

Google Rich Snippets – Magento 2 User Guide

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Preface

The **Mageants Google Rich Snippets** extension provides the customers with a better shopping experience use of this extension. Greatly enhance your snippets in the search results.

Along with that, you can add breadcrumbs to your snippets, Display products rating, enable rich snippets on category pages, show starting price data and create snippets with your organization logo and name

Installation

There are two ways of installing extension in magento2.

- Using COMMAND LINE.
- Manually Install extension.

Option 1: Magento 2 install extension using COMMAND LINE (Recommended)

Follow below steps to install extension from the command line.

Step 1: Download the extension and unzip it.

Step 2: Upload it to code directory in your magento installation's app directory. If code directory does not exist then create.

Step 3: Disable the cache under System -> Cache Management.

Step 4: Enter the following at the command line: `php bin/magento setup:upgrade`

Step 5: Once you complete above steps log out and log in back to the admin panel and switch to Stores -> Configuration -> Mageants → SEO Rich Data, the module will be displayed in the admin panel.

Option 2: Magento 2 install extension manually

Step 1: Download the extension and unzip it.

Step 2: Upload it to code directory in your magento installation's app directory. If code directory does not exist then create.

Step 3: Disable the cache under System -> Cache Management. Edit `app/etc/config.php` file and add one line code:
`'Mageants_Richsnippets' => 1`

Step 4: Disable the cache under System -> Cache Management

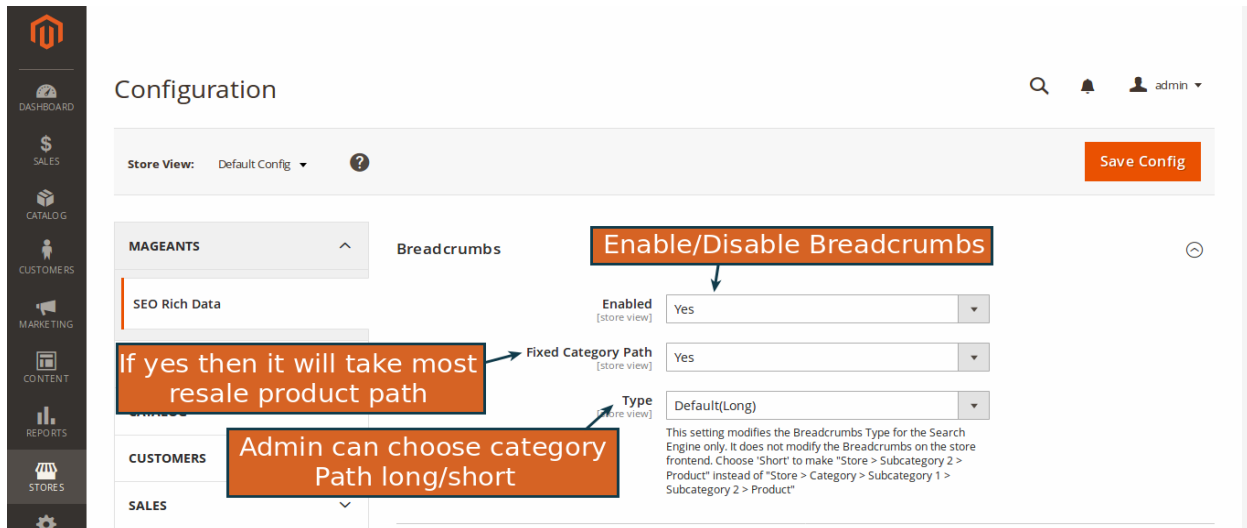
Step 5: Once you complete above steps log out and log in back to the admin panel and switch to Stores -> Configuration -> Mageants → SEO Rich Data, the module will be displayed in the admin panel.

Back-end Example

CONFIGURATION

After Installation of Extension login to magento admin panel for set configuration of the extension.

