

What Is SEO / Search Engine Optimization?

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

what is SEO

SEO is nothing its just a tool or engine used by google or yahoo search engine for extracting the data from meta Tags and use to to matched with user Seach text if both match then our site will be shownen in the 1st list

how its work

when we talk about Google , google use something like scrawl or something like robot and these robo goes into all website and just see the meta only and use that meta for showing the result/webpages to users

how SEO work with React APP

SEO simplity work as it work with other language, it doesnt Treat any language high or low, when comes to React.js language, it just goes to index.html file and just goes into head tag and read all the meta tags and notes all the meta tags and match them with user searched Text, if both user text and our meta tag content both matches then our React will be shownen 1st in the React

Problem with React APP

google robo, may also sometimes goes into the body content also while in our react app, we does have any html content in body , all our code will be present in the js file , so if we have relevent content also, Google robo cannot find it and our site ay not comes into list (see upcomg photo, i explained

Why is SEO important for marketing?

SEO is a fundamental part of digital marketing because people conduct trillions of searches every year, often with commercial intent to find information about products and services. Search is often the primary source of digital traffic for brands and complements other marketing channels. Greater visibility and ranking higher in search results than your competition can have a material impact on your bottom line.

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, a...

Next, algorithms analyze pages in the index, taking into account hundreds of ranking factors or signals, to determine the order pages should appear in the search results for a given query. In our library analogy, the...

These just about SEO (as i explained in the 1st photo)



Optimization

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. ~~SEO targets unpaid traffic rather than direct traffic or paid traffic. Wikipedia~~

Ranking

Rankings in SEO refers to a website's position in the search engine results page. There are various ranking factors that influence whether a website appears higher on the SERP based on the content relevance to the search term, or the quality of backlinks pointing to the page.

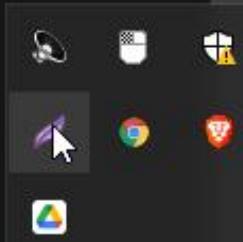
<https://www.searchmetrics.com> › glossary › rankings

[Rankings Definition – SEO Glossary | Searchmetrics](#)

Search for: [seo ranking](#)

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Check whether all your pages and your content have title tags and meta descriptions. Start paying more attention to your headings and how you structure your content. Don't forget to mark up your images with **alt text**. Use robot meta tags to guide search engines on how they should access your content.

04-Apr-2018

foo

go agye

sea

```
<head>
  <meta charset="UTF-8">
  <meta name="description" content="Free Web tutorials">
  <meta name="keywords" content="HTML, CSS, JavaScript">
  <meta name="author" content="John Doe">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>
```

The `<meta>` tag defines metadata about an HTML document. Metadata is data (information) about data.

`<meta>` tags always go inside the `<head>` element, and are typically used to specify character set, page description, keywords, author of the document, and viewport settings.

Metadata will not be displayed on the page, but is machine parsable.

Metadata is used by browsers (how to display content or reload page), search engines (keywords), and other web services.

There is a method to let web designers take control over the viewport (the user's visible area of a web page), through the `<meta>` tag (See "Setting The Viewport" example below).

Define keywords for search engines:

```
<meta name="keywords" content="HTML, CSS, JavaScript">
```

Define a description of your web page:

```
<meta name="description" content="Free Web tutorials for HTML and CSS">
```

Define the author of a page:

```
<meta name="author" content="John Doe">
```

Refresh document every 30 seconds:

```
<meta http-equiv="refresh" content="30">
```

Setting the viewport to make your website look good on all devices:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```



Page-level meta tags are a great way for website owners to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the meta tags they understand and ignores the rest. Meta tags are added to the `<head>` section of your HTML page and generally look like this:

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <meta name="Description" CONTENT="Author: A.N. Author, Illustrator: P. Picture, Category: Books, P
    <meta name="google-site-verification" content="+nxGUDI4QpAZ5l9Bsjdi102tLVC21AIh5d1N123908vVuFhs34=
    <title>Example Books - high-quality used books for children</title>
    <meta name="robots" content="noindex,nofollow">
  </head>
</html>
```

these is from official
google docs

Google understands the following meta tags:

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Inline directives

Independently of page-level meta-tags, you can exclude parts of an HTML page from snippets. You can do this by adding the `data-nosnippet` HTML attribute to one of the supported HTML tags:

- `span`
- `div`
- `section`

ok of writing meta data in html element
but its not a stand approach, dont follow
it

For example:

```
<p>  
  This text can be included in a snippet  
  <span data-nosnippet>and this part would not be shown</span>.  
</p>
```

To ensure machine readability, the section must be [valid HTML](#) and all tags closed accordingly.

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what seo and how to use in react js

```
JS PostDetail.js x
15
16     render() {
17         return (
18             <div>
19                 <h2>{this.state.post.title}</h2>
20                 <article>{this.state.post.body}</article>
21                 <p><Link to="/">Back to all articles</Link></p>
22                 <Helmet>
23                     <title>{this.state.post.title}</title>
24                     <meta name="description"
25                         content={this.state.post.body.slice(0, 100)} />
26                 </Helmet>
27             </div>
28
```

4:31 / 7:24

All

JavaScript SEO S1 • E6

Make your React web apps discoverable - JavaScript SEO

67 881 views • 3 Apr 2019

if we want to use meta tags dynamically in react app or static text we can use helmet component, when do it has so many draw back like when we talk about service-rendering then these helement component is loading when thw user demand these page, untill he doesnt demand these page, these meta tag is not load into .html page and it doesnt play a major role in SEO beco no seo know about it helmet is usefull when our react.js code is completed build and embededd into html file as it happens in the next.js then it may so much help,

helment is usefull just to give user a illustration that we are in these page or other page by changing the browser title and soon

my opinon

Helment doesnt play a major role in the SEO (edo unndi anthi unndi anthi)

The screenshot shows a browser window with the title bar "codedamn Playground" and "Snowpack App". The address bar shows "view-source:https://164-90-151-157.dns.codedamn.com:6017". The main content area displays a large blue React logo. Below it, there is some placeholder text: "Edit src/App.jsx and save to reload!" followed by "Hello from codedamn :)".

The browser's developer tools Network tab is open, showing a list of resources:

Name	Headers	Messages	Initiator	Timing
164-90-151-15...				
hmr-client.js				
hmr-error-overl...				
codedamn-web...				
index.js				
web-console.js				
env.js				
react.v16.13.1.js				
react-dom.v16....				
App.js				
index.css.proxy.js				
object-assign.v...				
prop-types.che...				
scheduler.v0.19...				
scheduler.tracin...				
164-90-151-15...				
logo.svg.proxy.js				
App.css.proxy.js				
_commonjsHel...				
logo.svg				

On the right side of the Network tab, the Headers section shows the following details:

```
Connection: upgrade
Cookie: __stripe_mid=7b83a174-e329-433f-abee-2a60be175ad0efeffd; _fbp=fb.1.1615828200661.926437841; mp_28bafef900746d6889077f1143168da8_mixpanel=%7B%22distinct_id%23A%20%2260451008ca590b000837fccf%22%2C%22%24device_id%22%3A%20%221783cb23775aa6-0f80fa8994aeb2-6915227c-1ea000-1783cb23776469%22%2C%22mp_lib%22%3A%20%22Segment%3A%20web%22%2C%22%24initial_referrer%22%3A%20%22%24direct%22%2C%22%24initial_referring_domain%22%3A%20%22%24direct%22%2C%22%24search_engine%22%3A%20%22google%22%2C%22user_id%22%3A%20%2260451008ca590b000837fccf%22%2C%22mp_name%22%3A%20%22BradMajors%22%2C%22id%22%3A%20%2260451008ca590b000837fccf%22%2C%22%24first_name%22%3A%20%22rick%22%2C%22%24last_name%22%3A%20%22Mohan%22%2C%22%24name%22%3A%20%22rick%22%2C%22%24username%22%3A%20%22BradMajors%22%7D; _hjid=0fa54fe7-b5f7-480d-a3d8-3c0a9bdbdd0; _ga_N58FF4ZF1P=GS1.1.1616526129.6.1.1616526556.0; _ga=GA1.2.1380527909.1615828199; ajs_anonymous_id=%22b61fd235-339a-4707-8457-dd357165ef04%22; ajs_user_id=%225f9decd961b022792168c80f%22; __cfduid=d9e18358671ca2c6d03683d875bb090b41617480062
Host: 164-90-151-157.dns.codedamn.com:6017
Origin: https://164-90-151-157.dns.codedamn.com:6017
Pragma: no-cache
Sec-WebSocket-Extensions: permessage-deflate; client_max_window_bits
Sec-WebSocket-Key: d7sbU+UnPZMMv2ZLUe0+MA==
Sec-WebSocket-Protocol: esm-hmr
Sec-WebSocket-Version: 13
Upgrade: websocket
User-Agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 11_1_0) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/88.0.4324.96 Safari/537.36
```

A red circle highlights the "Upgrade: websocket" header. The status bar at the bottom of the browser window shows "20 requests 2.9 kB".

The SEO Drawbacks of Using React Without Prerender®

as per my last talk, i told helmet is waste, but we can achieve or make helmet component powerfully by these 3rd-party tools i,e pre-rendering the App, as it happen in the next.js language



Easy to learn, but you sacrifice SEO

React is great for building Single Page Applications (SPAs) that run fast and perform well. Unfortunately, using React is very problematic from an SEO standpoint.



Search engines can't index efficiently

React websites are usually generated on the client-side browser. This makes it difficult for search engines to index your content, which means users won't find your pages. SPAs rely on JavaScript to load a web page's content dynamically.



There are multiple search engines to consider

Google claims that they're getting better at crawling JavaScript pages, but this hasn't been proven yet. Other popular search engines such as Bing, Yandex, and DuckDuckGo cannot do it at all.

Server Side Rendering

- + Truly best
- Might be challenging to migrate

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with helmenet components



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Webmasters at some of the **biggest**
and **fastest-growing web properties**



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SEO For React Developers

Google is saying that we are doing our best with js langages(like react) to work with SEO(as i told problem with server-side-rending), now Google saying we are trying our best to solve these problem

my opinion

Google is trying but its even how difficult becoz in react, the pages are rendered when user demand, until no page is loaded on DOM, so it difficult for SEO

Server Side Rendering

- + Truly best
 - Might be challenging to migrate

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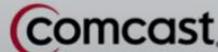


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→



Server Side Rendering

- + Truly best
- Might be challenging to migrate

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Trusted by **Developers** and **Webmasters** at some of the **biggest** and **fastest-growing web properties**

SEO

- Search Engine Optimisation
- Keyword ranking and stuff
- Traffic and things

Required SEO data

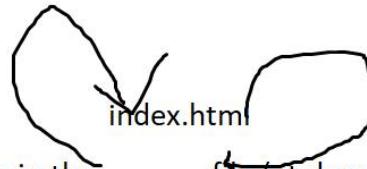
- Title
- Description
- Keywords
- Alt tag on images
- Heading tags on pages
- Canonical tags
- OpenGraph information

React is bad

- Actually JS is bad
- JS constructs DOM
- No page info available on first load

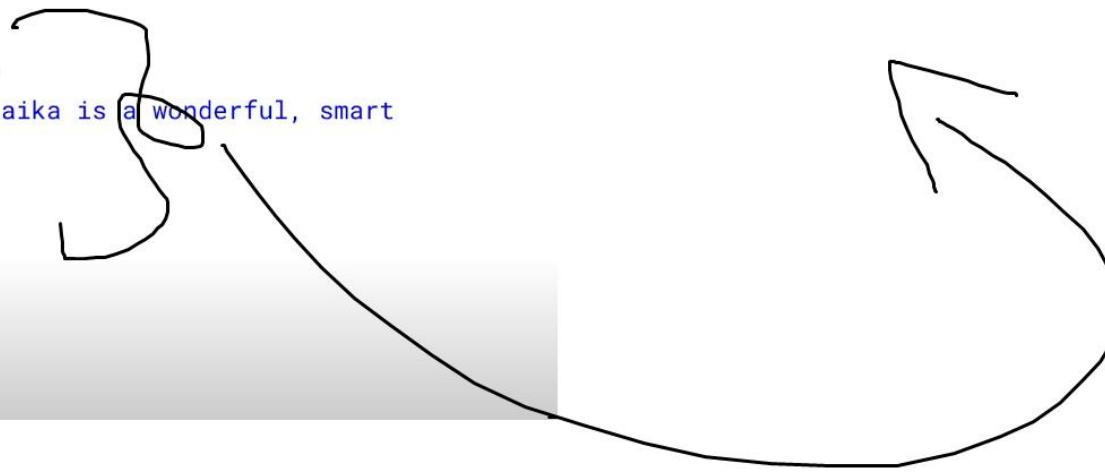
so use Next.js which has super support for the seo i.e it's completely dumb the js and html code in the

file (it doesn't create any script tag)

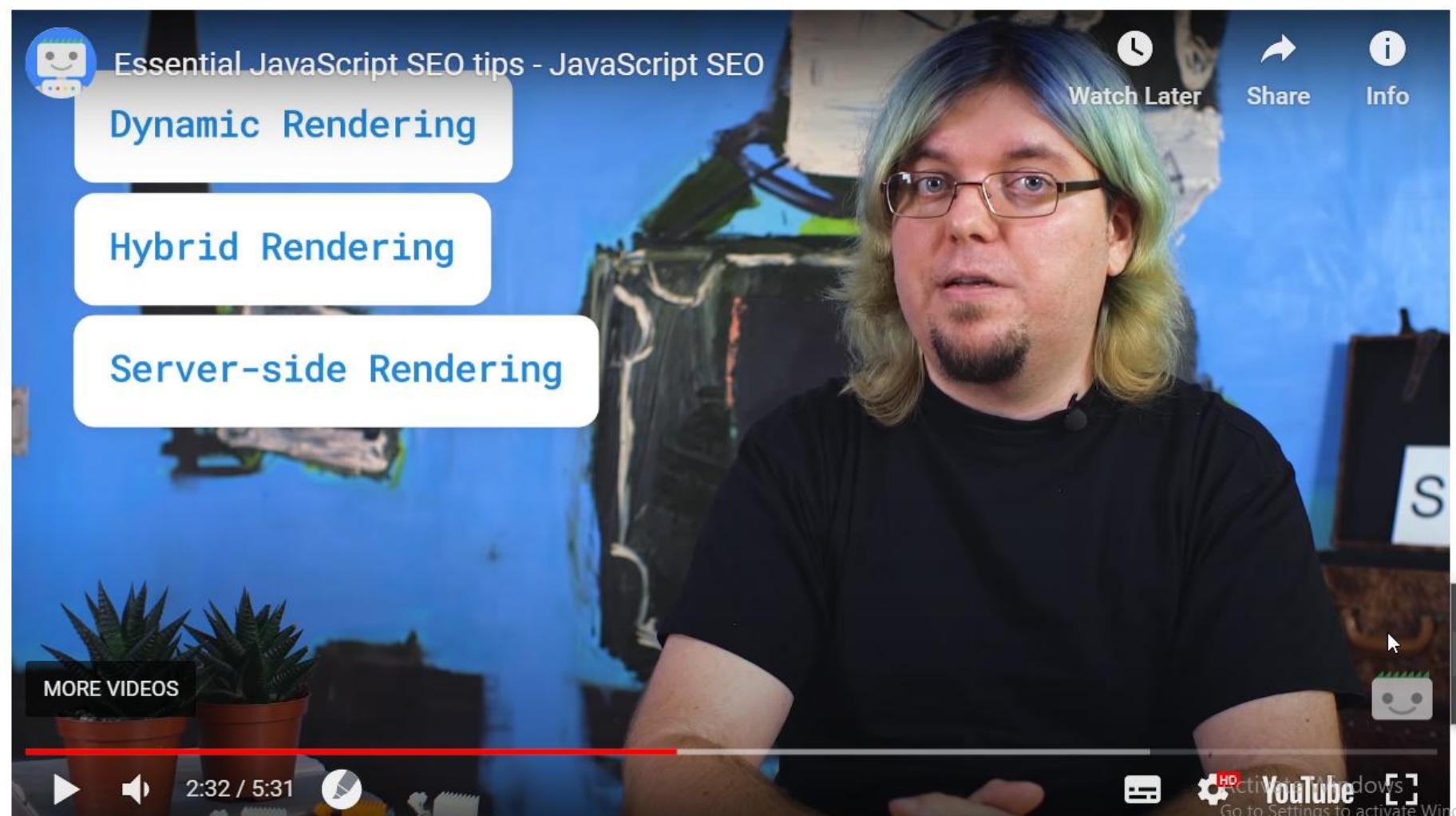


