SEO - Schema.org

## Overview

Schema.org is a schema to follow to add microdata to webpages in order to allow for better indexing by search engine bots.

## Microdata tags

itemscope

Identified the html element which contains the item which is being marked up:

<div itemscope>

…item

</div>

itemtype

Added in the same html element as the itemscope and defines which type of item is being marked up:

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

…item

</div>

### itemprop

Identifies elements within a scope which can provide futher information to the item. For example, the name of the item:

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

<h1 itemprop="name"> Avatar</h1>

…item

</div>

### embedded items

Items can be directly embedded inside other related items, for example adding a director to the moive:

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

<h1 itemprop="name"> Avatar</h1>

<div itemprop="director" itemscope itemtype="http://schema.org/Person">

Director: <span itemprop="name">James Cameron</span> (born <span Itemprop="birthDate">August 16, 1954</span>)

</div>

…item

</div>

## Types of item

The most basic type of item is a 'Thing' which has only: name, description, url, and image. More specific types have much more item properties. Commonly used types are:

* Creative works: CreativeWork, Book, Movie, MusicRecording, Recipe, TVSeries ...
* Embedded non-text objects: AudioObject, ImageObject, VideoObject
* Event
* Organization
* Person
* Place, LocalBusiness, Restaurant ...
* Product, Offer, AggregateOffer
* Review, AggregateRating

Full list of items are here: <https://schema.org/docs/full.html>

## Machine understandable tags

### Dates and times

Dates can be ambiguous, therefore always use a time tag and the YYYY-MM-DD or YYYY-MM-DDTHH:SS format of time in the datetime attribute. For example:

<time datetime="2011-05-08T19:30">May 8, 7:30pm</time>

For periods use the P prefix and then Y D H M, for example:

<time itemprop="cookTime" datetime="PT1H30M">1 1/2 hrs</time>

### Canonical References

Reference external links to give search engines a better understanding of the item without displaying a link, using a link tag:

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

<span itemprop="name">The Catcher in the Rye</span>—

<link itemprop="url" href="http://en.wikipedia.org/wiki/The\_Catcher\_in\_the\_Rye" />

by <span itemprop="author">J.D. Salinger</span>

</div>

### Implicit information

Add information in meta tags without damaging the look of a page:

<div itemprop="reviews" itemscope itemtype="http://schema.org/AggregateRating">

<img src="four-stars.jpg" />

<meta itemprop="ratingValue" content="4" />

<meta itemprop="bestRating" content="5" />

Based on <span itemprop="ratingCount">25</span> user ratings

</div>