

Que sont le balisage de schéma et les extraits enrichis ?

Les extraits enrichis sont les informations supplémentaires qui apparaissent autour du lien de votre site Web.

Le balisage de schéma est un code HTML utilisé pour créer des extraits enrichis.

Exemple de fichier de flux JSON **LibrarySystem**

```
{
  "@context": "https://schema.org",
  "@type": "LibrarySystem",
  "@id": "http://example.com/library-systems/100",
  "name": "Santa Clara County Library District",
  "additionalProperty": [
    {
      "@type": "PropertyValue",
      "name": "librarytype",
      "value": "public"
    }
  ],
  "member": [
    {
      "@type": "Library",
      "@id": "http://example.com/library-branches/1001",
      "name": "Campbell Library",
      "location": {
        "@type": "PostalAddress",
        "streetAddress": "77 Harrison Ave",
        "addressLocality": "Campbell",
        "addressRegion": "CA",
        "postalCode": "95008",
        "addressCountry": "US"
      }
    },
    {
      "@type": "Library",
      "@id": "http://example.com/library-branches/1002",
      "name": "Gilroy Library",
      "location": {
        "@type": "PostalAddress",
        "streetAddress": "350 W 6th St",
        "addressLocality": "Gilroy",
        "addressRegion": "CA",
        "postalCode": "95020",
        "addressCountry": "US"
      }
    }
  ]
}
```

Fil d'Ariane

Un fil d'Ariane sur une page indique la position de la page dans la hiérarchie du site, et peut aider les internautes à comprendre et à explorer efficacement un site. Un utilisateur peut naviguer tout au long de la hiérarchie du site, un niveau à la fois, en commençant par le dernier fil d'Ariane.

```
<html>

<head>
  <title>Award Winners</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "BreadcrumbList",
    "itemListElement": [{
      "@type": "ListItem",
      "position": 1,
      "name": "Books",
      "item": "https://example.com/books"
    }, {
      "@type": "ListItem",
      "position": 2,
      "name": "Science Fiction",
      "item": "https://example.com/books/sciencefiction"
    }, {
      "@type": "ListItem",
      "position": 3,
      "name": "Award Winners"
    }
  ]
}
</script>
</head>
<body>
</body>
</html>
```

Carrousel

Un carrousel est un résultat enrichi qui s'apparente à une liste et que les internautes peuvent parcourir sur un appareil mobile. Il présente plusieurs fiches provenant du même site et peut également s'appeler "carrousel hôte". Pour activer un carrousel pour votre site, vous devez ajouter des données structurées spécifiques aux carrousels avec l'un des types de contenus suivants :

<html>

<head>

<title>Snickerdoodles</title>

<script type="application/ld+json">

{

"@context": "https://schema.org/",

"@type": "Recipe",

"name": "Snickerdoodles",

"image": [

"https://example.com/photos/1x1/photo.jpg",

"https://example.com/photos/4x3/photo.jpg",

"https://example.com/photos/16x9/photo.jpg"

],

"author": {

"@type": "Person",

"name": "Wendy Darling"

},

"datePublished": "2018-03-10",

"description": "This Snickerdoodles recipe is everyone's favorite",

"prepTime": "PT10M",

"cookTime": "PT25M",

"totalTime": "PT35M",

"recipeCuisine": "French",

"recipeCategory": "Cookies",

"keywords": "cinnamon sugar, cookies",

"recipeYield": "24",

"nutrition": {

"@type": "NutritionInformation",

"calories": "120 calories"

},

"aggregateRating": {

"@type": "AggregateRating",

"ratingValue": "5",

"ratingCount": "18"

},

"recipeIngredient": [

"2 cups of cinnamon",

"1/3 cup of sugar"

],

"recipeInstructions": [

{

"@type": "HowToStep",

"text": "Mix together the cinnamon and sugar."

},

{

"@type": "HowToStep",

```

        "text": "Roll cookie dough into small balls and place on a cookie sheet."
    },
    {
        "@type": "HowToStep",
        "text": "Bake for 25 minutes."
    }
],
"video": {
    "@type": "VideoObject",
    "name": "How to Snickerdoodles",
    "description": "This is how you make snickerdoodles.",
    "thumbnailUrl": [
        "https://example.com/photos/1x1/photo.jpg",
        "https://example.com/photos/4x3/photo.jpg",
        "https://example.com/photos/16x9/photo.jpg"
    ],
    "contentUrl": "http://www.example.com/video123.mp4",
    "embedUrl": "http://www.example.com/videoplayer?video=123",
    "uploadDate": "2018-02-05T08:00:00+08:00",
    "duration": "PT1M33S",
    "interactionStatistic": {
        "@type": "InteractionCounter",
        "interactionType": { "@type": "WatchAction" },
        "userInteractionCount": 2347
    },
    "expires": "2019-02-05T08:00:00+08:00"
}
}
</script>
</head>
<body>
<p>
    Here's how to make snickerdoodles.
</p>
<ol>
<li>Mix together the cinnamon and sugar.</li>
<li>Roll cookie dough into small balls and place on a cookie sheet.</li>
<li>Bake for 25 minutes.</li>
</ol>
</body>
</html>

```

Course

Balisez vos listes de cours avec des données structurées afin que les futurs étudiants vous trouvent via la recherche Google. Vous pouvez indiquer diverses informations, y compris le nom du cours, le nom de l'instructeur et une brève description.

```
<html>

<head>
  <title>Introduction to Computer Science and Programming</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "Course",
    "name": "Introduction to Computer Science and Programming",
    "description": "Introductory CS course laying out the basics.",
    "provider": {
      "@type": "Organization",
      "name": "University of Technology - Eureka",
      "sameAs": "http://www.ut-eureka.edu"
    }
  }
</script>
</head>
<body>
</body>
</html>
```

Employer Aggregate Rating

Si vous publiez des notes d'utilisateurs concernant des employeurs sur votre site, ajoutez des données structurées **EmployerAggregateRating**. **EmployerAggregateRating** évalue un employeur sur la base des avis de nombreux utilisateurs. En ajoutant **EmployerAggregateRating** sur votre site, vous indiquez aux personnes en recherche d'emploi les notes des employeurs afin de les aider dans leur choix. Vous permettez également un placement de la marque visible dans l'interface de recherche d'emploi enrichie sur Google.

```
<html>
  <head>
    <title>World's Best Coffee Shop</title>
    <script type="application/ld+json">
      {
        "@context" : "https://schema.org/",
        "@type": "EmployerAggregateRating",
        "itemReviewed": {
          "@type": "Organization",
          "name" : "World's Best Coffee Shop",
          "sameAs" : "http://www.worlds-best-coffee-shop.example.com"
        },
        "ratingValue": "91",
        "bestRating": "100",
        "worstRating": "1",
        "ratingCount" : "10561"
      }
    </script>
  </head>
  <body>
  </body>
</html>
```

