

how write descrip × Schema.org - Sch × for vocabulary use × WhatsApp × | Pay after Place × rich testing tool - × +

← → C schema.org ↗ ⚙ H ⋮

Apps Gmail XL 1 XL 2 trillo 3000 Drive Utube bucket W Git T 10am seenu Gopi Bro f » Reading list

Schema.org Documentation Schemas About

**Welcome to Schema.org**

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open [community](#) process, using the [public-schemaorg@w3.org](mailto:public-schemaorg@w3.org) mailing list and through [GitHub](#).

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together - to provide a shared collection of schemas.

these is the offical website of the scheme

We invite you to [get started!](#)

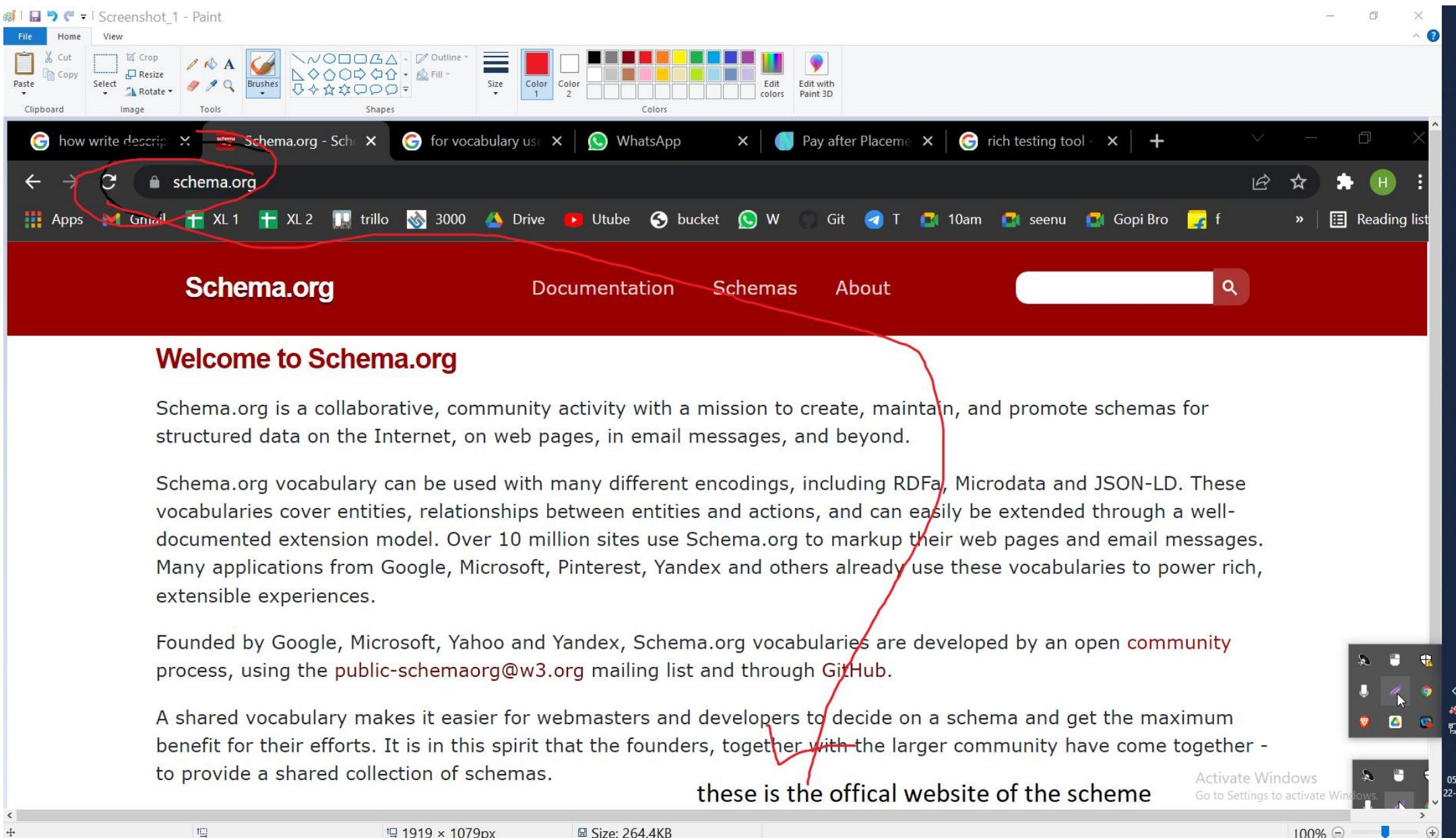
View our blog at [blog.schema.org](http://blog.schema.org) or see [release history](#) for version 13.0.

V13.0

Activate Windows  
Go to Settings to activate Windows.

Terms and conditions

05:36 PM  
22-02-2022



File Edit Selection View Go Run Terminal Help

DayCareCentresDetails.js - ub\_web\_user\_RESTRUURE - Visual Studio Code

EXPLORER

UB\_WEB\_USER\_RESTRUURE

- index.js
- SeniorCareModule
  - Bookings
- DayCareBookingdetails
  - DayCareBookingdetails.jsx
  - DayCareBookingdetails.scss
- DayCareCentresDetails
  - Components
  - DarCareReviewsModal
    - DarCareReviewsModal.jsx
    - DarCareReviewsModal.scss
  - DayCareCentreGallery
  - DayCareCentreHeader
  - DayCareCentrepolicy
  - ProviderInfo
  - RoomsCategory
  - StickyHeader
    - GuestsContent.jsx
    - PreviewModal.jsx
    - ShareModal.jsx
  - DayCareCentresDetails.jsx 9+, M
  - DayCareCentresDetails.scss
- DayCareCentresList
  - components
    - DayCareCentresList.jsx
    - DayCareCentresList.scss
  - NewStripe.jsx
  - PlacesHeader
  - SeniorCarePage
  - Stripe
    - index.jsx
  - redux
  - Route
  - Scss
    - base
      - \_colors.scss
      - \_mixins.scss
    - Doctor\_Care\_Mixin
      - Doctor\_Care\_Info\_Mixin.scss
  - services

- OUTLINE
- TIMELINE

```
let structuredJSON = {  
  "@context": "https://schema.org",  
  "@type": "Restaurant",  
  about: {  
    "@type": "MedicalCondition",  
    name: ["High Blood Pressure", "hypertension"],  
  },  
  mainContentOfPage: ["Diagnosis", "Treatment"],  
  audience: "https://schema.org/Patient",  
  description: "im early enjoying my job",  
  drug: [  
    {  
      "@type": "Drug",  
      nonProprietaryName: "propanoalol",  
      alternateName: "Innopran",  
    },  
    {  
      "@type": "Drug",  
      nonProprietaryName: "atenolol",  
      alternateName: "Tenormin",  
    },  
  ],  
  lastReviewed: "2011-09-14",  
  specialty: "https://schema.org/Cardiovascular",  
  address: {  
    "@type": "PostalAddress",  
    addressLocality: "Hyderabad",  
    addressRegion: "India",  
    postalCode: "503245",  
    streetAddress: "Nizamabad, Ampeet",  
  },  
  aggregateRating: {  
    "@type": "AggregateRating",  
    ratingValue: "4",  
    reviewCount: "250",  
  },  
  name: "harish kumar doctor",  
  openingHours: [  
    "Mo-Sa 11:00-14:30",  
    "Mo-Th 17:00-21:30",  
    "Fr-Sa 17:00-22:00",  
  ],  
  priceRange: "$120",  
  servesCuisine: ["Middle Eastern", "Mediterranean"],  
  telephone: "+919063488446",  
  url: "http://www.facebook.com",  
  image: "https://images.dog.ceo/breeds/hound-english/n02089973_3604.jpg",  
};
```

these is offical or sample preparation  
of the scheme Object  
In these just i right them are imp and  
play a major role

see the next photo, u will understand  
my i told these properties are  
important which i right clicked one

