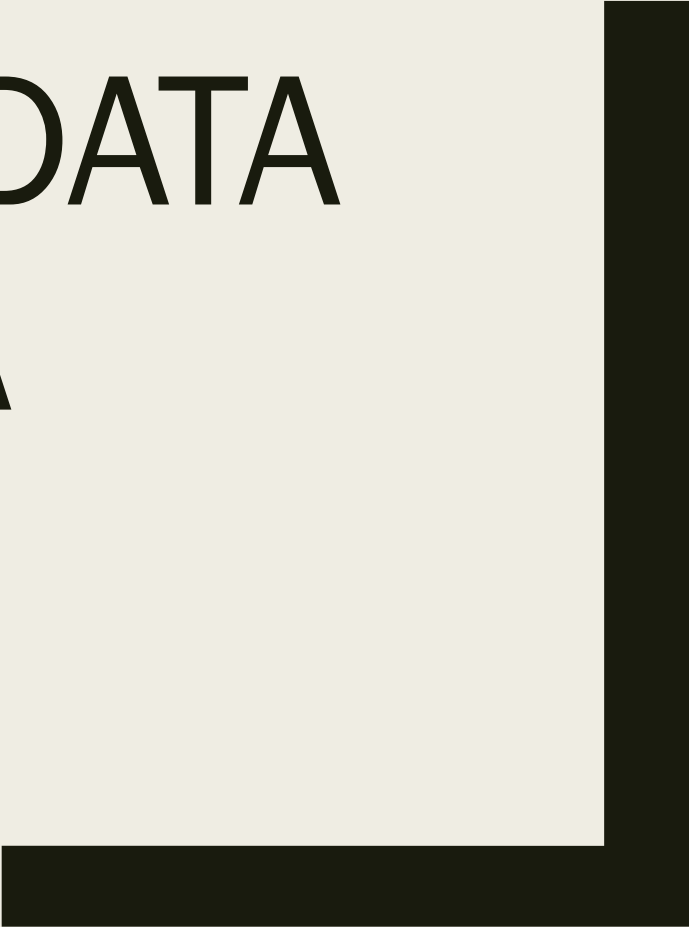# STRUCTURED DATA & SCHEMA

What is it and why does it matter

We'll be looking at:

- What structured data is
- Examples of structured data
- What schema markup is
- Examples of schema markup
- Why they are important
- How we can use them
- Tools to help you with structured data and schema
- Resources

Structured Data

- This is the **on-page code** that helps search engines understand what's on a web page.

- It **provides explicit clues to the crawler** about the meaning of the data on the page and helps it classify the content on the page.

- It is the standard format for providing **information about the page**.

- Google's preferred format for structuring data is called **JSON-LD** which stands for JavaScript Object Notation for Linked Data.

Example of Structured Data

■ When you are looking for a business on Google, all the extra information you find, known as **rich snippets**, is created by using structured data on your page.
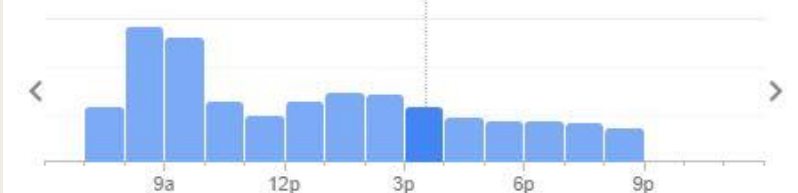
Example of Structured Data

■ When looking up a review, all the information included with the meta-title and meta-description is generated by including structured data in the page's HTML text.

Schema Markup

- This is the **code or vocabulary** you put on the web page to **indicate structured data**.

- It **tells** the search engine result pages (SERPs) to **display all the extra information** that makes up a rich snippet.

- The first schema markup tool was developed by **schema.org**. which is free to use.

Example of Schema Markup

- Let's say you've uploaded a video onto your webpage about the film *Blakkklansman*.

- Google's search engine will just read and index it as Blackkklansman.

- Using the **video schema markup** from schema.org with the video, it is picked up as a video and shows up in the rich snippets in the search engine results.

Example of Schema Markup

■ This is what the JSON-LD code looks like on schema.org.

■ This looks like a long list of intimidating code but don't worry, most of the schema markup doesn't require alterations.