You can find configuration at **Stores -> Configuration -> Mageants -> SEO Rich Data**



Configuration

Store View: Default Config ? Save Config

MAGEANTS

Breadcrumbs

Enable/Disable Breadcrumbs

Enabled (store view) Yes

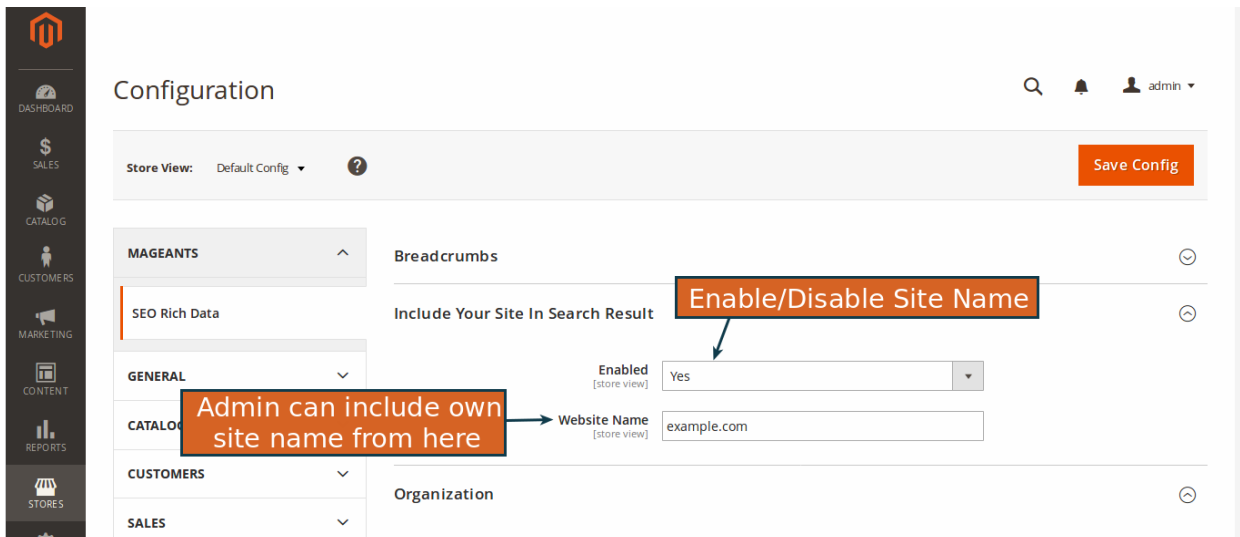
Fixed Category Path (store view) Yes

Type (store view) Default(Long)

If yes then it will take most resale product path

Admin can choose category Path long/short

This setting modifies the Breadcrumbs Type for the Search Engine only. It does not modify the Breadcrumbs on the store frontend. Choose 'Short' to make "Store > Subcategory 2 > Product" instead of "Store > Category > Subcategory 1 > Subcategory 2 > Product"



Configuration

Store View: Default Config ? Save Config

MAGEANTS

SEO Rich Data

Include Your Site In Search Result

Enable/Disable Site Name

Enabled (store view) Yes

Website Name (store view) example.com

Admin can include own site name from here

Organization

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

Configuration

MAGEANTS

Organization

Enable/Disable Organization

Enabled

[store view]

Yes

Organization Name

[store view]

My Organization

Logo Url

[store view]

Description

[store view]

www.examples.com

Description Length

[store view]

150

Country

[store view]

United States

SEO Rich Data

Admin can set own custom organization name From here

Insert Organization Logo from here

Set organization Description

Set organization Description length

Save Config

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

FIND PARTNERS &

Configuration

ADVANCED

Set Organization Country

Country

[store view]

United States

Set Organization State

Region/State

[store view]

Alaska

Set Organization area Zip Code

ZIP/Postal Code

[store view]

510001

Set Organization City

City

[store view]

Anchorage

Set Organization intenatinal sales number

Sales

[store view]

+1-800-555-1212

An internationalized version of the phone number, starting with the "+" symbol and country code (+1 in the US and Canada). Examples: "+1-800-555-1212", "+44-2078225951"

Set Organization Technical support number

Technical Support

[store view]