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05:40 PM  
22-02-2022

File Edit Selection View Go Run Terminal Help

EXPLORER

LINKS

- New folder
- in.html
- index.html
- s1.png
- schema prepartion steps with creating and...

index.html - links - Visual Studio Code

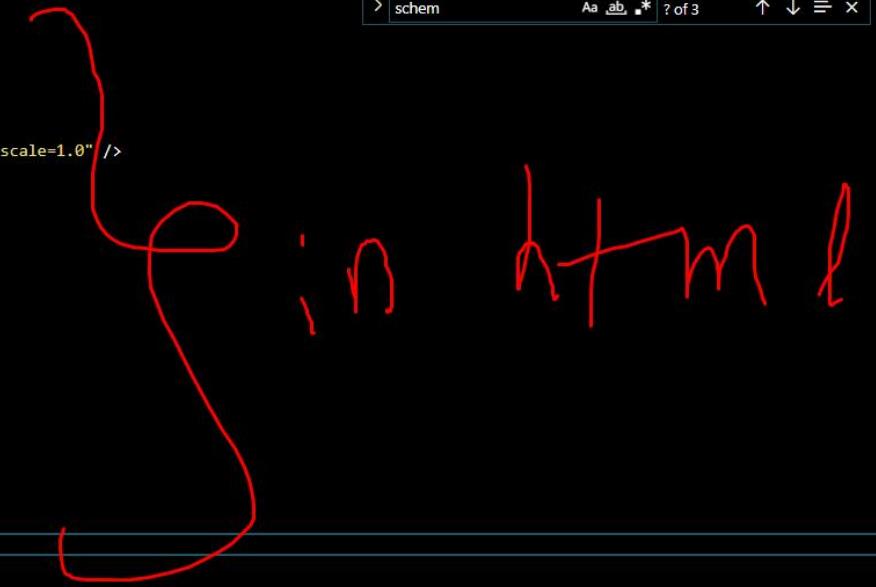
index.html > html > head > script

```
1  <!DOCTYPE html>
2  <html lang="en">
3    <head>
4      <meta charset="UTF-8" />
5      <meta http-equiv="X-UA-Compatible" content="IE=edge" />
6      <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7      <meta name="description" content="harish is good boy" />
8      <title>Document</title>
9      <script type="application/ld+json">
10     {
11       "@context": "https://schema.org",
12       "@type": "Restaurant",
13       "about": {
14         "@type": "MedicalCondition",
15         "name": ["High Blood Pressure", "hypertension"]
16       },
17       "mainContentOfPage": ["Diagnosis", "Treatment"],
18       "audience": "https://schema.org/Patient",
19       "description": "im early enjoying my job",
20       "drug": [
21         {
22           "@type": "Drug",
23           "nonProprietaryName": "propanaolol",
24           "alternateName": "Innopran"
25         },
26         {
27           "@type": "Drug",
28           "nonProprietaryName": "atenolol",
29           "alternateName": "Tenormin"
30         }
31       ],
32       "lastReviewed": "2011-09-14",
33       "specialty": "https://schema.org/Cardiovascular",
34       "address": {
35         "@type": "PostalAddress",
36         "addressLocality": "Hyderabad",
37         "addressRegion": "India",
38         "postalCode": "503245",
39         "streetAddress": "Nizamabad, Ammpeet"
40       },
41       "aggregateRating": {
42         "@type": "AggregateRating",
43         "ratingValue": "4",
44         "reviewCount": "250"
45       },
46       "name": "harish kumar doctor",
47       "openingHours": [
```

schema Aa ab . \* ? of 3 ↑ ↓ = ×

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Ln 23, Col 49 Spaces: 2 UTF-8 CRLF HTML Go Live Prettier



File Edit Selection View Go Run Terminal Help

index.html - links - Visual Studio Code

EXPLORER

LINKS

- New folder
- in.html
- index.html
- s1.png

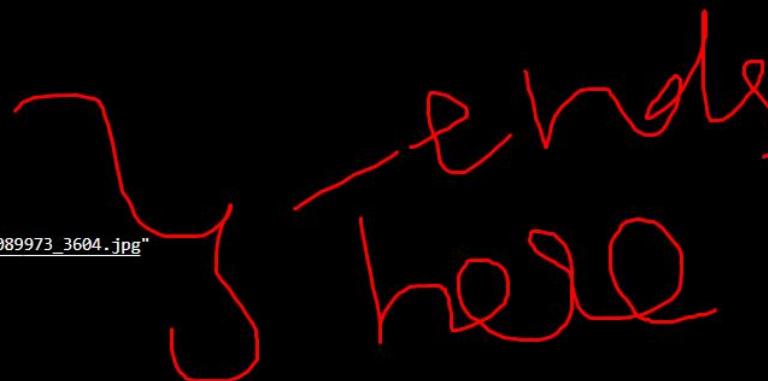
scheme prepartion steps with creating and...

index.html X in.html

```
index.html > html > head > script
  @type": "Drug",
  "nonProprietaryName": "atenolol",
  "alternateName": "Tenormin"
]
,
"lastReviewed": "2011-09-14",
"specialty": "https://schema.org/Cardiovascular",
"address": {
  "@type": "PostalAddress",
  "addressLocality": "Hyderabad",
  "addressRegion": "India",
  "postalCode": "503245",
  "streetAddress": "Nizamabad, Ampeet"
},
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4",
  "reviewCount": "250"
},
"name": "harish kumar doctor",
"openingHours": [
  "Mo-Sa 11:00-14:30",
  "Mo-Th 17:00-21:30",
  "Fr-Sa 17:00-22:00"
],
"priceRange": "$120",
"servesCuisine": ["Middle Eastern", "Mediterranean"],
"telephone": "+919063488446",
"url": "http://www.facebook.com",
"image": "https://images.dog.ceo/breeds/hound-english/n02089973_3604.jpg"
}
</script>
</head>
<body></body>
</html>
```

schema Aa ab,\* ? of 3 ↑ ↓ = ×

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Rich Results Test

in previous photo, i shownen u html code, right so just copy that schema object code( complete index file) and paste it in the website webiste

## Does your page support rich results?

URL CODE

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="UTF-8" />
5     <meta http-equiv="X-UA-Compatible" content="IE=edge" />
6     <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7     <meta name="description" content="harish is good boy" />
8     <title>Document</title>
9     <script type="application/ld+json">
10    {
11      "@context": "https://schema.org",
12      "@type": "Restaurant",
13      "about": {
14        "@type": "MedicalCondition",
15        "name": ["High Blood Pressure", "hypertension"]
16      }
17    }
18  </head>
19  <body>
20    <h1>Hello World</h1>
21  </body>
22</html>
```

Googlebot smartphone TEST CODE

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05:45 PM  
22-02-2022

Rich Results Test

# Does your page support rich results?

Testing code

This might take a minute or two

CANCEL

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="UTF-8">
5     <meta http-equiv="X-UA-Compatible" content="IE=edge">
6     <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7   </head>
8   <body>
9     <script type="application/ld+json">
10    {
11      "@context": "https://schema.org",
12      "@type": "Restaurant",
13      "about": {
14        "@type": "MedicalCondition",
15        "name": ["High Blood Pressure", "hypertension"]
16      }
17    }
18  </body>
19</html>
```

Googlebot smartphone

TEST CODE

Activate Windows  
Go to Settings to activate Windows.