Diffuser votre événement sur Google

L'expérience de recherche d'événements sur Google permet aux utilisateurs de trouver plus facilement des événements et d'y participer via la recherche Google et dans d'autres produits comme Google Maps. Cette fonctionnalité présente de nombreux avantages :

```
<html>
<head>
  <title>The Adventures of Kira and Morrison</title>
  <script type="application/ld+json">
    {
      "@context": "https://schema.org",
      "@type": "Event",
      "name": "The Adventures of Kira and Morrison",
      "startDate": "2025-07-21T19:00-05:00",
      "endDate": "2025-07-21T23:00-05:00",
      "eventAttendanceMode": "https://schema.org/OfflineEventAttendanceMode",
      "eventStatus": "https://schema.org/EventScheduled",
      "location": {
        "@type": "Place",
        "name": "Snickerpark Stadium",
        "address": {
          "@type": "PostalAddress",
          "streetAddress": "100 West Snickerpark Dr",
          "addressLocality": "Snickertown",
          "postalCode": "19019",
          "addressRegion": "PA",
          "addressCountry": "US"
        }
      },
      "image": [
        "https://example.com/photos/1x1/photo.jpg",
        "https://example.com/photos/4x3/photo.jpg",
        "https://example.com/photos/16x9/photo.jpg"
      ],
      "description": "The Adventures of Kira and Morrison is coming to Snickertown in a can't miss performance.",
      "offers": {
        "@type": "Offer",
        "url": "https://www.example.com/event_offer/12345_201803180430",
        "price": "30",
        "priceCurrency": "USD",
        "availability": "https://schema.org/InStock",
        "validFrom": "2024-05-21T12:00"
      },
      "performer": {
        "@type": "PerformingGroup",
        "name": "Kira and Morrison"
      },
      "organizer": {
        "@type": "Organization",
        "name": "Kira and Morrison Music",
        "url": "https://kiraandmorrisonmusic.com"
      }
    }
  </script>
```

Baliser vos FAQ avec des données structurées



<https://developers.google.com> › docs



What is Robots.txt? | Google Search Central | Google Developers

If you're wondering what robots.txt is or looking for help with robots.txt, browse these commonly asked questions and answers.

Does my website need a robots.txt file? ▼

What program should I use to create a robots.txt file? ▼

Une page de questions fréquentes (ou FAQ) contient une liste de questions et de réponses concernant un sujet particulier. Si elle est correctement balisée, elle peut apparaître comme résultat enrichi dans la recherche Google et comme action dans l'Assistant Google. Vous avez ainsi plus de chances d'attirer les bons utilisateurs sur votre site. Voici un exemple de résultat enrichi pour une FAQ :

```
<html>
<head>
  <title>Example Site - Frequently Asked Questions(FAQ)</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "FAQPage",
    "mainEntity": [{
      "@type": "Question",
      "name": "What is the return policy?",
      "acceptedAnswer": {
        "@type": "Answer",
```

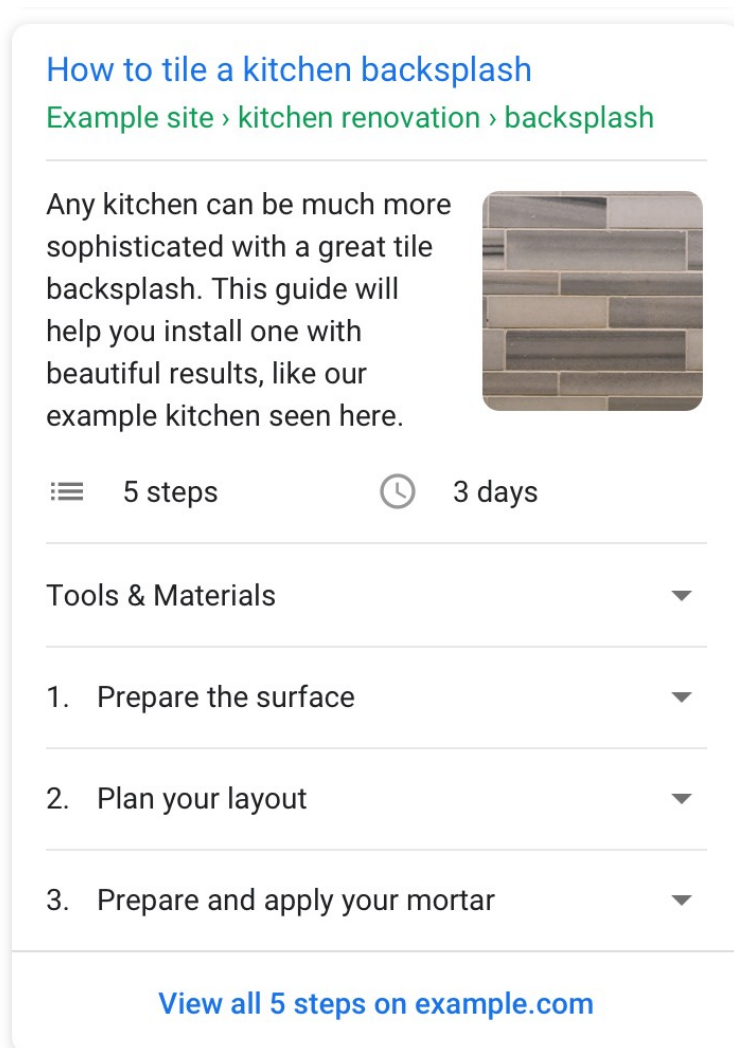


```

        "text": "<p>Most unopened items in new condition and returned within
<b>90 days</b> will receive a refund or exchange. Some items have a modified
return policy noted on the receipt or packing slip. Items that are opened or
damaged or do not have a receipt may be denied a refund or exchange. Items
purchased online or in-store may be returned to any store.</p><p>Online
purchases may be returned via a major parcel carrier. <a
href=http://example.com/returns> Click here </a> to initiate a return.</p>"
    }, {
        "@type": "Question",
        "name": "How long does it take to process a refund?",
        "acceptedAnswer": {
            "@type": "Answer",
            "text": "We will reimburse you for returned items in the same way you
paid for them. For example, any amounts deducted from a gift card will be
credited back to a gift card. For returns by mail, once we receive your return,
we will process it within 4-5 business days. It may take up to 7 days after we
process the return to reflect in your account, depending on your financial
institution's processing time."
        }
    }, {
        "@type": "Question",
        "name": "What is the policy for late/non-delivery of items ordered
online?",
        "acceptedAnswer": {
            "@type": "Answer",
            "text": "<p>Our local teams work diligently to make sure that your
order arrives on time, within our normaldelivery hours of 9AM to 8PM in the
recipient's time zone. During busy holiday periods like Christmas, Valentine's
and Mother's Day, we may extend our delivery hours before 9AM and after 8PM to
ensure that all gifts are delivered on time. If for any reason your gift does
not arrive on time, our dedicated Customer Service agents will do everything
they can to help successfully resolve your issue.</p><p><a
href=https://example.com/orders/>Click here</a> to complete the form with your
order-related question(s).</p>"
        }
    }, {
        "@type": "Question",
        "name": "When will my credit card be charged?",
        "acceptedAnswer": {
            "@type": "Answer",
            "text": "We'll attempt to securely charge your credit card at the
point of purchase online. If there's a problem, you'll be notified on the spot
and prompted to use another card. Once we receive verification of sufficient
funds, your payment will be completed and transferred securely to us. Your
account will be charged in 24 to 48 hours."
        }
    }, {
        "@type": "Question",
        "name": "Will I be charged sales tax for online orders?",
        "acceptedAnswer": {
            "@type": "Answer",
            "text": "Local and State sales tax will be collected if your
recipient's mailing address is in:
<ul><li>Arizona</li><li>California</li><li>Colorado</li></ul>"
        }
    }
}
</script>
</head>
<body>
</body>
</html>

