

brightonSEO.



MERKLE.

Alexis Sanders

Merkle Inc

Advanced and Practical Structured Data

 @AlexisKSanders

#brightonSEO

```
<script type="application/ld-json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "name": "Super Product!"
  "offers": {
    "@type": "Offers",
    "priceCurrency": "USD",
    "price": "12.99",
  }
}
</script>
```

**Find 5 errors in this
JSON-LD.**



```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Person",
  "name": "Alexis Sanders",
  "jobTitle": "Technical SEO Manager",
  "sameAs": "https://twitter.com/AlexisKSanders",
  "worksFor": {
    "@type": "Organization",
    "name": "Merkle",
    "url": "https://www.merkleinc.com"
  },
  "url": "https://technicalseo.expert"
}
</script>
```

Merkle SEO team works across a vast array of clients



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@AlexisKSanders

I'm Sophia's #ProudAunt too.

```
"relatedTo": {  
  "@type": "Person",  
  "name": "Sophia"  
}
```



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```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Product",
  "name": "Super Product!",
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "12.99",
  }
}
</script>
```

← Should be +

← Straight quote

← Comma after property

← Offer

← No comma for last property

Answers

Moral of Story:

It's easy to make small errors,
always **validate!**

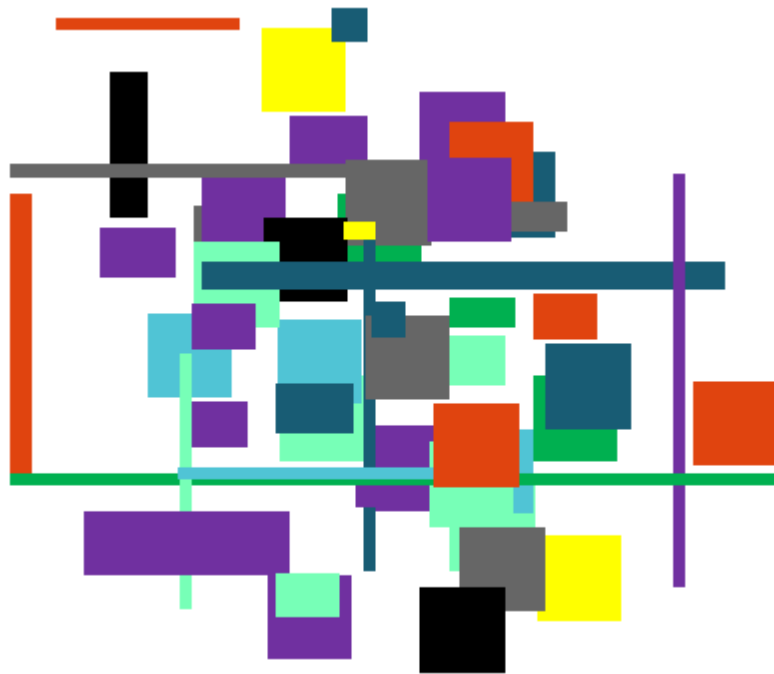
Agenda

- Overview
- Why we <3 it
- Practical
- Advanced
- Implementing A-Z
(hopefully not zzz)
- Common pitfalls

Structured data
n. Information with a **high
degree of organization.**

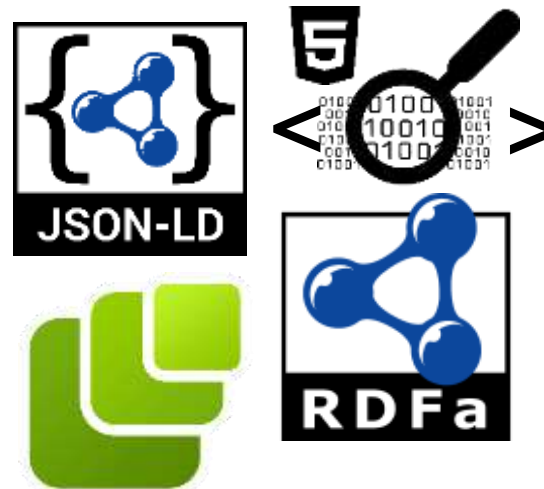
Conceptual visualization of structured data for web

Unstructured Data



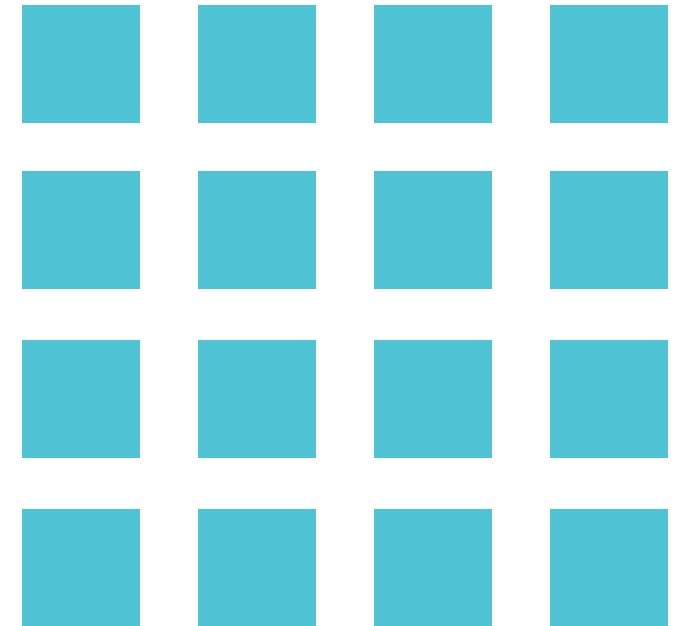
(e.g., text)

Markup types



JSON-LD
Microdata
Microformats
RDFa

Structured Data



Schema.org is a vocabulary (of many), but really is more comparable to a dictionary.

Each type (thing you markup) has a definition

(Item) type

Definition

schema.org

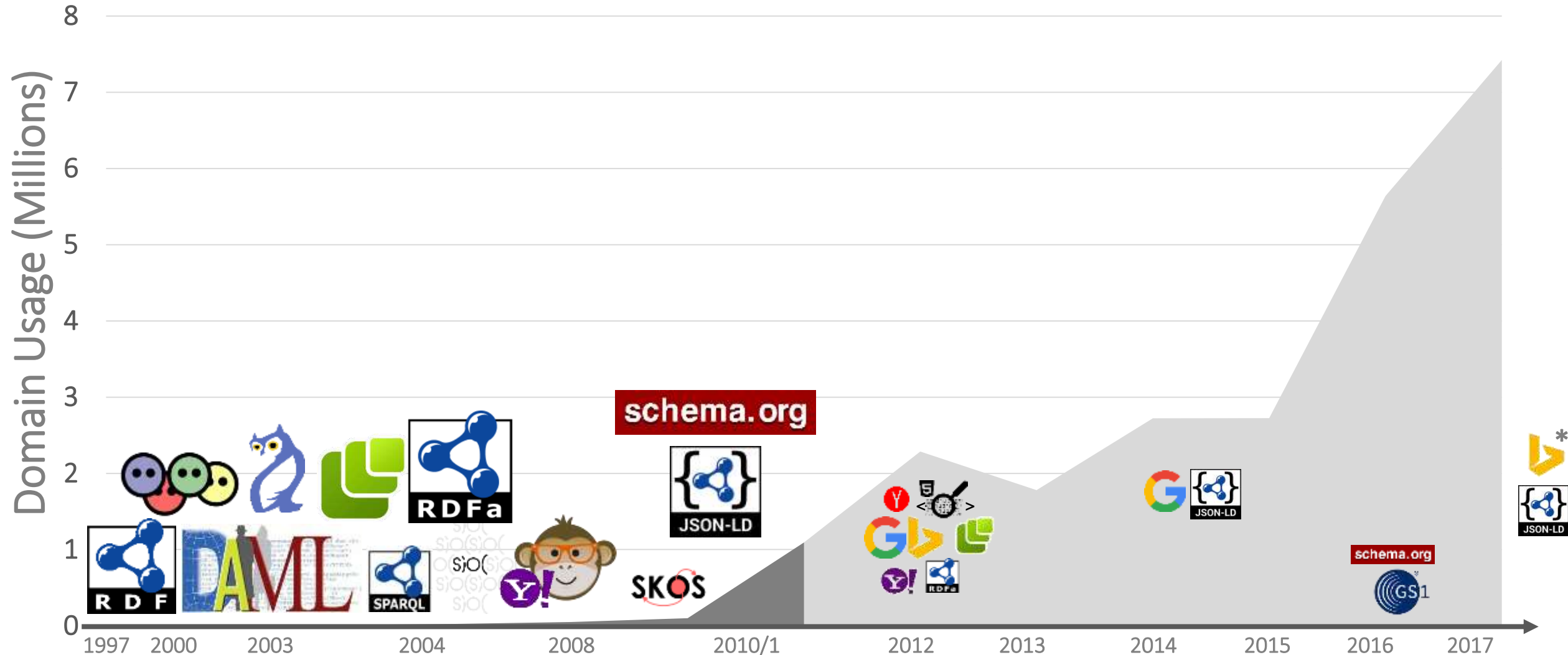
Product

Canonical URL: <http://schema.org/Product>

[Thing](#) > [Product](#)

Any offered product or service. For example: a pair of shoes; a concert ticket; the rental of a car; a haircut; or an episode of a TV show streamed online.

Story of web structured data: less ended up being more.



Mircodata*

```
<div itemscope itemtype="http://schema.org/Event">  
  <span itemprop="name">BrightonSEO</span>  
  <meta itemprop="url"  
content="https://www.brightonseo.com/" />  
  <meta itemprop="startDate" content="2018-04-26T7:00" />  
  <meta itemprop="endDate" content="2018-04-27T16:15" />  
</div>
```




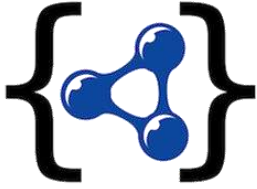










#brightonSEO

JSON-LD*

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Event",
  "name": "BrightonSEO",
  "url": "https://www.brightonseo.com/",
  "startDate": "2018-04-26T7:00",
  "endDate": "2018-04-27T16:15"
}
</script>
```



Microdata versus JSON-LD

	MICRODATA 	JSON-LD 
What is it?	HTML 	JavaScript 
Support	   	 
Implementation	Can be easier for templated pages 	Easier to copy and paste on page 

Nesting

n. organizing information in layers; adding objects in objects.