```
<!doctype html>
<html lang="en">
<head>
  <title>Laika - cutest doggo</title>
  <meta name="description" content="Laika is a wonderful, smart
    and cute doggo ..." />
</head>
<body>
  <h1>Laika - cutest doggo</h1>
</body>
</html>
```

Example of the SEO with meta tagss



This guide describes how Google Search processes JavaScript and best practices for improving JavaScript web apps for Google Search.



```
<a onclick="goTo('stuff')">Please don't. (._.)</a>
<a href="javascript:goTo('stuff')">No, just don't. ಹುಂಹ</a>
<a href="/stuff" onclick="changePage('loljk')">WAT? ಹಯ</a>
<span onclick="goTo('stuff')">WAT NO (ಠ °೦°) ಠ_ಠ</span>
```

As per my previous talk , i told Google robot will go into body content also, so if we use any enternal link in href the google robo will follow that link ,

here Theme is
dont use the href stiuff in span or h tag, if u want to use the href then use it in only a tag, its recommeneted by the Google

s Beginner SEO

Advanced SEO



Adi images and videos ki
descriptio rayuu ani anthundu
anthi
it help for the SEO Google

When Googlebot fetches a URL from the crawling queue by making an HTTP request it first checks if you allow crawling. Googlebot reads the [robots.txt](#) file. If it marks the URL as disallowed, then Googlebot skips making an HTTP request to this URL and skips the URL.

Googlebot then parses the response for other URLs in the `href` attribute of HTML links and adds the URLs to the crawl queue. To prevent link discovery, use the [nofollow mechanism](#).

THeme is,

Google Robo will follow the link when we menetion in the href attritube in the a tag for geeting the content (anhi Google robo will read complete our files, i will go to extrenal links also

SEO

SEO (Search Engine Optimization) is the process of making a website more visible in search results, also termed improving search rankings.

Search engines [crawl](#) the web, following links from page to page, and index the content found. When you search, the search engine displays the indexed content. Crawlers follow rules. If you follow those rules closely when doing SEO for a website, you give the site the best chances of showing up among the first results, increasing traffic and possibly revenue (for ecommerce and ads).

Search engines give some [guidelines](#) for SEO, but big search engines keep result ranking as a trade secret. SEO combines official search engine guidelines, empirical knowledge, and theoretical knowledge from science papers or patents.

SEO methods fall into three broad classes:

technical

Tag the content using semantic [HTML](#). When exploring the website, crawlers should only find the content you want indexed.

copywriting

Write content using your visitors' vocabulary. Use text as well as images so that crawlers can understand the subject.

Crawler

A web crawler is a program, often called a bot or robot, which systematically browses the [Web](#) to collect data from webpages. Typically search engines (e.g. Google, Bing, etc.) use crawlers to build indexes.

— —

Introduction

React Helmet is a component to dynamically manage the document's `head` section. Some common use cases include setting the `title`, `description`, and `meta` tags for the document.

When combined with server-side rendering, it allows you to set `meta` tags that will be read by search engines and social media crawlers. This makes server-side rendering and React Helmet a powerful combination for creating apps that can benefit from SEO (search engine optimization) and social media data like oEmbed, Facebook Open Graph, or Twitter Cards.

In this article, you will explore the functionality of React Helmet in a React application.

src/App.js

```
import { Helmet } from 'react-helmet';

function App() {
  return (
    <div className="App">
      <Helmet>
        <title>App Title</title>
        <meta name="description" content="App Description" />
        <meta name="theme-color" content="#008f68" />
      </Helmet>
    </div>
  );
}

export default App;
```

Example of using the helmet

Then, open your browser's developer tools and inspect the `head` element:

Inspect Element

```
<head>
  <!— ... --->
  <title>App Title</title>
  <!— ... —>
  <meta name="description" content="App Description" data-react-helmet="true">
  <meta name="theme-color" content="#008f68" data-react-helmet="true">
  <!— ... --->
</head>
```



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INTENTS
roduction
erequisites

Step 1 — Adding react Helmet to Your Project
Step 2 — Overwriting Values
Step 3 — Handling Attributes for 'html' and 'body'
Step 4 — Rendering the Server

Step 5 — Rendering synchronously with 'react-helmet-async' inclusion

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ormation with Django
d React on Ubuntu
04

[Tutorial](#)

```
import React from 'react';
import { Helmet } from 'react-helmet';

export default function ChildComponent() {
  return (
    <div>
      <Helmet>
        <title>Modified Title</title>
      </Helmet>
      <h1>Child Component</h1>
    </div>
  )
}
```

Next, revisit App component and include the new ChildComponent:

```
src/App.js

import { Helmet } from 'react-helmet';

import ChildComponent from './ChildComponent';

function App() {
  return (
    <div className="App">
      <Helmet>
        <title>App Title</title>
        <meta name="description" content="App Description" />
        <meta name="theme-color" content="#008f68" />
      </Helmet>
      <ChildComponent />
    </div>
  );
}

export default App;
```

Then, open your browser's developer tools and inspect the head element:

```
Inspect Element
<head>
  <!— ... —>
  <title>Modified Title</title>
  <!— ... —>
  <meta name="description" content="App Description" data-react-helmet="true">
  <meta name="theme-color" content="#008f68" data-react-helmet="true">
```

problem with the helmet, childComponent will be override the parent component

These also mention in the offical documents

What is Helmet provider react?

The react-helmet package is used to add **meta** tag into reactjs. The meta tag is used for website SEO(Search Engine Optimization). You can add title, description etc into pages using helmet. 17-Oct-2021

Adi helement is a React Componet, it used to inject the meta tag into the index file of our project dyanamically anthi helment Pani

But its not so usefully for SEO , just for user interface ki edo browser titlle chnage cheyadam and edo light stufff ki paniki vasthi, (plz see the previous photos , i explained in greate deatiles about helmement problem with react-server side rendering, (

NOTE : React.js is not pre-rendering language, its conetents are load on demand when user demands

In the example above, we added the `Helmet` component into our App component with the `title` element — to change the title — and the `meta` element — to add a `meta` tag to our app.

Additional tags can be the `base`, `link`, `script`, `noscript`, and `style` tags.

e things we can use , if we use helmet component

3

React-helmet is not ideal for the solution required. Below is the order in which the browser handles it

1. Request a page with its path.
2. Fetch the resources for that page.
3. Load the default HTML (with meta tags...)
4. Execute JavaScript codes thereby the meta tags are updated via react-helmet.

Having your application hosted on a server, the default meta-tags are rendered as fetched. It changes only when a browser requests for a resources on a page, after which the react-helmet functions are executed.

A Better solution that I could think of would be to configure meta-tags from the server and Hydrate at the front-end.

these happens when we use 3rd party tools help for pre-rendering the react app, as it happen in the next.js framework

Asi told previous also, Helmenet Doesn't play a important role in the SEO,

my opion

its just used for UI for give user illusion like changing the browser titlt and so on

NOTE: helement becomes powerfull if we pre-render the react project, then helmet becomes king,

beoz we get Data from Api and helement will insert the API data dynamically into meta tags then it shine so much

In your react app instead of `ReactDOM.render(<App/>, ...)` use `ReactDOM.hydrate(<App />, ...)`

Or simply go for `Next.js` :)

I updated answer for your comment below

Simple Example of React Helmet with ReactJs

This is another react tutorial to **add meta tag into react application**. The **react-helmet** package is used to add meta tag into reactjs. The meta tag is used for website SEO(Search Engine Optimization). You can add title, description etc into pages using helmet. You can use it into static HTML as well as server side like express.

The reactjs is single page application, So it's hard to manage separate title and description of each page.

What's React Helmet

The react-helmet is an react component to add meta information into react components. The React helmet provides us a Helmet component which takes the plain html meta tags and adds it inside the head tag to react pages.

Features Of React Helmet

There are following features supported by helmet -

- Supports attributes for `body` , `html` and `title` tags.
- Helmet also supports server-side rendering.
- Nested components override duplicate head changes.
- Duplicate head changes are preserved when specified in the same component.
- Callback for tracking DOM changes.

OPEN EDITORS 1 UNSAVED

App.js src

ENTERTAINMENT-HUB

- .vscode
- node_modules
- public
- src
 - components
 - config
 - hooks
 - Pages
 - App.css
 - App.js
 - index.css
 - index.js
- .env
- .gitignore
- package-lock.json
- package.json
- README.md
- yarn.lock

src > App.js > App

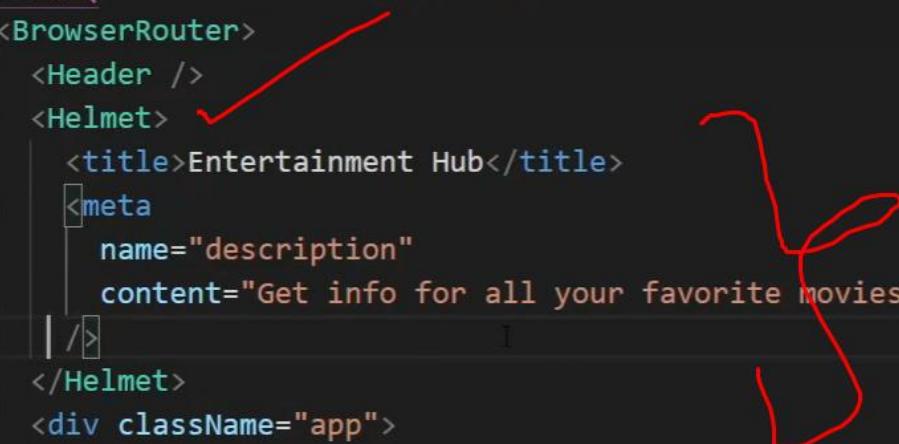
```
function App() {
  return (
    <BrowserRouter>
      <Header />
      <Helmet>
        <title>Entertainment Hub</title>
        <meta
          name="description"
          content="Get info for all your favorite movies and series"
        />
      </Helmet>
      <div className="app">
        <Container>
          <Switch>
            <Route path="/" component={Trending} exact />
            <Route path="/movies" component={Movies} />
          </Switch>
        </Container>
      </div>
    