```

Baliser les pages d'un guide avec des données structurées



Les données structurées **HowTo** vous permettent d'indiquer explicitement à Google que votre contenu correspond à un guide. Ce type de contenu guide les utilisateurs tout au long d'une série d'étapes visant à accomplir une tâche. Il peut inclure des vidéos, des images et du texte. Par exemple, il peut expliquer comment nouer une cravate ou comment carreler le pan de mur d'une cuisine. Si votre guide comprend diverses étapes qui se suivent, l'utilisation de données structurées **HowTo** peut vous aider à mettre en avant votre contenu. Les données structurées **HowTo** sont appropriées lorsque l'objet principal de la page est un guide.

Résultat enrichi comprenant des images pour chaque étape du guide

```

<html>
<head>
  <title>How to tie a tie</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org",
    "@type": "HowTo",
    "image": {
      "@type": "ImageObject",
      "url": "https://example.com/1x1/photo.jpg"
    },
    "name": "How to tie a tie",
    "totalTime": "PT2M",
    "video": {
      "@type": "VideoObject",
      "name": "Tie a Tie",
      "description": "How to tie a four-in-hand knot.",
      "thumbnailUrl": "https://example.com/photos/photo.jpg",
      "contentUrl": "http://www.example.com/videos/123_600x400.mp4",
      "embedUrl": "http://www.example.com/videoplayer?id=123",
      "uploadDate": "2019-01-05T08:00:00+08:00",
      "duration": "P1MT10S"
    },
    "supply": [
      {
        "@type": "HowToSupply",
        "name": "A tie"
      }, {
        "@type": "HowToSupply",
        "name": "A collared shirt"
      }
    ],
    "tool": [
      {
        "@type": "HowToTool",
        "name": "A mirror"
      }
    ],
    "step": [
      {
        "@type": "HowToStep",
        "name": "Preparations",
        "text": "Button your shirt how you'd like to wear it, then drape the tie around your
neck. Make the thick end about 1/3rd longer than the short end. For formal button down shirts,
it usually works best with the small end of the tie between 4th and 5th button.",
        "image": "https://example.com/1x1/step1.jpg",
        "url": "https://example.com/tie#step1"
      }, {
        "@type": "HowToStep",
        "name": "Crossing once",
        "text": "Cross the long end over the short end. This will form the basis for your
knot.",
        "image": "https://example.com/1x1/step2.jpg",
        "url": "https://example.com/tie#step2"
      }, {
        "@type": "HowToStep",

```

```
        "name": "Second crossing",
        "text": "Bring the long end back under the short end, then throw it back over the
top of the short end in the other direction.",
        "image": "https://example.com/1x1/step3.jpg",
        "url": "https://example.com/tie#step3"
    }, {
        "@type": "HowToStep",
        "name": "Loop in",
        "text": "Now pull the long end through the loop near your neck, forming another
loop near your neck.",
        "image": "https://example.com/1x1/step4.jpg",
        "url": "https://example.com/tie#step4"
    }, {
        "@type": "HowToStep",
        "name": "Pull and tighten",
        "text": "Pull the long end through that new loop and tighten to fit!",
        "image": "https://example.com/1x1/step5.jpg",
        "url": "https://example.com/tie#step5"
    }
]
}
</script>
</head>
<body>
</body>
</html>
```

Licence d'image dans Google Images

Lorsque vous spécifiez des informations de licence pour les images de votre site Web, les images concernées peuvent s'afficher avec un badge "Sous licence" sur les vignettes publiées dans Google Images. Ce badge indique aux utilisateurs que des informations de licence sont disponibles pour cette image. Un lien permet également de consulter la licence dans la visionneuse d'images et de découvrir les conditions d'utilisation spécifiques à l'image.

```
<html>
  <head>
    <title>Black labrador puppy</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org/",
        "@type": "ImageObject",
        "contentUrl": "https://example.com/photos/1x1/black-labrador-puppy.jpg",
        "license": "https://example.com/license",
        "acquireLicensePage": "https://example.com/how-to-use-my-images"
      }
    </script>
  </head>
  <body>
    
    <p><a href="https://example.com/license">License</a></p>
    <p><a href="https://example.com/how-to-use-my-images">How to use my
images</a></p>
  </body>
</html>
```

Ajouter des données structurées aux offres d'emploi

Vous pouvez améliorer l'expérience des demandeurs d'emploi en ajoutant des données structurées **JobPosting** à vos pages Web d'offres d'emploi. Vos offres d'emploi pourront ainsi s'afficher avec des fonctionnalités spéciales dans les résultats de recherche Google. Vous pouvez également intégrer vos offres d'emploi à Google [via un site d'offres d'emploi tiers](https://developers.google.com/search/docs/advanced/structured-data/job-posting?hl=fr).