Match Nest Me!

Rated 4.5 out of 5

75 reviews

JÄSÖN

\$7.29 (USD)

Super Shine Apricot Shampoo



Product

name :

aggregateRating :

@type : AggregateRating

ratingValue :

reviewCount :

offers :

@type : Offer

price :

priceCurrency :

brand :

@type : Thing

name :

Match Nest Me!

Rated 4.5 out of 5

75 reviews

JĀSÖN

\$7.29 (USD)

Super Shine Apricot Shampoo



Product

name : Super Shine Apricot Shampoo

aggregateRating :

@type : AggregateRating

ratingValue : 4.5

reviewCount : 75

offers :

@type : Offer

price : 7.29

priceCurrency : USD

brand :

@type : Thing

name : JĀSÖN

Match Nest Me!

Rated 4.5 out of 5

75 reviews

JĀSÖN

\$7.29 (USD)

Super Shine Apricot Shampoo



```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Product",
  "name": "Super Shine Apricot Shampoo",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.5",
    "reviewCount": "75"
  },
  "offers": {
    "@type": "Offer",
    "price": "7.29",
    "priceCurrency": "USD"
  },
  "brand": {
    "@type": "Thing",
    "name": "JĀSÖN"
  }
}
</script>
```


Benefits: Why <3 Structured Data

1. Enhanced SERP Results

Product
AggregateRating 
Offer \$

Rick and Morty Hats The New US Animation Rick Caps Dad Hat ...

<https://www.aliexpress.com/.../Rick-and-Morty-Hats...Rick...Hat.../32814989517.html> ▼

★★★★★ Rating: 4.8 - 268 reviews - \$4.62

Cheap snapback quality, Buy Quality bone snapback directly from China dad hat Suppliers: **Rick and Morty Hats** The New US Animation Rick Caps Dad Hat Adjustable High Quality Cotton Baseball Cap Black Beige Bone Snapback.

[Block aliexpress.com](#)

1. Enhanced SERP Results

MusicEvent



Shakira Tickets | Shakira Tour Dates 2018 and Concert Tickets - viagogo

<https://www.viagogo.com/Concert-Tickets/Rock-and-Pop/Shakira-Tickets> ▼

Shakira tickets now available from \$52.06 as of 18 Feb 2018 - viagogo, world's largest ticket marketplace - All tickets 100% guaranteed!

Fri, Aug 3 United Center, Chicago, USA































Sat, Aug 4 Little Caesars Arena, Detroit, USA

Fri, Aug 10 Madison Square Garden, New York, USA

Block [viagogo.com](https://www.viagogo.com)

Google's featured snippets with rich results



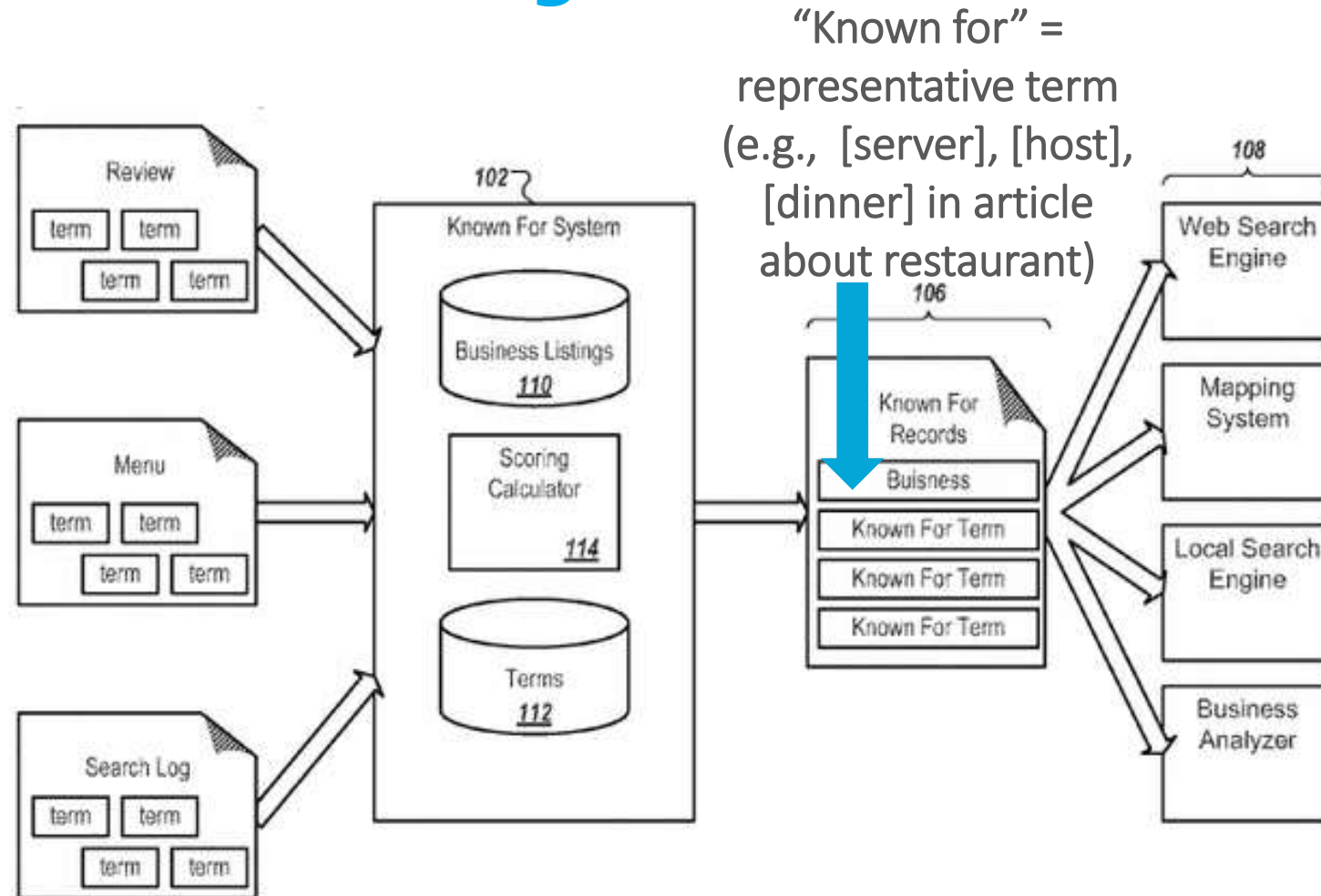
	Article			Movie (WatchAction*)		AggregateRating
	BlogPosting					Recipe
	 Book*			MusicAlbum*		Review*
	BreadcrumbList			MusicArtist*		SoftwareApplication*
	ClaimReview*			MusicGroup*		TVEpisode (WatchAction*)
	Course			NewsArticle		TVSeason (WatchAction*)
	Dataset*			Occupation		TVSeries (WatchAction*)
	Event			Organization (ContactPoint, logo, sameAs)		VideoObject
	ImageObject					WebPageElement (isAccessibleForFree for Paywall Content)
	ItemList			Person (sameAs)		
	JobPosting			Product (Offer)		Website (SearchAction)
	LocalBusiness*			Rating		*Opt-in, must express interest

2. CTR for rich results = higher than without (in most cases)

Rich Results vs Non-Rich Results Comparison			
	RR CTR	No RR CTR	CTR % Diff ▼
eCommerce Site 1	2%	0%	∞
eCommerce Site 2	9%	4%	139%
eCommerce Site 3	6%	3%	109%
eCommerce Site 4	11%	6%	82%
eCommerce Site 5	8%	5%	64%
eCommerce Site 6	3%	2%	32%
eCommerce Site 7	3%	4%	-19%

3. Offers potential to improve confidence in relevance

Example of Associating Terms with Business Listing



“I want to live in a world
where schema is not that
important, but currently, **we**
need it...

@methode
Gary Illyes
Google



...If a team at Google recommends it, you probably should make use of it, as schema helps us understand the content on the page.

@mctnode

Gary Illyes

Google



...and it is used in certain
search features (but not in
rankings algorithms)."