Example 1

Without Markup   Microdata   RDFa   JSON-LD

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "MusicGroup",
  "event": [{
    "@type": "Event",
    "location": "Memphis, TN, US",
    "offers": "ticketmaster.com/foofighters/may20-2011",
    "startDate": "2011-05-20",
    "url": "foo-fighters-may20-fedexforum"
  }, {
    "@type": "Event",
    "location": "Council Bluffs, IA, US",
    "offers": "ticketmaster.com/foofighters/may23-2011",
    "startDate": "2011-05-23",
    "url": "foo-fighters-may23-midamericacenter"
  }],
  "image": [
    "foofighters-1.jpg",
    "foofighters-2.jpg",
    "foofighters-3.jpg"
  ],
  "interactionStatistic": {
    "@type": "InteractionCounter",
    "interactionType": "http://schema.org/CommentAction",
    "userInteractionCount": "18"
  },
  "name": "Foo Fighters",
  "track": [{
    "@type": "MusicRecording",
    "audio": "foo-fighters-rope-play.html",
    "duration": "PT4M53",
    "inAlbum": "foo-fighters-wasting-light.html",
    "interactionStatistic": {
      "@type": "InteractionCounter",
      "interactionType": "http://schema.org/ListenAction",
      "userInteractionCount": "14300"
    },
    "name": "Rope",
    "offers": "foo-fighters-rope-buy.html",
    "url": "foo-fighters-rope.html"
  }, {
    "@type": "MusicRecording",
    "audio": "foo-fighters-everlong-play.html",
    "duration": "PT6M33S",
    "inAlbum": "foo-fighters-color-and-shape.html",
    "name": "Everlong",
    "interactionStatistic": {
      "@type": "InteractionCounter",
      "interactionType": "http://schema.org/ListenAction",
      "userInteractionCount": "11700"
    },
    "offers": "foo-fighters-everlong-buy.html",
    "url": "foo-fighters-everlong.html"
  }],
  "video": {
    "@type": "VideoObject",
    "description": "Catch this exclusive interview with Dave Grohl and the Foo Figh
    "duration": "T1M33S",
    "name": "Interview with the Foo Fighters",
    "thumbnail": "foo-fighters-interview-thumb.jpg"
  }
}
</script>
```

Why are they so important?

■ Structured data **helps Google understand your website and its contents better**. This means that it's indexed more **accurately**.

■ As Google and other search engines become more sophisticated in how they find information and display search results, focussing only on keywords is becoming **outdated**.

■ **Localisation and personalisation** of search results, and a migration to **mobile** is increasing the importance of structured data as it has a greater impact on search engine results.

Why are they so important?

■ Schema markups **help websites rank better for content** because it also includes information about the **type of content** on a page.

■ A study was done that found that websites with schema markups ranked better in SERPs than those without – they ranked an **average of four positions higher.**

■ Schema markups are severely under utilised. Searchmetrics found that **only 0.3%*** of websites used schema.

*https://www.searchmetrics.com/news-and-events/schema-org-in-google-search-results/

How to Use Them

■ We can incorporate structured data into nearly everything we do here.

■ But there are three areas where they could be utilised: **reviews**, **news stories** and **blogs**, and **how-to-plays**.

■ You copy the schema markup either from **schema.org** or the less intimidating **Steal Our JSON-LD**.
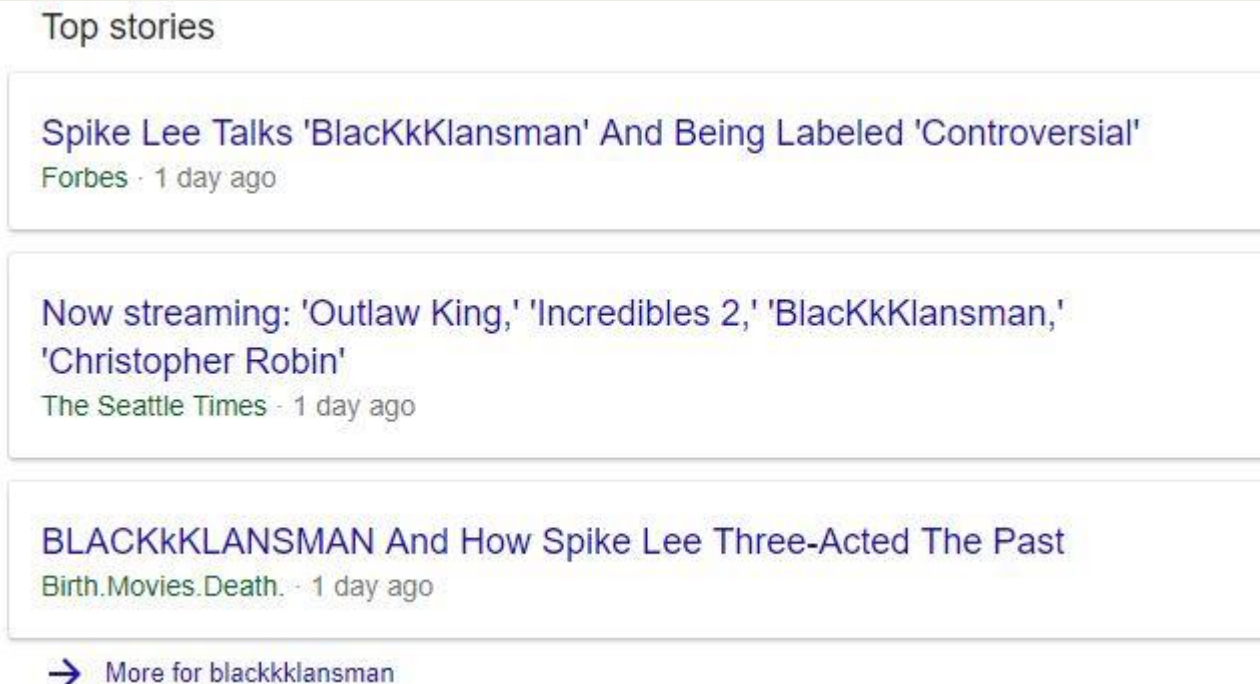
How We Can Use Them cont.

■ We can use the review schema markup to get out slot reviews and casino reviews better SERPs.

■ The Howto schema markup can be used to generate rich snippets of our "How to Play" pages.

■ We could also utilise them with our blog posts which feature news stories. They'll show up like this on Google search:

■ We are only limited by our imagination!

Top stories

Spike Lee Talks 'BlacKkKlansman' And Being Labeled 'Controversial'
Forbes · 1 day ago

Now streaming: 'Outlaw King,' 'Incredibles 2,' 'BlacKkKlansman,' 'Christopher Robin'
The Seattle Times · 1 day ago

BLACKkKLANSMAN And How Spike Lee Three-Acted The Past
Birth.Movies.Death. · 1 day ago

→ More for blackkklansman

For a Review...

- Let's say I'm writing a review on the latest Dr Marten boot for spring.

- I would write the standard full length review for my fashion blog called...Fashion Grrrl. Now I want it to have structured data that will show up as a review.

For a Review…

■ Once I'm done with the review contents, I'll go on Steal Our JSON-LD and copy the schema markup for a review.

Review

As of January 2016, Google has added support for JSON-LD and reviews. This is a big day for JSON-LD in the fact that reviews are a really popular type in the webmaster community. The following code has been validated and has been proven to work with Google.

