



Schema



Markup

Boosting Website SEO

01



What is Schema Markup?



Vocabulary for your site



Code Example

```
{
  "@context": "[https://schema.org/](https://schema.org/)",
  "@type": "Recipe",
  "name": "The Best Chocolate Chip Cookie Recipe Ever",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5.0",
    "reviewCount": "13000"
  },
  "totalTime": "PT30M"
}
```



02





Why is it
important?



So your site stands out!


Result

 JoyFoodSunshine
<https://joyfoodsunshine.com> · Recipes · Dessert ·



The Best Chocolate Chip Cookie Recipe Ever

Feb 11, 2018 — This is the **best chocolate chip cookies recipe ever!** No funny ingredients, no chilling time, etc. Just a simple, straightforward, amazingly delicious, doughy ...



The Best Chocolate Chip Cookie Recipe Ever

JoyFoodSunshine

5.0 ★★★★★ (13K)

30 min

Brown sugar, chocolate chips, eggs, baking soda, baking



03 Common Schema Markup



Common Types of Schema Markup

Organization	Provides information about the company or brand behind the site (name, logo, contact info).
Article / BlogPosting	Describes a news article or blog post, including headline, author, and publication date.
FAQ Page	For pages that present a list of questions and answers.
BreadcrumbList	Shows the page's position in the site hierarchy, which appears in search results.
Person	Details about an individual, often used for authors to build authority.
WebSite	Defines the site's name and enables a Sitelinks Search Box in the search results.



Organization

```
{  
  "@context": "https://schema.org", - Tells Google this uses schema.org vocabulary  
  "@type": "Organization", - Defines the entity type as an Organization  
  "name": "Funnl", - The official name of the organization  
  "url": "https://funnlit.com/", - The organization's homepage URL  
  "logo": "https://funnlit.com/FunnlTrans.png", - The official logo  
  "sameAs": [ - Links to official social profiles  
    "https://www.instagram.com/funnl.it/"  
  ]  
}
```


04 ✨ Google's schema markup helper ✨

<https://www.google.com/webmasters/markup-helper/u/0/>

News & Announcements

updated with the latest from Funnl

Any feedback for us? Let us know!

Don't see your City or University? Let Us Know.

Forgot Your Password?

Per Semester Listings

Student Listing Filter

Post Requirements, Availability Reminders and Listing Makeover!

Search Filters update

New ways to search

Listing Edits for PMs and Booking a tour

Funnl for everyone

New state of Funnl.

Any feedback for us? Let us know!

9/4/2025

We brainstorm every week about ideas for our site and what we can do for our users. We have high standards in what we are building. To help make Funnl the best it can be, you... yes **YOU** can help us. There is now a very easy to use feedback center on the dashb Article body free to throw us any suggestions for new features or changes.



Brox

Don't see your City or University? Let Us Know.

8/24/2025

Today there has been some additional cities to choose from. There is also a very effective way to communicate with us if we are missing a city or univeristy on our platform. Read below for more information.

Missing City or University

- Instances where a **city** or **university** are selected, there is a button to let us know what we need to add to Funnl



Brox

Forgot Your Password?

8/22/2025

Today there are some new features I have implemented. This includes resetting your password, account deletion and notification preferences. Read below for the updates

Settings

CREATE HTML >

Records (1)

Article ?

Title: ?

Any feedback for us? Let us know!

Author: ?

Brox

Date published: ?

9/4/2025

Image: ?



Article body: ?

We brainstorm every week about ideas for our site and what we can do for our use...