@methode
Gary Illyes
Google



Schema can help us extract entities better

@JohnMu
John Mueller
Google



Google doesn't mind if
people markup non-
supported markup (change
in SERP may not be
noticeable)

@JohnMu
John Mueller
Google



We don't use Schema.org as a quality factor

@JohnMu
John Mueller
Google



4. Product Merchant Center Feed updates (2017)

<https://support.google.com/merchants/answer/6069143>

Benefits:

- Automatic item updates
- Google Sheets Merchant Center add-on

Structured data markup **must be present in the HTML** returned from the web server (i.e., no JavaScript generated tags)

5. Future: Support Voice (hypothesis)

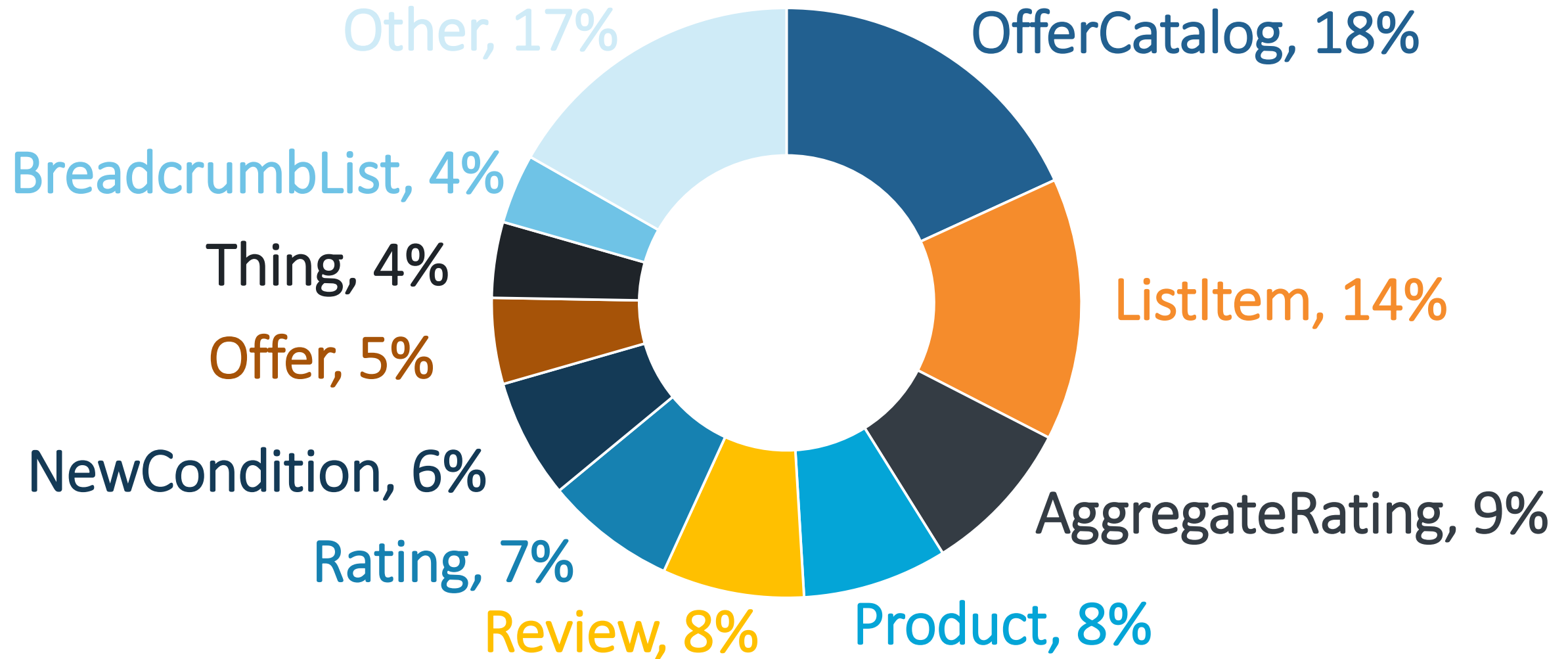
Google Mini pulls web **answers from featured snippets**. Featured snippets appear when Google has **high confidence in usefulness** of response. **Structured data can support confidence ratings.**



+25K eCommerce URLs populating with featured snippets:

- Microdata: 76%
- JSON-LD: 25%
- OGP: 68%
- Twitter Summary Cards: 27%

Top Occurring Microdata for eCom with Snippet



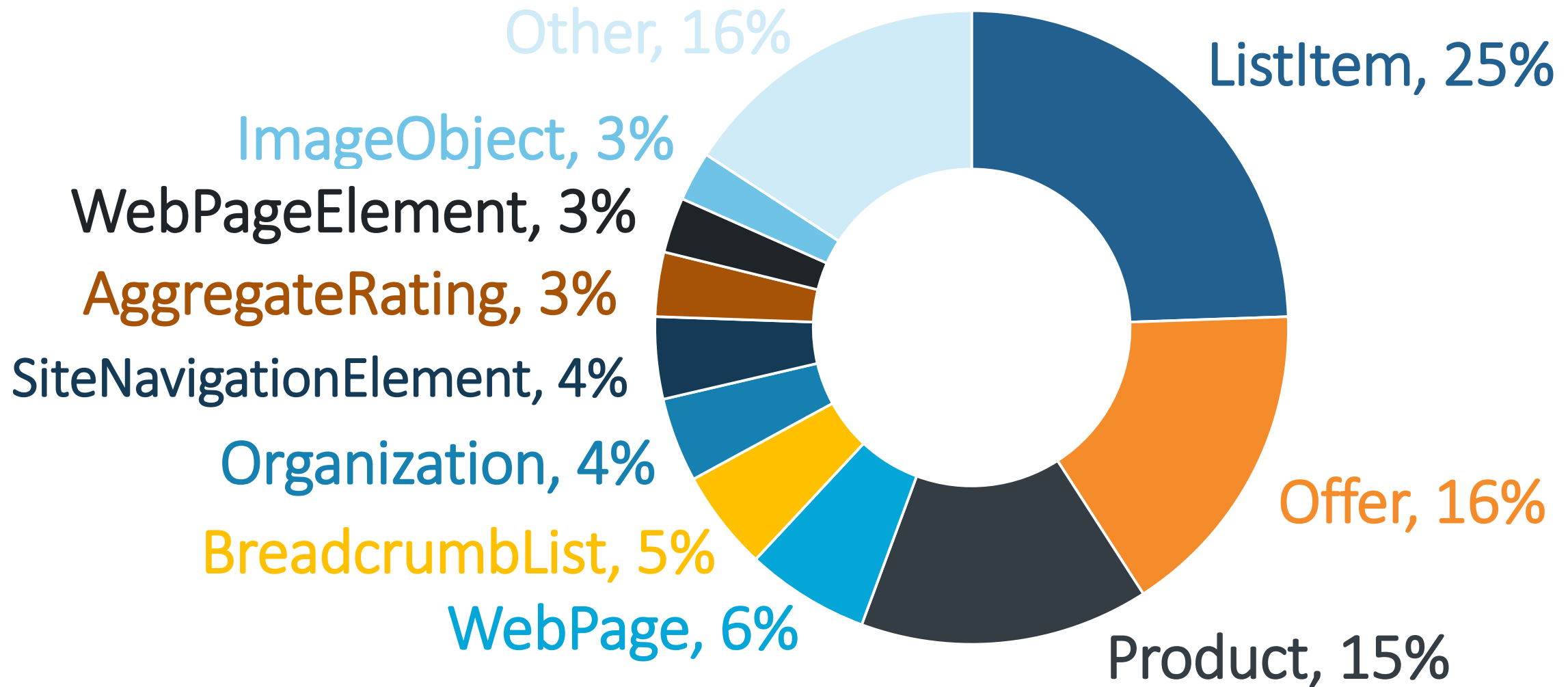
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36 Huge thanks to **BRIGHTEDGE**

Important Note: Correlation does not imply causation. **MERKLE**

Top Occurring JSON-LD for eCom with Snippet



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@AlexisKSanders

6. Future: Support Voice (speculative)

<http://pending.schema.org/SpeakableSpecification>

<http://pending.schema.org/speakable>



SpeakableSpecification		0 ERRORS 0 WARNINGS ^
ID: http://money.cnn.com/2018/02/18/media/black-panther-box-office/index.html		
@type	SpeakableSpecification	
@id	http://money.cnn.com/2018/02/18/media/black-panther-box-office/index.html	
cssSelector	.speakable	
value	'Black Panther' brings in a record-breaking box office weekend All hail the king. "Black Panther," Marvel's first film directed by an African-American, brought in an estimated \$192 million for its three-day debut in North America this weekend. That's the fifth biggest opening of all time. The opening for the film starring Chadwick Boseman and Michael B. Jordan did not just shatter expectations, it broke multiple box office records too.	