Waiting for search.google.com...

The screenshot shows a browser window with the title 'Rich Results Test'. The main content asks 'Does your page support rich results?'. Below it is a 'Testing code' section containing an HTML snippet. At the bottom right is a 'TEST CODE' button, which is circled in red. A red arrow points from the top question down to this button. The URL in the address bar is 'search.google.com/test/rich-results/result?id=nutHcWYDq5ciCqdIMMjvgQ'. The browser's taskbar at the bottom shows various open tabs and pinned icons.

Code input

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="UTF-8" />
5     <meta http-equiv="X-UA-Compatible"
content="IE=edge" />
6     <meta name="viewport" content="width=device-width,
initial-scale=1.0" />
7     <meta name="description" content="harish is good
boy" />
8     <title>Document</title>
9     <script type="application/ld+json">
10    {
11      "@context": "https://schema.org",
12      "@type": "Restaurant",
13      "about": {
14        "@type": "MedicalCondition",
15        "name": ["High Blood Pressure",
"hypertension"]
16      },
17      "mainContentOfPage": ["Diagnosis",
"Treatment"],
18      "audience": "https://schema.org/Patient",
19      "description": "im early enjoying my job",
20      "drug": [
21        {
22          "@type": "Drug",
23          "nonProprietaryName": "propanaolol",
24          "alternateName": "Innopran"
25        },
26        {
27          "@type": "Drug",
28          "nonProprietaryName": "atenolol",
29          "alternateName": "Tenormin"
30        }
31      ]
32    }
33  </head>
34  <body>
35    <h1>Document</h1>
36    <p>This is a test page for Google's rich results testing tool. It contains structured data for a medical condition and several drugs. The page is intended to demonstrate how to implement schema.org markup correctly.
37    </p>
38  </body>
39</html>
```

Test results

2 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Detected structured data

- Local businesses 1 valid item detected
- Review snippets 1 valid item detected

Additional resources

[Monitor rich results for your entire site](#)

[GO TO SEARCH CONSOLE](#)

Activate Windows  
Go to Settings to activate Windows.

05:48 PM  
22-02-2022

Rich Results Test

Code input

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="UTF-8" />
5     <meta http-equiv="X-UA-Compatible" content="IE=edge" />
6     <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7     <meta name="description" content="harish is good boy" />
8     <title>Document</title>
9     <script type="application/ld+json">
10    {
11      "@context": "https://schema.org",
12      "@type": "Restaurant",
13      "about": {
14        "@type": "MedicalCondition",
15        "name": [ "High Blood Pressure", "hypertension" ]
16      },
17      "mainContentOfPage": [ "Diagnosis", "Treatment" ],
18      "audience": "https://schema.org/Patient",
19      "description": "im early enjoying my job",
20      "drug": [
21        {
22          "@type": "Drug",
23          "nonProprietaryName": "propanaolol",
24          "alternateName": "Innopran"
25        },
26        {
27          "@type": "Drug",
28          "nonProprietaryName": "atenolol",
29          "alternateName": "Tenormin"
29      
```

Test results

SHARE

2 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

C | i'CK

heal

VIEW TESTED PAGE PREVIEW RESULTS

Detected structured data

- Local businesses 1 valid item detected
- Review snippets 1 valid item detected

Additional resources

Monitor rich results for your entire site

GO TO SEARCH CONSOLE

Activate Windows  
Go to Settings to activate Windows.

05:48 PM  
22-02-2022

see these photo, when anyone search anything google, if the searched text matched our meta tag content and schema object then our website would look like these in the browser or to user

NOTE:

- 1) here Dog img is given by us ( see schema object , which i showed u in the past photo),
- 2) title(harish kumar doctor) is also given by us and
- 3) 4(no) and 4(starts) are also given by us
- 4) (250) also given by us
- 5) nizambad and ammepet also given ( see schema object , which i showed u in the past photo), , we can do anything which schema Object

This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more](#)

https://support.google.com › answer

Your rich card title here

harish kumar doctor

4 ★★★★☆ (250)  
Nizamabad, Ammepet

Get the answer that you're looking for added to the web

Your question will be shared with online publishers who may be able to answer it. When shared, it won't be associated with your Google Account.

What's your question?

Activate Windows  
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05:49 PM  
22-02-2022

File Edit Selection View Go Run Terminal Help

index.html - links - Visual Studio Code

EXPLORER

LINKS

- New folder
- in.html
- index.html
- s1.png
- schema prepartion steps with creating and...

index.html > html > head > script

```
1  <!DOCTYPE html>
2  <html lang="en">
3    <head>
4      <meta charset="UTF-8" />
5      <meta http-equiv="X-UA-Compatible" content="IE=edge" />
6      <meta name="viewport" content="width=device-width, initial-scale=1.0" />
7      <meta name="description" content="harish is good boy" />
8      <title>Document</title>
9      <script type="application/ld+json">
10        {
11          "@context": "https://schema.org",
12          "@type": "Restaurant",
13          "about": {
14            "@type": "MedicalCondition",
15            "name": ["High Blood Pressure", "hypertension"]
16          },
17          "mainContentOfPage": ["Diagnosis", "Treatment"],
18          "audience": "https://schema.org/Patient",
19          "description": "im early enjoying my job",
20          "drug": [
21            {
22              "@type": "Drug",
23              "nonProprietaryName": "propanalol",
24              "alternateName": "Innopran"
25            },
26            {
27              "@type": "Drug",
28              "nonProprietaryName": "atenolol",
29              "alternateName": "Tenormin"
30            }
31          ],
32          "lastReviewed": "2011-09-14",
33          "specialty": "https://schema.org/Cardiovascular",
34          "address": {
35            "@type": "PostalAddress",
36            "addressLocality": "Hyderabad",
37            "addressRegion": "India",
38            "postalCode": "503245",
39            "streetAddress": "Nizamabad, Ammpeet"
40          },
41          "aggregateRating": {
42            "@type": "AggregateRating",
43            "ratingValue": "4",
44            "reviewCount": "250"
45          },
46          "name": "harish kumar doctor",
47          "openingHours": [
```

see in line no 12, i wrote Restaurant and below that all the other property are reatled to the medical field,

I wrote restaurant becoz, just for showing the Rating(4 starts) in the chrome UI, becoz if we give/write MedicalWebPage then line no 41 is not accepable becoz MedicalWebPage is not accepting aggregateRating Property, its giving error in the google rich testing tool

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05:57 PM  
22-02-2022

Ln 19, Col 51 Spaces:2 UTF-8 CRLF HTML Go Live Prettier

Apps YouTube Google Drive Gmail 127.0.0.1 Google Keep Programming and... WhatsApp Flipkart Udemy Reading list

Search or jump to... Pull requests Issues Marketplace Explore

harishkumarforever / schema.org Public

Code Issues Pull requests Actions Projects Wiki Security Insights Settings

main 1 branch 0 tags

harishkumarforever initial commit  
in.html initial commit  
index.html initial commit  
s1.png initial commit  
scheme preparation steps with cre... initial commit

83c6e35 4 minutes ago 1 commit  
4 minutes ago  
4 minutes ago  
4 minutes ago  
4 minutes ago

No description, website, or topics provided.

