

13-14-15, NOVEMBER 2017

Semantic SEO XL Workshop



Martha van Berkel

CoFounder, Schema App



nationality

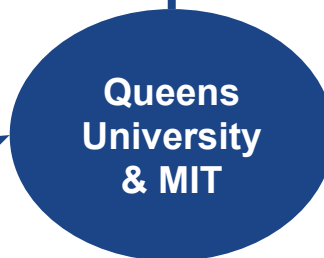
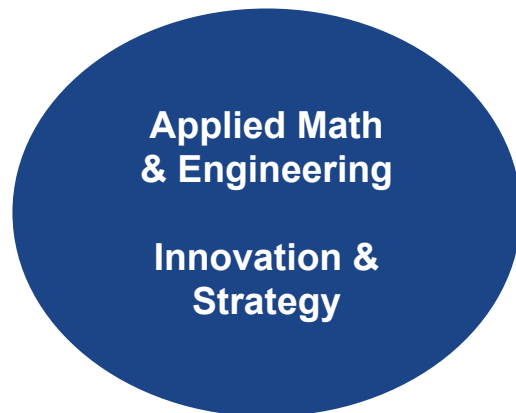


founder



alumniOf

makesOffer



Member of

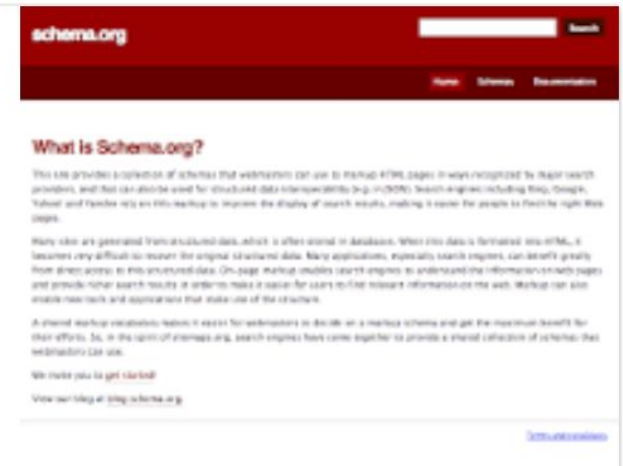


Agenda

1. What is Schema Markup?
2. Benefit of Schema Markup
3. Schema Markup Strategy
4. Best Practices
5. Tools for Getting Started
6. Measuring the Value of Schema Markup

Schema.org

Schema markup is code (semantic vocabulary) that you put on your website to help the search engines return more informative results for users. If you've ever used rich snippets, you'll understand exactly what **schema markup** is all about. Here's an example of a local business that has **markup** on its event schedule page.



JSON-LD

```
<link rel='https://api.w.org/' href='https://www.schemaapp.com/w
<link rel="EditURI" type="application/rsd+xml" title="RSD" href=
<link rel="wlwmanifest" type="application/wlwmanifest+xml" href="https://www.schemaapp.com/wp-includes/wlwmanifest.xml" />
<link rel='shortlink' href='https://www.schemaapp.com/' />
<link rel="alternate" type="application/json+oembed" href="https://www.schemaapp.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fwww.schemaapp.com%2F" />
<link rel="alternate" type="text/xml+oembed" href="https://www.schemaapp.com/wp-json/oembed/1.0/embed?url=https%3A%2F%2Fwww.schemaapp.com%2F&#038;format=xml" />
<script type="application/ld+json">{"@context":"http://schema.org", "@type": "Organization", "contactPoint":
{"@type": "ContactPoint", "hoursAvailable": "http://schemaapp.com/db/Ugozi_Edge_Inc/OpeningHoursSpecification_0", "image":
[{"@type": "ImageObject", "height": "105", "url": "https://www.schemaapp.com/wp-content/uploads/2016/04/SchemaApp_Logo-e1462565714376.png", "width": "300", "@id": "https://www.schemaapp.com/wp-content/uploads/2016/04/SchemaApp_Logo-e1462565714376.png"}, {"@type": "ImageObject", "height": "105", "url": "https://www.schemaapp.com/wp-content/uploads/2016/04/SchemaApp_Logo-e1462565714376.png"}, {"@type": "ImageObject", "height": "105", "url": "https://www.schemaapp.com/wp-content/uploads/2016/04/SchemaApp_Logo-e1462565714376.png"}], "availableLanguage":
["https://en.wikipedia.org/wiki/French_language", "http://schemaapp.com/db/Ugozi_Edge_Inc/English"], "description": "Contact the sales team at Schema App to answer questions about how the Schema App platform can help you. ", "telephone": "+1-855-444-8624", "contactType": "sales", "email": "info@hunchmanifest.com", "name": "Sales Inquiries", "areaServed": "https://en.wikipedia.org/wiki/Earth", "url": "https://www.schemaapp.com/contact/#sales", "contactOption": "http://schemaapp.com/db/Ugozi_Edge_Inc/ContactPointOption_0", "@id": "https://www.schemaapp.com/contact/#sales", "sameAs": ["https://twitter.com/schemaapptool", "https://www.facebook.com/schemaapp/"], "address": {"@type": "PostalAddress", "addressCountry": "Canada", "addressLocality": "Guelph", "addressRegion": "Ontario", "postalCode": "N1G 1J3", "streetAddress": "73 Forest Street"}, "url": "https://www.schemaapp.com/", "logo": {"@id": "https://www.schemaapp.com/wp-content/uploads/2016/04/SchemaApp_Logo-e1462565714376.png"}, "description": "Take control of how search engines read your content. Schema App simplifies structured data for digital marketers. Be more productive with automation. Differentiate with intelligence.", "parentOrganization": "https://www.hunchmanifest.com/", "name": "Schema App", "@id": "https://www.schemaapp.com/"}
</script><script type="application/ld+json">
{"@context": "http://schema.org", "@type": "WebSite", "@id": "https://www.schemaapp.com#website", "name": "Schema App Tools", "url": "https://www.schemaapp.com", "potentialAction": {"@type": "SearchAction", "target": "https://www.schemaapp.com/?s={search_term_string}", "query-input": "required name=search_term_string"}}</script><script type="application/ld+json">
{"@context": "http://schema.org", "@type": "BreadcrumbList", "itemListElement": [{"@type": "ListItem", "position": 1, "item": {"@id": "https://www.schemaapp.com#breadcrumbitem", "name": "Schema App Tools"}}]}</script><script data-cfasync="false" src="//load.sumome.com/" data-sumo-platform="wordpress" data-sumo-site-id="d6ba3f00bbdc5000f4fb5f00bd7087007e0ac5003f3262007980bc005b49b600" async></script><style type="text/css" media="screen">.fullstripe-form-title{ font-size: 120%; color: #363636; font-weight: bold;}
```