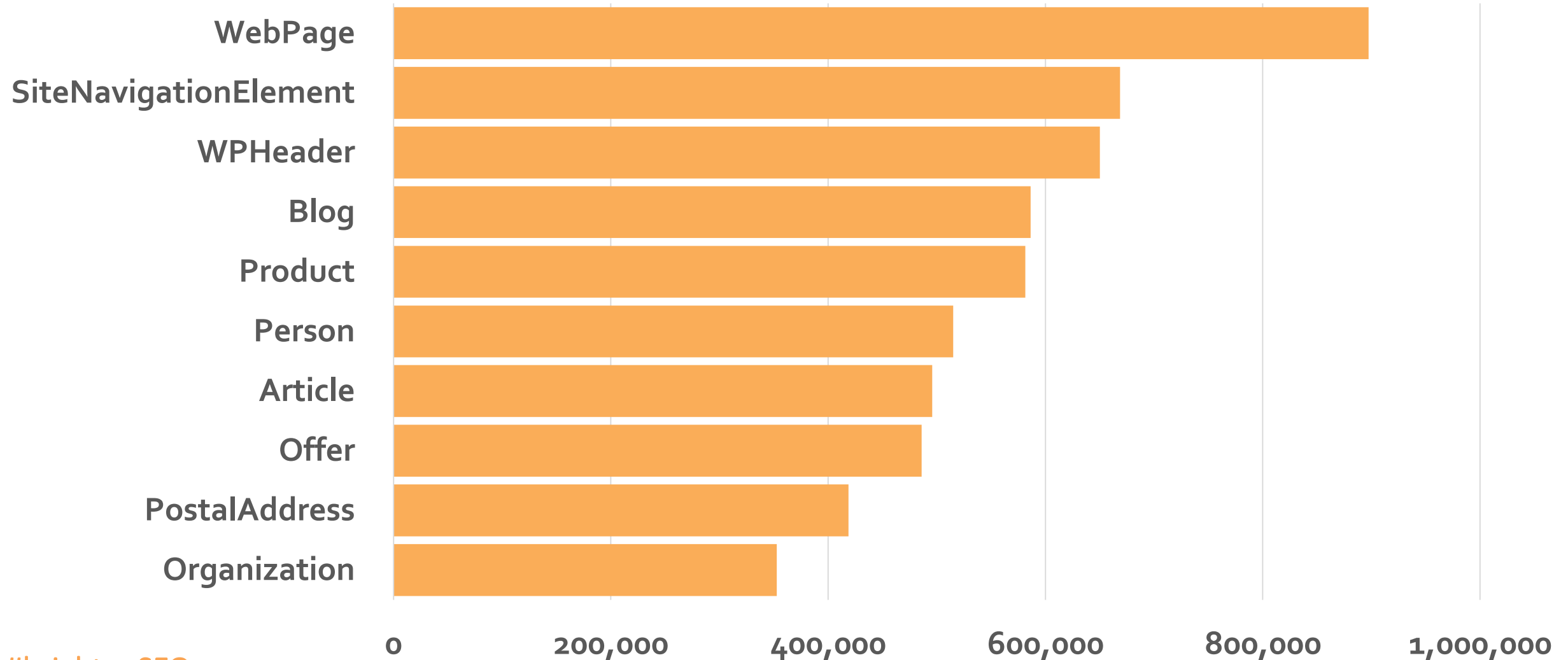
Practical schema
for pragmatic, busy people

I HAVE A VERY BUSY DAY

**THOSE MINES AREN'T GOING TO SWEEP
THEMSELVES**

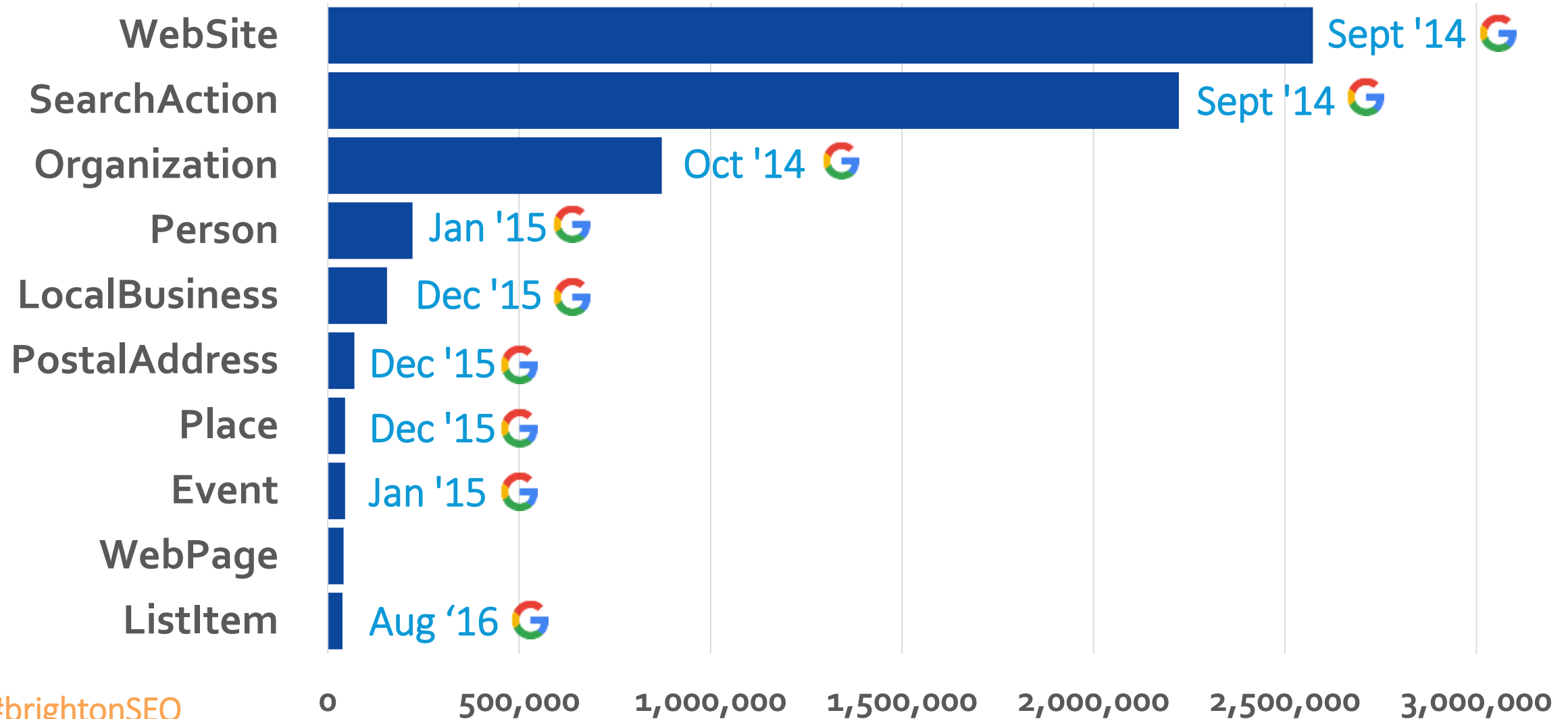
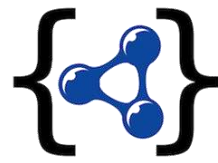
quickmeme.com

Popular Schema: Top 10 Microdata by Domain





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Popular Schema: Top 10 JSON-LD by Domain



Practical Schema: Most sites

	Marking up	Type	Properties
	Organization	Organization	logo, contactPoint, sameAs
	Sitelink Searchbox	WebSite	potentialAction
	Breadcrumbs	BreadcrumbList	itemListElement
	Carousel Lists	ItemList	itemListElement
	Person	Person	sameAs

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[https://technicalseo.com/
seo-tools/schema-
markup-generator](https://technicalseo.com/seo-tools/schema-markup-generator)



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@maxheight

Max Prin

Merkle




Step 1: Navigate to JSON-LD Schema Markup Generator





The screenshot shows the Merkle SEO website's Schema Markup Generator. The header is dark blue with a hamburger menu icon, the text 'MERKLE | SEO', and a folder icon. Below the header is an orange banner with 'SEO TOOLS // [dropdown arrow]' and a breadcrumb trail: 'You are here: Home / SEO Tools / Schema Markup Generator'. The main heading is '</> Schema Markup Generator (JSON-LD)'. Below this is a question: 'Which Schema.org markup would you like to create?' followed by a dropdown menu with 'Select a markup'. To the right of the dropdown is a text block: '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.'