<https://developers.google.com/search/docs/advanced/structured-data/job-posting?hl=fr>

```
<html>
```

```
<head>
```

```
<title>Software Engineer</title>
```

```
<script type="application/ld+json">
```

```
{
```

```
  "@context" : "https://schema.org/",
```

```
  "@type" : "JobPosting",
```

```
  "title" : "Software Engineer",
```

```
  "description" : "<p>Google aspires to be an organization that reflects the globally  
diverse audience that our products and technology serve. We believe that in addition to hiring  
the best talent, a diversity of perspectives, ideas and cultures leads to the creation of better  
products and services.</p>",
```

```
  "identifier": {
```

```
    "@type": "PropertyValue",
```

```
    "name": "Google",
```

```
    "value": "1234567"
```

```
  },
```

```
  "datePosted" : "2017-01-18",
```

```
  "validThrough" : "2017-03-18T00:00",
```

```
  "employmentType" : "CONTRACTOR",
```

```
  "hiringOrganization" : {
```

```
    "@type" : "Organization",
```

```
    "name" : "Google",
```

```
    "sameAs" : "http://www.google.com",
```

```
    "logo" : "http://www.example.com/images/logo.png"
```

```
  },
```

```
  "jobLocation": {
```

```
    "@type": "Place",
```

```
    "address": {
```

```
      "@type": "PostalAddress",
```

```
      "streetAddress": "1600 Amphitheatre Pkwy",
```

```
      "addressLocality": "Mountain View",
```

```
      "addressRegion": "CA",
```

```
      "postalCode": "94043",
```

```
      "addressCountry": "US"
```

```
    }
```

```
  },
```

```
  "baseSalary": {
```

```
    "@type": "MonetaryAmount",
```

```
    "currency": "USD",
```

```
    "value": {
```

```
      "@type": "QuantitativeValue",
```

```
        "value": 40.00,  
        "unitText": "HOUR"  
    }  
}  
}  
</script>  
</head>  
<body>  
</body>  
</html>
```

Vidéo éducative

La recherche Google est une plate-forme permettant aux étudiants et enseignants de découvrir et regarder des vidéos éducatives. Lorsque vous spécifiez explicitement des informations éducatives avec des données structurées, telles que le niveau d'enseignement, le concept et les compétences abordés dans la vidéo, Google est en mesure de mieux interpréter le contenu de la vidéo et d'améliorer l'expérience de recherche de contenu pour les étudiants.

```
<html>
```

```
<head>
```

```
<title>Learning video and clips markup example</title>
```

```
<script type="application/ld+json">
```

```
{
```

```
  "@context": "https://schema.org",
```

```
  "@type": ["VideoObject", "LearningResource"],
```

```
  "name": "An introduction to XYZ",
```

```
  "description": "Solving equations using exponent properties",
```

```
  "educationalLevel": "High school (US)",
```

```
  "educationalAlignment": {
```

```
    "@type": "AlignmentObject",
```

```
    "educationalFramework": "Common Core",
```

```
    "targetName": "HSA-SSE.B.3",
```

```
    "targetUrl":
```

```
"http://www.corestandards.org/Math/Content/HSA/SSE/#CCSS.Math.Content.HSA.SSE.B.3"
```

```
  },
```

```
  "contentUrl": "https://www.example.com/video/123/file.mp4",
```

```
  "thumbnailUrl": [
```

```
    "https://example.com/photos/1x1/photo.jpg",
```

```
    "https://example.com/photos/4x3/photo.jpg",
```

```
    "https://example.com/photos/16x9/photo.jpg"
```

```
  ],
```

```
  "hasPart": [{
```

```
    "@type": ["Clip", "LearningResource"],
```

```
    "learningResourceType": "Concept Overview",
```

```
    "name": "Understanding exponents",
```

```
    "startOffset": 40,
```

```
    "endOffset": 120,
```

```
    "url": "http://www.example.com/example?t=501"
```

```
  }, {
```

```
    "@type": ["Clip", "LearningResource"],
```

```
    "learningResourceType": "Problem Walkthrough",
```

```
    "name": "Example problem 1: suspended wires",
```

```
    "text": "Consider a weight suspended from two wires as shown in Figure. Find the  
tension in each wire.",
```

```
    "startOffset": 150,
```

```
    "endOffset": 225,
```

```
    "url": "http://www.example.com/example?t=30"
```

```
  }, {
```

```
    "@type": ["Clip", "LearningResource"],
```

```
    "learningResourceType": "Problem Walkthrough",
```

```
    "name": "Example problem 2: exponents",
```



```
    "text": "Consider a weight suspended from five wires as shown in Figure. Find the  
tension in one wire.",  
    "startOffset": 275,  
    "endOffset": 500,  
    "url": "http://www.example.com/example?t=201"  
  }],  
  "uploadDate": "2018-03-31T08:00:00+08:00"  
}  
</script>  
</head>  
<body>  
</body>  
</html>
```

Établissement local

Lorsque les internautes recherchent des établissements dans la recherche Google ou sur Maps, une fiche info Google contenant des informations sur une entreprise correspondant à la requête peut s'afficher. Lorsqu'ils soumettent une requête pour un type d'établissement spécifique ("meilleurs restaurants à New York", par exemple), ils peuvent par ailleurs voir un carrousel correspondant à leur recherche. Les données structurées d'établissement local vous permettent d'indiquer à Google vos horaires d'ouverture, les différents services que vous proposez, les avis sur votre établissement, etc. Pour aider les internautes à effectuer une réservation ou à passer une commande directement dans les résultats de recherche, vous pouvez activer les réservations, les paiements et d'autres actions via l'[API Maps Booking](#).

<html>

<head>

<title>Dave's Steak House</title>

<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type": "Restaurant",

"image": [

"https://example.com/photos/1x1/photo.jpg",

"https://example.com/photos/4x3/photo.jpg",

"https://example.com/photos/16x9/photo.jpg"

],

"name": "Dave's Steak House",

"address": {

"@type": "PostalAddress",

"streetAddress": "148 W 51st St",

"addressLocality": "New York",

"addressRegion": "NY",

"postalCode": "10019",

"addressCountry": "US"

},

"review": {

"@type": "Review",

"reviewRating": {

"@type": "Rating",

"ratingValue": "4",

"bestRating": "5"

},

"author": {

"@type": "Person",

"name": "Lillian Ruiz"

}

},

"geo": {

"@type": "GeoCoordinates",

"latitude": 40.761293,

"longitude": -73.982294

},

"url": "http://www.example.com/restaurant-locations/manhattan",

```
"telephone": "+12122459600",
"servesCuisine": "American",
"priceRange": "$$$",
"openingHoursSpecification": [
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Monday",
      "Tuesday"
    ],
    "opens": "11:30",
    "closes": "22:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": [
      "Wednesday",
      "Thursday",
      "Friday"
    ],
    "opens": "11:30",
    "closes": "23:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Saturday",
    "opens": "16:00",
    "closes": "23:00"
  },
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": "Sunday",
    "opens": "16:00",
    "closes": "22:00"
  }
],
"menu": "http://www.example.com/menu",
"acceptsReservations": "True"
}
</script>
</head>
<body>
</body>
</html>
```

