

Markup

Boosting Website SEO

O1 What is Schema Markup?

Vocabulary for your site



Code Example

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

O3 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.

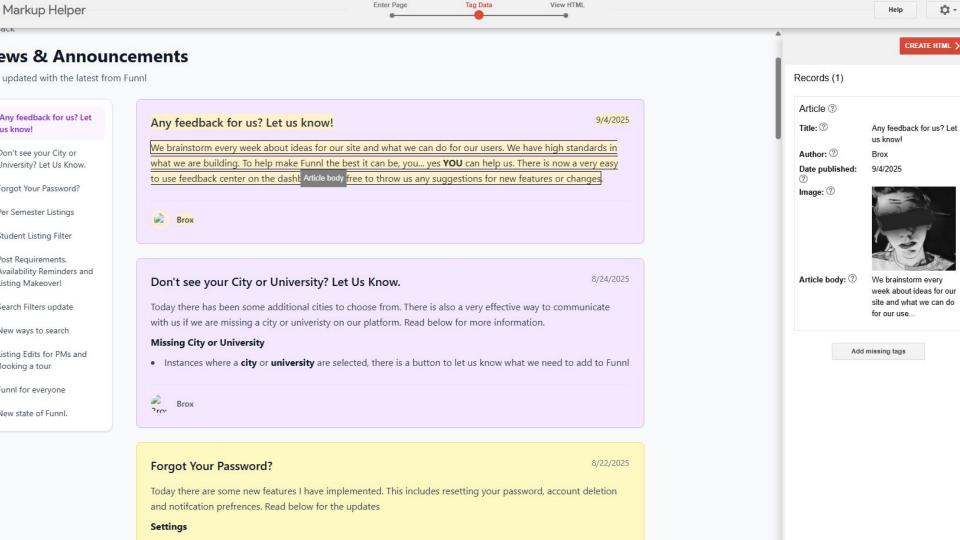


Organization

```
"@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/"
```

O4 Google's schema markup helper

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



05 +

Rich text results tester

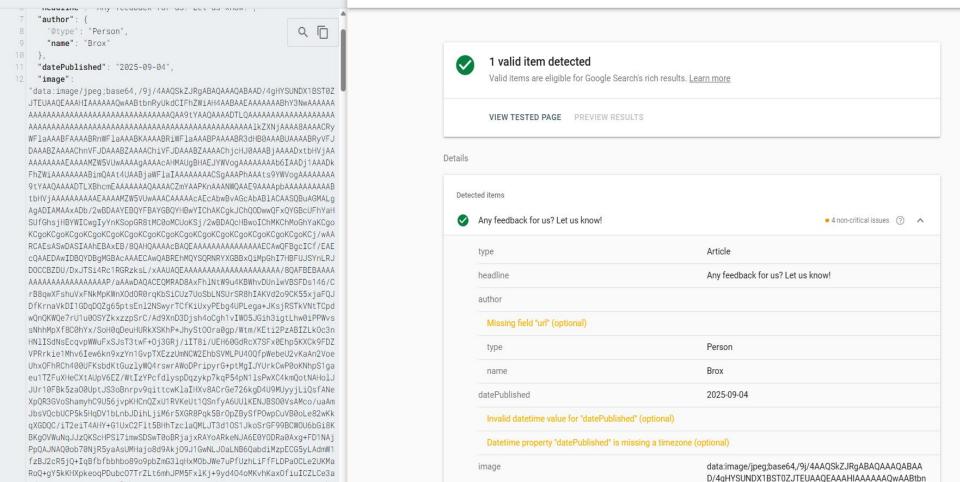


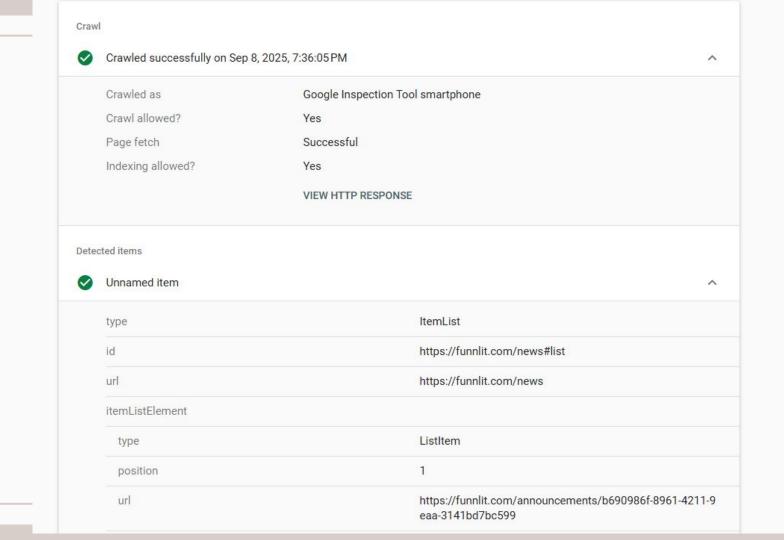
https://search.google.com/test/rich-results

Code input

ode input

Test results > Articles





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