Step 2: Select your Item Type from Dropdown Menu


 Product


 Website - Site Name, Sitelinks Searchbox


 Breadcrumbs


 Person - jobTitle, worksFor, sameAs


 Organization - Logo, Contacts, Social Profiles


 Local Business - Address, OpeningHoursSpecification

 Article - NewsArticle, BlogPosting

 Product - Offer, AggregateRating, Reviews

 Event

 Recipe

 Job Posting



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Step 3: Fill-in-the-Blank

> Product Markup: Offer, AggregateRating, Reviews

Super Awesome Product!

https://example.com/product-image.jp

Brand

Product's description

Identification properties ▼

JSON-LD

Microdata

G Validate

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Product",
  "name": "Super Awesome Product!",
  "image": "https://example.com/product-image.jpg"
}
</script>
```



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Step 4: Test in Google's Structured Data Testing Tool

 Validate



 Structured Data Testing Tool



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Implementing Practical Schema - Intermediate

Introduction

Structured data

About Search features

Search feature gallery

Introduction to structured data

Enhance your site's attributes

Mark up your content items

Build, test, & release structured data

Structured data general guidelines

▶ Feature guides

<https://developers.google.com/search/docs/guides/>



#brightonSEO

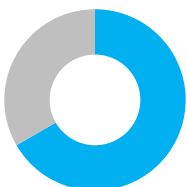


Step 1: Read Guidelines



Rules

Opportunities



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Guidelines

Product rich results provide users with information about a specific product, such as its price, availability, and reviewer ratings. The following guidelines apply to product markup:

- **Use markup for a specific product, not a category or list of products.** For example, "shoes in our shop" is not a specific product. See also our [structured data guidelines](#) for multiple entities on the same page.
- **Adult-related products are not supported.**
- **Reviewer's name needs to be a valid name for a Person or Team** For example, "James Smith" or "CNET Reviewers." By contrast, "50% off on Black Friday" is invalid.

To include product information in Image Search, follow these guidelines for required markup:

- **To show your product information in the rich image viewer:** Include the `name`, `image`, `price`, and `priceCurrency` properties. Alternatively, instead of `price` and `priceCurrency`, you can include any four properties and exclude `price`.
- **To show your product information in the Related Items feature:** Include the `name`, `image`, `price`, `priceCurrency`, and `availability` properties.

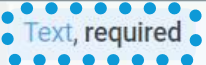

Step 2: Review Item Properties (especially note “Required”)!

Required Properties

Product information properties

When you mark up your content for product information, use the following properties of the schema.org

[Product](#) type:

Properties	
name	 Text, required The name of the product.
image	 Repeated field of ImageObject or URL ; required for Image Search, recommended for Search The URL of a product photo. Pictures clearly showing the product (for example, against a white background) are preferred. Additional image guidelines: <ul style="list-style-type: none">• Every page must contain at least one image (whether or not you include markup). Google will pick the best image to display in Search results based on the aspect ratio and resolution.• Image URLs must be crawlable and indexable.• Images must represent the marked up content.• Images must be in .jpg, .png, or. gif format.



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Step 3: Check out Example Markups



Examples

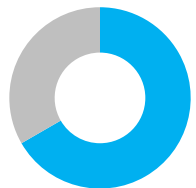
Examples

Single Product Page

<div>Microdata Example</div> <div>SEE MARKUP</div>	<div>RDFa Example</div> <div>SEE MARKUP</div>	<div>JSON-LD Example</div> <div>SEE MARKUP</div>
--	---	--

Shopping Aggregator Page

<div>Microdata Example</div> <div>SEE MARKUP</div>	<div>RDFa Example</div> <div>SEE MARKUP</div>	<div>JSON-LD Example</div> <div>SEE MARKUP</div>
--	---	--



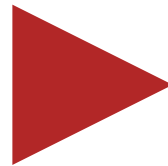
#brightonSEO

Step 4: Reverse-engineer by replacing values



```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "Restaurant",
5   "image": "https://example.com/photos/1x1/photo.jpg",
6   "name": "Dave's Steak House",
7   "address": {
8     "@type": "PostalAddress",
9     "streetAddress": "148 W 51st St",
10    "addressLocality": "New York",
11    "addressRegion": "NY",
12    "postalCode": "10019",
13    "addressCountry": "US"
14  },
15  "url": "http://www.example.com/restaurant-locations/manhattan",
16  "telephone": "+12122459600",
17  "openingHoursSpecification":
18    {
19      "@type": "OpeningHoursSpecification",
20      "dayOfWeek": "Monday",
21      "opens": "00:00",
22      "closes": "23:59"
23    }
24 }
25 </script>
```

Update
values