+1-800-555-1212

An internationalized version of the phone number

Set Organization Customer Service number

Customer Service

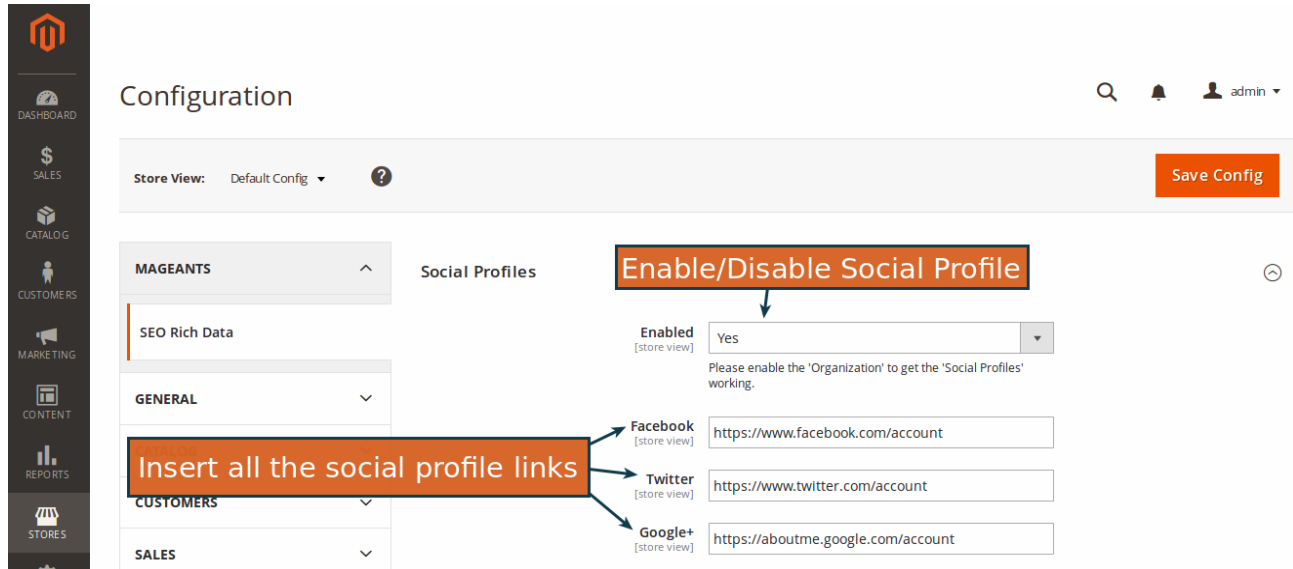
[store view]

+1-800-555-1212

An internationalized version of the phone number

Save Config

Admin can add the new free shipping bar or edit from backend as follow.



Configuration

Store View: Default Config ? Save Config

MAGEANTS

- SEO Rich Data
- GENERAL
- CUSTOMERS
- SALES

Social Profiles

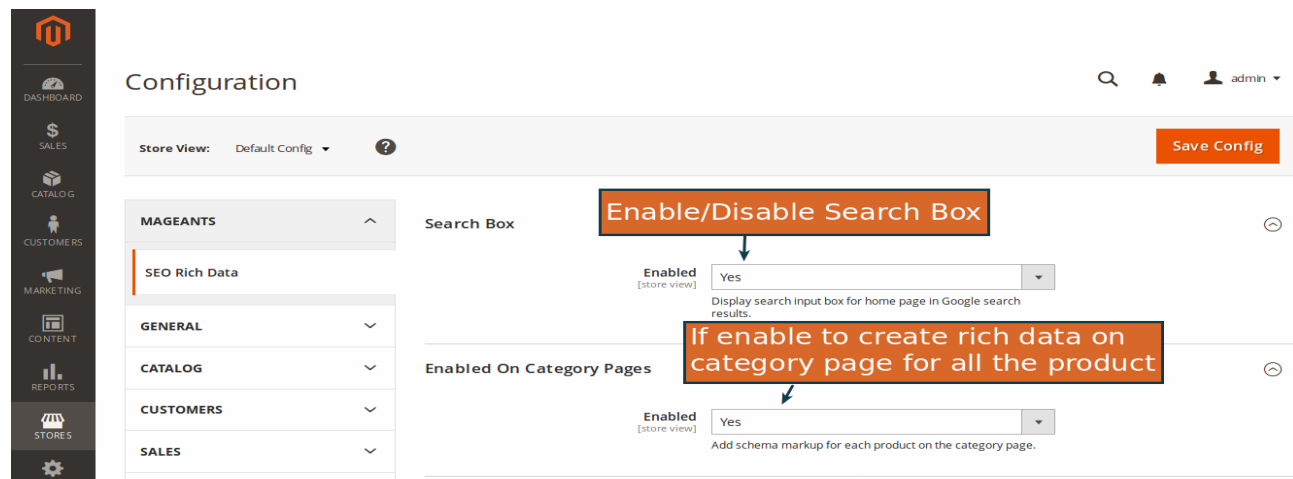
Enable/Disable Social Profile

Enabled [store view] Yes

Please enable the 'Organization' to get the 'Social Profiles' working.