Données structurées du logo

Spécifiez l'image que la recherche Google utilisera comme logo de votre organisation dans les résultats de recherche et dans la fiche info Google. La recherche Google exploite un balisage comparable à celui de l'exemple d'utilisation pour reconnaître l'image à utiliser comme logo. Dès lors, lorsque cela est possible, cette image apparaît dans les résultats de recherche concernant l'entreprise. Un tel balisage indique aux algorithmes de la recherche Google qu'ils doivent afficher cette image dans les fiches info.

```
<html>
  <head>
    <title>About Us</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org",
        "@type": "Organization",
        "url": "http://www.example.com",
        "logo": "http://www.example.com/images/logo.png"
      }
    </script>
  </head>
  <body>
  </body>
</html>
```

Movie

Balisez vos listes de films avec des données structurées afin que les internautes puissent les explorer sous un nouvel œil dans la recherche Google. Vous pouvez fournir diverses informations, telles que le titre, le réalisateur et une image du film. Le carrousel de films est uniquement disponible sur les appareils mobiles.

<html>

<head>

<title>The Best Movies from the Oscars - 2018</title>

<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type": "ItemList",

"itemListElement": [

{

"@type": "ListItem",

"position": "1",

"item": {

"@type": "Movie",

"url": "https://example.com/2019-best-picture-noms#a-star-is-born",

"name": "A Star Is Born",

"image": "https://example.com/photos/6x9/photo.jpg",

"dateCreated": "2018-10-05",

"director": {

"@type": "Person",

"name": "Bradley Cooper"

},

"review": {

"@type": "Review",

"reviewRating": {

"@type": "Rating",

"ratingValue": "5"

},

"author": {

"@type": "Person",

"name": "John D."

},

"reviewBody": "Heartbreaking, inspiring, moving. Bradley Cooper is a triple

threat."

},

"aggregateRating": {

"@type": "AggregateRating",

"ratingValue": "90",

"bestRating": "100",

"ratingCount": "19141"

}

}

},

{

"@type": "ListItem",

"position": "2",

"item": {

"@type": "Movie",

"name": "Bohemian Rhapsody",

```

        "url": "https://example.com/2019-best-picture-noms#bohemian-rhapsody",
        "image": "https://example.com/photos/6x9/photo.jpg",
        "dateCreated": "2018-11-02",
        "director": {
            "@type": "Person",
            "name": "Bryan Singer"
        },
        "review": {
            "@type": "Review",
            "reviewRating": {
                "@type": "Rating",
                "ratingValue": "3"
            },
            "author": {
                "@type": "Person",
                "name": "Vin S."
            },
            "reviewBody": "Rami Malek's performance is overrated, at best."
        },
        "aggregateRating": {
            "@type": "AggregateRating",
            "ratingValue": "61",
            "bestRating": "100",
            "ratingCount": "21985"
        }
    },
    {
        "@type": "ListItem",
        "position": "3",
        "item": {
            "@type": "Movie",
            "name": "Black Panther",
            "url": "https://example.com/2019-best-picture-noms#black-panther",
            "image": "https://example.com/photos/6x9/photo.jpg",
            "dateCreated": "2018-02-16",
            "director": {
                "@type": "Person",
                "name": "Ryan Coogler"
            },
            "review": {
                "@type": "Review",
                "reviewRating": {
                    "@type": "Rating",
                    "ratingValue": "2"
                },
                "author": {
                    "@type": "Person",
                    "name": "Trevor R."
                },
                "reviewBody": "I didn't like the lighting and CGI in this movie."
            },
            "aggregateRating": {
                "@type": "AggregateRating",
                "ratingValue": "96",
                "bestRating": "100",
                "ratingCount": "88211"
            }
        }
    }
}

```

```
        }  
    }  
    }  
    </script>  
</head>  
<body>  
</body>  
</html>
```

Questions/Réponses sur l'éducation

Si vous avez des pages de flashcards, vous pouvez aider les élèves à trouver des réponses à des questions pédagogiques en ajoutant des données structurées **Quiz** à celles-ci.

L'ajout de données structurées permet à votre contenu d'apparaître dans le carrousel des questions/réponses sur l'éducation dans les résultats de recherche Google, l'Assistant Google et les résultats Google Lens.

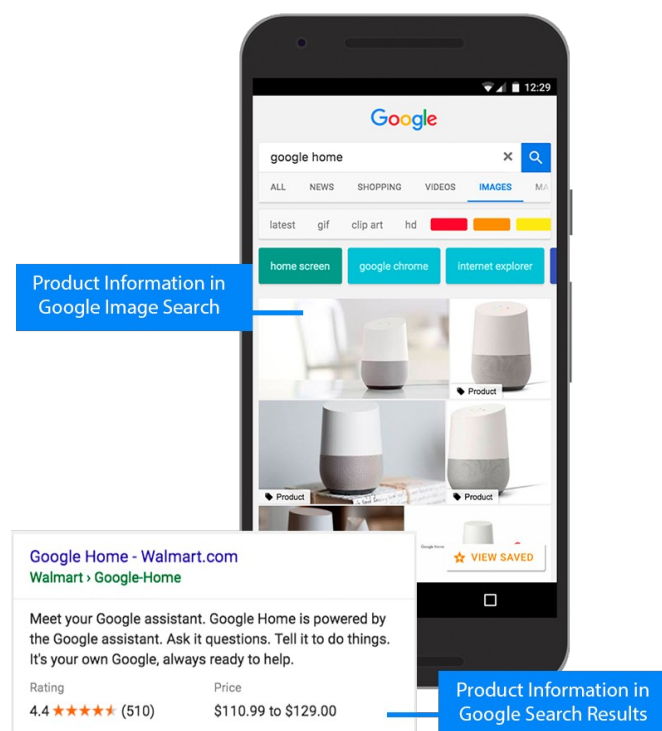
```
<html>

<head>
  <title>Cell Transport</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "Quiz",
    "about": {
      "@type": "Thing",
      "name": "Cell Transport"
    },
    "educationalAlignment": [
      {
        "@type": "AlignmentObject",
        "alignmentType": "educationalSubject",
        "targetName": "Biology"
      }
    ],
    "hasPart": [
      {
        "@context": "https://schema.org/",
        "@type": "Question",
        "eduQuestionType": "Flashcard",
        "text": "This is some fact about receptor molecules.",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "receptor molecules"
        }
      },
      {
        "@context": "https://schema.org/",
        "@type": "Question",
        "eduQuestionType": "Flashcard",
        "text": "This is some fact about the cell membrane.",
        "acceptedAnswer": {
          "@type": "Answer",
          "text": "cell membrane"
        }
      }
    ]
  }
</script>
</head>
</html>
```


Product

Ajoutez des balises à vos pages produit afin que Google puisse fournir des informations détaillées sur ce que vous vendez en tant que résultat enrichi dans la recherche Google, y compris dans Google Images. Les utilisateurs pourront ainsi voir les prix, la disponibilité et les avis de consommateurs directement dans les résultats de recherche.