```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org",
4   "@type": "Restaurant",
5   "image": "http://orchestriapalmcourt.com/c2.JPG",
6   "name": "Orchestra Palm Court",
7   "address": {
8     "@type": "PostalAddress",
9     "streetAddress": "27 E William St",
10    "addressLocality": "San Jose",
11    "addressRegion": "CA",
12    "postalCode": "95112",
13    "addressCountry": "US"
14  },
15  "url": "http://orchestriapalmcourt.com/",
16  "telephone": "+4082885606",
17  "sameAs": "https://www.opentable.com/r/orchestra-palm-court-san-jose",
18  "openingHoursSpecification": {
19    "@type": "OpeningHoursSpecification",
20    "dayOfWeek": ["Friday", "Saturday"],
21    "opens": "17:45",
22    "closes": "21:00"
23  }
24 }
25 </script>
```

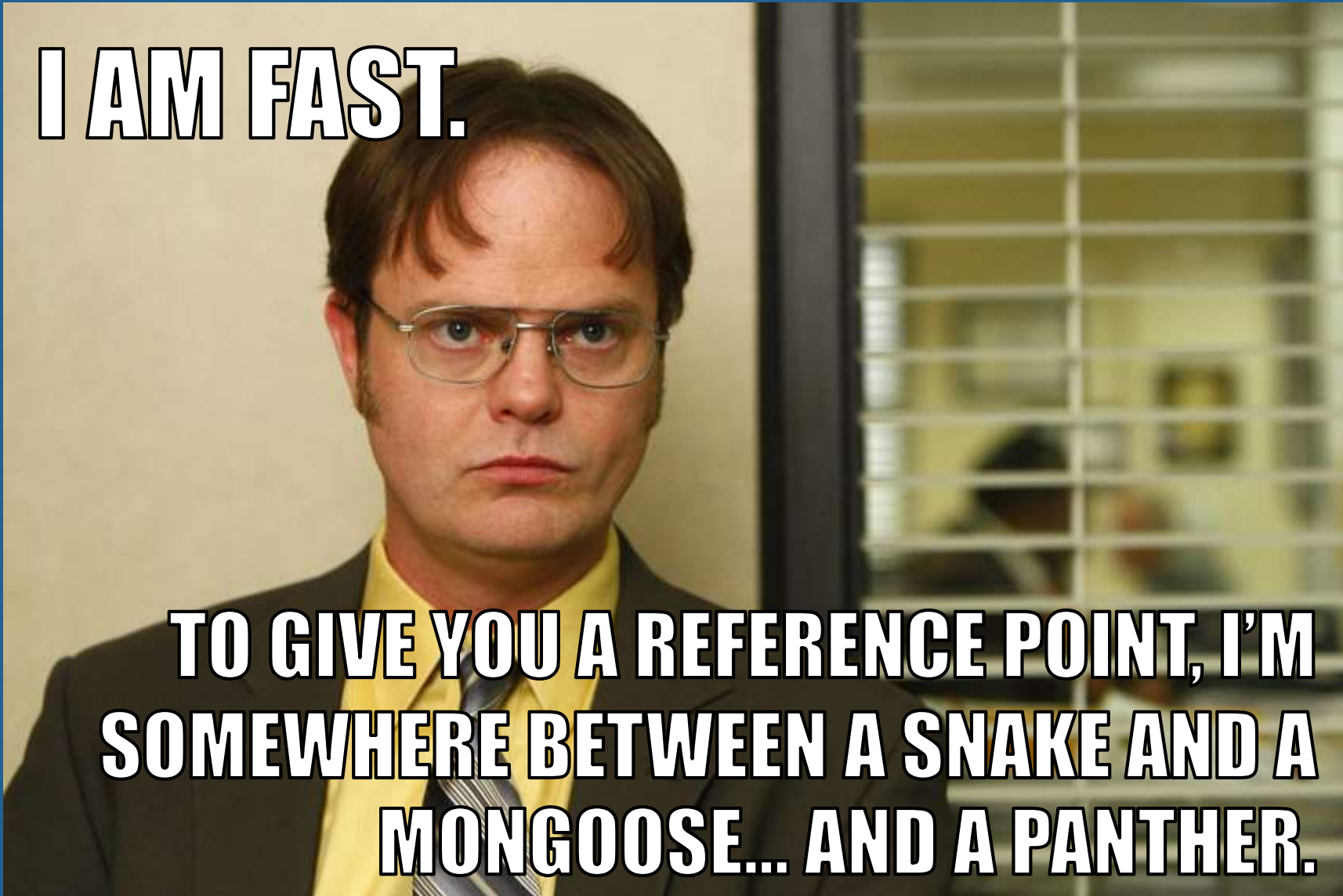


#brightonSEO

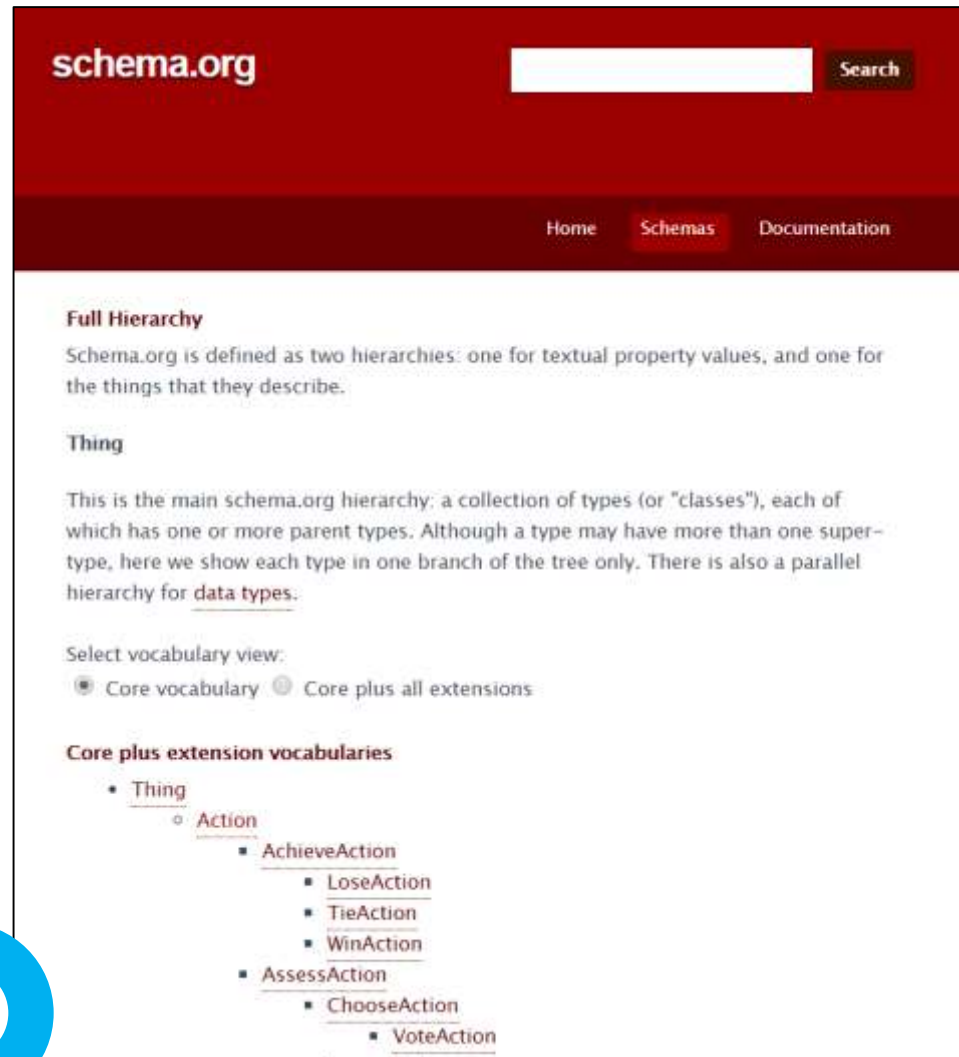
Schema for overachievers

I AM FAST.

**TO GIVE YOU A REFERENCE POINT, I'M
SOMEWHERE BETWEEN A SNAKE AND A
MONGOOSE... AND A PANTHER.**



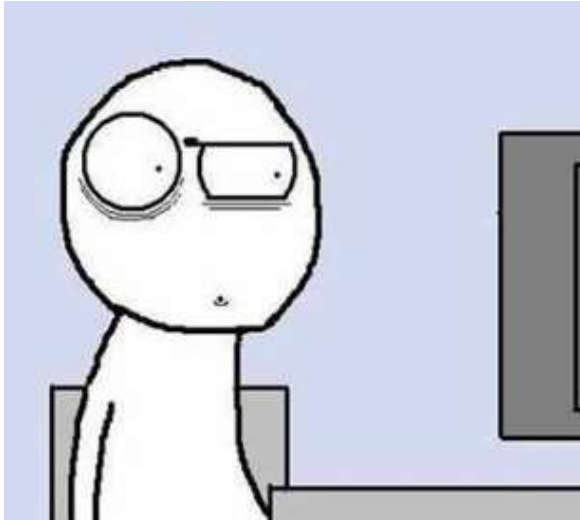
Schema.org (for brave souls)



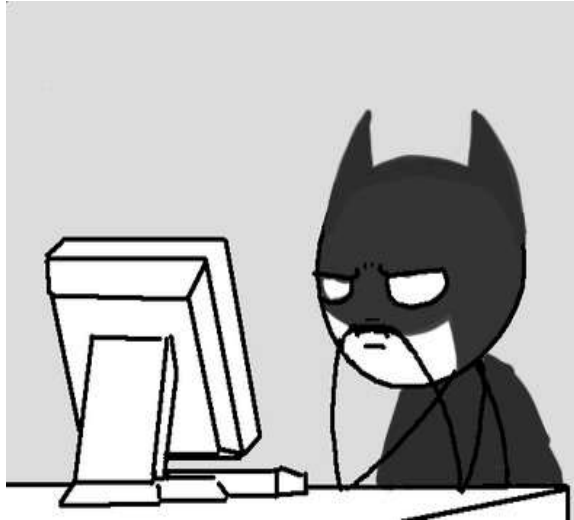
<http://schema.org/docs/full.html>

Stages of Working with Schema.org

::a ton of confused
stares::



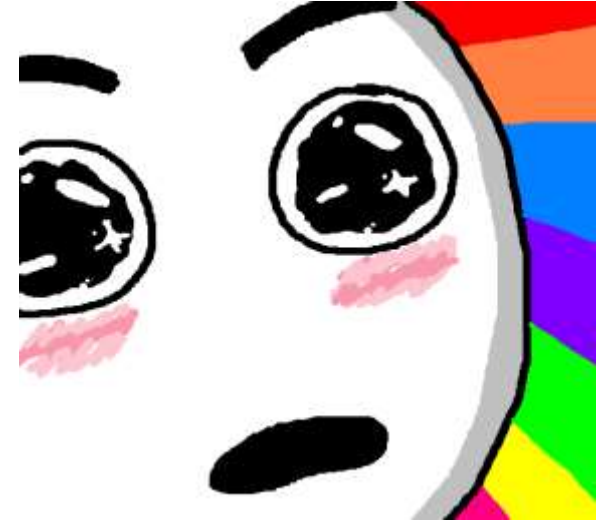
::intense
concentration::



::coffee + intense
concentration::

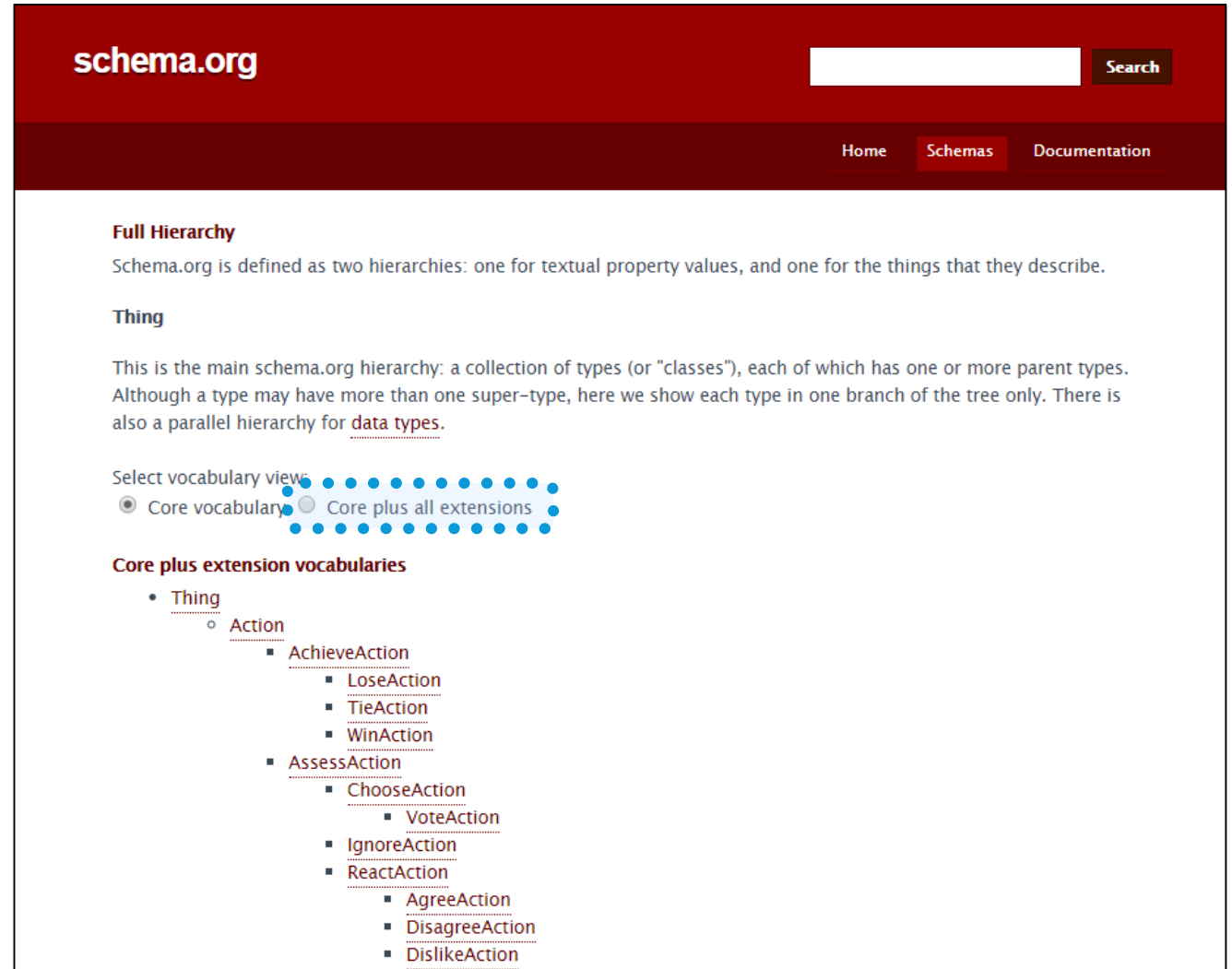


::unlocking the
eternal mysteries
within Schema.org::



Step 1: Select Type from Schema.org's Full Hierarchy

Select "Core plus all extensions"



The screenshot shows the schema.org website with a red header. The 'Full Hierarchy' section is active, displaying a description of the hierarchy and two radio buttons for selecting a vocabulary view. The 'Core plus all extensions' option is selected and highlighted with a blue dotted circle. Below this, a tree structure of 'Core plus extension vocabularies' is shown, starting with 'Thing' and 'Action'.

schema.org **Search**

[Home](#) [Schemas](#) [Documentation](#)

Full Hierarchy
Schema.org is defined as two hierarchies: one for textual property values, and one for the things that they describe.

Thing
This is the main schema.org hierarchy: a collection of types (or "classes"), each of which has one or more parent types. Although a type may have more than one super-type, here we show each type in one branch of the tree only. There is also a parallel hierarchy for data types.

Select vocabulary view:
☒ Core vocabulary ☐ Core plus all extensions

Core plus extension vocabularies

- Thing
 - Action
 - AchieveAction
 - LoseAction
 - TieAction
 - WinAction
 - AssessAction
 - ChooseAction
 - VoteAction
 - IgnoreAction
 - ReactAction
 - AgreeAction
 - DisagreeAction
 - DislikeAction

(Item) type
Hierarchy
Description
Usage

Aquarium

Canonical URL: <http://schema.org/Aquarium>

[Thing](#) > [Place](#) > [CivicStructure](#) > [Aquarium](#)

Aquarium.

Usage: Between 10 and 100 domains