Microdata & RDFa

```
<div itemscope itemtype="http://schema.org/Restaurant">
  <span itemprop="name">GreatFood</span>
  <div itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
    <span itemprop="ratingValue">4</span> stars -
    based on <span itemprop="reviewCount">250</span> reviews
  </div>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">1901 Lemur Ave</span>
    <span itemprop="addressLocality">Sunnyvale</span>,
    <span itemprop="addressRegion">CA</span> <span itemprop="postalCode">94086</span>
  </div>
  <span itemprop="telephone">(408) 714-1489</span>
  <a itemprop="url" href="http://www.dishdash.com">www.greatfood.com</a>
  Hours:
  <meta itemprop="openingHours" content="Mo-Sa 11:00-14:30">Mon-Sat 11am - 2:30pm
  <meta itemprop="openingHours" content="Mo-Th 17:00-21:30">Mon-Thu 5pm - 9:30pm
  <meta itemprop="openingHours" content="Fr-Sa 17:00-22:00">Fri-Sat 5pm - 10:00pm
  Categories:
  <span itemprop="servesCuisine">
    Middle Eastern
  </span>,
  <span itemprop="servesCuisine">
    Mediterranean
  </span>
  Price Range: <span itemprop="priceRange">$$</span>
  Takes Reservations: Yes
</div>
```


Welcome to Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open [community](#) process, using the public-schemaorg@w3.org mailing list and through [GitHub](#).

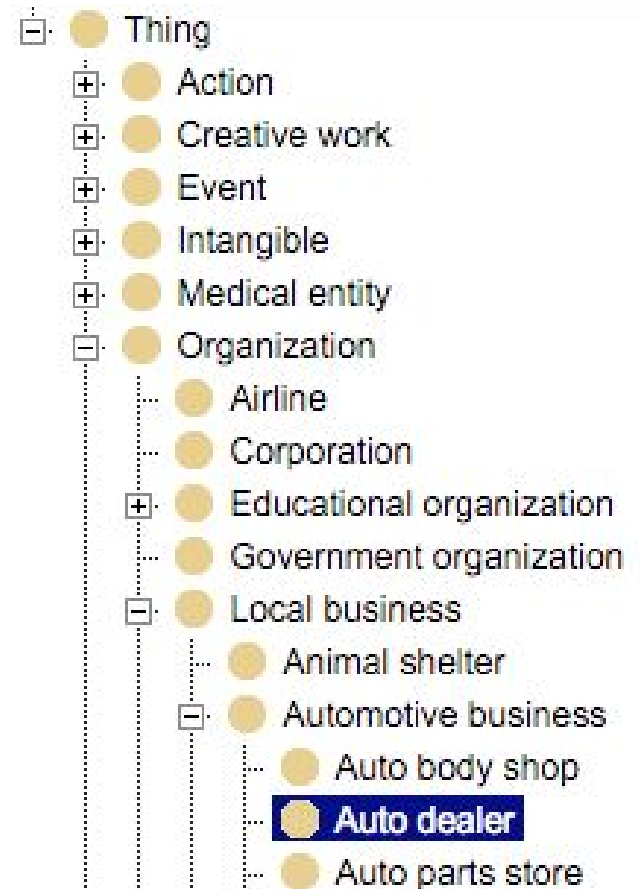
A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together – to provide a shared collection of schemas.

We invite you to [get started!](#)

View our blog at blog.schema.org or see [release history](#) for version 3.3.

[Terms and conditions](#)

- Classes are the types of things described: Organization, Person, Creative Work, Event, etc.
- Properties indicate the attributes or relationships of the things
- Sub-classes (e.g. MedicalOrganization) inherit the properties of parent classes (LocalBusiness, Place, Organization and Thing)



CafeOrCoffeeShop

Class

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

[Thing](#) > [Organization](#) > [LocalBusiness](#) > [FoodEstablishment](#) > [CafeOrCoffeeShop](#)

[Thing](#) > [Place](#) > [LocalBusiness](#) > [FoodEstablishment](#) > [CafeOrCoffeeShop](#)

A cafe or coffee shop.