0 stars 1 watching 0 forks

About

Help people interested in this repository understand your project by adding a README. Add a README

Releases

No releases published Create a new release

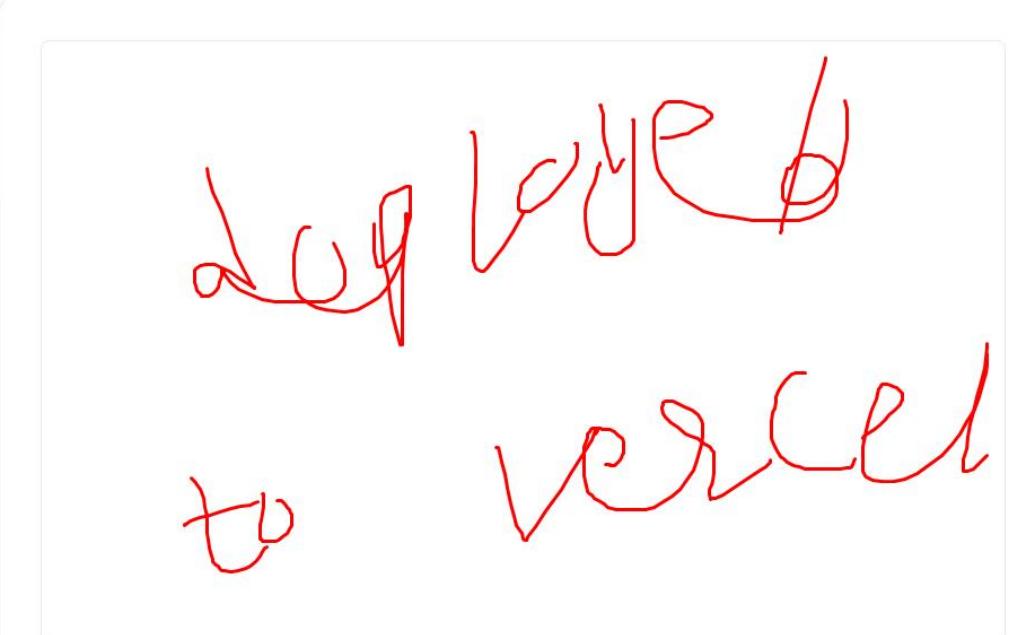
Packages

Activate Windows Go to Settings to activate Windows.

No packages published

A screenshot of a web browser window showing a Vercel deployment success page. The URL in the address bar is `vercel.com/new/success?projectName=schema-org&deploymentUrl=schema-org-m78uqrs1b-harishkumarforever.vercel.app&redirectUrl=...`. The browser's tab bar and sidebar are visible, with various links and icons.

The main content area displays a large red hand-drawn signature that reads "Harish Kumar forever to vercel". To the right of the drawing are three buttons: "Go to Dashboard" (black), "DEVELOP" (blue), and "PREVIEW" (purple). Below these are instructions for running locally and previewing changes. At the bottom right is a "SHIP" button and a note about pushing to the main branch. A Windows taskbar is visible on the far right, showing various pinned apps and system status.



Go to Dashboard

DEVELOP

To run your project locally, install [Vercel CLI](#) and then run `vercel dev`

PREVIEW

Push to any Git branch other than `main` to preview changes

SHIP

Push to `main` to ship changes to production

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06:14 PM  
22-02-2022

New | Google | Dr. Scher | Beau | photo | Dr. Scher | Uber | how | New | Ri | What | harish | scher | Docu | +

← → C search.google.com/test/rich-results/result/preview?id=m2rD4dbuY3TP3GF4OPM1nQ

Apps YouTube Google Drive Gmail 127.0.0.1 Google Keep Programming and... WhatsApp flipkart udemy

Reading list

Rich Results Test

https://schema-org.vercel.app/

Results Preview

Search  
Result type 1

after pasting the vercel app url in the google rich result test, i got these as output,

may be Google need some more months or time to parse the schema object , when we get high traffic to our website automatically we get image and 4 start , everything here, as shown in the past photos

This is just a simulation! Actual appearance or behavior on Google is not guaranteed.

Preview in: Smartphone

Google

previewid:c68c7576-9da0-46

All Images News Shopping Videos

This tool provides a preview of results in Google Search. Best viewed on mobile devices. [Learn more](#)

https://schema-org.vercel.app Document harish is good boy.

https://support.google.com › answer Your rich card title here harish is good boy.

Get the answer that you're looking for added to the web

Your question will be shared with online publishers who may be able to answer it. When shared, it won't be associated with your Google

NOTE: i justed showed u one way, elakuda chessi, test cheyachu kada ani anthi

Activate Windows Go to Settings to activate Windows.

06:12 22-02

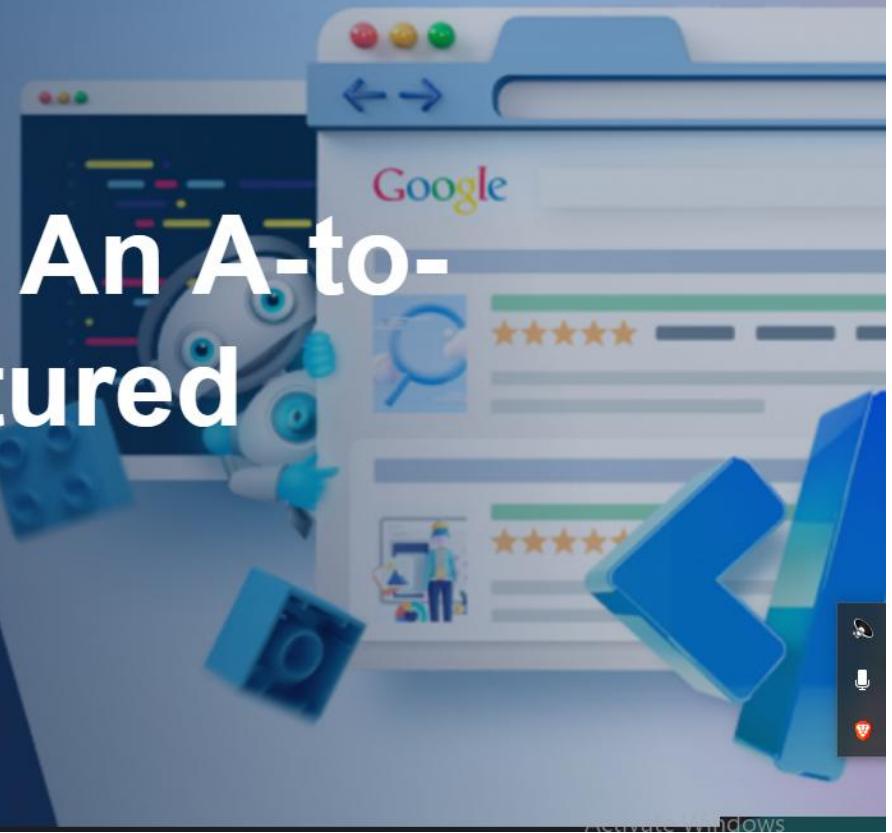
## Does Schema.org define markup for a Web page?



Schema markup, found at 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. ... Via Schema.org: “Most webmasters are familiar with HTML tags on their pages. 29-Dec-2019

[Seo Software](#) › [Seo Blog](#) › [Technical SEO](#)

# Schema Markup: An A-to-Z Guide to Structured Data for SEO



# **What's Schema markup and why is it important?**

Schema markup, also known as Schema, is a semantic vocabulary of standardized tags that are added to the page's HTML. These tags help search engines understand the content and context of your webpage and better represent it in search results.

```
<script type="application/ld+json">
{
  "@context" : "http://schema.org",
  "@type" : "Article",
  "headline" : "Google's MUM: Search Updates and SEO
Implications",
  "author" : {
    "@type" : "Person",
    "name" : "Andrei Prakharevich"
  },
  "datePublished" : "2021-11-16",
  "image" : "https://cdn1.link-
assistant.com/upload/news/post/427/1637067065.png"
}
</script>
```

example

This piece of code describes the main entities found on the page in a format that is easily digestible by search engines. So once this page is crawled, Google can tell what's the name of the article, who's the author, and when it was published.

