

Schema.org – Structured Data

Introduction

- Structured data (also known as rich snippets) is a way of organising and categorizing data on a web page and presenting them in a structured manner that makes it easy for the search engines to understand
- The need for structured data arises because various common industry data elements do not translate well into standard HTML
- Schema.org was developed as a result of a collaborative effort between Google, Yahoo & Bing – it lays out standard HTML5 compliant tags for implementing structured data on a web page

Structured Data Example

Structured Data Example

AMC Northbrook Court 14 Showtimes & Tickets - 60062 Movie Theaters

movies.eventful.com/theaters-showtimes/amc-northbrook...-/T0-001-000000358-3 ▾

View the latest AMC Northbrook Court 14 movie times, box office information, and purchase tickets online. Sign up for ... Northbrook, IL 60062. Get directions.

Tue, Jun 6 [Baywatch](#)

Tue, Jun 6 [Diary of a Wimpy Kid: The Long Haul](#)

Tue, Jun 6 [Pirates of the Caribbean: Dead Men Tell No Tales](#)

Structured Data Benefits

Benefits

- Organic search engine listings with rich snippets tend to achieve higher click-through rates because rich snippets visually augment the size of the listing and offer enhanced information compared to normal listings
- It is, however unclear as to whether rich snippets is considered a search engine ranking factor
- Nonetheless, the use of rich snippets is beneficial to both search engines and search visitors, and should therefore be employed where ever possible

Schema.org Listing

Schema.org Listings

Visit the website and see all the different applications for creating microdata to create optimized rich snippets:

<http://schema.org/docs/gs.html>

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](#)

Local Business Schema

Local Business Schema – Without Markup

<h1>Beachwalk Beachwear & Giftware</h1>

A superb collection of fine gifts and clothing to accent your stay in Mexico Beach.

3102 Highway 98

Mexico Beach, FL

Phone: 850-648-4200

Local Business Schema – With Markup

```
<div itemscope itemtype="http://schema.org/LocalBusiness">

  <h1><span itemprop="name">Beachwalk Beachwear & Giftware</span></h1>

  <span itemprop="description"> A superb collection of fine gifts and clothing to accent
  your stay in Mexico Beach.</span>

  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">

    <span itemprop="streetAddress">3102 Highway 98</span>

    <span itemprop="addressLocality">Mexico Beach</span>,
    <span itemprop="addressRegion">FL</span>

  </div>

  Phone: <span itemprop="telephone">850-648-4200</span>

</div>
```

Product Schema – Without Markup

Kenmore White 17" Microwave

Rated 3.5/5 based on 11 customer reviews

\$55.00

In stock

Product description:

0.7 cubic feet countertop microwave. Has six preset cooking categories and convenience features like Add-A-Minute and Child Lock.

Customer reviews:

Not a happy camper - by Ellie, April 1, 2011

1/5 stars

The lamp burned out and now I have to replace it.

Value purchase - by Lucas, March 25, 2011

4/5 stars

Great microwave for the price. It is small and fits in my apartment.

Product Schema – With Markup

```

<div itemscope itemtype="http://schema.org/Product">
  <span itemprop="name">Kenmore White 17" Microwave</span>
  
  <div itemprop="aggregateRating"
    itemscope itemtype="http://schema.org/AggregateRating">
    Rated <span itemprop="ratingValue">3.5</span>/5
    based on <span itemprop="reviewCount">11</span> customer reviews
  </div>
  <div itemprop="offers" itemscope itemtype="http://schema.org/Offer">
    <!--price is 1000, a number, with locale-specific thousands separator
    and decimal mark, and the $ character is marked up with the
    machine-readable code "USD" -->
    <span itemprop="priceCurrency" content="USD">$</span><span
      itemprop="price" content="1000.00">1,000.00</span>
    <link itemprop="availability" href="http://schema.org/InStock" />In stock
  </div>
  Product description:
  <span itemprop="description">0.7 cubic feet countertop microwave.
  Has six preset cooking categories and convenience features like
  Add-A-Minute and Child Lock.</span>
  Customer reviews:
  <div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="name">Not a happy camper</span> -
    by <span itemprop="author">Ellie</span>,
    <meta itemprop="datePublished" content="2011-04-01">April 1, 2011
    <div itemprop="reviewRating" itemscope itemtype="http://schema.org/Rating">
      <meta itemprop="worstRating" content = "1">
      <span itemprop="ratingValue">1</span>/
    </div>
  </div>

```

Product Schema – With Markup

```
<span itemprop="bestRating">5</span>stars
</div>
<span itemprop="description">The lamp burned out and now I have to replace it. </span>

</div>
<div itemprop="review" itemscope itemtype="http://schema.org/Review">
    <span itemprop="name">Value purchase</span> -
    by <span itemprop="author">Lucas</span>,
    <meta itemprop="datePublished" content="2011-03-25">March 25, 2011
    <div itemprop="reviewRating" itemscope itemtype="http://schema.org/Rating">
        <meta itemprop="worstRating" content = "1"/>
        <span itemprop="ratingValue">4</span>/
        <span itemprop="bestRating">5</span>stars
    </div>
    <span itemprop="description">Great microwave for the price. It is small and
    fits in my apartment.</span>
</div>
</div>
```

Online Schema Generator

Online Schema Generator

<http://microdatagenerator.com/generator.html>

The screenshot shows a web browser window with the URL microdatagenerator.com/generator.html in the address bar. The page title is "Microdata Generator Using Schema.org + JSON-LD". A large banner at the top reads "Step 1: Choose a Business Type" and "Get Found in the Cloud - Schema.org Generator | JSON-LD Generator | DIY SEO". On the left, a sidebar lists various business categories with dropdown arrows: Animal Shelter, Automotive, Child Care, Dry Cleaning, Emergency Service, Employment Agency, Entertainment, Financial Service, Restaurant / Food Service, Post Office, Health and Beauty, Home and Construction, Internet Cafe, Legal, Lodging, Media Broadcasting, Real Estate Agency, Recycling Center, Self Storage, Shopping Center, and Sports. The main form area has a blue header "Step 1: Choose a Business Type" and an orange "Generate Code" button. It contains fields for Business Name, Website URL, Email, Phone, Street, City, State, Zip, Rating, Review Count, and Price Range. Below these is a section for "Days and Times of Operations" with sample input "Mo-Sa 11:00-22:00" and instructions "Use 24 hr notation. Do NOT use AM / PM". At the bottom of the form is a note: "© 2016 Schema.org Generator for SEO | JSON-LD". The browser's tab bar shows multiple presentation files: Day-5-Mastery--Day--.pptx, Day-4-Mastery--Day--.pptx, Day-3-Mastery--Day--.pptx, Day-2-Mastery--Day--.pptx, Day-1-Mastery--Day--.pptx, and a "Show All" button.

Questions?