Schema.org Cheatsheet (Humans Edition)

A practical guide to the metadata layer that helps search engines read your pages

For non-technical readers

What Schema.org is (in plain English)

Schema.org is a shared vocabulary that lets websites describe what a page *means* (not just what it says). Think: labels on a moving box so it arrives in the right room.

Why you should care

- Clearer search previews (title, date, image — sometimes enhancements)
- More consistent organization across posts
- Better sharing previews on social
- Small habits now = easier maintenance later

What Schema.org does NOT do

- It’s not a magic ranking button
- It can’t rescue weak content
- It won’t force Google to show exactly what you want

Minimum metadata (the 4 fields that matter most)

If you only do four things, do these:

```
title: "Descriptive Title"
excerpt: "150-300 character summary"
tags: [concept-1, concept-2]
date: YYYY-MM-DD
```

Optional but powerful: add a good header image for social previews.

Quick health check (no coding required)

- Open a page → **View Page Source**
- Search for “schema.org” (you should find a JSON-looking block)
- Paste the URL into Google’s **Rich Results Test**
- If it detects structured data: you’re good

Common mistakes (and easy fixes)

- **No excerpt:** search previews get random text
- **Messy tags:** mixing tools + topics makes posts hard to classify
- **Inconsistent dates:** confuses ordering and previews
- **No image:** weak social previews

Rule of thumb: write metadata for your future self first. Machines will follow.