Usage: Between 100 and 1000 domains

Properties

[\[more...\]](#)

Property	Expected Type	Description
Properties from FoodEstablishment		
acceptsReservations	Boolean or Text or URL	Indicates whether a FoodEstablishment accepts reservations. Values can be Boolean, an URL at which reservations can be made or (for backwards compatibility) the strings <code>Yes</code> or <code>No</code> .
hasMenu	Menu or Text or URL	Either the actual menu as a structured representation, as text, or a URL of the menu. Supersedes menu .
servesCuisine	Text	The cuisine of the restaurant.
starRating	Rating	An official rating for a lodging business or food establishment, e.g. from national associations or standards bodies. Use the <code>author</code> property to indicate the rating organization, e.g. as an Organization with name such as (e.g. HOTREC, DEHOGA, WHR, or Hotelstars).
Properties from LocalBusiness		
currenciesAccepted	Text	The currency accepted (in ISO 4217 currency format).
	Text	The general opening hours for a business. Opening hours can be specified as a weekly

Available properties in extensions

- For Hospital in the health-lifesci extension: availableService, medicalSpecialty
- For MedicalOrganization in the health-lifesci extension: medicalSpecialty
- For MedicalOrganization in the pending extension: healthPlanNetworkId, isAcceptingNewPatients
- For Organization in the pending extension: actionableFeedbackPolicy, correctionsPolicy, diversityPolicy, ethicsPolicy, unnamedSourcesPolicy
- For Place in the pending extension: geospatiallyContains, geospatiallyCoveredBy, geospatiallyCovers, geospatiallyCrosses, geospatiallyDisjoint, geospatiallyEquals, geospatiallyIntersects, geospatiallyOverlaps, geospatiallyTouches, geospatiallyWithin
- For Thing in the pending extension: subjectOf

Examples

Example 1

Without Markup

Microdata

RDFa

JSON-LD

This example shows a JSON-LD description of services that do not necessarily have a direct human-oriented HTML description. It describes a `GovernmentService` named "Veterans Affairs Emergency Mental Health Services" and its operator, service area and service details, such as its Veterans Crisis Line (including phone contact line numbers, hours of operation, language and other details).



Feature guides

Enhancements

Breadcrumbs

Sitelinks searchbox

Corporate contact info

Logos

Social profile links

Carousels

Content Types

Articles

Books

Courses

Datasets

Events

Fact Check

Job Postings

Local Businesses

Music

Paywalled content

Podcasts

Products

Recipes

Reviews

TV and Movies

Videos

Introduction to Structured Data



Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page. Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general. For example, here is a [JSON-LD](#) structured data snippet that might appear on the contact page of the Unlimited Ball Bearings corporation, describing their contact information:

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "http://www.example.com",
  "name": "Unlimited Ball Bearings Corp.",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-401-555-1212",
    "contactType": "Customer service"
  }
}
</script>
```

Google Search also uses structured data to enable special search result features and enhancements. For example, a recipe page with valid structured data is eligible to appear in a graphical search result, as shown here:

Search result feature

Equivalent structured data (trimmed for brevity)

Domenis Storica Nera 3040223 Grappa, CI 50: Amazon.it: Alimentari e ...

<https://www.amazon.it/Domenis-Storica-Nera...Grappa/.../B00J8IT8...> ▼ Translate this page

★★★★★ Rating: 4.3 - 12 reviews

E' passato più di un secolo da quando Piero **Domenis** fonda la distilleria a Cividale del Friuli. I profumi franchi e raffinati all'olfatto accompagnano l'evidente, ...

Top stories



AC Milan 0-0 Genoa

BBC · 7 hours ago



AC Milan may have to sell players if they miss UCL place - Marco Fassone

ESPN FC · 10 hours ago



AC Milan settle for Genoa stalemate after Bonucci sees red

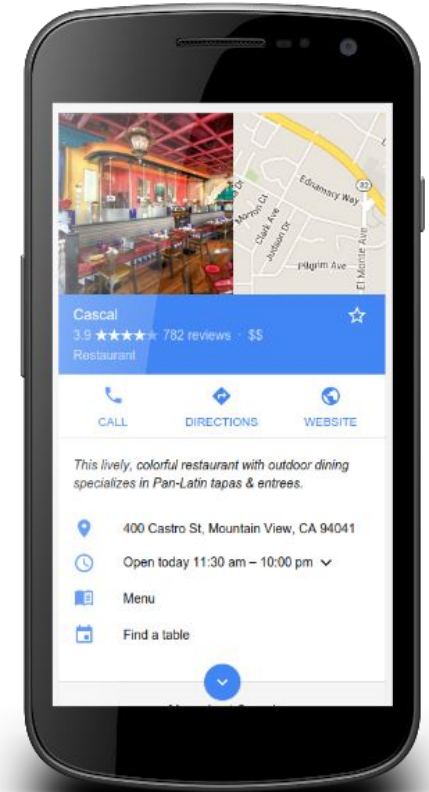
Daily Mail · 6 hours ago

Sports Events 365 | Events tickets in Milan, Italy

www.sportsevents365.com/dock/cities/milano ▼

Tickets to events in Milan. Our attractive ... Search. Search events in Milan by type of event ... Italian Serie A (Football (Soccer)) AC Milan vs Genoa CFC. Milan ...

Sun, Oct 22	AC Milan vs Genoa CFC	Stadio San Siro (Giuseppe ...
Sun, Oct 22	EA7 Olimpia Milano vs New ...	Mediolanum Forum, Milan, Italy
Mon, Oct 23	The Marksman - Milan, Italy	La Scala, Milan, Italy



Secure | <https://inbox.google.com/u/1/search/french%20immersion>

Apps Accello Pipedrive Google Structured D Semantic Search Mar WebinarJam Home | Schema App Google Search Docs API Test call

Back



Search: french immersion

Inbox Snoozed Done

Drafts Sent Reminders Bin Spam Contacts Gmail



Bundled in the inbox Trips

me, Heather, Caroline (4) Media Coverage: Limited Access to French Immersion – Good news last week we got some ... 30 Jan

  School board braces itself as demand fo... Guelph Mercury [VIEW ARTICLE](#)



All results

me, Amy, Mark (4) Guelph Today – as-french-immersion-policy-is-developed-425083 Happy to continue the... 19 Oct

  Parents worry what future holds as Fren... GuelphToday [VIEW ARTICLE](#)

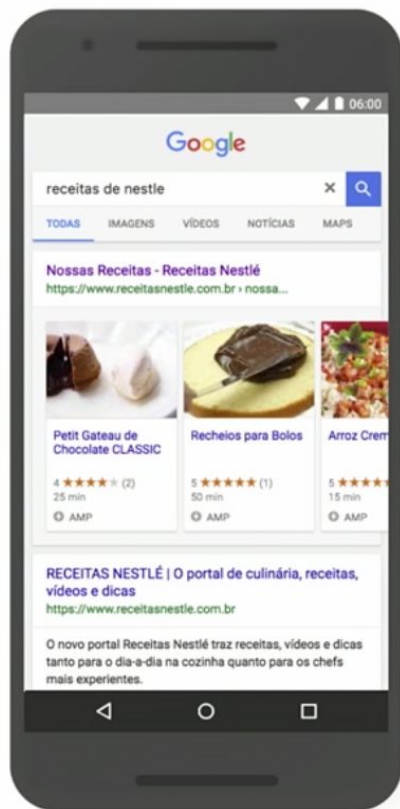
Angela and Kevin MoMondays Guelph News – performer of French educational music. Core and French imm... 21 Aug

Marnie, me, Emily (3) Holy moly! – 10:43 PM Marnie Loeb <i.am.marnie@gmail.com> wrote: http://www.570news.c... 11 Apr

  No more buses for French immersion st... 570 News [VIEW ARTICLE](#)

Results

Rich Results
Higher Click Through Rates
Quality Traffic
Customer Engagement



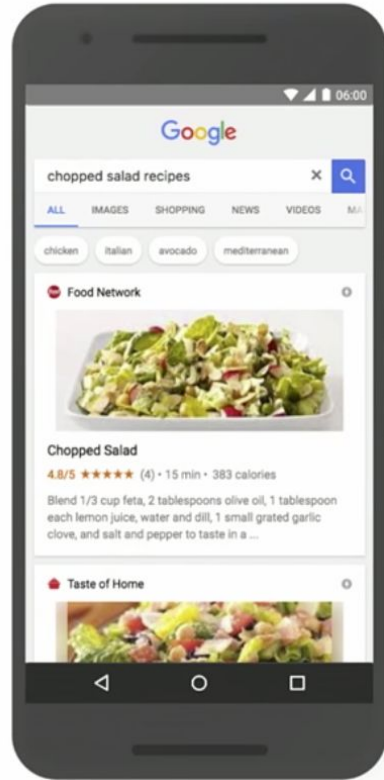
82% higher click-through rate
for pages displayed as rich
results



1.5x more time spent on rich
result pages

3.6x higher interaction rate

#i|7



80% of pages displayed as
rich results

35% increase in visits



"Alexa, turn on
Welcome Home"

"Alexa, turn on my
Chill Time"

"Alexa, turn off my
Bedroom Sonos"

"Alexa, turn on
the TV"



Strategy

What should you optimize
with Schema Markup?

#1 What are the important aspects of the business?
What makes it unique?

Key Content/Aspect of Business	What is it?	Where is it on the website?
Schema App Brand	Brand	https://www.schemaapp.com/
Schema App Product	Product Offers	https://www.schemaapp.com/schema-org-json-ld-markup-editor/
Contact Information	ContactPoint Contact Page	https://www.schemaapp.com/contact/
Pricing	Offers	https://www.schemaapp.com/schema-org-json-ld-markup-editor/

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Pricing	Offers	https://www.schemaapp.com/schema-org-json-ld-markup-editor/

#2 What Google Features are you eligible for?

Feature guides

Enhancements

Breadcrumbs

Sitelinks searchbox

Corporate contact info

Logos

Social profile links

Carousels

Content Types

Articles

Books

Courses

Datasets

Events

Fact Check

Job Postings

Local Businesses

Music

Paywalled content

Podcasts

Products

Recipes

Reviews

TV and Movies

Videos

Introduction to Structured Data



Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page. Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Google uses structured data that it finds on the web to understand the content of the page, as well as to gather information about the web and the world in general. For example, here is a [JSON-LD](#) structured data snippet that might appear on the contact page of the Unlimited Ball Bearings corporation, describing their contact information:

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    "contactType": "Customer service"
  }
}
</script>
```

Google Search also uses structured data to enable special search result features and enhancements. For example, a recipe page with valid structured data is eligible to appear in a graphical search result, as shown here:

Search result feature

Equivalent structured data (trimmed for brevity)

Key Content	What is it?	Where is it on the website?	Google Feature?
			Local Business Corporate Contacts
Hunch Manifest	Organization	http://www.hunchmanifest.com	Logo Social Profiles Reviews
Schema App Brand	Brand	https://www.schemaapp.com	Social Profiles Logo Corporate Contacts
Schema App Product	Product Offers	https://www.schemaapp.com/schema-org-json-ld-markup-editor/	Product Reviews