```

OUTPUT PROBLEMS DEBUG CONSOLE TERMINAL

2: bash

```
+ react-helmet@6.1.0
added 3 packages from 6 contributors, removed 11 packages and audited 1827 packages in 44.726s

131 packages are looking for funding
  run `npm fund` for details
```





ENTERTAINMENT HUB



TRENDING



Zack Snyder's Justice League

Movie 2021-03-18



The Falcon and the Winter Soldier

TV Series 2021-03-19



Raya and the Last Dragon

Movie 2021-03-03



Riverdale

TV Series 2017-01-26

The screenshot shows the browser's developer tools with the 'Elements' tab selected. The code pane displays the HTML structure of the page, including various components like `<style>`, `<MuiSvgIcon>`, and `<MuiTouchRipple>`. A red circle highlights a specific line of code within a `<meta>` tag:

```
... <meta name="description" content="Get info for your favorite movies and series" data-react-hel "true"> == $0
```

The preview pane shows a small screenshot of the Entertainment Hub homepage with several movie posters.

Nested or latter components will override duplicate changes:

```
<Parent>
  <Helmet>
    <title>My Title</title>
    <meta name="description" content="Helmet application" />
  </Helmet>

  <Child>
    <Helmet>
      <title>Nested Title</title>
      <meta name="description" content="Nested component" />
    </Helmet>
  </Child>
</Parent>
```

These is from offical document
child component will over-ride the parents
content , regarding the helement
componet

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "WebSite",
  "name": "Amit Tiwari Business Marketing",
  "url": "https://amittiwari.net/"
}
</script>
```

from here scheme starts

scheme m chesthadi anthi,
Google ki infromation
echesthadi, so google work
load thaguthadi

and google use these scheme
infomation for Google maps
and reviews , see upcoming
photos u will understand

Scheme

```
1 <script type="application/ld+json">
2 {
3     "@context": "http://schema.org",
4     "@type": "Dentist",
5     "name": "Broken Tooth Dentist",
6     "image": "https://amittiwari.net/sample.j
7     "@id": "",
8     "url": "https://amittiwari.net/brokentoote
9     "telephone": "828282432",
10    "priceRange": " $$",
11    "address": {
12        "@type": "PostalAddress",
13        "streetAddress": "right in front of new
14        "addressLocality": "new delhi",
15        "postalCode": "110000",
16        "addressCountry": "IN"
17    },
18    "geo": {
19        "@type": "GeoCoordinates",
20        "latitude": 21.111111,
21        "longitude": 49.111111
22    },
23    "openingHoursSpecification": [
24        "@type": "OpeningHoursSpecification",
25        "dayOfWeek": [
26            "Monday",
27            "Tuesday",
28            "Wednesday",
29            "Thursday",
30            "Friday",
31            "Saturday"
32        ],
33        "opens": "10:00",
34        "closes": "16:00"
35    },
36    "@type": "OpeningHoursSpecification",
37    "dayOfWeek": "Sunday",
38    "opens": "13:00",
39    "closes": "18:30"
40 ],
41    "sameAs": [
42        "https://facebook.com/teamamittiwari",
43        "https://instagram.com/teamamittiwari",
44        "https://youtube.com/amittiwari",
45        "https://justdial.com/teamamittiwari"
46    ]
47 }
48 </script>
```

```
1 <script type="application/ld+json">
2 {
3     "@context": "http://schema.org",
4     "@type": "Dentist",
5     "name": "Broken Tooth Dentist",
6     "image": "https://amittiwari.net/sample.jpg",
7     "@id": "",
8     "url": "https://amittiwari.net/brokentooth",
9     "telephone": "8282824232",
10    "priceRange": "$$",
11    "address": {
12        "@type": "PostalAddress",
13        "streetAddress": "right in front of new delhi railway station",
14        "addressLocality": "new delhi",
15        "postalCode": "110000",
16        "addressCountry": "IN"
17    },
18 }
```

NOTE; there are many different way of writing content , preparing scheme, like writing for the hotols, airlines and e-commmerce website,

NOTE: all of them as same stand approach , just the text and content will changes, we must write the content and text according the Offical documents sayed by them

**SUBS
CRIBE
NOW!**

```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "Dentist",
5   "name": "Broken Tooth Dentist",
6   "image": "https://amittiwari.net/sample.jpg",
7   "@id": "",
8   "url": "https://amittiwari.net/brokentooth",
9   "telephone": "8282824232",
10  "priceRange": "$$",
11  "address": {
12    "@type": "PostalAddress",
13    "streetAddress": "right in front of new delhi railway station",
14    "addressLocality": "new delhi",
15    "postalCode": "110000",
16    "addressCountry": "IN"
17  },
18  "geo": {
19    "@type": "GeoCoordinates",
20    "latitude": 21.111111,
21    "longitude": 49.111111
22  },
23  "openingHoursSpecification": [
24    {
25      "@type": "OpeningHoursSpecification",
26      "dayOfWeek": [
27        "Monday",
28        "Tuesday",
29        "Wednesday",
30        "Thursday",
31        "Friday",
32        "Saturday"
33      ],
34      "opens": "10:00",
35      "closes": "16:00"
36    },
37    {
38      "@type": "OpeningHoursSpecification",
39      "dayOfWeek": "Sunday",
40      "opens": "13:00",
41      "closes": "18:30"
42    }
43  ],
44  "sameAs": [
45    "https://facebook.com/teamamittiwari",
46    "https://instagram.com/teamamittiwari",
47    "https://youtube.com/amittiwari",
48    "https://justdial.com/teamamittiwari"
49  ]
50 }
51 </script>
```

```
33      "opens": "10:00",
34      "closes": "16:00"
35    },
36    "@type": "OpeningHoursSpecification",
37    "dayOfWeek": "Sunday",
38    "open": "13:00",
39    "close": "18:30"
40  ],
41  "sameAs": [
42    "https://facebook.com/teamamittiwari",
43    "https://instagram.com/teamamittiwari",
44    "https://youtube.com/amittiwari",
45    "https://justdial.com/teamamittiwari"
46  ]
47 }
48 </script>
49
```

Activate Windows
Go to Settings to activate Windows.

SUBSCRIBE
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Indian Accent

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 1,179 Google reviews

₹₹₹₹ - Fine dining restaurant

Contemporary Indian cuisine are served at this stylish, prize-winning restaurant.

Address: The Lodhi, Lodhi Rd, CGO Complex, Pragati Vihar, New Delhi, Delhi 110003

Hours: **Closed** - Opens 7PM ▾

Menu: [indianaccent.com](#)

Reservations: [indianaccent.com](#), [dineout.co.in](#), [eazydiner.com](#)

Phone: 098711 17968

Suggest an edit

Know this place? Answer quick questions

Questions & answers

Q: How much does an average meal cost here for two? [Ask a question](#)

A: Chef's tasting menu costs 3400+taxes for vegetarian and 3500+ taxes



Yadu Greens

[Website](#) [Directions](#) [Save](#)

4.3 ★★★★★ 781 Google reviews

Wedding planner in Delhi

Address: 1st Floor, Karnal Road, N.H.No.1, Alipur, New Delhi, Delhi 110036

Hours: Open 24 hours ▾

Phone: 084110 22022

Suggest an edit

Know this place? Answer quick questions

Questions & answers

[See all questions \(2\)](#)

[Ask a question](#)

Reviews from the web

WeddingZ

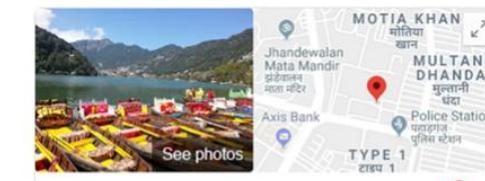
3.5/5
4 votes

VenueLook

4/5
1 vote

WedMeGood

3.9/5
4 reviews



Ashok's Taxi Tours

[Website](#) [Directions](#) [Save](#)

4.7 ★★★★★ 27 Google reviews

Tour operator in New Delhi

Address: B-101, 1st Floor, RG City Centre 4 Community Center, DB Gupta Road, Opposite Police Station, Motia Khan, Dwarka, New Delhi, Delhi 110055

Hours: **Closed** - Opens 9:30AM Mon ▾

Phone: 011 4579 5103

Appointments: [i-love-my-india.com](#)

Suggest an edit

Know this place? Answer quick questions

Questions & answers

[See all questions \(3\)](#)



Pa Pa Ya

[Directions](#) [Save](#)

4.4 ★★★★★ 615 Google reviews

Asian restaurant

[TICKETS TOMORROW](#)

[RESERVE A TABLE](#)

Located in: Select CITYWALK

Address: Dome, level 4, Select CityWalk, Saket, New Delhi, Delhi 110017

Hours: Open - Closes 1AM ▾

Reservations: [zomato.com](#), [dineout.co.in](#), [eazydiner.com](#)

Phone: 088000 32881

Suggest an edit

Add missing information

Add website

Know this place? Answer quick questions

Questions & answers



we cannot edit these myself, google use schema data and generate these for us internally everything is handled by the Google only, so schema data play a imponent role in the project

Dont say these reviews are came from all user, ok see upcoming photos , u wiill understand, how google use Scheme data for these one

The beautiful panoramic view of the serene waterfront comforts me and I love the new venue at once. It is none too traditional... [Full review](#)

[Send to your phone](#)

[Send](#)

[View on Google+](#)



Rupali Dean
Activate Windows
[EazyDiner](#) to Settings to activate Windows

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NOW!

Schema Markup Kya Hai, Kaise Check Kare, Aur Kaise Generate Kare



Google Structured Data Testing Tool



1

these are the website links, which generate the schema data for us, by just providing the information

<https://search.google.com/structured-data/testing-tool/>

Test your structured data

FETCH URL

CODE SNIPPET

Enter a URL

RUN TEST

Activate Windows

Go to Settings to activate Windows



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No. 1
More Visibility

No. 2
Better Ranking

we can use our site has schema data or not in these place by pasting schema file or our website url, it will show the output

Test your structured data

X

FETCH URL CODE SNIPPET

 <https://amittiwari.net>

RUN TEST

Explore the Search Gallery. Learn more about this tool.