Item Properties, Expected Type, and Description

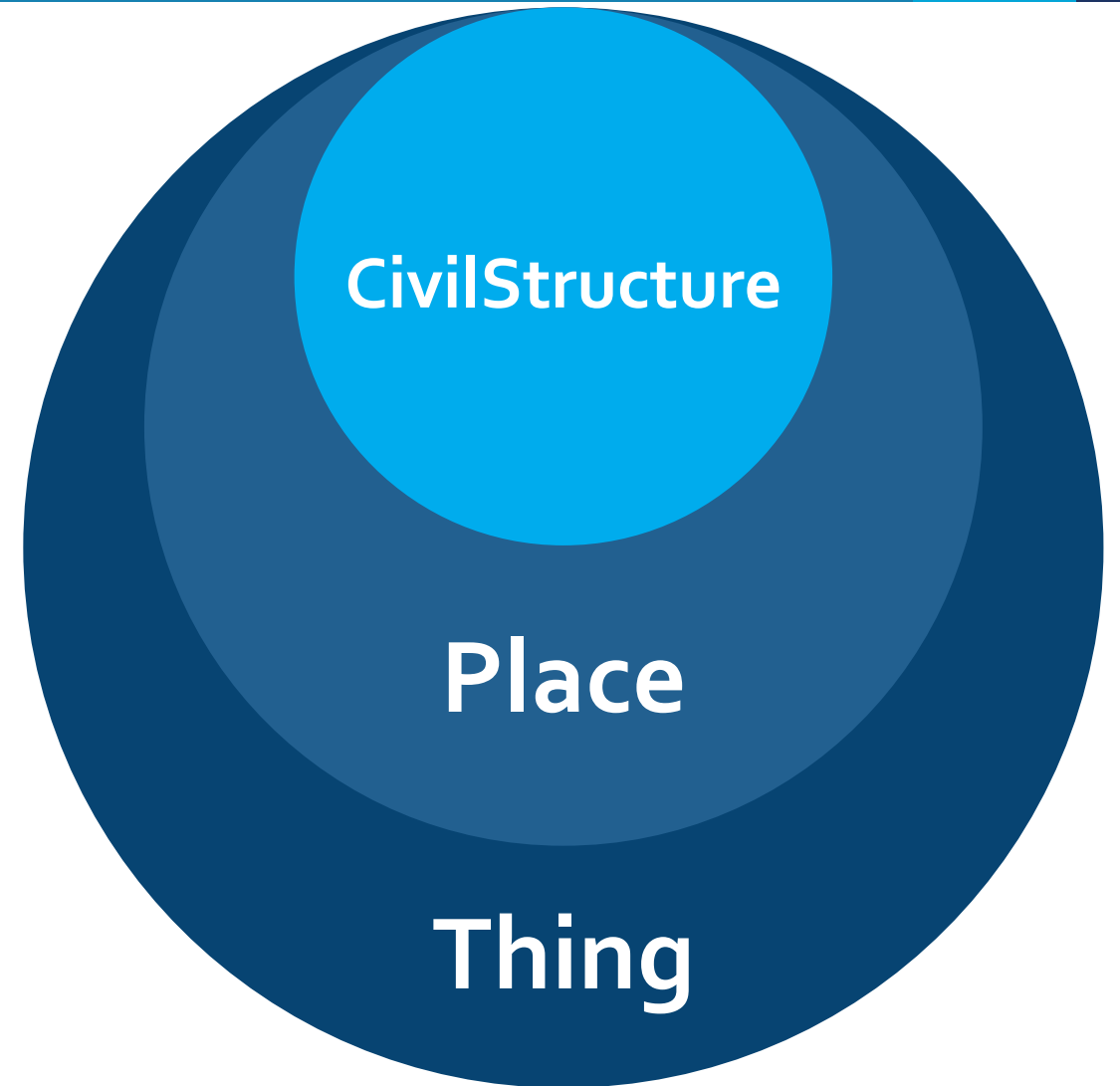
Property	Expected Type	Description
Properties from CivicStructure		
<u>openingHours</u>	<u>Text</u>	<p>The general opening hours for a business. Opening hours can be specified as a weekly time range, starting with days, then times per day. Multiple days can be listed with commas ',' separating each day. Day or time ranges are specified using a hyphen '-'.</p> <ul style="list-style-type: none">• Days are specified using the following two-letter combinations: Mo, Tu, We, Th, Fr, Sa, Su.• Times are specified using 24:00 time. For example, 3pm is specified as 15:00.• Here is an example: <code><time itemprop="openingHours" datetime="Tu,Th 16:00-20:00">Tuesdays and Thursdays 4-8pm</time></code>.

Organization of Item Properties

Properties from **CivicStructure**

Properties from **Place**

Properties from **Thing**



“Expected Type” tells you
when you’ll need to nest
objects (think: `itemscope`
`itemtype` & “@type”)

If it's a data type, you don't nest

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- Boolean
 - False
 - True
- Date
- DateTime
- Number
 - Float
 - Integer
- Text
 - URL
- Time



**Don't
nest me!**

<code>globalLocationNumber</code>	Text	
<code>hasMap</code>	Map or URL	nest
<code>isAccessibleForFree</code>	Boolean	
<code>isicV4</code>	Text	
<code>logo</code>	ImageObject or URL	nest
<code>maximumAttendeeCapacity</code>	Integer	
<code>openingHoursSpecification</code>	OpeningHoursSpecification	nest
<code>photo</code>	ImageObject or Photograph	nest nest
<code>publicAccess</code>	Boolean	nest

Step 2: List Item Properties, Expected Type, and Values

Item Property	Expected Type	Value																		
name	Text	National Aquarium																		
alternateName	Text	National Aquarium in Baltimore																		
telephone	Text	(410) 576-3800																		
address	PostalAddress	http://schema.org/PostalAddress																		
		<table><tr><th>Item Property</th><th>Expected Type</th><th>Value</th></tr><tr><td>streetAddress</td><td>Text</td><td>501 E Pratt St</td></tr><tr><td>addressLocality</td><td>Text</td><td>Baltimore</td></tr><tr><td>addressRegion</td><td>Text</td><td>MD</td></tr><tr><td>postalCode</td><td>Text</td><td>21202</td></tr><tr><td>addressCountry</td><td>Country or Text</td><td>US</td></tr></table>	Item Property	Expected Type	Value	streetAddress	Text	501 E Pratt St	addressLocality	Text	Baltimore	addressRegion	Text	MD	postalCode	Text	21202	addressCountry	Country or Text	US
Item Property	Expected Type	Value																		
streetAddress	Text	501 E Pratt St																		
addressLocality	Text	Baltimore																		
addressRegion	Text	MD																		
postalCode	Text	21202																		
addressCountry	Country or Text	US																		

Step 3: Add Syntax (JSON-LD)

Beginning
Type
Properties

Type

Properties

end