Best Practices

- Use JSON-LD
- Use the most specific class possible
- Markup only what is on the page
- Connect “things” in schema markup
- Relate to Wikipedia/websites to define topics



BIANCHI
Café & Cycles
MILANO

RESTAURANT AND COFFEE

BIKE STORE AND WORKSHOP

BIKE FITTING

FEATURES AND CONTACTS

NEWS AND EVENTS

T. 02.25061039

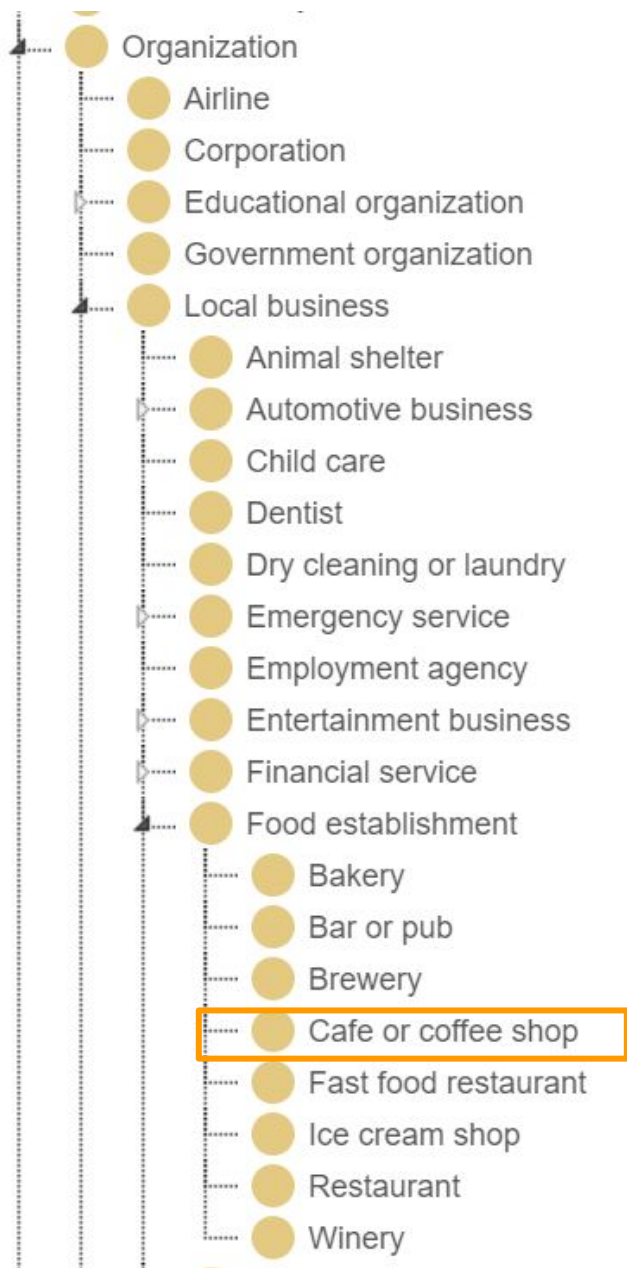
M. ristorante@bianchicafecycles.it

DOVE SIAMO

Via Felice Cavallotti 8, Milano.

VEDI MAPPA





[schema.org](#)

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

CafeOrCoffeeShop

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

Thing > [Organization](#) > [LocalBusiness](#) > [FoodEstablishment](#) > [CafeOrCoffeeShop](#)
 Thing > [Place](#) > [LocalBusiness](#) > [FoodEstablishment](#) > [CafeOrCoffeeShop](#)

A cafe or coffee shop.

Usage: Between 100 and 1000 domains

[\[more...\]](#)

Property	Expected Type	Description
Properties from FoodEstablishment		
acceptsReservations	Boolean or Text or URL	Indicates whether a FoodEstablishment accepts reservations. Values can be Boolean, an URL at which reservations can be made or (for backwards compatibility) the strings <code>yes</code> or <code>no</code> .
hasMenu	Menu or Text or URL	Either the actual menu as a structured representation, as text, or a URL of the menu. Supersedes menu .
servesCuisine	Text	The cuisine of the restaurant.
starRating	Rating	An official rating for a lodging business or food establishment, e.g. from national associations or standards bodies. Use the <code>author</code> property to indicate the rating organization, e.g. as an Organization with name such as (e.g. HOTREC, DEHOGA, WHR, or Hotelstars).
Properties from LocalBusiness		
currenciesAccepted	Text	The currency accepted (in ISO 4217 currency format).
	Text	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 <code>','</code> separating each day. Day or time ranges are specified using a hyphen <code>'-'</code> .

CafeOrCoffeeShop

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

[Thing](#) > [Organization](#) > [LocalBusiness](#) > [FoodEstablishment](#) > [CafeOrCoffeeShop](#)

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Properties from LocalBusiness		
currenciesAccepted	Text	The currency accepted (in ISO 4217 currency format).
openingHours	Text	<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>.• If a business is open 7 days a week, then it can be specified as <code><time</code>

- Books
- Courses
- Datasets
- Events
- Fact Check
- Job Postings
- Local Businesses
- Music
- Paywalled content
- Podcasts
- Products
- Recipes
- Reviews
- TV and Movies
- Videos
- Beta Features
- Software Apps

Local Businesses



When users search for businesses on Google Search or Maps, Search results may display a prominent Knowledge Graph card with details about a business that matched the query. When users query for a type of business, such as a restaurant, they may see a carousel of listings hosted by restaurant listing providers.