Schema Markup Kya Hai, Kaise Check Kare, Aur Kaise Generate Kare



NEW TEST



Detected

0 ERRORS

0 WARNINGS

4 ITEMS

Organization

0 ERRORS

0 WARNINGS

1 ITEM

WebSite

0 ERRORS

0 WARNINGS

2 ITEMS



Person

0 ERRORS

0 WARNINGS

1 ITEM

after pasting url or scheme file, we get these one

Activate Windows
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Local Business Markup

3rd party site generate the scheme file for us, by just providing the basic information

Business @type ▾ More specific @type ▾

name.com/image @id (URL)

name yourbusinesswebsite 12345678 \$\$

Address

address city pin code

India State/Province/Region

Latitude Longitude Get coordinates

Opening Hours

Monday, Tuesday, Wednesday, Thur ▾ 06:30 14:50

+ Add opening hours specification Open 24/7? ✕ ✓

sameAs Links

Facebook, Instagram, YouTube, LinkedIn

f facebook.com

instagram.com

JSON-LD Microdata

G Validate

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness",
  "name": "name",
  "image": "name.com/image",
  "@id": "",
  "url": "yourbusinesswebsite",
  "telephone": "12345678",
  "priceRange": "$$",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "address",
    "addressLocality": "city",
    "postalCode": "pin code",
    "addressCountry": "IN"
  },
  "openingHoursSpecification": {
    "@type": "OpeningHoursSpecification",
    "opens": "06:30",
    "closes": "14:50"
  },
  "sameAs": [
    "facebook.com",
    "instagram.com",
    "youtube.com",
    "linkedin.com"
  ]
}</script>
```

Copy

Search Google for <script type="application/ld+json"> { "@context..."

Print...

AdBlock

Inspect

Ctrl+C

Ctrl+P

Ctrl+Shift+I

The screenshot shows a web browser window with the following details:

- Header:** MERKLE | SEO
- Breadcrumbs:** You are here: Home / SEO Tools / Schema Markup Generator
- Main Title:** </> Schema Markup Generator (JSON-LD)
- Form:** Which Schema.org markup would you like to create?
Select a markup
- Description:** Use this Schema.org structured data generator to create JSON-LD & Microdata markups, including all of the required item properties and more. Click on "Validate" to test your newly created markup with Google's Structured Data Testing Tool.
- Comment Section:** Comments +

<https://technicalseo.com/seo-tools/schema-markup-generator/>

← → C youtube.com/watch?v=Sn-QR6nP51U

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

YouTube IN seo in hindi X Search

Youtube - Digitalmarketingguruji www.voxmediasolution.in - 7014226672

2 How it's Work 2

Website Submission

Website Crawl

Website Index

Website Ranking

Rahul Meena

#Digitalmarketingguruji #Whatisseo #SEO

What Is SEO | How It Works | Types Of SEO | Search Engine Optimization Benefits || Hindi

Activate Windows
Go to Settings to activate Wind

INTERNATIONAL BUSINESS
SUCCESS COACH

Schema Markup: How to Add Schema Markup to

these feature is generate by the Google by using schema data,



newegg

All Shopping News Maps Videos

About 26,400,000 results (0.45 seconds)

www.newegg.com ▾

Newegg.com: Computer Parts, PC Componer

Newegg.com offers the best prices on computer products, laptop digital cameras, electronics, unlocked phones, office supplies, and ...

Search newegg.com



Laptops / Notebooks

Gaming Laptops - Mobile
Workstations - Chromebooks - ...

Components

Shop Computer Components from
Hard Drives and SSDs to CPUs ...

Today's Best Deals

Newegg has the hottest deals on
computers, laptops, LED & LCD ...

Desktop Computers

Shop a wide selection of Desktop
Computers from Dell, ASUS, HP ...

Gaming Desktops

NVIDIA® gaming desktops include
high-performance graphics ...

Computer Systems

Improve your productivity and user
experience by choosing a ...

Twitter https://twitter.com/Newegg

Newegg (@Newegg) · Twitter

T

These

feature

is generated

by Google

using schema

data

newegg
Online retail company



newegg.com

Newegg Inc. is an online retailer of
items including computer hardware and
consumer electronics. It is based in City
of Industry, California, in the United
States. In 2016, Liaison Interactive, a
Chinese tech company, acquired a
majority stake in Newegg in an
investment deal. Wikipedia

Customer service: 1 (800) 390-1119

Headquarters: City of Industry, CA

CEO: Fred Chang (Aug 2010–)

Revenue: 2.7 billion USD (2016)

Founder: Fred Chang

Parent organization: Hangzhou New



2:57 | 12:08

#NeweggPlays -
#TakeLingsHouseParty
(@DiminHouse) -

Looking for a compact
streaming setup? An @Intel
NUC might be just what



Schema Markup: How to Add Schema Mthese are the feature that Gooole provide to our website, if we use a standard or a valid schema Object in our Project



newegg

All

Shopping

News

Maps

About 26,400,000 results (0.45 seconds)

www.newegg.com

Newegg.com: Computer Parts, PC Components, Laptop ...

Newegg.com offers the best prices on computer products, laptop computers, LED LCD TVs, digital cameras, electronics, unlocked phones, office supplies, and ...

4k | I



Laptops / Notebooks

Gaming Laptops - Mobile
Workstations - Chromebooks - ...

Components

Shop Computer Components from Hard Drives and SSDs to CPUs ...

Today's Best Deals

Newegg has the hottest deals on computers, laptops, LED & LCD ...

Desktop Computers

Shop a wide selection of Desktop Computers from Dell, ASUS, HP ...

Gaming Desktops

NVIDIA® gaming desktops include high-performance graphics ...

Computer Systems

Improve your productivity and user experience by choosing a ...

Newegg



Online retail company

newegg.com

Newegg Inc. is an online retailer of items including computer hardware and consumer electronics. It is based in City of Industry, California, in the United States. In 2016, Liaison Interactive, a Chinese tech company, acquired a majority stake in Newegg in an investment deal. Wikipedia

Customer service: 1 (800) 390-1119

Headquarters: City of Industry, CA

CEO: Fred Chang (Aug 2010–)

Revenue: 2.7 billion USD (2016)

Founder: Fred Chang

Parent organization: Hangzhou New



2:56 / 12:08

#NeweggPlays -
#TakeLing'sHouseParty
(@DimmHouse) -

Looking for a compact streaming setup? An @Intel NUC might be just what

>



Schema Markup: How to Add Schema Markup to Your Site

these are the feature that Google provide to our website, if we use a standard or a valid schema Object in our Project

www.techradar.com › reviews › google-home ▾

[Google Home review | TechRadar](#)

★★★★★ Rating: 3.5 - Review by Nick Pino

Jan 17, 2020 - Wildly intelligent and supremely versatile in the ways in which it can be used,

Google Home is a solid smart speaker. It's not as integrated with ...

en.wikipedia.org › wiki › Google_Home ▾

[Google Home - Wikipedia](#)

Google Home is a line of smart speakers developed by Google under the Google Nest brand. The devices enable users to speak voice commands to interact ...

Release date: November 4, 2016; 3 years ago

CPU: Home: Marvell 88DE3006 Armada 1500

Connectivity: Wi-Fi dual-band (2.4/5 GHz)

Units sold: 14 million (US)

802....

www.walmart.com › ... › Google Home Products ▾

[Google Home - Smart Speaker & Google Assistant - Walmart ...](#)

★★★★★ Rating: 4.4 - 892 reviews - \$79.00 - In stock

The Google Home is a well built voice activated speaker that sounds pretty good and is useful for many things, specifically the Google Home is quite useful for ...

www.digitaltrends.com › home › google-home-tips-and-tricks ▾

[The Best Google Home Tips and Tricks | Digital Trends](#)

Google Home can probably do a lot more than you think it can. While the Home is similar to the Amazon Echo, it also benefits from a slew of Google services.

Searches related to google home

google home app download

google home website

google home max

google home hub

google home devices

google home login

google home mini

google home mini app



3:46 / 12:08



• Step 1 - Determine the schema types you want to focus on. >

Activate Windows

Go to Settings to activate Windows



Schema Markup: How to Add Schema Markup to Your Site



these are the feature that Gooogle provide to our website, if we use a standard or a valid scheme Object in our Project

How much money does a landscaper make per hour?

What are some landscaping services?

Is grass considered landscaping?

Feedback

www.homeadvisor.com › ... › Arkansas › Springdale ▾

19 Best Landscaping Companies - Springdale AR ...

Results 1 - 19 of 19 - Hire the Best **Landscaping** Companies in Springdale, AR on HomeAdvisor.
We Have 298 Homeowner Reviews of Top Springdale ...

www.thumbtack.com › AR › Springdale

The 10 Best Landscaping Companies in Springdale, AR 2020

Here is the definitive list of Springdale's **landscaping** companies as rated by the Springdale, AR community. Want to see who made the cut?

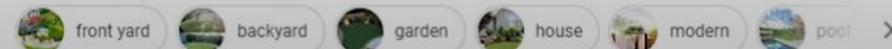
How do you look after your lawn?

What does a landscape contractor do?

What's the best way to maintain your lawn?

▼ Show more

Images for landscaping

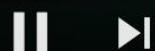


Schema Markup: How to Add Schema Markup to Your Site



Google's Guidelines

- Content must be visible.
- Markup must be complete.
- Should be placed on the page that it applies to.



5:27 / 12:08



• Step 2 - Review Google's guidelines. >

Activate Windows

Go to Settings to activate Windows



Schema Markup: How to Add Schema Markup to Your Site

Microdata

```
<div itemscope itemtype="http://schema.org/Recipe">
  <h1 itemprop="name">Easy Chicken Casserole</h1><br>
  <br>
  <strong>Ingredients</strong><br>
  <ul>
    <li><span itemprop="recipeIngredient">chicken</span></li>
    <li><span itemprop="recipeIngredient">cheese</span></li>
    <li><span itemprop="recipeIngredient">broccoli</span></li>
  </ul>
  <span itemprop="recipeInstructions">1. Add cheese and
    broccoli.<br />2. Cook until done.</span><br>
  Yield: <span itemprop="recipeYield">6</span><br>
  <div itemprop="nutrition" itemscope
    itemtype="http://schema.org/NutritionInformation">
    Calories: <span itemprop="calories">300</span>
  </div>
</div>
```

these are the 2/3 type of
injecting the schema data
to our porject, see the next
photo for 3rd case

RDFa

```
<div vocab="http://Schema.org/" typeof="Recipe">
  <h1 property="name">Easy Chicken Casserole</h1><br>
  <br>
  <strong>Ingredients</strong><br>
  <ul>
    <li><span property="recipeIngredient">chicken</span></li>
    <li><span property="recipeIngredient">cheese</span></li>
    <li><span property="recipeIngredient">broccoli</span></li>
  </ul>
  <span property="recipeInstructions">1. Add cheese and
    broccoli.<br />2. Cook until done.</span><br>
  Yield: <span property="recipeYield">6</span><br>
  <div typeof="NutritionInformation">
    Calories: <span property="calories">300</span>
  </div>
</div>
```



5:37 / 12:08



• Step 3 - Choose a format. ➞

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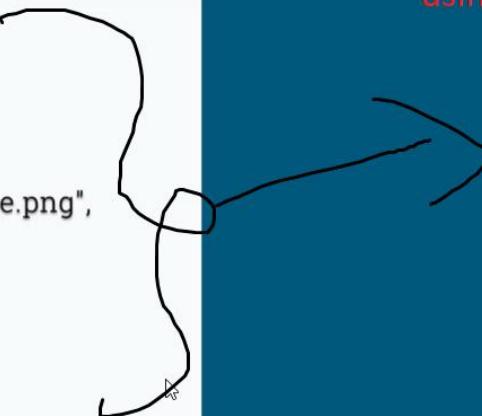


Schema Markup: How to Add Schema Markup to Your Site JSON-LD



```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Recipe",
  "name": "Easy Chicken Casserole",
  "image": "https://www.example.com/easy-chicken-casserole.png",
  "recipeIngredient": [
    "chicken",
    "cheese",
    "broccoli"
  ],
  "nutrition": {
    "@type": "NutritionInformation",
    "calories": "300 calories"
  },
  "recipeInstructions": "1. Add cheese and broccoli.\n2. Cook until done.",
  "recipeYield": "6"
}
</script>a
```

these is the most recommended way of using scheme data



5:40 / 12:08



• Step 3 - Choose a format. ➞

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Youtube - Digitalmarketingguruji www.voxmediasolution.in - 7014226672

5

SEO Benefits

5



1

High Traffic

2

Website Branding

3

Low Cost Traffic

4

Complete ROI

5

Business Growth



Rahul Meena

5

SEO Basic Rules

5

1

Domain Name

2

Hosting

3

Local SEO

4

Website Submission



PRATEEK

these are 3rd party site, just by providing the basic info of our project, there provide the schema Object for us

The screenshot shows a browser window with two tabs open. The left tab is a sidebar menu for 'technicalSEO.com' with various SEO tools listed. The right tab is titled 'Generator (JSON-LD)' and contains instructions for creating JSON-LD markups. A red circle highlights the 'FAQ Page' section, which displays a question and answer pair. Another red circle highlights the generated JSON-LD code on the right side of the page.

Generator (JSON-LD)

Use this Schema.org structured data generator to create JSON-LD markups, including all of the required item properties and more. Click on the Google icon to test your markup with the Structured Data Testing Tool and/or the Rich Results Test.

Mobile SEO

International SEO

Schema Generator

SERP Simulator

Local Search Tool

Docs

Blog

Podcast

Presentations

FAQ Page

Question #1

What is the purpose of Guiding Developers?

Answer

The guiding developers website exists to provide examples for web development related topics.

Question #2

How much does Guiding developers cost?

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is the purpose of Guiding Developers?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "The guiding developers website exists to provide examples for web development related topics."
      }
    },
    {
      "@type": "Question",
      "name": "How much does Guiding developer cost?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "The Guiding developers website costs Activate Windows."
      }
    }
  ]
}</script>
```

EXPLORER faq.html x

UNTITLED (WORKSPACE)

- > guiding-digital-website
- > guiding-developers
 - .cache
 - node_modules
 - public
 - src
 - static
 - faq.html
 - sitemap-clean.xml
 - sitemap-schema.xml
 - sitemap.xml
- .gitignore
- .prettierignore
- { .prettierrc
- JS gatsby-browser.js
- JS gatsby-config.js
- JS gatsby-node.js
- JS gatsby-ssr.js
- LICENSE
- { package.json
- README.md
- yaml.lock