Insert all the social profile links

- Facebook [store view]
- Twitter [store view]
- Google+ [store view]



Configuration

Store View: Default Config ? Save Config

MAGEANTS

- SEO Rich Data
- GENERAL
- CATALOG
- CUSTOMERS
- SALES

Search Box

Enable/Disable Search Box

Enabled [store view] Yes

Display search input box for home page in Google search results.

Enabled On Category Pages

If enable to create rich data on category page for all the product

Enabled [store view] Yes

Add schema markup for each product on the category page.

The screenshot shows the 'Configuration' page in Magento 2, specifically the 'Product Rich Data' section. The page is divided into 'GENERAL' and 'ADVANCED' tabs. The 'GENERAL' tab is active, and the 'Product Rich Data' section is expanded. The 'Enable/Disable Product Rich Data' setting is set to 'Yes'. The 'Show Availability' setting is set to 'Yes'. The 'Show Condition' setting is set to 'Yes'. The 'Show Configurable Products as' setting is set to 'Main Offer'. The 'Show Grouped Products as' setting is set to 'List Of Associated Product Offers'. The 'ADVANCED' tab is also visible, showing settings for 'Description', 'Show Rating', 'Brand', and 'Manufacturer'. The 'Description' setting is set to 'Product Short Description'. The 'Show Rating' setting is set to 'Yes'. The 'Brand' setting is set to 'brand'. The 'Manufacturer' setting is set to 'mpn'. The 'Save Config' button is located in the top right corner.

Configuration

Save Config

GENERAL

Product Rich Data

Enable/Disable Product Rich Data

Enable/Disable Product availability status

Enable/Disable Conditions

Set which offer you want to display for configurable and grouped product

Display Product Long or Short Description

Enable/Disable Product Rating

choose Brand and mpn (Manufacturer Parts Number) from here

ADVANCED

Description

Show Rating

Brand

Manufacturer

Yes

Yes

Yes

Main Offer

List Of Associated Product Offers

Product Short Description

Yes

brand

mpn

Except this, admin has to insert value of attribute in product page **Catalog** → **Product** and click on the product.

DASHBOARD

SALES

CATALOG

CUSTOMERS

MARKETING

CONTENT

REPORTS

STORES

SYSTEM

Push It Messenger Bag

← Back

Add Attribute

Save

▼

New

[global]

☐

No

Sale

[global]

☐

No

Brand *

[global]

Manufacturer Part Number *

[global]

Admin has to insert this two attributes value

Content

⌵

Configurations

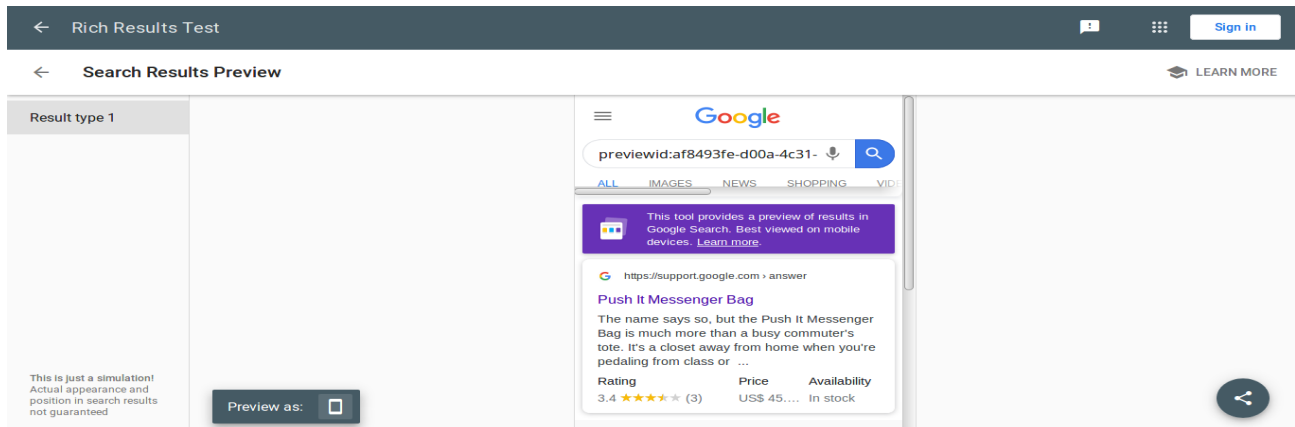
⌵

Configurable products allow customers to choose options (Ex: shirt color). You need to create a simple product for each configuration (Ex: a product for each color).