Apart from improving the way we communicate information to Google, Schema markup brings a slew of benefits that can directly impact your organic traffic and appearance in search.

First, you can get a rich snippet with comprehensive information about your product, for instance.

turkey recipe

All

Videos

Images

News

Shopping

More

Tools

About 3.560.000.000 results (0,93 seconds)

Recipes :



### Easy, No Fuss Thanksgiving Turkey

Tastes Better From Scratch

5,0 (2,3K)

3 hrs 50 mins

20 pound turkey, apple, lemon,  
garlic, fresh sage

### Garlic Herb Butter Roast Turkey

Cafe Delites

5,0 (21)

3 hrs 15 mins

Whole turkey, lemon, rosemary,  
olive oil, garlic

### Juicy Thanksgiving Turkey

Allrecipes

4,8 (872)

3 hrs 20 mins

Lemon pepper, whole turkey,  
champagne, orange, can chicken

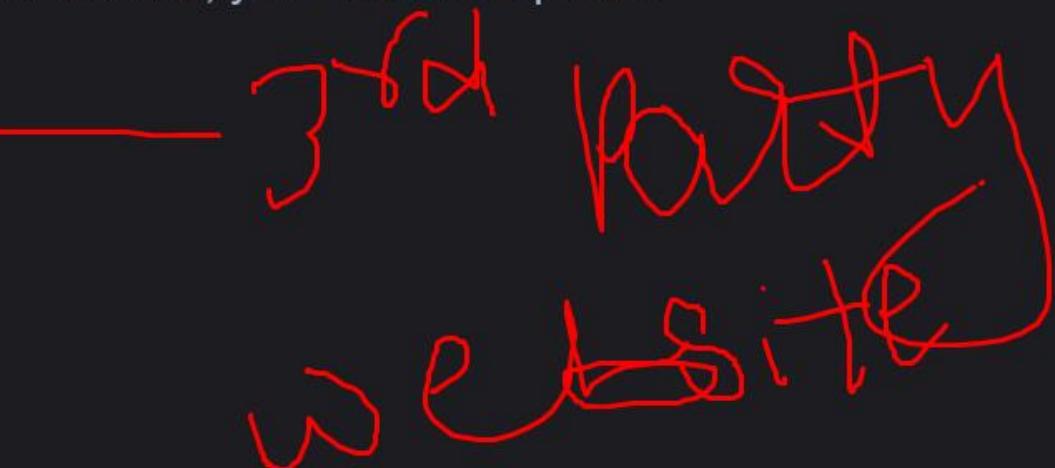
with schema  
select object

Activate Windows  
Go to Settings to activate Windows  
 Chat

# How to add Schema markup to your site?

When it comes to the Schema markup implementation, you have two options:

- Markup generators (good for beginners)
- Manual markup



## Markup generators

Schema markup generators let you add structured data without any coding skills at all.

Activate Win  
Go to Settings to

in these article , they themselves told, in scheme object lo evvi unndi, evvi undadu ani m ledu, adi motham mana estham, Konni matharam pakka unndi like rating and images and title expect these, remaing manaku mana project ku m m kavalo manam a deside kavali anthi , ( they is no strict rule that manam evvi pakka vadali ani, m ledu)

Products      Pricing      Training      Support      Blog

How do markup generators work?

The process is really simple — you just choose the Schema type and mark all the needed elements on your webpage.

Try SEO PowerSuite Free

Google Structured Data Markup

Enter Page      Tag Data      View HTML

CREATE HTML >

How will search change with the use of MUM?

New se... You'll soon what's in it, and find so...

Clear tag Name Author Date published Image Article section Article body URL Publisher

ex search queries and to fit more of a buyer announced MUM-related features, most look system. Here are the features we know about ens ns to snap a photo and ask a question about ple where you can take a picture of a shirt

My Data Items (1)

Article

Name: Google's MUM: Search Updates and SEO Implications  
Author: Andrei Prakharevich  
Date published:  
Image:  
Article section:  
Article body:  
URL:  
Publisher:

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you can add to your page.

There are also other markup generators that offer more Schema types:

- Hall Analysis Schema Markup Generator
- Merkle Schema Markup Generator
- Schema Builder extension for Chrome

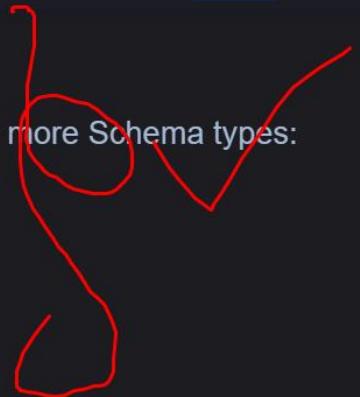
er tool.

**Run a WordPress website?**

WordPress offers a bunch of plugins that can help you implement Schema markup (RankMath, Yoast SEO, etc.) Browse the plugins gallery and find the one that suits you best.

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- Schema Builder extension for Chrome

### ***Run a WordPress website?***

WordPress offers a bunch of plugins that can help you implement Schema markup (RankMath, Yoast SEO, etc.) Browse the plugins gallery and find the one that suits you best.

it manually.

139      The code looks frightening at first, but in reality, it's quite simple and you will only have  
265      to change certain values in it. So you can try doing markup manually even if you don't  
43.0      have any coding skills.

Here are the two ways you can implement manual markup — with JSON-LD or Microdata.

## JSON-LD



JSON-LD is a more popular method of adding Schema markup manually. What's more, this method is recommended by Google. It's also easier to understand and deploy than Microdata or other outdated formats like RDF or Microformats.

You have already seen a piece of simple JSON-LD code at the beginning of this guide.

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Article stats:

Linking websites ⓘ	139
Backlinks ⓘ	265
InLink Rank ⓘ	43.0

Data from: [backlink checker tool](#).

```
    "name" : "Andrei Prakharevich"
},
"datePublished" : "2021-11-16",
"image" : "https://cdn1.link-
assistant.com/upload/news/post/427/1637067065.png"
}
</script>
```

The script above is added to the `<head>` section of the page and tells search engines the following information:

- **@context**. Specifies the vocabulary (schema.org).
- **@type**. Specifies the Schema type we used.
- **name**. Tells Google what's the name of the article.



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If you look closer, you'll see that this JSON-LD code has a very basic structure. First comes the type of Schema and then the defined properties (*headline*, *author*, *datePublished*) and their values (*Article*, *Andrei Prakharevich*).

This code snippet can be populated with more properties if needed. Say, if the article was updated, I can add the property *dateModified* right after the property *datePublished*. I can also combine multiple types of Schema within a single piece of code. In the example above, we have the *Article* and *Person* markups combined.

If I decide to use the same Schema type for another article, I will just take this code sample and replace the values with the relevant ones.

If I need to use another Schema, I will update the *@type* property with the required Schema type and add new properties specific to this markup.

### ***Important note:***

The information embedded in the JSON-LD code should be present on your webpage and be visible to users. To avoid penalties from Google, never add pieces of content that couldn't be found on a page itself.



### **Microdata**

Microdata is less popular than JSON-LD and is used in rare cases when you're targeting search engines, Yandex for example, that just don't support JSON-LD.

Unlike with JSON-LD, you can't add a single piece of code to the `<head>` of your page with Microdata. Instead, you'll need to mark each element within your HTML separately.

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Article stats:

- Linking websites ① 139
- Backlinks ① 265
- InLink Rank ① 43.0

Data from: [backlink checker tool](#).

**Microdata**

Microdata is less popular than JSON-LD and is used in rare cases when you're targeting search engines, Yandex for example, that just don't support JSON-LD.