Schema Markup: How to Add Schema Markup to Your Site

faq.html head script

```
1 <html>
2   <head>
3     <script type="application/ld+json">
4       {
5         "@context": "https://schema.org",
6         "@type": "FAQPage",
7         "mainEntity": [
8           {
9             "@type": "Question",
10            "name": "What is the purpose of Guiding Developers?",  
in these way we will embeded the  
code into our project
11            "acceptedAnswer": {
12              "@type": "Answer",
13              "text": "The guiding developers website exists to provide examples for web  
development related topics."
14            }
15          },
16          {
17            "@type": "Question",
18            "name": "How much does Guiding developers cost?",  
acceptedAnswer": {
19              "@type": "Answer",
20              "text": "The Guiding developers website is free to use."
21            }
22          }
23        ]
24      </script>
25    </head>
26    <body>
27      <div>What is the purpose of Guiding Developers?</div>
28      <div>
29        The guiding developers website exists to provide  
examples for web development related topics.
30      </div>
31    </div>
32  
```

Activate Windows
Go to Settings to activate Windows

▶ OUTLINE ⏪ 8:07 / 12:08 34 • Step 4 Implement the markup. >

33 <div>How much does Guiding developers cost?</div>



Gopi suresh bro dev2prod



Ok 2:01 pm

?? 3:38 pm

bro, React Project download/load completely once only,, but in html DOM lo just..... / route lo unna just 1 componenet a browser or DOM lo load aethadi, so Google robo, just go throught the current 1 components (/ route lo unna component), remaining Components which are not loaded in DOM, there React helmet Components lo unna content waste a kuda becoz google robo enkoaksari/repeadly raddu kada mana webiste ki

3:39 pm ✓

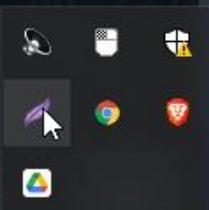
You

bro, React Project download/load completely once only,, but in html DOM lo just..... / route lo unna just 1 componenet a browser or DOM lo load aethadi, so Google robo, just go throught the current 1 components (/ route...

becoz index.html lo a oka componet a unthadi kada bro, remaining componets unndavu index.html lo

3:41 pm ✓

A screenshot of a Microsoft Teams chat window. The window title is "RSD (OCS) 2 members". The message history shows two messages from "Gopi suresh bro dev2prod": "Ok 2:01 pm" and "?? 3:38 pm". Below the messages, a large text block from "You" discusses React project loading behavior and mentions "index.html". At the bottom of the window, there are buttons for "Add people and bots", "Share a file", and "Assign tasks". A small note at the bottom says "You created this space today".



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search.google.com/structured-data-testing-tool#q/

Schema Markup: How to Add Schema Markup to Your Site

Google Structured Data Testing Tool

we can check the percentage out of 100 for our schema file in these testing url

NEW TEST 

Test your structured data

FETCH URL CODE SNIPPET



RUN TEST

Explore the Search Gallery. Learn more about this tool.

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|| ▶ 🔍 8:23 / 12:08 🔊 • Step 5 - Testing your markup. >   

search.google.com/structured-data/testing-tool/u/0/

Apps Bookmarks Azure DevOps Guiding Digital - Yo... Web Development... Analytics Other bookmarks

Google Structured Data Testing Tool

NEW TEST 

```
1 <script type="application/ld+json">
2 {
3   "@context": "https://schema.org",
4   "@type": "FAQPage",
5   "mainEntity": [
6     {
7       "@type": "Question",
8       "name": "What is the purpose of Guiding Developers?",
9       "acceptedAnswer": {
10         "@type": "Answer",
11         "text": "The guiding developers website exists to provide examples fo
12       }
13     },
14     {
15       "@type": "Question",
16       "name": "How much does Guiding developers cost?",
17       "acceptedAnswer": {
18         "@type": "Answer"
19       }
20     }
21   }
22 </script>
```

we can check in 3rd part site, whether our scheme file is valid or not (as shown in the fig)

FAQPage 

FAQPage	3 ERRORS 0 WARNINGS ^
@type	FAQPage
mainEntity	
@type	Question
nam	What is the purpose of Guiding Developers? (The property <code>nam</code> is not recognized by Google for an object of type <code>Question</code> .)
acceptedAnswer	
@type	Answer
text	The guiding developers website exists to provide examples for web development related topics.
name	A value for the <code>name</code> field is required.
mainEntity	
@type	Question
name	How much does Guiding developers cost? <small>Activate Windows Go to Settings to activate Windows.</small>
acceptedAnswer	



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How to optimize SEO for SPA using React-Helmet?

[Ask Question](#)

Asked 5 years, 6 months ago

Active 4 years, 9 months ago

Viewed 2k times



My project is a single page application using react js. I have heard that Google can crawl javascript pages including react js single page applications, without the need of server side rendering (even though it's generally better for SEO).

9



However, when I used webmaster tool: fetch and render as google, both what google bots are seeing and what visitors to my page are seeing are blank. Even though I can add specific urls to google indexing, google only uses the title and description tag that I have put in my static index.html file, it doesn't get the nested react helmet component's title and description. Does anyone have experience in this? Appreciate it much!

1



🕒

The Overflow Blog

Column by your name: The analytics database that skips the rows (Ep. 416)

An algorithm that optimizes for avoiding ennuï (Ep.416)

Featured on Meta

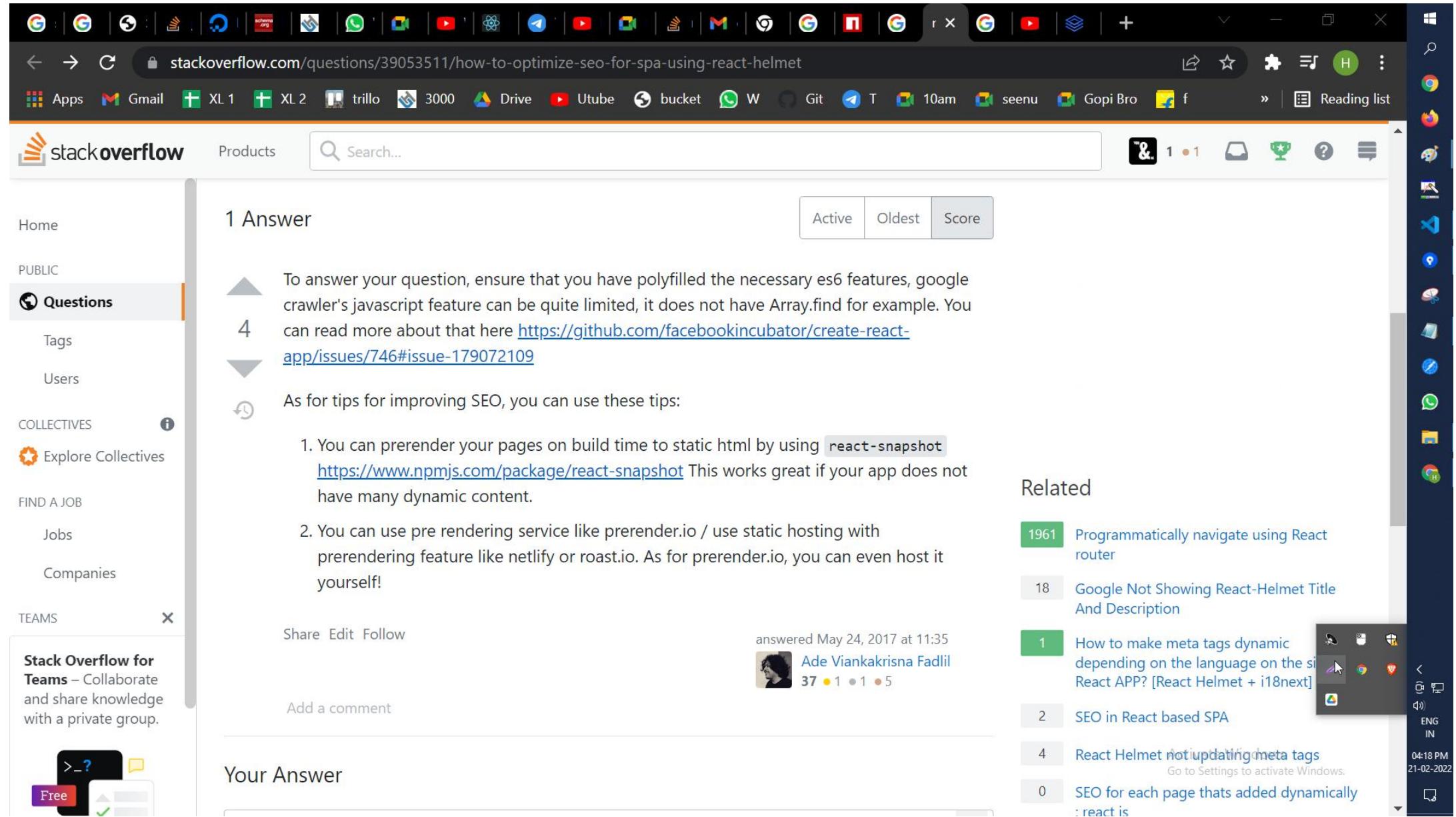
Update on the ongoing DDoS attacks and blocking Tor exit nodes

these is the issue rised in the stack-over-flow, these person is also suffering same problem with helement which i explained in the past photos, plz read the above content once and see the next photo, for answer

The screenshot shows a Stack Overflow question page with the URL <https://stackoverflow.com/questions/39053511/how-to-optimize-seo-for-spa-using-react-helmet>. The page title is "How to optimize SEO for SPA using react-helmet". The question has 1 answer and 4 votes. The accepted answer provides tips for improving SEO, mentioning the use of npm packages like `react-snapshot` and `prerender.io`. Handwritten annotations include a large black arrow pointing from the left margin towards the "react-snapshot" link, and a red curly brace on the right side grouping the text about using another npm package to improve SEO performance.

1st way
he saying that we must use another npm package if we want to improve the SEO performance if we are using helmet(plz see upcoming photos to see more about these npm packages)

2nd Way
is we must use another 3rd party service like pre-rendering site so that our react code will completely dumb into the index.html so that all the helmet code will be parsed and placed into the head tag of the index.html



react-snapshot

1.3.0 • Public • Published 4 years ago

Readme Explore (BETA) 7 Dependencies 9 Dependents 11 Versions

React Snapshot

A zero-configuration static pre-renderer for React apps. Starting by targeting Create React App (because it's great)

Install

> npm i react-snapshot

Repository

github.com/geelen/react-snapshot

Homepage

github.com/geelen/react-snapshot

Weekly Downloads

1,915

Version

1.3.0

License

ISC

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npm package, if we want to over the problem with helmet with SEO

1.3.0 • Public • Published 4 years ago

Readme

Explore (BETA)

7 Dependencies

9 Dependents

11 Versions

React Snapshot

A zero-configuration static pre-renderer for React apps. Starting by targeting Create React App (because it's great)

The Premise

Server-side rendering is a big feature of React, but for most apps it can be more trouble than its worth. Personally, I think the sweet spot is taking static site snapshots of all your publicly-accessible pages & leaving anything requiring authentication as a normal, JS-driven Single Page App.

This is a project to do that. Automatically, without any configuration, just smart defaults.

Retrospective progressive enhancement.

The snapshots still have the normal JS bundle included, so once that downloads the site will

- First, `npm i -D react-snapshot`
- Second, open your `package.json` and change `"scripts"` from

```
- "build": "react-scripts build"  
+ "build": "react-scripts build && react-snapshot"
```

- Third, change your usage of `react-dom`:

```
- import ReactDOM from 'react-dom';  
+ import { render } from 'react-snapshot';  
  
- ReactDOM.render(  
+ render(  
  <App/>,  
  document.getElementById('root')  
)
```

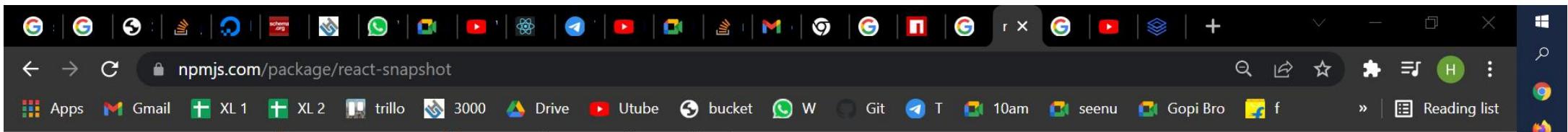


to use these npm package, we must need to remove the native approach the `ReactDOM`, we must use in these way as shown in the photos

For more info plz visit these npm package

This calls `ReactDOM.render` in development and `ReactDOMServer.renderToString` when prerendering. If I can make this invisible I will but I can't think how at the moment.

Options



The Implementation

It's pretty simple in principle:

- Fire up the home page in a fake browser and snapshot the HTML once the page is rendered
- Follow every relative URL to crawl the whole site
- Repeat.

There's a few more steps to it, but not much.

