Schema.org takes care of all the structured data needs on your website. Search engines like Google can pick up this data and present your page in an enhanced way if you use it to describe products, reviews, events, and recipes. If you want rich results like snippets, interactive mobile results, voice-activated actions, or a listing in the knowledge graph, you need to describe your pages with structured data. This structured data ultimate guide is an overview of this wide-ranging topic.

The major search engines, Google, Bing, Yandex, and Yahoo, collectively developed this vocabulary to reach a shared language to understand websites better. Today, search engines use it for many things, from fact-checking content to COVID-19 alerting!

The rich results formerly known as rich snippets

Ratings & reviews

Currency & price

Sony a9 Alpha Mirrorless Digital Camera (Sony a9 Body) ILCE-9/B B&H

Snippet

https://www.bhphotovideo.com/c/.../sony_ice_9_b_alpha_a9_mirrorless_digital.html ▼

★★★★★ Rating: 4,8 - 54 reviews - US$4.198,00 - In stock

Availability

Buy Sony Alpha a9 Mirrorless Digital Camera (Sony a9 Body) featuring 24.2MP Full-Frame Stacked CMOS Sensor, BIONZ X Image Processor & Front-End LSI.

Camera Format: Full-Frame   Sensor Type / Size: CMOS, 35.6 x 23.8 mm
Lens Mount: Sony E-Mount   Memory Card Type: SD; SDHC; SDXC; Memory ...

Product description

The rich results formerly known as rich snippets

Rich results are the extra pieces of information and interactive features shown on a search result page. In addition to the regular black lines of meta description text, you can enhance a search result with product information like prices or reviews or extra navigational tools like breadcrumbs or site search.

Read more: Rich snippets everywhere »

Rich results on mobile

Does structured data work on mobile?

Yes, the results of implementing structured data work everywhere. Mobile is one of the places where the results of a Schema implementation are most visible.

If a page meets the criteria set by Google, you can now book movie tickets or reserve a table at a restaurant directly from the search results. If you implement structured data correctly, you could also be eligible for several interactive extras on the mobile search results pages. In addition, if you add AMP to the equation, you can get even more Google-approved interactive goodies on mobile.

How to get ratings and reviews for your online business

31 May 2021 | 4 Comments | Tags Ecommerce SEO, Rich Snippets, Schema.org, Technical SEO, User eXperience (UX)

Testimonials

A testimonial tells you that someone you can identify with has bought a product and loved it. That might mean the product is just the right thing for you as well. A testimonial is often a page of text and photos of customers explaining why your product or business is great. Also, video works really well for this. You could feature a recognizable expert endorsing your product.
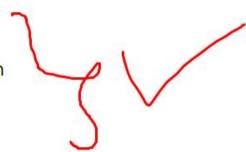
> *Yoast has helped me by making it incredibly easy to optimize all my on-page elements on my WordPress site, to get me from 0 to a consistent 3,000 monthly page views. I couldn't have done it without you guys. On top of the effortless on-page optimization, Yoast has an incredibly thorough and in-depth content catalog on their website that has allowed me to learn so much about SEO.*
>
> **Peter Conley** - Producer & Web Designer

Activ
Go to

Business ratings

You will most likely get ratings for your brand or shop on a website like Trustpilot, Reseller Ratings, or Google My Business. Google will see these ratings and will even add Google My Business ratings to their Knowledge Graph information.

https://www.trustpilot.com › ... › Home & Garden   ⋮

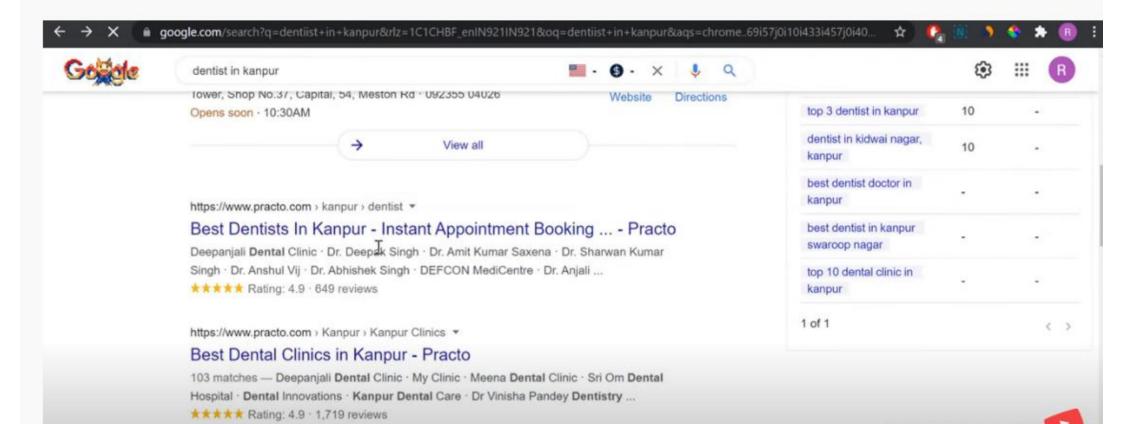### MADE.COM Reviews | Read Customer Service ... - Trustpilot

I ordered a sofa bed, the delivery time was between 5 and 8 weeks. It was delivered in the 5th week which was nice. They contact me by email and phone to ...