Unlike with JSON-LD, you can't add a single piece of code to the `<head>` of your page with Microdata. Instead, you'll need to mark each element within your HTML separately.

Here's how it looks:

```
<div itemscope itemtype="http://schema.org/Article">
<h1 itemprop="headline">Google's MUM: Search Updates and SEO Implications</h1>
<span itemprop="datePublished">November 16, 2021</span>
<!-->
```

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22-02-2022  
ENG IN  
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- **itemprop**. Specifies the property (*headline*, *datePublished*).

①

139

265

43.0

## How to organize your markup workflow?

checker tool.

As we're getting closer to the practical part of this guide, it pays to establish the optimal workflow.

No matter what Schema type or implementation method you choose, the typical workflow will remain the same and look like this:

**Step #1.** Choose the Schema type and find the pages on your site where it can be applied.

**Step #2.** Create your markup. Generate the code with the help of the tools, or write it manually.

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WORKFLOW WILL REMAIN THE SAME AND LOOK LIKE THIS.

Article stats:

Linking websites ⓘ	139
Backlinks ⓘ	265
InLink Rank ⓘ	43.0

Data from: [backlink checker tool](#).

**Step #1.** Choose the Schema type and find the pages on your site where it can be applied.

**Step #2.** Create your markup. Generate the code with the help of the tools, or write it manually.

**Step #3.** Validate your markup. Before adding the code to your site's pages, always validate it using Google Rich Results Test or Schema Markup Validator.

**Step #4.** Deploy markup on your site. Aced the validation step? Now you can safely add the markup to your site.

## 9 schemas worth adding to your site

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Article stats:

Linking websites	139
Backlinks	265
InLink Rank	43.0

Data from: [backlink checker tool](#).

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## 9 schemas worth adding to your site

At the moment, there are 792 Schemas available based on the type of content you want to mark. I've boiled this list down to the nine Schemas that carry the most SEO value. These are:

1. Person
2. Organization / LocalBusiness
3. Product
4. Breadcrumbs
5. Article

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Article stats:

Linking websites ⓘ	139
Backlinks ⓘ	265
InLink Rank ⓘ	43.0

Data from: [backlink checker tool](#).

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2. Organization / LocalBusiness

3. Product

4. Breadcrumbs

5. Article

6. HowTo

7. FAQPage

8. Recipe

9. VideoObject

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Windows Taskbar icons: File Explorer, Control Panel, Task View, Start button, Taskbar settings, Volume, Network, Battery, Language, Date and Time.



139  
265  
43.0  
cker tool.

## Apple

Technology company

Apple Inc. is an American multinational technology company that specializes in consumer electronics, computer software and online services. Apple is the largest information technology company by revenue and, since January 2021, the world's most valuable company. [Wikipedia](#)

**Stock price:** AAPL (NASDAQ)  
\$157.18 +3.69 (+2.40%)  
Nov 18, 13:00 EST - Disclaimer

**CEO:** Tim Cook (Aug 24, 2011–)

**Founded:** April 1, 1976, Los Altos, California, United States

**Headquarters:** Cupertino, California, United States

**Subsidiaries:** Beats Electronics, Beddit, NextVR, Inc., Apple Store, MORE

**Founders:** Steve Jobs, Steve Wozniak, Ronald Wayne

**Products:** iPhone, Apple Watch, iPad, Apple TV, Macintosh, iOS, MORE

## Meta

Technology company

Meta Platforms, Inc., trading as Meta and formerly Facebook, Inc., is an American multinational technology conglomerate holding company based in Menlo Park, California. The company is the parent organization of Facebook, Instagram, and WhatsApp, among other subsidiaries. [Wikipedia](#)

**Stock price:** FB (NASDAQ) \$338.64 -2.13 (-0.63%)  
Nov 18, 12:56 EST - Disclaimer

**Founded:** February 2004, Cambridge, Massachusetts, United States

**CEO:** Mark Zuckerberg (Feb 4, 2004–)

**Headquarters:** Menlo Park, California, United States

**CFO:** David Wehner

**Subsidiaries:** PrivateCore, WhatsApp, Oculus VR, MORE

**Founders:** Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes

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Once you apply a proper *Product Schema* to one of your product pages, you can expect Google to award you with a detailed search snippet like this:

https://www.walmart.com › Apple-AirPods-with-Charging... ::

**Apple AirPods with Charging Case (2nd Generation) - Walmart**

The new **Apple AirPods** combine intelligent design with breakthrough technology and crystal clear sound. Powered by the new **Apple H1** headphone chip, **AirPods** ...

Features: Wireless|Microphone Included|Bluet... Color: White

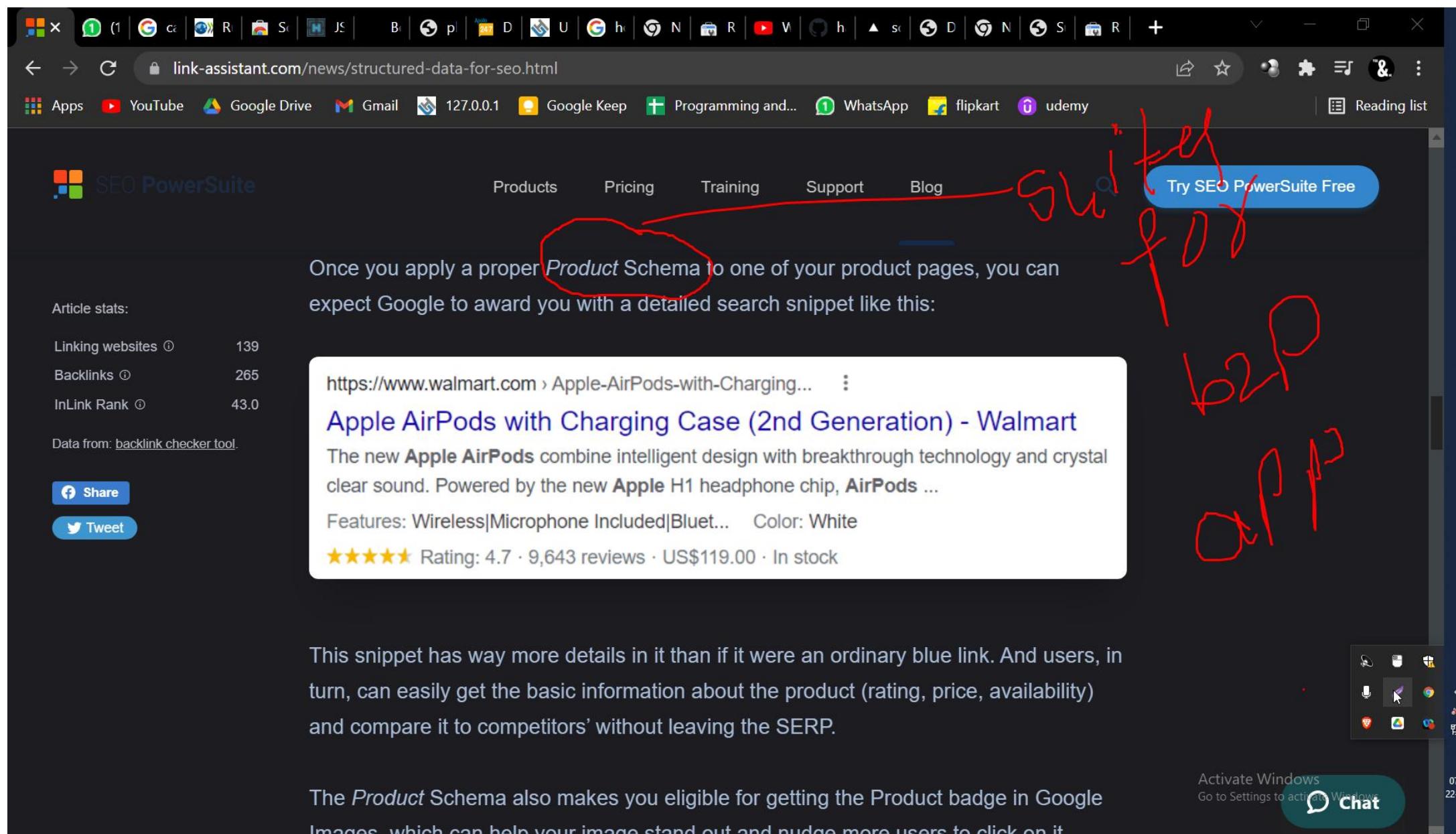
★★★★★ Rating: 4.7 · 9,643 reviews · US\$119.00 · In stock

This snippet has way more details in it than if it were an ordinary blue link. And users, in turn, can easily get the basic information about the product (rating, price, availability) and compare it to competitors' without leaving the SERP.