```
1  <script type="application/ld+json">
2  {
3    "@context": "http://schema.org/",
4    "@type": "Product",
5    "image": "http://www.example.com/iphone-case.jpg",
6    "name": "The Catcher in the Rye",
7    "review": {
8      "@type": "Review",
9      "reviewRating": {
10       "@type": "Rating",
11       "ratingValue": "4"
12     },
13     "name": "iPhone 6 Case Plus",
14     "author": {
15       "@type": "Person",
16       "name": "Linus Torvalds"
17     },
18     "datePublished": "2016-04-04",
19     "reviewBody": "I loved this case, it is strurdy and lightweight. Only issue is that it smudg
20     "publisher": {
21       "@type": "Organization",
22       "name": "iPhone 6 Cases Inc."
23     }
24   }
25 }
26 </script>
```

For a Review...

■ I'll then paste it in the text view of the page and add in the required information.

■ In this case:
- the **images HTML code** (URL location)
- a **general name** for the product
- a **rating** out of 5
- a second more **descriptive name**
- **name** of the person writing the review
- the **date** the review is published
- a **brief description** of why you gave the product the rating you did
- the name of your **organisation**

So for my review on the 1460 boot...

- The image HTML code is https://www.casinoza.com/wp-content/uploads/2018/09/dr-martens-black-boot-300x251.png

- The general name for the product is "Spring range Dr Marten 1460"

- The rating is 5

- The second more descriptive name is "Dr Marten black 1460 with flower cut-outs "

- The person writing the review is Brooke Steton

- The published date is 2018-11-09

- The brief description is "The latest 1460 to come on the Dr Martens show room features leather light pink flower cut outs and silver studs, which lend the iconic a feminine edge. Pair them with a sheer light summer dress or denim wide leg trousers. These 1460s will set you apart from the crowd this spring."

- And the organisation is Fashion Grrrl

The schema markup HTML code looks like this:

```html
<script type="application/ld+json">
{
  "@context": "http://schema.org/",
  "@type": "Product",
  "image": "https://www.casinoza.com/wp-content/uploads/2018/09/dr-martens-black-boot-300x251.png",
  "name": "Spring range Dr Marten 1460",
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": "5"
    },
    "name": "Dr Marten black 1460 with flower cut-outs ",
    "author": {
      "@type": "Person",
      "name": "Nolwandle Zondi"
    },
    "datePublished": "2018-11-09",
    "reviewBody": "The latest 1460 to come on the Dr Marten show room features leather light pink flower cut outs and silver studs, which lend the iconic boot an edge. Pair them with a sheer light summer dress or denim wide leg trousers. These 1460s will set you apart from the crowd this spring.",
    "publisher": {
      "@type": "Organization",
      "name": "Fashion Grrrl"
    }
  }
}
</script>
```

Tools to Help You with Structured Data and Schema Markup: Testing Tool

- To test your schema markup during development, Google has its own testing tool called the Structured Data Testing tool.

- Use this tool during development i.e. when you're writing the code.

- https://search.google.com/structured-data/testing-tool

Tools to Help You with Structured Data and Schema Markup: Testing tool

Tools to Help You with Structured Data and Schema Markup: Testing tool

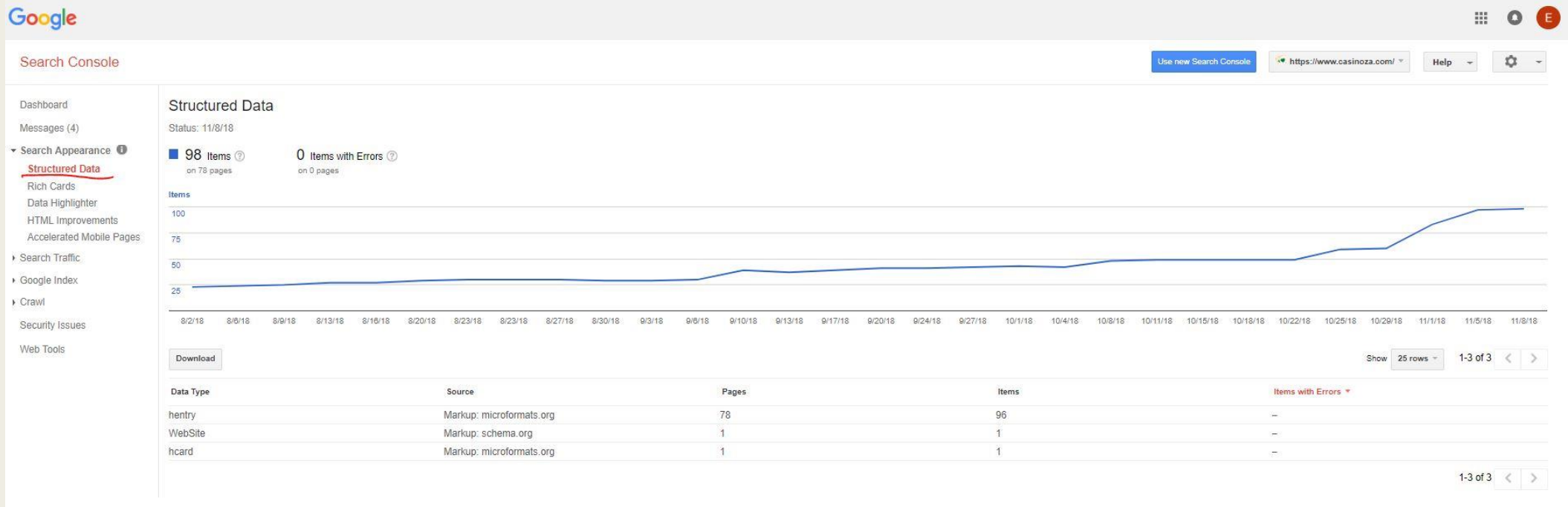# Tools to Help You with Structured Data and Schema Markup: Testing tool

Tools to Help You with Structured Data and Schema Markup: Rich Result Status Report

■ To monitor the health of your pages with structured data, use the rich result status report.

■ It's a built in app on Google search console. Click on Search Appearance in the Dashboard.

Tools to Help You with Structured Data and Schema Markup: Rich Result Status Report

■ To monitor the health of your pages with structured data, use the rich result status report.

■ It's a built in app on Google search console. Click on Search Appearance in the Dashboard. Then click on Structured Data to view if it has any errors.

Resources

- https://yoast.com/howto-structured-data/

- https://yoast.com/what-is-structured-data/

- https://www.adherecreative.com/blog/bid/153475/what-is-structured-data-and-why-does-it-matter-for-seo

- https://developers.google.com/search/docs/guides/intro-structured-data

- https://neilpatel.com/blog/get-started-using-schema/

- https://www.youtube.com/watch?v=xQeRA-Ojq5c

- Schema.org: https://www.schema.org

- Steal Our JSON-LD: https://www.jsonld.com

- Google's Structured Data Guidelines: https://developers.google.com/search/docs/guides/sd-policies

- Structured Data Testing Tool: https://search.google.com/structured-data/testing-tool#