★★★★★ Rating: 4.3 · 90,194 reviews

Made.com's Trustpilot score is highlighted in Google's search results

The time that Google added stars to search result pages for any website that added

Google 🐾

dentist in kanpur 🇺🇸 ▾ ⑤ ▾ ✕ 🎤 🔍   ⚙ ⠿ Ⓡ

Tower, Shop No.37, Capital, 54, Meston Rd · 092355 04026
Opens soon · 10:30AM

Website   **Directions**

→ View all

https://www.practo.com › kanpur › dentist ▾

Best Dentists In Kanpur - Instant Appointment Booking ... - Practo

Deepanjali **Dental** Clinic · Dr. Deepak Singh · Dr. Amit Kumar Saxena · Dr. Sharwan Kumar
Singh · Dr. Anshul Vij · Dr. Abhishek Singh · DEFCON MediCentre · Dr. Anjali ...
★★★★★ Rating: 4.9 · 649 reviews

https://www.practo.com › Kanpur › Kanpur Clinics ▾

Best Dental Clinics in Kanpur - Practo

103 matches — Deepanjali **Dental** Clinic · My Clinic · Meena **Dental** Clinic · Sri Om **Dental**
Hospital · **Dental** Innovations · **Kanpur Dental** Care · Dr Vinisha Pandey **Dentistry** ...
★★★★★ Rating: 4.9 · 1,719 reviews

https://www.justdial.com › ... › 986+ Listings ▾

top 3 dentist in kanpur	10	-
dentist in kidwai nagar, kanpur	10	-
best dentist doctor in kanpur	-	-
best dentist in kanpur swaroop nagar	-	-
top 10 dental clinic in kanpur	-	-

1 of 1   ‹ ›

Best Dentists In Kanpur - Instant Appointment Booking ... - Practo

Deepanjali **Dental** Clinic · Dr. Deepak Singh · Dr. Amit Kumar Saxena · Dr. Sharwan Kumar Singh · Dr. Anshul Vij · Dr. Abhishek Singh · DEFCON MediCentre · Dr. Anjali ...

★★★★★ Rating: 4.9 · 649 reviews

Best Dental Clinics in Kanpur - Practo

103 matches — Deepanjali **Dental** Clinic · My Clinic · Meena **Dental** Clinic · Sri Om **Dental** Hospital · **Dental** Innovations · **Kanpur Dental** Care · Dr Vinisha Pandey **Dentistry** ...

★★★★★ Rating: 4.9 · 1,719 reviews

Dentists in Kanpur - Best Dental Clinics - Justdial

Dental procedures followed by **dentists in Kanpur** to maintain oral health · Braces · Bridges and implants · Crowns and caps · Fillings and repairs · Gum surgery · Oral

best
kanpu

best
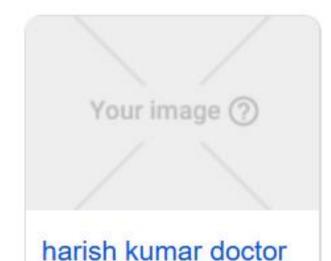sward

top 10
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1 of 1

ball game.

- Please don't copy reviews from Yelp or whatever other review sites, but collect them from your users directly and display these on your site.

In September 2019, Google put the squeeze on how they look at reviews and which Schema types it supports. For the LocalBusiness and Organization types, it is no longer possible to add self-serving reviews to your site. These are reviews about businesses you collect yourself and put on your own site. It's also not allowed to add external reviews via a widget. Of course, other types of content can still get reviews. You won't be in violation if you have self-serving reviews on your site right now, but Google will not show your reviews in search anymore. Do follow Google's guidelines, or else you will get a penalty.

Google also limited the types for which it accepts review structured data. Among

devices. Learn more.

G https://support.google.com › answer ⋮

Your rich card title here

Your image ⑦

harish kumar doctor

4 ★★★★☆ (250)
Nizamabad, Ammpeet

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28        }
29      ],
30      "lastReviewed": "2011-09-14",
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47        "Mo-Th 17:00-21:30",
48        "Fr-Sa 17:00-22:00"
49      ],
50      "priceRange": "$120"
```

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Your rich card title here

Your image ⑦

harish kumar doctor

4 ★★★★☆ (250)
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