The *Product Schema* also makes you eligible for getting the Product badge in Google Images, which can help your image stand out and nudge more users to click on it.

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At SEO PowerSuite, we have a dedicated FAQ block under each product:

## FAQ

- What is SEO PowerSuite software?**
- What SEO tools are included in SEO PowerSuite?**
- Can I try your SEO software for free?**
- Do you have a support service?**

Such blocks are a perfect candidate for the *FAQPage* markup.

S G R S JS B p D U h N R V h s D N S R +

Rich Results Test - Go X The Google Search P Doctor Pictures, Doc x +

https://search.google.com/test/rich-results/result/preview?id=APbOnYU0zMir\_ys3pU3bLQ ☆ Search

Getting Started UbaroHealth Webiste Google Drive 10.30 meeting Gopi bro meeting Gmail YouTube mobile responsive\_web... Most Visited 127.0.0.1:3000 css git

## Rich Results Test

### Results Preview

Search Result type 1 see here scrolling is added, these feature is so much helpfull for ur b2p and doctor app, so that we can show amny photos and doctors in a row

Search Result type 2

Assistant How-to Guidance Overview

Assistant How-to Guidance Steps

This is just a simulation! Actual appearance or behavior on Google is not guaranteed.

Preview in: Smartphone ▾

https://support.google.com › answer

### How to tie a tie

Your search result snippet here.

**Materials:** A tie · A collared shirt

Get the answer that you're looking for added to the web

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## SEO value

## Article stats:

Linking websites ⓘ	139
Backlinks ⓘ	265
InLink Rank ⓘ	43.0

Data from: [backlink checker tool](#).

The *FAQPage Schema* takes the questions and answers from your FAQ page and combines them into the rich snippet in search results.

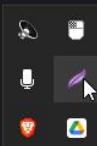
<https://mailchimp.com> › marketing-glossary › email-ma... ⋮

### Email Marketing Definition - Mailchimp

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. **Email marketing** is a ...

What is email marketing?

Tips for building your email marketing list



This way, users can quickly get their questions answered without leaving Google.

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The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. **Email marketing** is a ...

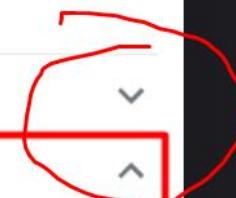
### What is email marketing?

#### Tips for building your email marketing list

But how do you build an audience of people to send [email](#) to in the first place? There are a few ways, and all of them have to do with treating your customers right.

Don't buy email lists. Many email marketing companies (including Mailchimp) have a strict, permission-based policy when it comes to email addresses, which means that sending to purchased lists is prohibited. Instead, concentrate on encouraging folks to opt into receiving messages from you. You could offer a discount on your customers' first orders when they sign up to your email list. Or maybe you can offer new subscribers free shipping on their next order—or give them a chance to win a prize when they join your list.

Be aware of national (and international) email regulations. Make sure you adhere to any applicable laws in your area, like the CAN-SPAM Act in the United States, the Canadian Anti-Spam Law (CASL), or the General Data Protection Regulation (GDPR) in the European Union. The regulations are based on both... [More](#)



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## 9. VideoObject markup

The *VideoObject Schema* is added to the videos hosted on your website.

This type of schema provides basic information about your videos to Google. The elements you can specify include video description, duration, thumbnail URL, and upload date.

### SEO value

Videos with properly applied markup can be featured in the Videos block at the very top of a SERP.

search central lightning talks



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About 34,000,000 results (0.68 seconds)

Videos :

 SEO for Google Images | Search Central Lightning Talks  
YouTube · Google Search Central  
Feb 10, 2021

8 key moments in this video

From 00:11 Google Images From 01:39 Google Discover From 03:13 Recommendations for Images From 03:40 Optimize Image Placement From 04: Use Alt Attributes

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Article stats:

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Backlinks ⓘ	265
InLink Rank ⓘ	43.0

Data from: [backlink checker tool](#).

**Don't add page-specific markup sitewide**

One of the examples of such markup misuse is when the *Rating* markup for one item is scaled to the whole category. This can also lead to a penalty from Google.

**Don't violate Google's guidelines**

Make sure to check and carefully follow Google's general guidelines for structured data. This will help you avoid any problems in the future.

**How to monitor markup enhancements?**

To check markup enhancements on your website over time, log in to Google's Search

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## What does schema markup do?



Schema markup, also known as structured data, is the language of search engines, using a unique semantic vocabulary. It is **code used to more clearly provide information to search engines in order to understand your content.** 29-Jan-2019



Services   Work   Clients   Knowledge   About   Blog   Careers   [Contact](#)

DRIVING FORWARD > DIGITAL MARKETING BLOG

# Hospital and Healthcare SEO

BY NICK HOLT

JULY 20, 2018



Search

TOP

Account Based  
Advertising  
Analytics  
Artificial Intelligence  
Awards  
Boston SEO

A large red rectangular banner with the words "HOSPITAL SEO" written in white, bold, sans-serif capital letters. The banner is set against a background of a blue sky with white clouds.

1 (1) WhatsApp | Schema Markup Generator (JSON-LD) | tuftsmedicalcenter-1024x562.png | Medical SEO: How to Get Your M... | +

← → C 🔒 ovrdrv.com/wp-content/uploads/2020/01/tuftsmedicalcenter-1024x562.png

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Google tufts medical center

Volume: 27,100/mo | CPC: \$1.16 | Competition: 0.01 ★

All News Maps Images Videos More Settings Tools

About 13,000,000 results (0.56 seconds)

**Tufts Medical Center | Boston Hospital and Academic Medical Center**  
<https://www.tuftsmedicalcenter.org/>

Tufts Medical Center is a top Boston hospital focused on providing excellent patient care and teaching future leaders. Find your doctor today.

Results from tuftsmedicalcenter.org

**Locations + Directions**  
Find out how to get to Tufts Medical Center's Boston ...

**Tufts Medical Center Jobs**  
Job Results - Entry Level - Nursing - ...

**Departments + Services**  
Learn more about the services and programs offered by ...

**Find a Doctor**  
Are you looking for a doctor in Boston? Look no further than ...

**Contact Us**  
Contact information, phone numbers and directions to one ...

**Employee Tools**  
Helpful tools and links for employees of Tufts Medical ...

**Tufts Medical Center - Wikipedia**  
[https://en.wikipedia.org/wiki/Tufts\\_Medical\\_Center](https://en.wikipedia.org/wiki/Tufts_Medical_Center)

Tufts Medical Center in Boston, Massachusetts is a downtown Boston hospital occupying space between Chinatown and the Boston Theater District.