★ We are currently piloting this feature with a small set of initial providers. We hope to open up the feature to more providers soon. [Register your interest](#) in our form.

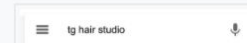
Examples

You can try out the following examples using the [Structured Data Testing Tool](#).

Local Business Listing



Place Action



Contents

Examples



- Business hours
- Multiple departments
- Restaurant lists
- Order & reservation scenarios

Type definitions

- Local business properties
- Restaurant properties
- Business action properties
- OrderAction properties
- ReserveAction properties



Books
Courses
Datasets
Events
Fact Check
Job Postings
[Local Businesses](#)
Music
Paywalled content
Podcasts
Products
Recipes
Reviews
TV and Movies
Videos

Beta Features
Software Apps 
Top Places Lists 

Local business properties

Define each local business location as a [LocalBusiness](#) type. Use the most specific [LocalBusiness](#) sub-type possible; for example, [Restaurant](#), [DaySpa](#), [HealthClub](#), and so on.

Properties

@id	URL , required Globally unique ID of the specific business location in the form of a URL. The ID should be stable and unchanging over time. Google Search treats the URL as an opaque string and it does not have to be a working link. If the business has multiple locations, make sure the @id is unique for each location.
acceptsReservations	Boolean , recommended For food establishments, True or False. If True, the best practice is to also define potentialAction .
address	PostalAddress , required Address of the specific business location.
address.addressCountry	Text , required

Contents

Examples

- Business hours
- Multiple departments
- Restaurant lists
- Order & reservation scenarios

Type definitions

- [Local business properties](#)
- Restaurant properties
- Business action properties
- OrderAction properties
- ReserveAction properties

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RESTAURANT AND COFFEE

BIKE STORE AND WORKSHOP

BIKE FITTING

FEATURES AND CONTACTS

NEWS AND EVENTS

T. 02.25061039

M. ristorante@bianchicafecycles.it

DOVE SIAMO

Via Felice Cavallotti 8, Milano.

VEDI MAPPA



Required Properties

email ? +	<input type="text" value="ristorante@bianchicafecycles.it"/>	▼ x
address ? +		
street address ?	<input type="text" value="Via Felice Cavallotti 8"/>	▼ x
post office box # ?	<input type="text"/>	▼ x
locality ?	<input type="text" value="Milano"/>	▼ x
state/region ?	<input type="text"/>	▼ x
postal code ?	<input type="text"/>	▼ x
country ?	<input type="text" value="Italy"/>	▼ x
image ? +	<input type="text" value="http://www.bianchicafecycles.it/ima/bg_bianchi_2.jpg"/>	▼ x
url ? +	<input type="text" value="http://www.bianchicafecycles.it/"/>	x
name ? +	<input type="text" value="Bianchi Cafe and Cycles Milano"/>	▼ x
logo ? +	<input type="text" value="http://www.bianchicafecycles.it/ima/logo.svg"/>	▼ x

Email

Address

Image
URL
Name
Logo

Recommended Properties

opening hours specification ? +	<input type="text" value="Select Opening hours specification"/>	▼ x
contact point ? +	<input type="text" value="Bianchi Cafe Contact Point"/>	▼ x
menu ? +	<input type="text"/>	x
potential action ? +	<input type="text" value="Select Action"/>	▼ x
description ? +	<input type="text" value="Breakfast, lunch, happy hour or dinner, Bianchi Café & Cycles"/>	▼ x
geo ? +	<input type="text" value="Select GeoShapeOrGeoCoordinates"/>	▼ x
telephone ? +	<input type="text" value="+39 225061039"/>	▼ x
accepts reservations ? +	<input type="text" value="no"/>	x
same as ? +	<input type="text" value="https://www.facebook.com/bianchicafecyclesmilano"/>	▼ x
	<input type="text" value="https://www.instagram.com/bianchicafecycles_milano"/>	▼ x

→ Contact Page

Telephone

Social Media

Determine possible paths between schema.org classes.

From Class 1

Local business

to Class 2

Video object

Click to find a path

Possible paths, Local business to Video object

Local business has property [additional type](#) which expects Thing, which Video object inherits from.

Reversal paths, Video object to Local business

Video object has property [production company](#) which expects Organization, which Local business inherits from.

Video object has property [regions allowed](#) which expects Place, which Local business inherits from.

Video object has property [about](#) which expects Thing, which Local business inherits from.

<https://www.schemaapp.com/tools/schema-paths/>

<https://en.wikipedia.org/wiki/Bicycle>

Properties

additional property ? +	<input type="text" value="Select Property value"/>	▼ ×
additional type ? +	<input type="text" value="Select Thing"/>	▼ ×
aggregate rating ? +		
alternate name ? +	<input type="text"/>	▼ ×
alumni ? +	<input type="text" value="Select Person"/>	▼ ×
amenity feature ? +	<input type="text" value="Select Location feature specification"/>	▼ ×
area served ? +	<input type="text" value="Select AdministrativeAreaOrGeoShapeOrPlace"/>	▼ ×