React-snapshot will crawl all links that it finds. You can create "site map" page, which will contain links to all pages.

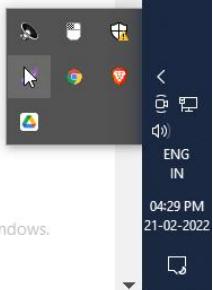
- We move build/index.html to build/200.html at the beginning, because it's a nice convention. Hosts like [surge.sh](#) understand this, serving `200.html` if no snapshot exists for a URL. If you use a different host I'm sure you can make it do the same.
- `pushstate-server` is used to serve the `build` directory & serving `200.html` by default
- The fake browser is JSDOM, set to execute any local scripts (same origin) in order to actually run your React code, but it'll ignore any third-party scripts (analytics or social widgets)
- We start a new JSDOM session for each URL to ensure that each page gets the absolute minimum HTML to render it.

The Caveats

This is a hacky experiment at the moment. I would really like to see how far we can take this approach so things "just work" without ever adding config. Off the top of my head:

if we use these npm package, there are some internal changes are happening, like its servers `200.html` file, instead of the `index.html` (just name changes) and etc.....

plz visit these npm package for more info



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← → C 🔒 designcode.io/react-hooks-handbook-seo-and-metadata

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

package always raises an issue related to UNSAFE_componentWillMount. As a workaround, we'll be using the [React Helmet Async](#) in this tutorial.

npm install --save react-helmet-async

Import **Helmet** in your **App.js** file.

import { Helmet, HelmetProvider } from "react-helmet-async";

Wrap your entire **App.js** body in a **HelmetProvider**.

```
const App = () => {
  return (
    <HelmetProvider>
      /* Content here */
    </HelmetProvider>
  );
}

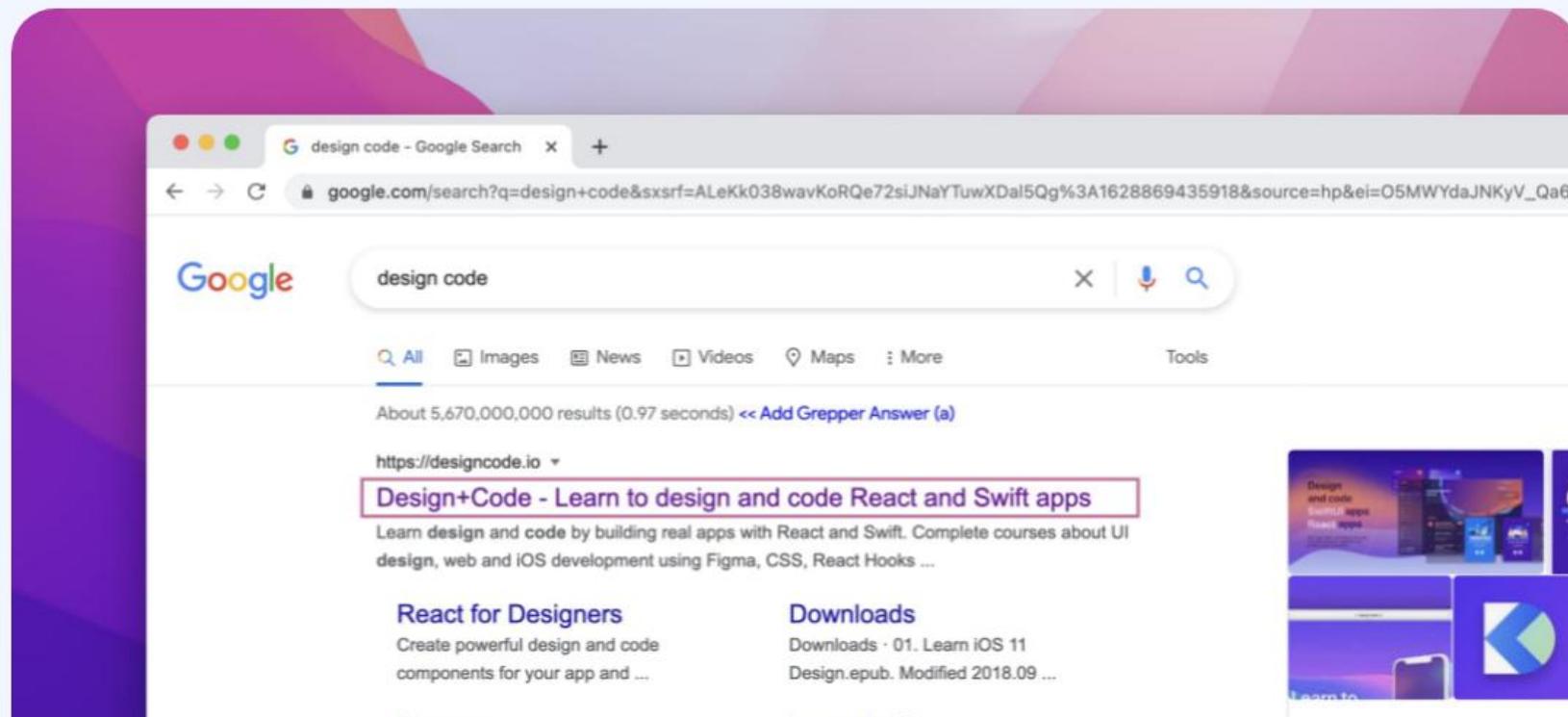
export default App
```

Kom losd about helmet

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04:51 PM
21-02-2022

Page title tag

Your page title is the first element any search engine displays. For example, when you search for **design code** on Google, the first result's title is **Design+Code - Learn to design and code React and Swift apps.**

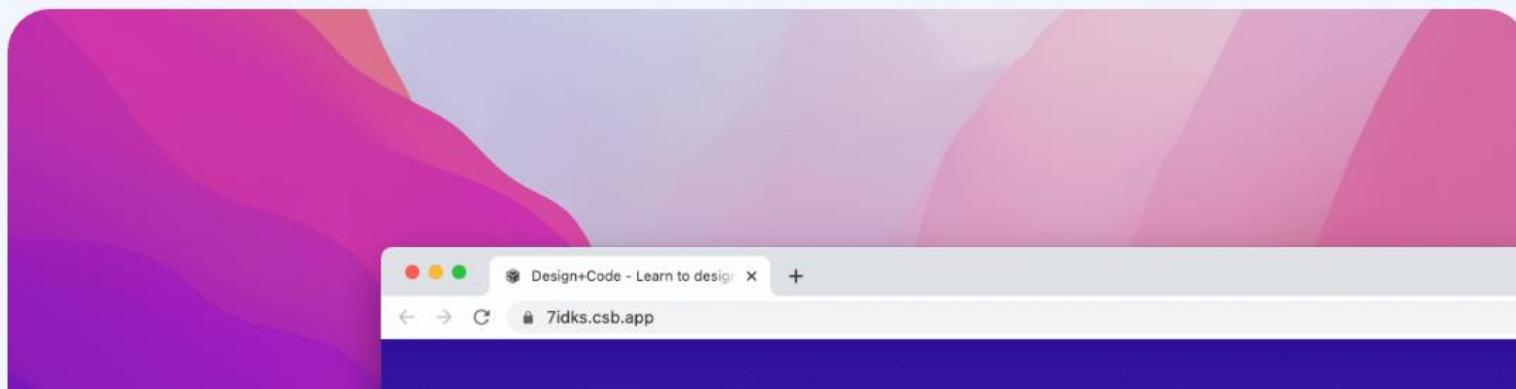


SEO Page title tag

This title can easily be added using React Helmet. In **App.js**, add the **Helmet** tags and nested inside of them, add a **title** tag. Provide any title that you want.

```
<Helmet>
  <title>Design+Code - Learn to design and code React and Swift apps</title>
</Helmet>
```

When you run your server, you'll see the title on the tab updated with the title you provided. This will also be the title that'll be displayed on search engines.



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Meta description

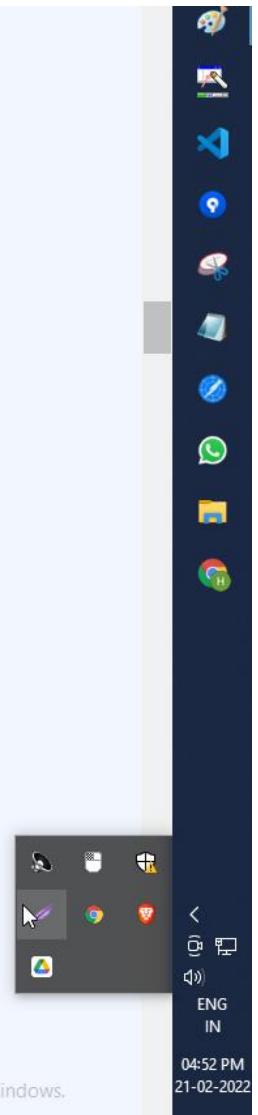


The second most important element is to add the **meta description**. This is the description that is shown right below the title on search engines.

Google search results for "design code". The first result is for [Design+Code - Learn to design and code React and Swift apps](https://designcode.io). A red box highlights the meta description: "Learn design and code by building real apps with React and Swift. Complete courses about UI design, web and iOS development using Figma, CSS, React Hooks ...".

Below the meta description, there are several other sections:

- React for Designers**: Create powerful design and code components for your app and ...
- Courses**: Meng To is the author of Design+Code. Meng started off ...
- Pricing Plans**: Pricing Plans. Get access to all our
- Downloads**: Downloads · 01. Learn iOS 11 Design.epub. Modified 2018.09 ...
- Learn Swift**: Learn Swift a robust and intuitive programming language created ...
- Tutorials**: Find the best tips and tricks in bite-



In the header, we'll add the following **meta description**:

```
// App.js

<meta
  name="description"
  content="Learn design and code by building real apps with React and Swift. Complete co
/>
```

To double check that the **meta description** has really been added to your application, inspect your page and look for the **meta description** in the **Elements** tab.

The screenshot shows a browser window with the title "Design+Code - Learn to design" and the URL "7idks.csb.app". The browser's developer tools are open, specifically the "Elements" tab, displaying the HTML structure of the page. The main content of the page is a large, colorful background featuring a gradient from purple to blue, with the word "Design+Code" centered in white. Below this, there is a message about favicons and a note that the file is a template. The source code in the browser's Elements tab includes standard HTML tags like <title>, <link>, <script>, and <body>, along with some CSS and JavaScript imports.

```
Unlike "/favicon.ico" or "favicon.ico", "/favicon.ico" will work correctly both with client-side routing and a non-root public URL.  
Learn how to configure a non-root public URL by running 'npm run build'.  
→>  
<title>Design+Code - Learn to design and code React and Swift apps</title>  
<link rel="manifest" href="/manifest.json">  
<link href="chrome-extension://idobkophnbfijcnlffdnnpponncappc/css/content.css" rel="stylesheet" type="text/css">  
▶<style data-styled="active" data-styled-version="5.2.1">...</style>  
↔<meta name="description" content="Learn design and code by building real apps with React and Swift. Complete courses about UI design, web and iOS development using Figma, CSS, React Hooks and SwiftUI." data-rh="true"> == $8  
<script charset="utf-8" src="https://codesandbox.io/static/js/0.84205e20b.chunk.js"></script>  
<script charset="utf-8" src="https://codesandbox.io/static/js/2.9e4369f2f.chunk.js"></script>  
<script charset="utf-8" src="https://codesandbox.io/static/js/7.a1fbf49ba.chunk.js"></script>  
</head>  
▼<body style="margin: 0px; background: #f2f6ff;">  
  <noscript> You need to enable JavaScript to run this app.  
  </noscript>  
  ▶<div id="root">...</div>  
  <!--  
    This HTML file is a template.  
    If you open it directly in the browser, you will see an empty  
    page.  
  
    You can add webfonts, meta tags, or analytics to this file.  
    The build step will place the bundled scripts into the <body>  
    tag.  
  
    To begin the development, run 'npm start' or 'yarn start'.  
  </!-->
```

Headings

Headings

Headings are another important part of SEO. Search engines will look at all ****heading's content in order to better suggest your website to users, depending on their search terms. The most important heading is **h1**, so make your titles relevant. Don't add too much text, as it'll just have the reverse effect: search engines won't be able to pinpoint the exact purpose of your website, and they can't suggest it accordingly.

Alt tags on images

Another important aspect of SEO is to add a relevant **alt** text to all images on your website. When search engines crawl your website, they look at the alt attributes of images to better understand the content of each image. For example, on Design Code's website, each image has a descriptive text, like **swiftui logo** for the SwiftUI logo. This is also best for accessibility purposes.