Affiliated university: Tufts University School of ... Care system: Private  
Beds: 415 Location: Boston, Massachusetts, United States

**Tufts Medical Center - Boston, Massachusetts | Facebook**  
<https://www.facebook.com/Places/Boston, Massachusetts>

 Tufts Medical Center  
See photos See outside

**Tufts Medical Center**  
3.8 ★★★★☆ 155 Google reviews  
Hospital in Boston, Massachusetts

Website Directions

Address: 800 Washington St, Boston, MA 02111  
Hours: Open 24 hours  
Emergency Room: Open 24 hours · See more hours  
CEO: Michael Wagner (Apr 3, 2014–)  
Number of beds: 415  
Appointments: [tuftsmedicalcenter.org](https://tuftsmedicalcenter.org)  
Parent organization: Wellforce

Suggest an edit

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23-02-2022

ENG IN

## Verify Your Locations and Doctors on Third-Party Websites

- Are your locations created and verified on Google My Business?
- Are your departments verified in Google My Business?
- Do you have a Wikipedia page for your organization?
- Are you on Yelp? Foursquare? Other location services sites?
- Are your office locations on HealthGrades?
- Are your doctors profiles on HealthGrades?
- Are your locations and doctor profiles on ZocDoc?
- Are your locations and doctor profiles on WebMD?

- Are your locations and doctor profiles on websites?

## Location Pages

In addition to verifying your locations in Google My Business, you need information about each of your locations on their own page since you might offer services at one location but not another. Adding location-specific services is also an important SEO signal that could improve your rankings for local searches.

Screenshot of a Microsoft Edge browser window showing the Overdrive Interactive website. The page content discusses Advanced SEO: Schema Markup.

The browser tabs are:

- (1) WhatsApp
- Schema Markup Generator (JSON)
- Hospital and Healthcare SEO - O
- Medical SEO: How to Get Your M

The address bar shows the URL: ovrdrv.com/blog/hospital-seo/

The Overdrive Interactive navigation menu includes:

- Services
- Work
- Clients
- Knowledge
- About
- Blog
- Careers
- Contact

The "Contact" button is highlighted with a green border.

## Advanced SEO: Schema Markup

Schema markup helps you get rich results on desktop and mobile search results on Google, Yahoo, and Bing. Implementing schema markup on a page can help click-through-rates in search results and help Google better identify the content on your page.

### Types of Schema Markup You Can Add to a Page

- People
- Location
- Organization
- Jobs
  - In 2018, Google developed a partnership with LinkedIn, Glassdoor, Monster, and other services to display job listings as rich snippets in search results.
- Testimonials
- Breadcrumbs
- Navigational Search
  - Want a search bar below your Google listing that drives searchers right to your internal search results? Implement the [Sitelinks Searchbox](#). Also, if you have the Stelinks Searchbox and would rather not have it, you can tell Google to remove it with code.

Windows taskbar icons are visible on the right side of the screen, along with a system tray showing the date and time (07:05 AM 23-02-2022).

- People
- Location
- Organization
- Jobs
  - In 2018, Google developed a partnership with LinkedIn, Glassdoor, Monster, and other services to display job listings as rich snippets in search results.
- Testimonials
- Breadcrumbs
- Navigational Search
  - Want a search bar below your Google listing that drives searchers right to your internal search results? Implement the [Sitelinks Searchbox](#). Also, if you have the Stelinks Searchbox and would rather not have it, you can tell Google to remove it with code.

If you host medical articles on your website, use the Schema markup, [Medical Scholarly Article](#), to be eligible for rich snippets within Google Search Results.



## How to Add Schema Markup



### 25 Best Movies of 2018 So Far - Top New Films to Watch This Year

<https://www.esquire.com/entertainment/movies/g14465325/best-movies-of-2018/> ▾

Nov 2, 2018 - Cinephilia is a year-round condition, and thus it's always an ideal time to honor the **best** of the current **movie** crop. Now nearing the end of **2018** ...

### Best Movie Review Site of 2018 - New and Classic Movies

<https://www.sider.com/best-reviewed-movies-of-2018>

Jun 30, 2018 - With **2018** at the half-way point, here are 11 of the **best reviewed movies** of the year, from "Incredibles 2" to "Paddington 2."

### Best Movies for 2018 - Metacritic

<https://www.metacritic.com/browse/movies/score/metascore/year/filtered> ▾

See how well critics are rating the **Best Movies** for **2018**.

### The Best Movies of 2018 (So Far) - Vulture

<https://www.vulture.com/2018/11/the-best-movies-of-2018.html> ▾

Nov 1, 2018 - Here are the **best movies** Vulture has reviewed, according to our critics. By David



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## Best Movie Review Site of 2018 - New and Classic Movies

<https://www.sider.com/best-reviewed-movies-of-2018>

Jun 30, 2018 - With 2018 at the half-way point, here are 11 of the **best reviewed movies** of the year, from "Incredibles 2" to "Paddington 2."

these one came from the meta tag only

if we dont use scheme Object in our website then Google will take the content from our meta tag and shows in the search result

## Best Movie Review Site of 2018 - New and Classic Movies

<https://www.sider.com/best-reviewed-movies-of-2018>



★★★★★ Rating: 5 - 500 reviews

Your **number one source** for movie reviews, tackling both new hits at the cinema and classic film on DVD. Never stray off the beaten path and waste your time with terrible movies again. Check out our team's reviews!

if we use scheme object in our project then we will get like these rich snippets in google search results

**Dr. S Narmada** is an Dentist for 5 Years Experience in Salem. BOOK appointments Online, view Fees, User Feedback for Dr. S Narmada | Bajaj Finserv Health.

<https://nicelocal.in> › ... › 🏥 Medical centers in Hyderabad

## Dr. S Narmada (Sri Ayurvedice Clinic) - Hyderabad - Nicelocal.in

Dr. S Narmada (Sri Ayurvedice Clinic),: photos and reviews on Nicelocal.in. Contact details.

★★★★★ Rating: 3 · 1 vote

<https://www.instagram.com> › drnarmadapaediatrics

click here and open the site, and open the source code of the website (see the next photo)

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Dr. S Narmada (Sri Ayurvedice Clinic)

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```
180
181     <script src="//nicelocal.in/build/build2.js?v=3d4b61eee8f450a755c17d4f7c7ec4a8" ></script>
182
183     <script src="//nicelocal.in/js2/nobot/decode.js?v=851dfd9817169dc407f37795b5ea20cf" ></script>
184
185 <link rel="canonical" href="https://nicelocal.in/hyderabad/medical/dr_s_narmada_sri_ayurvedice_clinic/">
186
187
188
189 <link rel="icon" type="image/png" href="/nicelocal-favicons/icon-32x32.png" sizes="32x32">
190 <link rel="icon" type="image/png" href="/nicelocal-favicons/icon-16x16.png" sizes="16x16">
191
192     <link rel="mask-icon" href="/nicelocal-favicons/safari-pinned-tab.svg" color="#6339f5">
193
194     <meta name="msapplication-TileColor" content="#6339f5">
195     <meta name="msapplication-TileImage" content="/mstile-144x144.png">
196
197 <meta name="theme-color" content="#fff">
198
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212
213
214
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218 <script src="//nicelocal.in/lib/samsonjs-format-min.js" ></script>
```

sreach fpr the schema and copy the code



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23-02-2022

```
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<body></body>
</html> -->
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<meta http-equiv="X-UA-Compatible" content="IE=edge" />
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<title>Document</title>

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      }
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}
```

directly paste the code in our file and use it

Theme :

don't worry of preparing the schema Object from our self, just copy the other code and use it in our project

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