<https://en.wikipedia.org/wiki/Milan>

```
<script type="application/ld+json">{
  "@context": "http://schema.org",
  "@type": "CafeOrCoffeeShop",
  "url": "http://www.bianchicafecycles.it/",
  "telephone": "+39 225061039",
  "image": "http://www.bianchicafecycles.it/ima/bg_bianchi_2.jpg",
  "address": {
    "@type": "PostalAddress",
    "addressCountry": "Italy",
    "streetAddress": "Via Felice Cavallotti 8",
    "addressLocality": "Milano"
  },
  "email": "ristorante@bianchicafecycles.it",
  "description": "Breakfast, lunch, happy hour or dinner, Bianchi Café & Cycles is open from morning to evening and also offers vegetarian dishes as well as specialties gluten and lactose free.",
  "sameAs": [
    "https://www.instagram.com/bianchicafecycles_milano/",
    "https://www.facebook.com/bianchicafecyclesmilano"
  ],
  "contactPoint": {
    "@type": "ContactPoint",
    "name": "Bianchi Cafe Contact Point",
    "@id": "http://www.bianchicafecycles.it#contact/"
  },
  "acceptsReservations": "no",
  "logo": "http://www.bianchicafecycles.it/ima/logo.svg",
  "name": "Bianchi Cafe and Cycles Milano",
  "@id": "http://www.bianchicafecycles.it/"
}</script>
```

Process

Create
Test
Deploy
Maintain
Measure

Create

Google Data Highlighter

<https://www.google.com/webmasters/tools/data-highlighter>

Merkle SEO JSON-LD Generator

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

Schema App FREE & Subscription

<https://www.schemaapp.com/tools/jsonld-schema-generator/>

Plugins & Add-Ons

Tag first page Create page set Tag more examples Review and Publish

Highlight each piece of information and apply a tag.

https://www.schemaapp.com/pr-news/s

+1 855 444-8624 User Login

f t y

Schema App

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Schema App Wins Startup of the Year 2017

June 26, 2017 Martha van Berkel PR News

On Thursday, June 22nd, 2017 at the Guelph Chamber annual Awards of Excellence, Schema App was awarded Startup of the Year by **Innovation Guelph**.

Schema App is software as a service that helps digital marketers translate websites into the language of search engines, resulting in better organic search results and rich snippets, such as stars and images, for higher click through rates and more sales.

The Awards of Excellence event is Guelph, Ontario's dedicated evening

FREE 5-day Schema Markup Email Course for local businesses, volunteers, and

My Data Items (1)

Article

Title: Schema App Wins Startup of the Year 2017

Author: Martha van Berkel

Date published: June 26, 2017

Image: 

Category: PR News

Average rating:

Rating:

Votes:

<https://www.google.com/webmasters/data-highlighter/>

</> Schema Markup Generator (JSON-LD)

Which [Schema.org](https://schema.org) markup would you like to create?

Organization

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

 **Organization Markup:** Logo, Contacts, Social Profiles

Organization @type

More specific @type

Organization's name

Alternate name

URL (include the protocol)

Logo URL

 Corporate Contacts

JSON-LD

Microdata

 Validate

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "name": "",
  "url": "",
  "logo": ""
}
</script>
```

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



Properties from Organization



address: 

aggregate rating: 

alumni: 

area served: 

award:  string 

awards:  string 

brand: 

[TEST MARKUP](#)[COPY TO CLIPBOARD](#)