- The Twitter site. Set is as the Twitter handle of the creator of the app/website.
- The Twitter description, your app's description.

```
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:image" content="https://designcode.io/cloud/v2/twitter.jpg" />
<meta
  name="twitter:title"
  content="Design+Code - Learn to design and code React and Swift apps"
/>
<meta name="twitter:creator" content="@diepstefh" />
<meta name="twitter:site" content="@diepstefh" />
<meta
  name="twitter:description"
  content="Learn design and code by building real apps with React and Swift. Complete co
/>
```

Add ld+json script tag in client-side React

Asked 3 years, 8 months ago Active 6 months ago Viewed 17k times

These is the question
asked in the
stackoverflow

I have currently build a React app. Since it's a SPA, it has a single index.html file. I want to add 2 "ld+json" `script` tags, i.e for reviews and bookmarks for a certain route.

25

I've injected the `script` tag in `componentDidMount` of that component but the Google Structured Data Testing Tool doesn't read that.

4

Is it because Google reads directly from index.html and since my `script` tags are bundled inside main.js, it cannot read it?

🕒

Is it possible to do this in client side React? Is server side rendering the only possible way to do it?

-- Detailed Explanation--- I currently want to implement a system like IMDB has i.e whenever we search for a movie in google; the IMDB search result will show the rating of the movie in the google pages itself. To do that I've need to put a script in my index.html file

```
<script type='application/ld+json'>
{
  "@context": "http://schema.org/",
  "@type": "Review",
  "itemReviewed": {
    "@type": "Thing",
```

Is it possible to do this in client side React? Is server side rendering the only possible way to do it?

-- Detailed Explanation--- I currently want to implement a system like IMDB has i.e whenever we search for a movie in google; the IMDB search result will show the rating of the movie in the google pages itself. To do that I've need to put a script in my index.html file

```
<script type='application/ld+json'>
{
  "@context": "http://schema.org/",
  "@type": "Review",
  "itemReviewed": {
    "@type": "Thing",
    "name": "Name"
  },
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": "3",
    "bestRating": "5"
  },
  "publisher": {
    "@type": "Organization",
    "name": "1234"
  }
}
</script>
```

<https://stackoverflow.com/questions/50585501/add-ldjson-script-tag-in-client-side-react>

these is the url, copy it
and paste it in chrome

Since my app is an SPA, I cannot put this in my main index.html file.

My current approach: Suppose "/movies/inception" route renders "MovieDetail" component. So, I'm currently adding the script at the end of this component.

```
import React from 'react';
import JsonLd from '../path_to_JSONLD';

class MovieDetail extends React.Component {
  render(){
    let data = {
      "@context": "http://schema.org/",
      "@type": "Review",
      "itemReviewed": {
        ...
      }
    }
    return (
      <div>
        ...
      </div>
    );
  }
}
```

```
import React from 'react';
import JsonLd from '../path_to_JSONLD';

class MovieDetail extends React.Component {
  render(){
    let data = {
      "@context": "http://schema.org/",
      "@type": "Review",
      "itemReviewed": {
        "@type": "Thing",
        "name": "Name"
      },
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": "3",
        "bestRating": "5"
      },
      "publisher": {
        "@type": "Organization",
        "name": "1234"
      }
    }
    return(
      <SOME COMPONENTS />
      <JsonLd data={data} />
    )
  }
}
```



My JsonLd component

```
import React from 'react';

const JsonLd = ({ data }) =>
  <script
    type="application/ld+json"
    dangerouslySetInnerHTML={{ __html: JSON.stringify(data) }}>
  />;
```

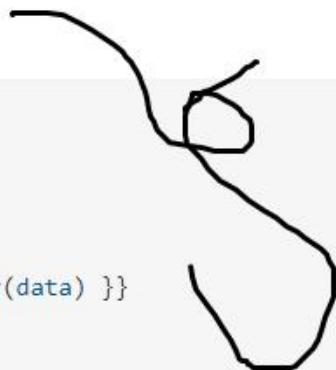
```
}
```

My JsonLd component

```
import React from 'react';

const JsonLd = ({ data }) =>
  <script
    type="application/ld+json"
    dangerouslySetInnerHTML={{ __html: JSON.stringify(data) }}
  />

export default JsonLd;
```



So, when i inspect the component; i can see the dynamically added script tag. But, in the structure testing tool "<https://search.google.com/structured-data/testing-tool>". It doesnt show the schema after validation. Hence, I asked whether it can be done via client side or SSR is only solution for this where i can give an updated index.html as a response.

I hope this clears the confusion. Thanks!

javascript reactjs json-ld google-rich-snippets

Share Edit Follow

edited May 29, 2018 at 13:54

asked May 29, 2018 at 13:21



Ashish Shetty

386 1 3 8

Your question is unclear at least to me and also lacking code. Please read stackoverflow.com/help/how-to-ask and then come back, edit your question/post a new one and we'll try to help. – [Ionut](#) May 29, 2018 at 13:29

I am pretty sure it depends on how exactly you are injecting the tags into your page. Without knowing that we would be guessing. It would also be interesting to know if they work when you add them directly to the index.html – [Tim Seguine](#) May 29, 2018 at 13:32

- 1 Updated the code. I hope this clears the confusion. Thanks! @[Tim Seguine](#) – [Ashish Shetty](#) May 29, 2018 at 13:55

28

For me, [React Helmet](#) works well.

```
<Helmet>
  <script className='structured-data-list' type="application/ld+json">{structuredJSON}</script>
</Helmet>
```

Where `structuredJSON` is something like result of such function:

```
export const structuredDataSingle = (prod, imgPath, availability) => {
  let data = {
    "@context": "http://schema.org/",
    "@type": "Product",
    "name": `${prod.title}`,
    "image": prod.images.map((item) => imgPath + item),
    "description": prod['description'],
    "url": location.href,
    "offers": {
      "@type": "Offer",
      "priceCurrency": `${prod['currency']} || "₴"`,
      "price": prod['price'] ? `${parseFloat(prod['price'])}` : 0,
      "availability": `${availability}`,
      "seller": {
        "@type": "Organization",
        "name": "TopMotoPro"
      }
    }
  };
}
```

 What will happen if one is caught smuggling something that is not illegal?

 Can you teleport others without teleporting yourself?

 Psychic/Telepathic Piloting System

 Why does the US keep announcing what they think Russia is going to do in Ukraine?

 Being Investigated at work. What should I do?

 can you earn income and pay taxes to the United States government when you are a non-citizen and not living in USA?

 How do you say "Availability to travel to workplace" in German?

 how to extract a few IPs from a yaml file

 Is the sum of a radical ideal and the ideal of a generic linear space intersecting that ideal radical?

 为什么开始的始有女字旁？Why is there a 女字旁 in the character 始？

 Voice of Authority: Is the reaction attack still limited by the weapon's range

 Chemistry without oil

 Identity of J. L. Rabinowitsch (of Rabinowitsch Trick)

 Did I overstep the players' agency by forcefully resolving conflict between one player and the rest of the group?
Activate Windows
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```

import React from 'react';
import MetaTags from 'react-meta-tags';
import JsonLd from 'path_to_jsonld';

export default class MetaComponent extends React.Component {
  render() {
    return (
      <div className="wrapper">
        <MetaTags>
          <title>{this.props.title}</title>
          <meta property="og:type" content="website" />
          <meta name="description" content={this.props.description} />
          <meta name="og:description" content={this.props.description} />
          <meta property="og:title" content={this.props.title} />
          <meta property="og:url" content={window.location.href} />
          <meta property="og:site_name" content={"content"} />
        </MetaTags>
      </div>
    )
  }
}

```

And then I imported this component in my main component

```

import React from 'react';
import MetaComponent from '../path_to_Metacomponent';

class MovieDetail extends React.Component {
  render() {
    let data = {
      "@context": "http://schema.org/",
      "@type": "Review",
      "itemReviewed": {
        "@type": "Thing",
        "name": "Name"
      },
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": "3",
        "bestRating": "5"
      },
      "publisher": {
        "@type": "Organization",
        "name": "1234"
      }
    }
    return(
      <SOME COMPONENTS />
      <MetaComponent jsonLd={data} title={"abcd"} description={"xyza"} />
    )
  }
}

```

when we keep these component side by side then it defenately load in index.html,these one way of adding these schema Object to project

Add a comment

As [@Дмитрий Дорогонов](#) suggested, you can use [React Helmet](#) to inline script elements.

You can also include them inline and use variable interpolation as well:

4

```
<script type="application/ld+json">{`  
  {  
    "@context": "http://schema.org",  
    "@type": "${typeVariable}"  
  }  
</script>
```

Share Edit Follow

answered Sep 23, 2019 at 14:56



Giovanni Benussi

or we can embed it directly into our html index.js file like these

This helped me:

1. Prepare your JSON and stringify it.

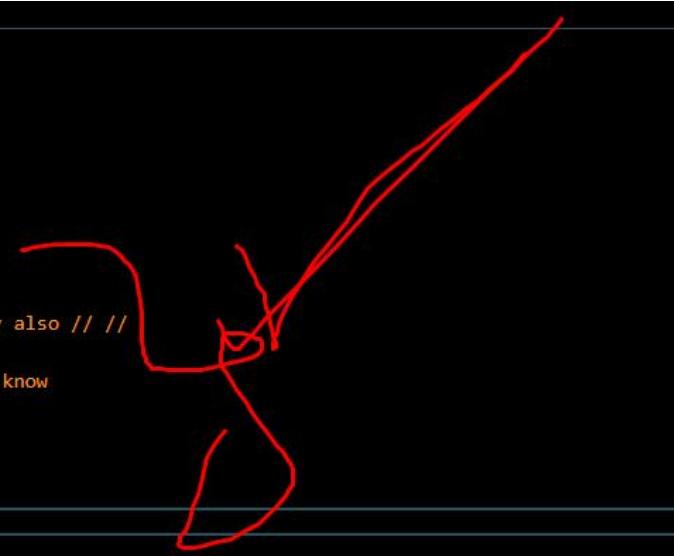
```
const ORG_SCHEMA = JSON.stringify({  
    "@context": "http://schema.org",  
    "@type": "Organization",  
    "name": "Allround",  
    "description": "Allround - An online learning experience through creative and co-curricul  
    "url": "https://allround.club/",  
    "logo": "https://allround.club/favicon.svg",  
    "address": {  
        "@type": "PostalAddress",  
        "streetAddress": "DD3, Diamond District, HAL Old Airport Road",  
        "addressLocality": "Bengaluru",  
        "addressRegion": "Karnataka",  
        "postalCode": "560008",  
        "Telephone": "+918035003600"  
    },  
    "sameAs": [  
        "https://www.facebook.com/Allround-Learning",  
        "https://www.linkedin.com/company/allround-club",  
        "https://www.instagram.com/allround.club/"  
    ]  
});
```

2. Use [dangerouslySetInnerHTML](#) to set the stringified JSON in the script tag.

```
<script type='application/ld+json' dangerouslySetInnerHTML={ { __html: ORG_SCHEMA } } />
```

You can see how it shows up to crawlers here: <https://allround.club/>

