit.com, fotolia.com
Video	youtube.com, dailymotion.com, frequency.com, vinebox.com
Medical	cvs.com, drugs.com
Local	yelp.com, allmenus.com, urbanspoon.com
Events	wherevent.com, meetup.com, zillow.com, eventful.com
Music	last.fm, myspace.com, soundcloud.com

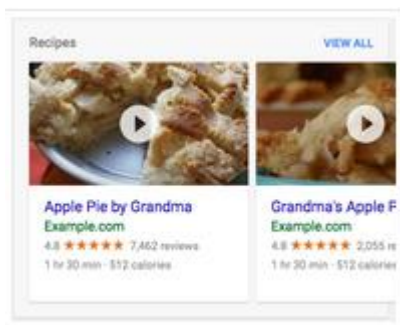
Businesses and organizations



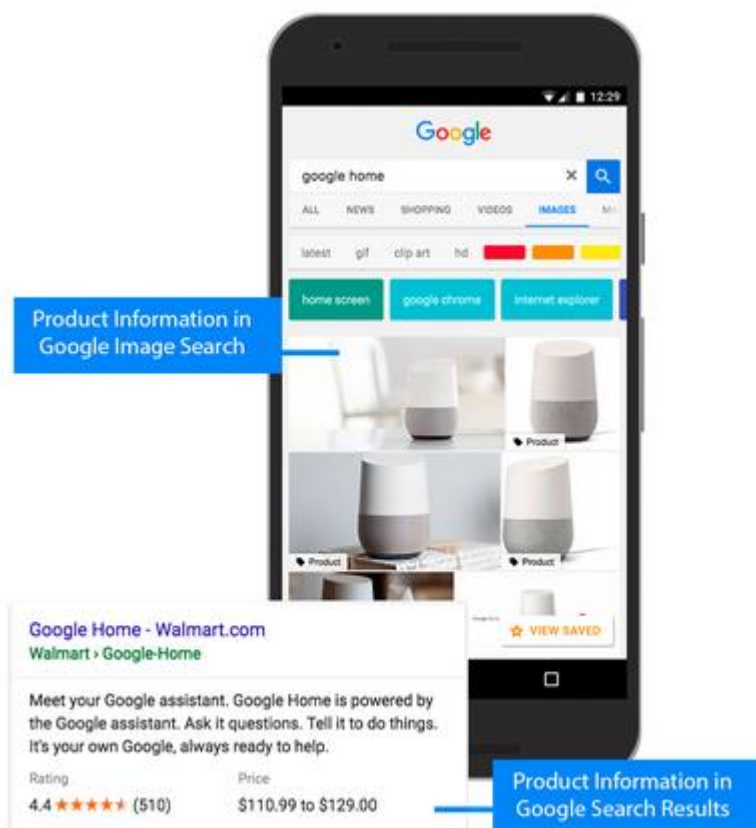
Events



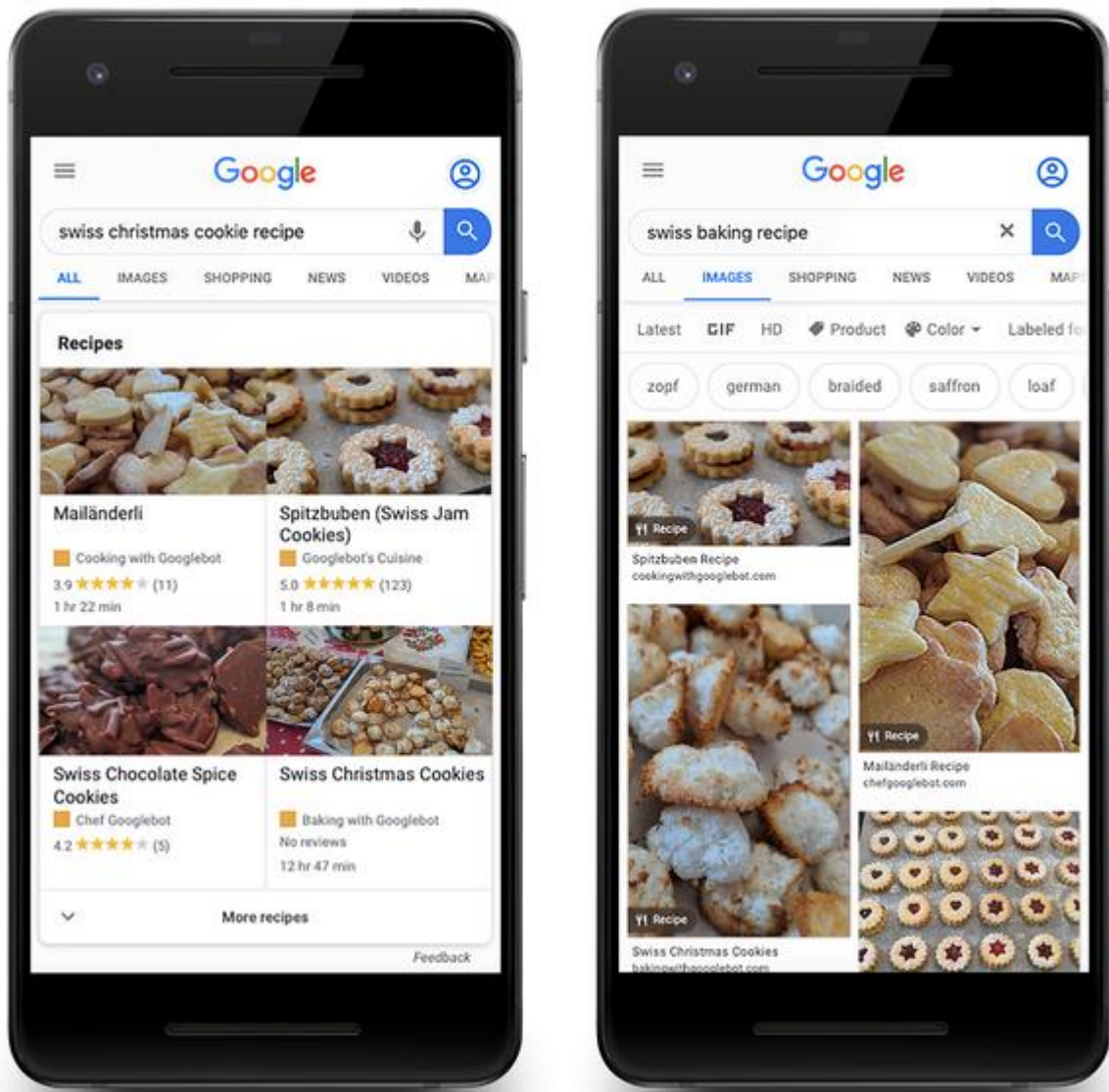
People



Products



Recipes



Reviews

<https://developers.google.com/search/docs/data-types/review-snippet>