L'utilisation du balisage permettant d'être éligible aux résultats enrichis vous permet d'attirer des acheteurs potentiels lorsqu'ils recherchent des articles dans la recherche Google ou des images contenant des produits que vous vendez. Veillez à ce que les informations sur les produits soient toujours exactes et à jour pour que les clients trouvent les articles qu'ils recherchent.



Page relative à un seul produit

```
<html>
<head>
  <title>Executive Anvil</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
```

```

    "@type": "Product",
    "name": "Executive Anvil",
    "image": [
      "https://example.com/photos/1x1/photo.jpg",
      "https://example.com/photos/4x3/photo.jpg",
      "https://example.com/photos/16x9/photo.jpg"
    ],
    "description": "Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the
business traveler looking for something to drop from a height.",
    "sku": "0446310786",
    "mpn": "925872",
    "brand": {
      "@type": "Brand",
      "name": "ACME"
    },
    "review": {
      "@type": "Review",
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": "4",
        "bestRating": "5"
      },
      "author": {
        "@type": "Person",
        "name": "Fred Benson"
      }
    },
    "aggregateRating": {
      "@type": "AggregateRating",
      "ratingValue": "4.4",
      "reviewCount": "89"
    },
    "offers": {
      "@type": "Offer",
      "url": "https://example.com/anvil",
      "priceCurrency": "USD",
      "price": "119.99",
      "priceValidUntil": "2020-11-20",
      "itemCondition": "https://schema.org/UsedCondition",
      "availability": "https://schema.org/InStock"
    }
  }
}
</script>
</head>
<body>
</body>
</html>

```

Produit unique avec informations de livraison

Voici un exemple de page comportant un seul produit et des informations de livraison. Des frais de port se montant à \$3.49 s'appliquent ici à tous les utilisateurs dont le code postal

est compris entre 98100 et 98199. Pour voir d'autres exemples, consultez les [bonnes pratiques en matière de livraison](#).

<html>

```
<head>
  <title>Nice trinket</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "Product",
    "sku": "trinket-12345",
    "gtin14": "12345678901234",
    "image": [
      "https://example.com/photos/16x9/trinket.jpg",
      "https://example.com/photos/4x3/trinket.jpg",
      "https://example.com/photos/1x1/trinket.jpg"
    ],
    "name": "Nice trinket",
    "description": "Trinket with clean lines",
    "brand": {
      "@type": "Brand",
      "name": "MyBrand"
    },
    "offers": {
      "@type": "Offer",
      "url": "http://www.example.com/trinket_offer",
      "itemCondition": "https://schema.org/NewCondition",
      "availability": "https://schema.org/InStock",
      "price": "39.99",
      "priceCurrency": "USD",
      "priceValidUntil": "2020-11-20",
      "shippingDetails": {
        "@type": "OfferShippingDetails",
        "shippingRate": {
          "@type": "MonetaryAmount",
          "value": "3.49",
          "currency": "USD"
        },
        "shippingDestination": {
          "@type": "DefinedRegion",
          "addressCountry": "US",
          "postalCodeRange": {
            "postalCodeBegin": "98100",
            "postalCodeEnd": "98199"
          }
        }
      },
      "deliveryTime": {
        "@type": "ShippingDeliveryTime",
        "handlingTime": {
          "@type": "QuantitativeValue",
          "minValue": "0",
          "maxValue": "1"
        },
        "transitTime": {
          "@type": "QuantitativeValue",
          "minValue": "1",
          "maxValue": "5"
        }
      }
    }
  }
}
```

```
    },
    "cutOffTime": "19:30-08:00",
    "businessDays": {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": [ "https://schema.org/Monday", "https://schema.org/Tuesday",
"https://schema.org/Wednesday", "https://schema.org/Thursday" ]
    }
  }
},
"review": {
  "@type": "Review",
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": "4",
    "bestRating": "5"
  },
  "author": {
    "@type": "Person",
    "name": "Fred Benson"
  }
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.4",
  "reviewCount": "89"
}
}
</script>
</head>
<body>
</body>
</html>
```