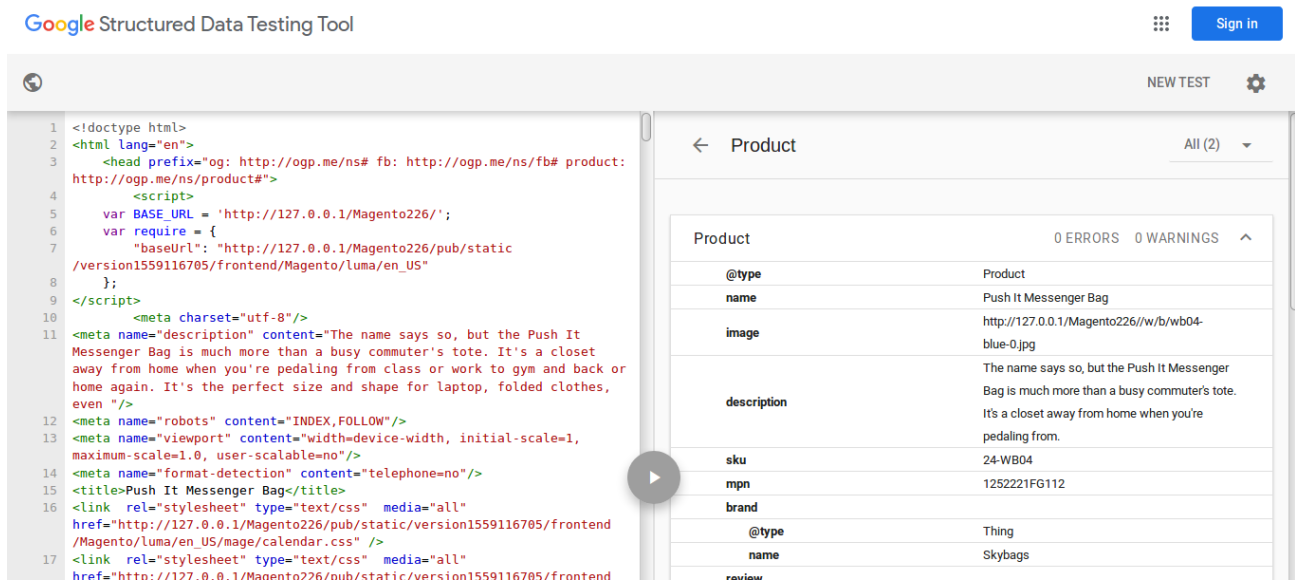
Create Configurations

Front-end Example

The Google Rich Snippets display information on the google page.



The Data has test on Google Data Testing Tool (You Can get all the information over here).



NEW TEST

1

<!doctype html>

2

<html lang="en">

3

<head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# product: http://ogp.me/ns/product#">

4

<script>

5

var BASE_URL = 'http://127.0.0.1/Magento226/';

6

var require = {

7

"baseUrl": "http://127.0.0.1/Magento226/pub/static /version1559116705/frontend/Magento/Luma/en_US"

8

};

9

</script>

10

<meta charset="utf-8"/>

11

<meta name="description" content="The name says so, but the Push It Messenger Bag is much more than a busy commuter's tote. It's a closet away from home when you're pedaling from class or work to gym and back or home again. It's the perfect size and shape for laptop, folded clothes, even "/>

12

<meta name="robots" content="INDEX,FOLLOW"/>

13

<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1.0, user-scalable=no"/>

14

<meta name="format-detection" content="telephone=no"/>

15

<title>Push It Messenger Bag</title>

16

<link rel="stylesheet" type="text/css" media="all" href="http://127.0.0.1/Magento226/pub/static/version1559116705/frontend /Magento/Luma/en_US/mage/calendar.css" />

17

<link rel="stylesheet" type="text/css" media="all" href="http://127.0.0.1/Magento226/pub/static/version1559116705/frontend

bestRating	5
author	
@type	Person
name	Push It Messenger Bag
aggregateRating	
@type	AggregateRating
ratingValue	3.4
reviewCount	3
offers	
@type	Offer
url	http://127.0.0.1/Magento226/
priceCurrency	USD
price	35
priceValidUntil	2019-05-31T00:00:00
itemCondition	https://schema.org/NewCondition
availability	https://schema.org/InStock
seller	
@type	Organization
name	Executive Objects

Thank you!

Should you have any questions or feature suggestions, please contact us at:
<http://mageants.com/contactus>

Your feedback is absolutely welcome!