```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Aquarium",
  "name": "National Aquarium",
  "alternateName": "National Aquarium in Baltimore",
  "telephone": "+1-410-576-3800",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "501 E Pratt St",
    "addressLocality": "Baltimore",
    "addressRegion": "MD",
    "postalCode": "21202",
    "addressCountry": "US"
  }
}
</script>
```

Step 3: Add Syntax (Microdata)

Type | `<div itemscope itemtype="http://schema.org/Aquarium">`
Properties | `National Aquarium`
`<meta itemprop="name" content="National Aquarium in Baltimore" />`
`+1-410-576-3800`
Type | `<div itemprop="address" itemscope`
`itemtype="http://schema.org/PostalAddress">`
Properties | `501 E Pratt St`
`Baltimore`
`MD`
`21202`
`US`
`</div>`
end | `</div>`

Common Pitfalls



.You

Pitfall #1: Syntax

- `'''` are not the same as `"""`
 - Microsoft switches `'''` to `'''`
 - Use a text editor

- Mind your Commas



- Tip: Pay attention to  in SDTT

Pitfall #2: Vocabulary

- Pay attention to required/allowed properties
- Schema.org types and properties are case sensitive reference



- Tip: Check in the Structured Data Testing Tool

Pitfall #3: Policy Violation

- Adding information that is not on the page
- Check Google's Structured Data Policies:
<https://developers.google.com/structured-data/policies>

Pitfall #4: Nesting Errors

- Make sure to attribute properties to correct item type
 - E.g., using “name” and giving the location the event name



- Tip: Pay close attention to { } and itemscope

Future Predictions

Disclaimer:



Disclaimer:



Disclaimer:























Disclaimer:



I (like Dwight) am not a psychic

Future Predictions Google Schema.org Support

1. Top Schema.org used w/o Google webpage documentation

	AboutPage		ImageGallery
	ApartmentComplex		MusicPlaylist
	AudioObject		MusicRecording
	AutoDealer		PriceSpecification
	Brand		RealEstateAgent
	CollectionPage		Residence
	Comment		Store
	ContactPage		Table
	Corporation		UserComments
	Hotel		ViewAction

Future Predictions Google Schema.org Support

2. Item types that support voice efforts



SpeakableSpecification

HowTo

HowToDirection

HowToSection

HowToStep

HowToTip

HowToDirection

HowToItem

HowToSupply

HowToTool



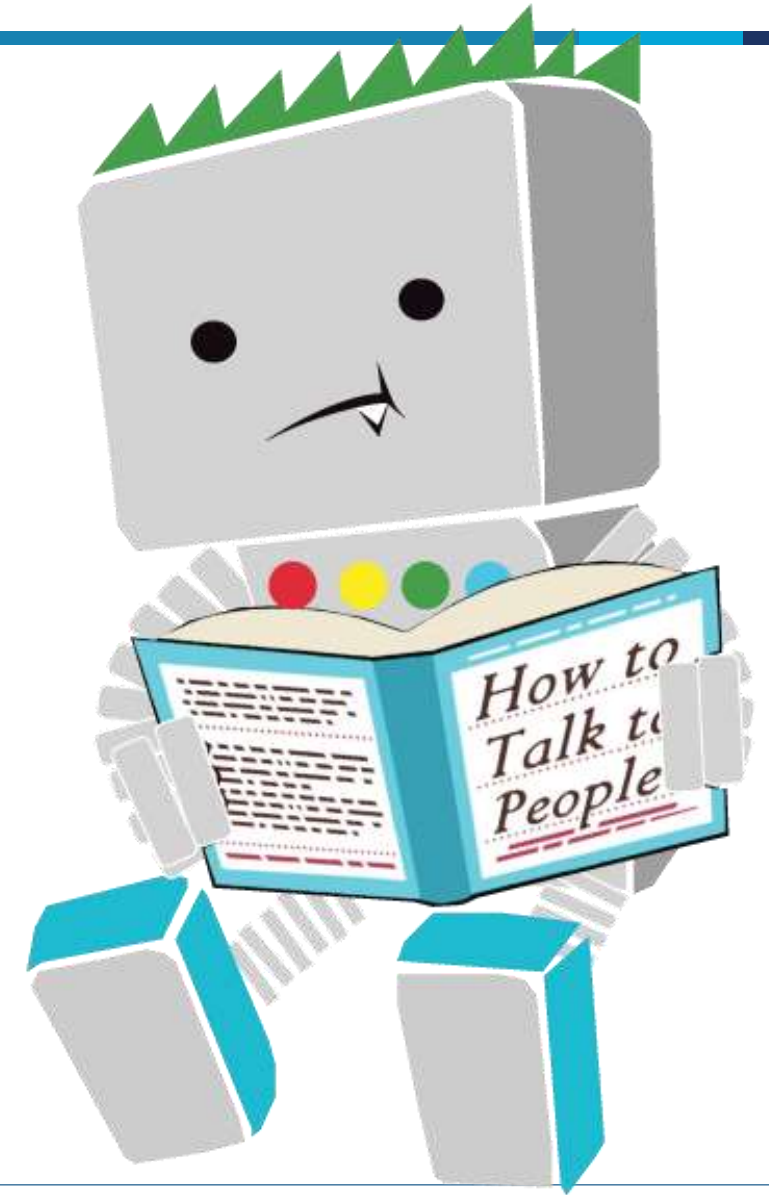
HowToStep

HowToTip

QAPage

Question

Answer



Future Predictions Google Schema.org Support

3. More for publishing and eCommerce (especially actions)

Publishing



AnalysisNewsArticle



BackgroundNewsArticle



OpinionNewsArticle



ReportageNewsArticle



ReviewNewsArticle



EmployerReview



UserReview

eCommerce



ProductIndividualProduct



ProductModel



SomeProducts



BuyAction



QuoteAction



GS1

Future Predictions Google Schema.org Support

4. Things users want (e.g., medical answers from Dr. Google (<http://health-lifesci.schema.org>))

 **Proactive Health**
LifestyleModificationDiet

 PhysicalActivity

 ExercisePlan

 MedicalSignOrSymptom

 MedicalSign

 VitalSign

 MedicalSymptom

 **Reactive Health**
MedicalCondition

 InfectiousDisease

 MedicalGuideline

 MedicalProcedure

 DiagnosticProcedure

 PhysicalExam

 SurgicalProcedure

 TherapeuticProcedure

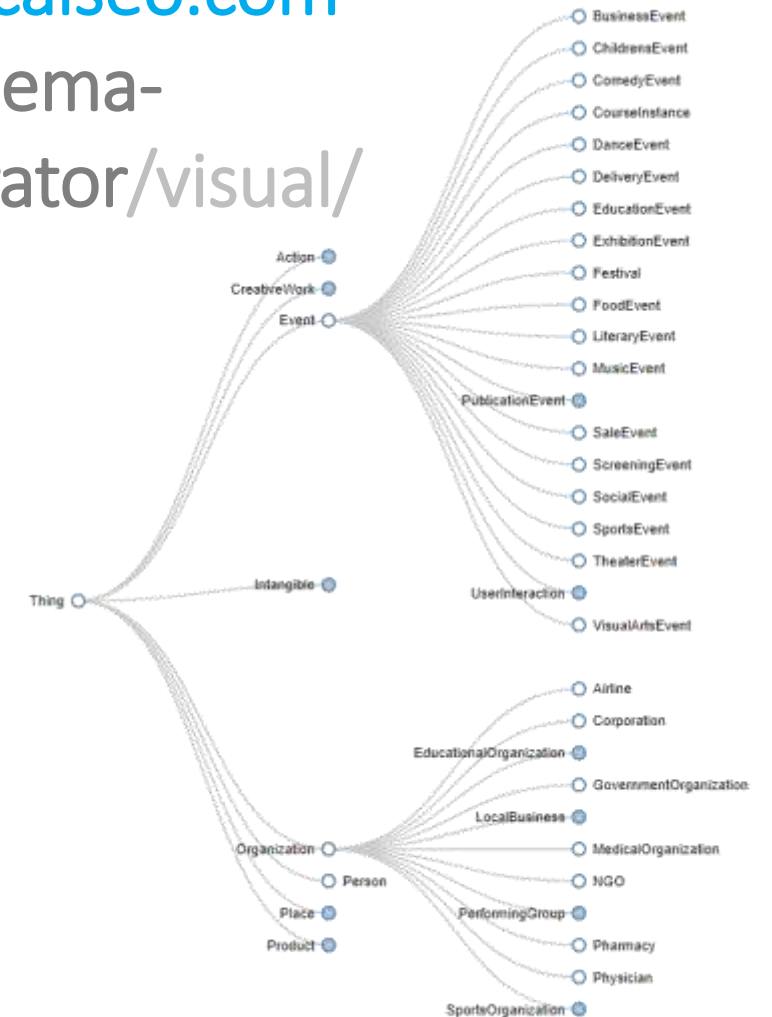
Fun stuff for you →

<https://technicalseo.com/homework/structured-data/>

The screenshot shows the 'Structured Data Homework' interface on the Merkle SEO website. It features a code editor with a JSON-LD snippet for a 'CreativeWork' type. The snippet includes a context, a type, and two URLs. Below the editor, there are buttons for 'logo', 'script', 'Organization', and 'url' to complete the code.


```
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "CreativeWork",
  "image": "http://www.hulk.com/smash.jpeg",
  "url": "http://www.hulk.com/"
}
</script>
```

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



Experts to Follow



 **@aaranged**
Aaron Bradley



 **@JarnoVanDriel**
Jarno Van Driel



 **@maxxeight**
Max Prin



 **@JohnMu**
John Mueller



 **@methode**
Gary Illyes



 **@searchliaison**
Danny Sullivan

Icon Sources



<https://www.flaticon.com/authors/>:

- dinosoftlabs
- eucalyp
- freepik
- gregor-cresnar
- maxim-basinski
- nikita-golubev
- pixel-buddha
- pixel-perfect
- popcorns-arts
- smashicons
- vectors-market
- basic-flat-icons

@AlexisKSanders

MERKLE



THANK YOU!
SEE YOU AT THE NEXT
#brightonSEO



@AlexisKSanders



/in/alexissanders