Afficher vos recettes sur Google

Ajoutez des données structurées à vos recettes pour aider les utilisateurs à trouver plus facilement vos créations culinaires sur Google. Lorsque vous spécifiez des détails tels que les avis des contributeurs, les temps de préparation et de cuisson, et les informations nutritionnelles, Google est plus à même de présenter votre recette aux internautes de façon intéressante. Les recettes peuvent apparaître dans les résultats de recherche Google et dans Google Images.

```
<html>
```

```
<head>
```

```
<title>Party Coffee Cake</title>
```

```
<script type="application/ld+json">
```

```
{
```

```
  "@context": "https://schema.org/",
```

```
  "@type": "Recipe",
```

```
  "name": "Party Coffee Cake",
```

```
  "image": [
```

```
    "https://example.com/photos/1x1/photo.jpg",
```

```
    "https://example.com/photos/4x3/photo.jpg",
```

```
    "https://example.com/photos/16x9/photo.jpg"
```

```
  ],
```

```
  "author": {
```

```
    "@type": "Person",
```

```
    "name": "Mary Stone"
```

```
  },
```

```
  "datePublished": "2018-03-10",
```

```
  "description": "This coffee cake is awesome and perfect for parties.",
```

```
  "prepTime": "PT20M",
```

```
  "cookTime": "PT30M",
```

```
  "totalTime": "PT50M",
```

```
  "keywords": "cake for a party, coffee",
```

```
  "recipeYield": "10",
```

```
  "recipeCategory": "Dessert",
```

```
  "recipeCuisine": "American",
```

```
  "nutrition": {
```

```
    "@type": "NutritionInformation",
```

```
    "calories": "270 calories"
```

```
  },
```

```
  "recipeIngredient": [
```

```
    "2 cups of flour",
```

```
    "3/4 cup white sugar",
```

```
    "2 teaspoons baking powder",
```

```
    "1/2 teaspoon salt",
```

```
    "1/2 cup butter",
```

```
    "2 eggs",
```

```
    "3/4 cup milk"
```

```
  ],
```

```
  "recipeInstructions": [
```

```
    {
```

```
      "@type": "HowToStep",
```

```
      "name": "Preheat",
```

```

    "text": "Preheat the oven to 350 degrees F. Grease and flour a 9x9 inch pan.",
    "url": "https://example.com/party-coffee-cake#step1",
    "image": "https://example.com/photos/party-coffee-cake/step1.jpg"
  },
  {
    "@type": "HowToStep",
    "name": "Mix dry ingredients",
    "text": "In a large bowl, combine flour, sugar, baking powder, and salt.",
    "url": "https://example.com/party-coffee-cake#step2",
    "image": "https://example.com/photos/party-coffee-cake/step2.jpg"
  },
  {
    "@type": "HowToStep",
    "name": "Add wet ingredients",
    "text": "Mix in the butter, eggs, and milk.",
    "url": "https://example.com/party-coffee-cake#step3",
    "image": "https://example.com/photos/party-coffee-cake/step3.jpg"
  },
  {
    "@type": "HowToStep",
    "name": "Spread into pan",
    "text": "Spread into the prepared pan.",
    "url": "https://example.com/party-coffee-cake#step4",
    "image": "https://example.com/photos/party-coffee-cake/step4.jpg"
  },
  {
    "@type": "HowToStep",
    "name": "Bake",
    "text": "Bake for 30 to 35 minutes, or until firm.",
    "url": "https://example.com/party-coffee-cake#step5",
    "image": "https://example.com/photos/party-coffee-cake/step5.jpg"
  },
  {
    "@type": "HowToStep",
    "name": "Enjoy",
    "text": "Allow to cool and enjoy.",
    "url": "https://example.com/party-coffee-cake#step6",
    "image": "https://example.com/photos/party-coffee-cake/step6.jpg"
  }
],
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "5",
  "ratingCount": "18"
},
"video": {
  "@type": "VideoObject",
  "name": "How to make a Party Coffee Cake",
  "description": "This is how you make a Party Coffee Cake.",
  "thumbnailUrl": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/4x3/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "contentUrl": "http://www.example.com/video123.mp4",
  "embedUrl": "http://www.example.com/videoplayer?video=123",
  "uploadDate": "2018-02-05T08:00:00+08:00",
  "duration": "PT1M33S",
  "interactionStatistic": {

```

```
        "@type": "InteractionCounter",
        "interactionType": { "@type": "WatchAction" },
        "userInteractionCount": 2347
    },
    "expires": "2019-02-05T08:00:00+08:00"
}
}
</script>
</head>
<body>
</body>
</html>
```

Extrait d'avis

Un extrait d'avis correspond à une petite portion d'une note ou d'un avis tiré d'un site Web spécialisé, généralement une moyenne des notes combinées données par un grand nombre d'internautes. Lorsque Google trouve des balises d'avis ou de notes valides, un extrait enrichi comprenant des étoiles et d'autres informations récapitulatives provenant d'avis ou de notes peut s'afficher. Une note est une évaluation basée sur une échelle numérique (comprise entre 1 et 5, par exemple). Les extraits d'avis peuvent apparaître dans les résultats enrichis ou dans les fiches info Google. Vous pouvez fournir des notes pour les types (et sous-types) de contenu suivants :

<html>

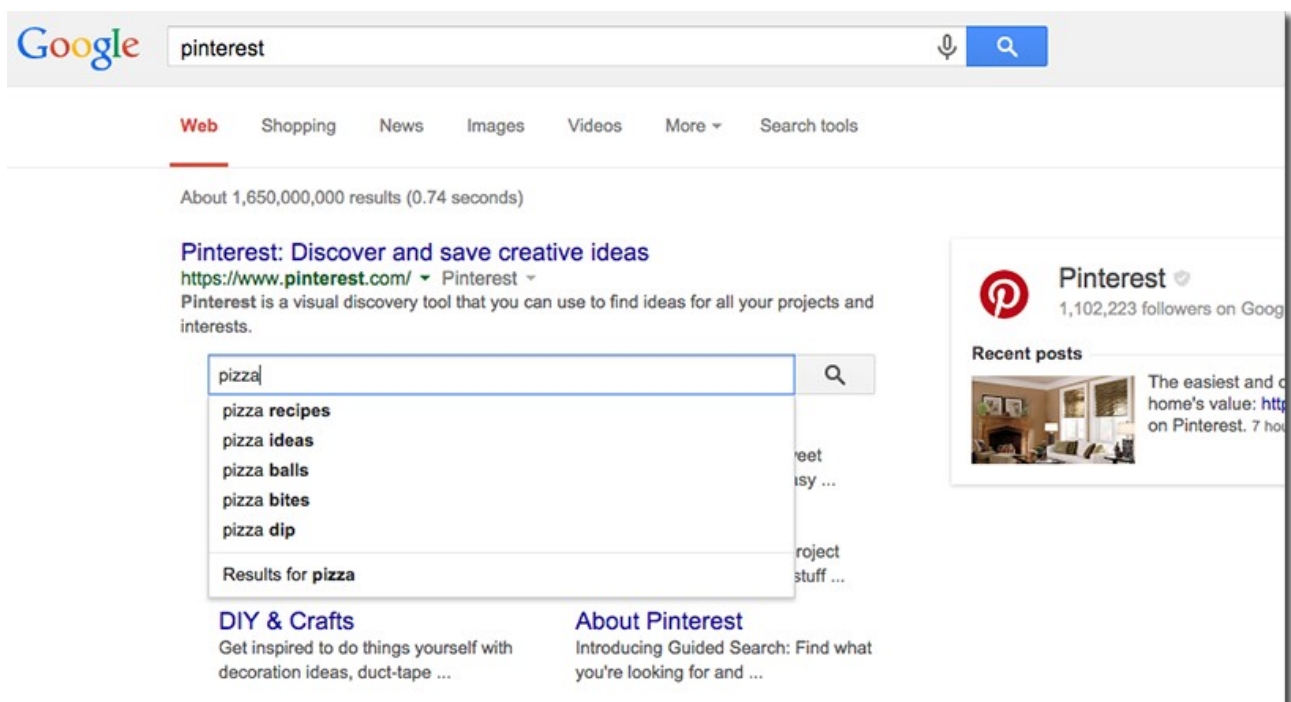
```
<head>
<title>Legal Seafood</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Review",
  "itemReviewed": {
    "@type": "Restaurant",
    "image": "http://www.example.com/seafood-restaurant.jpg",
    "name": "Legal Seafood",
    "servesCuisine": "Seafood",
    "priceRange": "$$$",
    "telephone": "1234567",
    "address" :{
      "@type": "PostalAddress",
      "streetAddress": "123 William St",
      "addressLocality": "New York",
      "addressRegion": "NY",
      "postalCode": "10038",
      "addressCountry": "US"
    }
  },
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": "4"
  },
  "name": "A good seafood place.",
  "author": {
    "@type": "Person",
    "name": "Bob Smith"
  },
  "publisher": {
    "@type": "Organization",
    "name": "Washington Times"
  }
}
</script>
</head>
<body>
</body>
</html>
```


Champ de recherche de liens sitelink

Un champ de recherche de liens sitelink permet aux utilisateurs de faire rapidement des recherches sur votre site ou dans votre application directement depuis la page de résultats de recherche. Il offre des suggestions en temps réel ainsi que d'autres fonctionnalités.