Add missing tags

05 ✨ Rich text results tester ✨

<https://search.google.com/test/rich-results>

Code input

```
7 "author": {
8   "@type": "Person",
9   "name": "Brox"
10 },
11 "datePublished": "2025-09-04",
12 "image":
"data:image/jpeg;base64,/9j/4AAQSkZJRgABAQAAQABAAQ/4gHYSUNDX1BST0ZJTEUAAQEAIAAAIAAAQWAAbnRyUkdCfHlwZiAhAAEAAQAAABhY3NwAAAAA
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAQAA9tYAAQAAADTLQAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAlkXNjAAAA8AAACRy
WF1aAAABFAAAABRnWF1aAAABKAAABR1WF1aAAABPAAABR3dHB0AAABUAAABRyVFJ
DAAABZAAACnVfJDAABZAAACnVfJDAABZAAACnVfJDAABZAAACnVfJDAABZAAACnVfJ
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
AAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA
9tYAAQAAADTLXBhcmEAAAAAAAAQAAACZmYAAPKnaAANWQAAE9AAAApbaAAAAAAAAAB
tbHVjAAAAAAAAAAEAAAAAAAAZWSVUwAAACAAACAAACAAACAAACAAACAAACAAACAAACAA
AgADIAAAxAdBw/2wBDAAyEBQYFBAYGBQYHbWYICChAKCgkChChChChChChChChChCh
SuFghsJHBYWICwgIyYnKSopGR8tMC0oMCUoKSj/2wBDACQHBwoICChMKChMoGhYAKCgo
KCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgoKCgo
KCAEASAwDASIAAAHEBAxEB/8QAHQAAAACBAQEAAAAAAAAAAAAAAAAAAECwQFBgcICf/EA
cQAAEDAwIDBQYDBgMGBAcAAEACAwQABREhMQYQRNRYXGBBxQimPgH17HBFUJSYnLRJ
DOCCBZDU/DxJTS14Rc1RGRzksL/xAAUAQEAAAAAAAAAAAAAAAAAAAA/8QAFBEBAAAA
AAAAAAAAAAAAAAAAAAP/aAAwDAQACEQMRAD8AxFh1NtW9u4KBWhvDUn1wVSFDs146/C
rB8qwXFshuVxFnKMPKwnX0d0R0rQKbSiCUz7UoSbLSNurSR8HIAKvd2o9CK55xaFQJ
DfKrnaVkdI1GDqDQZg65ptsEn12NSwyrTCfKiUxyPEbg4UPLega+JKsJRSTKvNTCTpd
wQnQKQWQ7rU1u0SYZkxzzpSrC/Ad9XnD3Djsh4oCgh1vIW05JG1h3igtLhw01PPWvs
sNhhMpXf8C0hYx/SoH0qDeuHURkXSHP+JhySt00ra0gp/Wtm/KEti2PzABIZLk0C3n
HN1ISdNsEcqvpWWuFxsJst3twF+Oj3GRj/iIT8i/UEH60GdRcx7SFx0Ehp5KXCk9FDZ
VPRkie1Mhv6Iew6kn9xzYn1GvpTXEzzUmNCW2EhbSVMLPU40QfpWebeU2vKaAn2Voe
Uhx0FhRCh400UFKsbdKtGuz1yWQ4rswrAWoDPr1pyrG+ptMgIJYrkCwP0oKNhpS1ga
eu1TZFuXHeCxtAUvp6EZ/WtIzYPcfdlyspDqzykp7kP54pN1lsPwXC4kmQotNAHoLJ
JU1r10FBk5za00UptJJS0Bnrvp9qitctwK1aIHxvBAcrGe726kgD4U9MjYyJL1QsfAnE
XpQR3GVoShamyhC9U56jvpKHnCQZxU1RVKeUt1QSnfyA6U01KENJBS00VSAMco/uaAm
JbsVQcbUCP5k5HqDV1bLnBjDiHljiM6r5XGR8Pqk5BrOpZBySfP0wpCuVB0le82WkK
qXGDDQC/iT2eiT4AHY+G1UxC2F1t5BHhTzc1aQMLJT3d1OSTJkoSrfG99BCW0U6b6i8K
BKgOVWuNqJJzQKScHPS17imwSDSwt0BrjaJxRAYoARkeNAJ6E0YODRa0Axxg+FD1NAJ
PpQAJNAQ00b70NjR5yaASUMHaj08d9Akj09J1GwNLJ0eLNB6QabdiMzpEC65yLAdmW1
fzBJ2cR5jQ+qBfbfbhb08909pbZmG3LqHxMOBjW67uPfUzhLiFFLDPAOCLE2UKMa
RoQ+qY5kKHxpekoPDubc07TrZL26mhJPM5fXlKj+9yd404oMKvhKax0f1uICZLCE3a
```

Test results > Articles

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

VIEW TESTED PAGE

PREVIEW RESULTS

Details

Detected items

Any feedback for us? Let us know!

4 non-critical issues ? ^

type	Article
headline	Any feedback for us? Let us know!
author	
	Missing field "url" (optional)
type	Person
name	Brox
datePublished	2025-09-04
	Invalid datetime value for "datePublished" (optional)
	Datetime property "datePublished" is missing a timezone (optional)
image	data:image/jpeg;base64,/9j/4AAQSkZJRgABAQAAQABAAQ/4gHYSUNDX1BST0ZJTEUAAQEAIAAAIAAAQWAAbnRyUkdCfHlwZiAhAAEAAQAAABhY3NwAAAAA

Crawl



Crawled successfully on Sep 8, 2025, 7:36:05 PM



Crawled as Google Inspection Tool smartphone

Crawl allowed? Yes

Page fetch Successful

Indexing allowed? Yes

[VIEW HTTP RESPONSE](#)

Detected items



Unnamed item



type	ItemList
------	----------

id	https://funnlit.com/news#list
----	-------------------------------

url	https://funnlit.com/news
-----	--------------------------

itemListElement	
-----------------	--

type	ListItem
------	----------

position	1
----------	---

url	https://funnlit.com/announcements/b690986f-8961-4211-9eaa-3141bd7bc599
-----	--

06 ✨ Spammy markup ✨

Gross!



What is spammy markup?

Misusing structured data to trick search engines

Adding schema for content that isn't really on the page

Inflating fields (fake reviews, extra keywords)

Using the wrong schema type - Calling a homepage a Product



Why is spammy Markup Bad?

Violates Google's Structured Data Guidelines

Can trigger a manual action → your site loses rich results

Hurts trust with Google and users

Harder to recover credibility after fixes



```
{
  "name": "Funnlit Best Free Cheap Social App 2025 $$$",
  // ❌ Keyword stuffing, not the real organization name
  "sameAs": [
    "https://www.instagram.com/funnlit/",
    "https://www.fake-review-site.com/funnlit"
    // ❌ Linking to irrelevant or fake sites
  ],
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5.0",
    "reviewCount": "9999"
    // ❌ Fake reviews/ratings that don't appear anywhere on the site
  },
  "founder": {
    "@type": "Person",
    "name": "Elon Musk"
    // ❌ Incorrect information — not actually the founder
  }
}
```