```
... Get Started index.html X
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      <title>Document</title>
8      <!-- // @context, @type, remaing all the Properties, we can changes and added new property also // //
9      u may thing how do i know left hand site name, just go the scheme offical
10     website, click the MedicalWebPage click u will get more example // u may thing , how do i know
11     whether i should add these Object or string to right hand side value , dont
12     worry, you will get tones explanaiton and example on the offical documenets,
13     // just go and see the doc and add the properties which u want -->
14     <script type="application/ld+json">
15       {
16         "@context": "https://schema.org",
17         "@type": "MedicalWebPage",
18         "about": {
19           "@type": "MedicalCondition",
20           "name": ["High Blood Pressure", "hypertension"]
21         },
22         "mainContentOfPage": ["Diagnosis", "Treatment"],
23         "audience": "https://schema.org/Patient",
24         "drug": [
25           {
26             "@type": "Drug",
27             "nonProprietaryName": "propanoalol",
28             "alternateName": "Innopran"
29           },
29           {
31             "@type": "Drug",
32             "nonProprietaryName": "atenolol",
33             "alternateName": "Tenormin"
34           }
35         ],
36         "lastReviewed": "2011-09-14",
37         "name": "beta-blocker",
38         "specialty": "https://schema.org/Cardiovascular"
39       }
40     </script>
41   </head>
42
43   <body></body>
44 </html>
```



Supported structured data attributes and values

Use structured data markup on your product landing pages to help Google retrieve up-to-date information about your products and offers directly from your website. Any structured data markup that is supported by Merchant Center will have corresponding attributes and accepted values, as listed in the [product data specification](#). Your structured data must be matched to the corresponding values and attributes.



Not all attributes are supported by schema.org at this time.

Attributes and schema.org annotations

Attributes are one of the ways that the product data you submit to Merchant Center is organized. Each attribute contains a single piece of information about a product, such as the product's title or description. Accurately matching the schema.org value to the corresponding [product data specification](#) attributes will lead to fewer errors when validating your feed.

Note: If you're using automatic item updates, make sure to specify the schema.org properties [price](#), [priceCurrency](#), and [availability](#) to increase its accuracy. [Learn more about automatic item updates](#)

Product Data Attribute	Schema.org Property	Type and Description
------------------------	---------------------	----------------------

Structured data markup

- [Supported structured data attributes and values](#)
- [About structured data markup for Merchant Center](#)
- [Set up structured data for Merchant Center](#)



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Enhance Your Site's Attributes

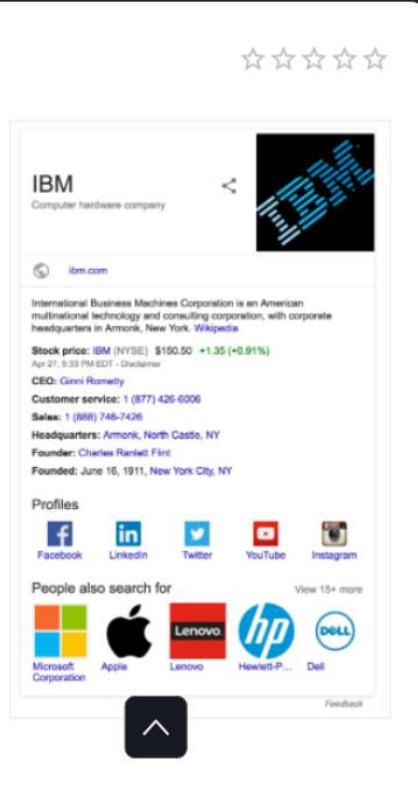
You can enhance the appearance and coverage of your official website and presence in Search results by first establishing it with Google. By adding structured data markup to your site, you can enable more of your site's functional and visual elements to appear directly in results and in Knowledge Graph cards. This makes it easier for users to recognize your official site and reach information you provide more easily when they search.

This document covers the following site attributes you can enable for search results:

- **Business details** like physical location and contact information
- **Marketing details** like your official name, logo, and social profile info

Establish your business details with Google

Google offers a variety of ways to help you provide key business details so that they show up for users in Search results. This section describes how to make your businesses location, official site, and content info available for results, Knowledge Graph cards, and Google Maps.



these is from the Official from Search regrading the scheme Oject preparation

Go throught these photo u will understand

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In search engine's structured language they want you to:

1. Confirm your name, your address, your social media accounts, your official website
2. Identify what image, logo, description you want them to show when they mention you (and more often than not, they will use what you provide).
3. Provide proof of who you are, and create credibility through third-party confirmation in the “sameAs” field (Crunchbase, Wikipedia, etc.).

There is no reason not to help them, especially as they specifically ask you to!

What format should I use?

Use JSON-LD for organization schema rather than embedding the markup into your HTML. It is much easier to maintain. Plus Google recommends it!

Format	Description and Placement
JSON-LD*(Recommended)	JavaScript notation embedded in a <script> tag in the page head or body. The markup is not interleaved with the user-visible text, which makes nested data items easier to express, such as the Country of a PostalAddress of a MusicVenue of an Event. Also, Google can read JSON-LD data when it is dynamically injected into the page's contents, such as by JavaScript code or embedded widgets in your content management system.
Microdata	An open-community HTML specification used to nest structured data within HTML content. Like RDFa, it uses HTML tag attributes to name the properties you want to expose as structured data. It is typically used in the page body, but can be used in the head.
RDFa	An HTML5 extension that supports linked data by introducing HTML tag attributes that correspond to the user-visible content that you want to describe for search engines. RDFa is commonly used in both the head and body sections of the HTML page.

Google recommends using JSON-LD for structured data whenever possible.

Google Structured Data Testing Tool



```
1 <script type="application/ld+json">
2 {
3   "@context" : "http://schema.org",
4   "@type" : "Corporation",
5   "@id": "https://corporation.mailjet.com",
6   "legalName" : "Mailjet SAS",
7   "description": "Mailjet SAS is an all-in-one Email Services Provider",
8   "url" : "https://www.mailjet.com",
9   "address": {
10     "@type": "PostalAddress",
11     "addressLocality": "Paris",
12     "addressCountry": "FR",
13     "postalCode": "75012",
14     "streetAddress": "13b rue de l'Aubrac"
15   },
16   "logo" : "https://www.mailjet.com//wp-content/uploads/2017/02/logo-mailjet-asset.jpg",
17   "sameAs" : [
18     "https://www.facebook.com/mailjet/",
19     "https://twitter.com/mailjet",
20     "https://www.youtube.com/mailjetTV",
21     "https://www.linkedin.com/company/mailjet"]
22 }
23 </script>
```



The JSON-LD code.

Here we state (and this is the very least you should include):

1. The type of company
2. The company name
3. Official website
4. Address
5. The official logo
6. The preferred description
7. The social accounts
8. The unique identifying URL



Are there other values for : "@type": "Corporation"?

Yes. Quite a few. The most general is "Organization". Many companies use this value, for example, Mailjet has used "Corporation". Here are the top-level options to choose from:

- Select a type -
- ✓ Organization
 - Airline
 - Corporation
 - Educational Organization
 - Professional Service
 - Medical Organization
 - NGO
 - Sports Organization
 - Performing Group





You should choose the most specific value possible. Companies should use Corporation and not the more general Organization. Most Local Businesses will find a category that suits them. Ideally, you should choose the same category you have in Google My Business. However, as My Business and Schema.org do not use the same categorization, that is not always possible. Choose the closest match. There are well over 100, so you can get pretty close. Here are a few examples:

- Local Business
- Animal Shelter
- Automotive Business
- Auto Body Shop
- Auto Dealer
- Auto Parts Store
- Auto Rental
- Auto Repair
- Auto Wash
- Gas Station
- Motorcycle Dealer
- Motorcycle Repair
- Child Care
- Dentist
- Dry Cleaning Or Laundry

- Food Establishment
- Bakery
- Bar Or Pub
- Brewery
- Cafe Or Coffee Shop
- Fast Food Restaurant
- Ice Cream Shop
- Restaurant
- Winery
- Health And Beauty Business
- Beauty Salon
- Day Spa
- Hair Salon
- Health Club
- Nail Salon

- Store
- Auto Parts Store
- Bike Store
- Book Store
- Clothing Store
- Computer Store
- Convenience Store
- Department Store
- Electronic
- Florist
- Furniture Store
- Garden Store
- Grocery Store
- Jewelry Store
- Liquor Store



- Local Business
- Animal Shelter
- Automotive Business
 - Auto Body Shop
 - Auto Dealer
 - Auto Parts Store
 - Auto Rental
 - Auto Repair
 - Auto Wash
 - Gas Station
 - Motorcycle Dealer
 - Motorcycle Repair
- Child Care
 - Dentist
 - Dry Cleaning Or Laundry
- Food Establishment
 - Bakery
 - Bar Or Pub
 - Brewery
 - Cafe Or Coffee Shop
 - Fast Food Restaurant
 - Ice Cream Shop
 - Restaurant
 - Winery
- Health And Beauty Business
 - Beauty Salon
 - Day Spa
 - Hair Salon
 - Health Club
 - Nail Salon
- Store
 - Auto Parts Store
 - Bike Store
 - Book Store
 - Clothing Store
 - Computer Store
 - Convenience Store
 - Department Store
 - Electronics Store
 - Florist
 - Furniture Store
 - Garden Store
 - Grocery Store
 - Jewelry Store
 - Liquor Store

LocalBusiness Schema Categories Examples

- - Child Care
- - Dentist
- - Dry Cleaning Or Laundry

- - - Hair Salon
- - - Health Club
- - - Nail Salon

- - - Grocery Store
- - - Jewelry Store
- - - Liquor Store

LocalBusiness Schema Categories Examples

If you do not find the right category for your business, you can actually create it. Just find the Wikipedia page that represents your business category, add that to this URL <http://www.productontology.org/doc/> and add an "additionalType" to your markup.

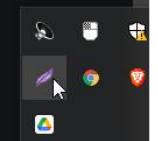
For example, if I run a beer shop, and I want to be really specific, LiquorStore isn't QUITE right. I would get the page for Beer Shop on Wikipedia (https://en.wikipedia.org/wiki/Beer_shop), take the part after /wiki/ to do this.



Google Structured Data Testing Tool

```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "Store",
5   "additionalType": "http://www.productontology.org/doc/Beer_shop",
6   "name": "My Beer Shop",
7   "description": "Selling specialist beers from around the globe since 1999",
8   "logo": "http://my-beer-shop.com/assets/logo.png",
9   "image": "http://my-beer-shop.com/assets/shopfront.png",
10  "url": "http://my-beer-shop.com",
11  "telephone": "0123456789",
12  "sameAs": ["https://twitter.com/mybeershop", "https://linkedin.com/in/mybeershop"],
13  "address": {
14    "@type": "PostalAddress",
15    "streetAddress": "9 My Street",
16    "addressLocality": "My Town",
17    "postalCode": "02563",
18    "addressCountry": "United Kingdom"
19  }
20 }
21 </script>
```

if we dont find the right category which we want these explicitly, then add additionalType to manually add categories.



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A unique, never-changing subdomain with hashtags / anchors:

1. Allows you to have the truly never changing id (which is what these machines are looking for) 
2. Allows you to keep UE and machine understanding apart (anyone who has tried pleasing both users and machines at the same time knows this can get complicated)
3. Allows you to add anchors for detail without worrying about effects on UE navigation
4. Most importantly - allows you to add data to the URL. The subdomain (URL) CAN return data in Schema format - including product details and very IMPORTANTLY the current active URL for the UE. Meaning that machines would always come to this URL to find current (reliable) information about any given  entity. Using this system, you can inform / educate the machines without impacting UE. As long as you always refer explicitly to the URL intended for

Google Structured Data Testing Tool

```
1 <script type="application/ld+json">
2 {
3     "@context" : "http://schema.org",
4     "@type" : "Corporation",
5     "@id": "https://corporation.mailjet.com",
6     "legalName" : "Mailjet SAS",
7     "description": "Mailjet SAS is an all-in-one Email Services Provider",
8     "url" : "https://www.mailjet.com",
9     "address": {
10         "@type": "PostalAddress",
11         "addressLocality": "Paris",
12         "addressCountry": "FR",
13         "postalCode": "75012",
14         "streetAddress": "13b rue de l'Aubrac"
15     },
16     "logo" : "https://www.mailjet.com//wp-content/uploads/2017/02/logo-mailjet-asset.jpg",
17     "sameAs" : [
18         "https://www.facebook.com/mailjet/",
19         "https://twitter.com/mailjet",
20         "https://www.youtube.com/mailjetTV",
21         "https://www.linkedin.com/company/mailjet",
22         "https://www.crunchbase.com/organization/mailjet",
23         "https://www.wikidata.org/wiki/Q19903434",
24         "https://en.wikipedia.org/wiki/Mailjet",
25         "http://www.societe.com/societe/mailjet-524536992.html",
26         "https://www.infogreffre.fr/entreprise-societe/524536992-mailjet-750112B088690000.html"],
27     "funder":
28     [
29         {
30             "@type" : "Corporation",
31             "legalName" : "EFounders SAS",
32             "url": "https://efounders.co/",
33             "sameAs": "https://www.wikidata.org/wiki/Q20671666"
34         },
35         {
36             "@type" : "Corporation",
37             "legalName" : "Iris Capital",
38             "url": "http://www.iriscapital.com/",
39             "sameAs": "https://www.wikidata.org/wiki/Q3154409?uselang=fr"
40         }
41     ],
42     "owns":
43     [
44         {
45             "@type": "Product",
46             "name": "Mailjet",
47             "url": "https://app.mailjet.com"
48         }
49     ]
50 </script>
```

Here we have added:

1. Several reliable references to the company,
2. Some investors
3. The product the company offers (an emailing platform)

Here is what Google "sees". It is very, very clear.



Corporation

All (1) ▾

Corporation

0 ERRORS 0 WARNINGS ^

ID: <https://corporation.mailjet.com/>

@type	Corporation
@id	https://corporation.mailjet.com/
legalName	Mailjet SAS
description	Mailjet SAS is an all-in-one Email Services Provider
url	https://www.mailjet.com
logo	https://www.mailjet.com/wp-content/uploads/2017/02/logo-mailjet-asset.jpg
sameAs	https://www.facebook.com/mailjet/
sameAs	https://twitter.com/mailjet
sameAs	https://www.youtube.com/mailjetTV
sameAs	https://www.linkedin.com/company/mailjet
sameAs	https://www.crunchbase.com/organization/mailjet
sameAs	https://www.wikidata.org/wiki/Q19903434
sameAs	https://en.wikipedia.org/wiki/Mailjet
sameAs	http://www.societe.com/societe/mailjet-524536992.html
sameAs	https://www.infogreffe.fr/entreprise-societe/524536992-mailjet-750112B088690000.html
address	
@type	PostalAddress
addressLocality	Paris
postalCode	75012
streetAddress	13b rue de l'Aubrac
addressCountry	
@type	Country
name	FR
funder	