La recherche Google peut afficher automatiquement un champ de recherche limité à votre site Web lorsque ce dernier apparaît dans les résultats de recherche, sans que vous n'ayez à effectuer quoi que ce soit. Ce champ de recherche est alimenté par la recherche Google. Cependant, vous pouvez fournir explicitement des informations en ajoutant des données structurées **WebSite**, ce qui peut aider Google à mieux comprendre votre site.

Si la recherche Google a déjà affiché un champ de recherche de liens sitelinks pour votre site, vous pouvez en contrôler certains aspects en ajoutant des données structurées **WebSite**.



```
<html>
  <head>
    <title>The title of the page</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org",
        "@type": "WebSite",
        "url": "https://www.example.com/",
        "potentialAction": {
          "@type": "SearchAction",
          "target": {
            "@type": "EntryPoint",
            "urlTemplate": "https://query.example.com/search?q={search_term_string}"
          },
          "query-input": "required name=search_term_string"
        }
      }
    </script>
  </head>
  <body>
  </body>
</html>
```

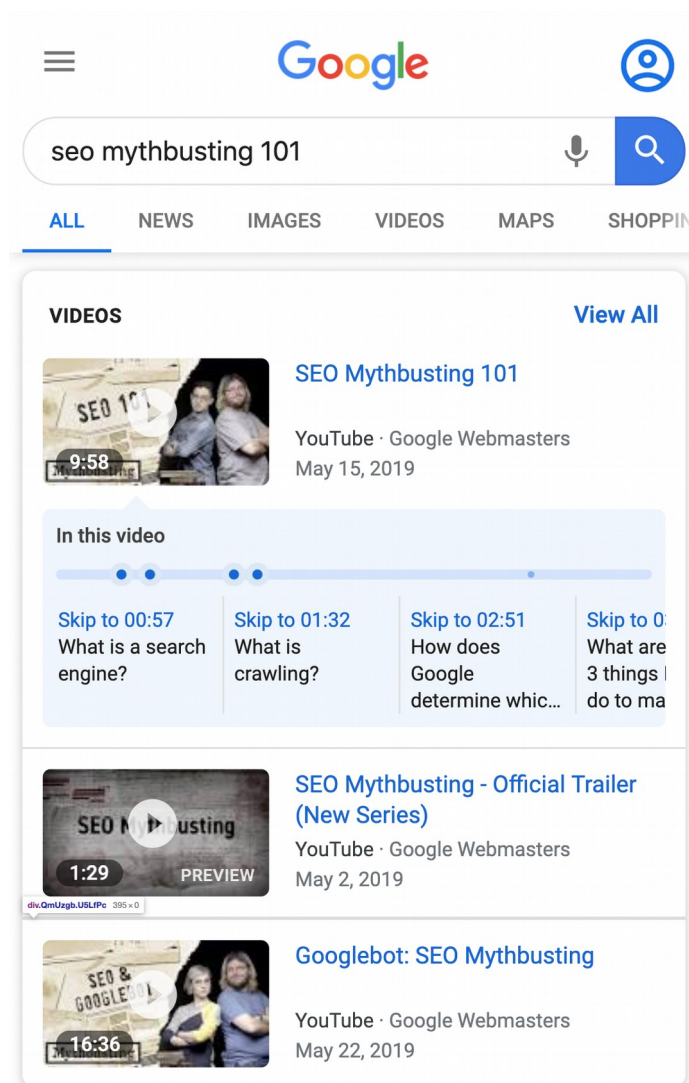
Application logicielle

Balisez les informations relatives à votre application logicielle dans le corps d'une page Web afin d'optimiser l'affichage des détails de cette application dans les résultats de recherche Google.

```
<html>
  <head>
    <title>Angry Birds</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org",
        "@type": "SoftwareApplication",
        "name": "Angry Birds",
        "operatingSystem": "ANDROID",
        "applicationCategory": "GameApplication",
        "aggregateRating": {
          "@type": "AggregateRating",
          "ratingValue": "4.6",
          "ratingCount": "8864"
        },
        "offers": {
          "@type": "Offer",
          "price": "1.00",
          "priceCurrency": "USD"
        }
      }
    </script>
  </head>
  <body>
  </body>
</html>
```

Faire figurer des vidéos sur Google avec le balisage Schema

La recherche Google est une plate-forme permettant aux internautes de découvrir et regarder des vidéos. Google essaie de comprendre automatiquement les détails de votre vidéo, mais vous pouvez fournir des informations explicites, telles que la description, l'URL de vignette, la date d'importation et la durée, via le balisage **VideoObject**. Les vidéos peuvent apparaître dans les résultats de recherche Google, les résultats de recherche de vidéos, Google Images et Google Discover.



```
<html>
<head>
  <title>Cat jumps over the fence</title>
  <script type="application/ld+json">
  {
    "@context": "https://schema.org/",
    "@type": "VideoObject",
    "name": "Cat video",
    "duration": "P10M",
```

```
"uploadDate": "2019-07-19",
"thumbnailUrl": "http://www.example.com/cat.jpg",
"description": "Watch this cat jump over a fence!",
"contentUrl": "http://www.example.com/cat_video_full.mp4",
"regionsAllowed": "US",
"hasPart": [{
  "@type": "Clip",
  "name": "Cat jumps",
  "startOffset": 30,
  "endOffset": 45,
  "url": "http://www.example.com/example?t=30"
},
{
  "@type": "Clip",
  "name": "Cat misses the fence",
  "startOffset": 111,
  "endOffset": 150,
  "url": "http://www.example.com/example?t=111"
}]
}
</script>
</head>
<body>
</body>
</html>
```