```
<script type='application/ld+json'>
{
  "@context": "http://schema.org/",
  "@type": "Organization"
}
</script>
```

<https://www.schemaapp.com/tools/jsonld-schema-generator/>



Class Tree

Look up Class

- Thing
 - Action
 - Creative work
 - Event
 - Intangible
 - Medical entity
 - Organization
 - Person
 - Place
 - Product

Instances of Organization

Organization	Type
Baker Street	Bar or pub
Bianchi Cafe and Cycles	Cafe or coffee shop
Booster Juice	Organization
Canadian Tire	Organization
CCLC	Child care
CCLC	Child care
Charlotte NC Buyers A	Real estate agent
company example	Home and construction
Goodness Me	Grocery store
GoodnessMe Guelph	Grocery store

Page 1 of 7

+ Create

Bianchi Cafe and Cycles Milano

<http://www.bianchicafecycles.it/>

Required Properties

email ? ristorante@bianchicafecycles.it

address ?

street address ? Via Felice Cavallotti 8

locality ? Milano

country ? Italy

image ?



uri ? Bianchi Cafe and Cycles Milano

Actions

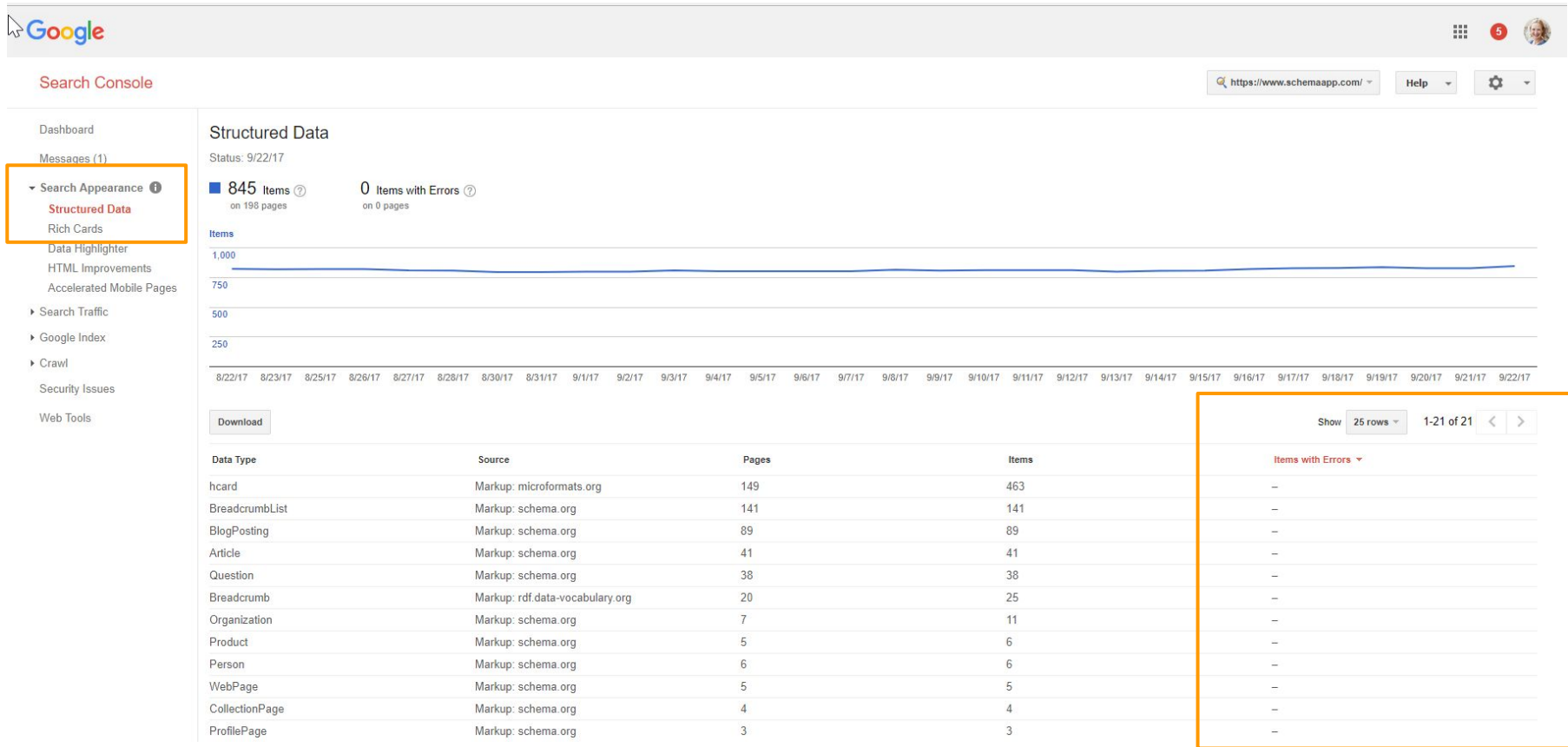
Edit

Print View


Selected resource: <http://www.bianchicafecycles.it/><https://www.schemaapp.com/>

Test

Google Search Console
Structured Data Report
Google Structured Data Testing
Tool
SDTT Bookmarklet
Linter Testing Tool



<https://www.google.com/webmasters/tools/structured-data>

 <https://www.schemaapp.com/>

NEW TEST



```
1 <!DOCTYPE HTML>
2 <html class="" lang="en-US" prefix="og: http://ogp.me/ns#">
3 <head>
4   <meta charset="UTF-8">
5   <title>Schema Markup Made Easy - Automate. Scale. Measure</title>
6
7   <!-- This site is optimized with the Yoast SEO plugin v5.7.1 -
8   https://yoast.com/wordpress/plugins/seo/ -->
9   <meta name="description" content="Start saving time creating and managing your schema markup without
10  writing code: Expert Support, Works on any website, Integrates with Google Analytics." />
11  <link rel="canonical" href="https://www.schemaapp.com/" />
12  <meta property="og:locale" content="en_US" />
13  <meta property="og:type" content="website" />
14  <meta property="og:title" content="Schema Markup Made Easy - Automate. Scale. Measure" />
15  <meta property="og:description" content="Start saving time creating and managing your schema markup
16  without writing code: Expert Support, Works on any website, Integrates with Google Analytics." />
17  <meta property="og:url" content="https://www.schemaapp.com/" />
18  <meta property="og:site_name" content="Schema App Tools" />
19  <meta property="og:image" content="https://www.schemaapp.com/wp-
20  content/uploads/2016/10/SchemaApp_Logo_square.png" />
21  <meta property="og:image:secure_url" content="https://www.schemaapp.com/wp-
22  content/uploads/2016/10/SchemaApp_Logo_square.png" />
23  <meta property="og:image:width" content="665" />
24  <meta property="og:image:height" content="616" />
25  <meta name="twitter:card" content="summary_large_image" />
26  <meta name="twitter:description" content="Start saving time creating and managing your schema markup
27  without writing code: Expert Support, Works on any website, Integrates with Google Analytics." />
```

Detected

0 ERRORS 0 WARNINGS 4 ITEMS

Organization

0 ERRORS 0 WARNINGS 1 ITEM

VideoObject

0 ERRORS 0 WARNINGS 1 ITEM

BreadcrumbList

0 ERRORS 0 WARNINGS 1 ITEM

WebSite

0 ERRORS 0 WARNINGS 1 ITEM

<https://search.google.com/structured-data/testing-tool/u/0/>



SEO SKEPTIC

Fact, fiction and opinion in the world of search engine optimization

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Google Structured Data Testing Tool Bookmarklet

[Google Structured Data Testing Tool](#)

Bookmarklet by [Kevin Polley](#).

Drag the link above to your bookmarks bar. Then click the bookmark whenever you want to test a specific page using the [Google Structured Data Testing Tool](#). It will create a new tab with the Testing Tool results.

More [Structured Data Markup Visualization, Validation and Testing Tools](#).



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Structured Data Linter

Examples More · 2.4.1

Enter a URL below to see what structured data your page contains. You can alternatively upload a local file or paste some markup. Read more [about the Structured Data linter](#).

[Lint by URL](#) [Lint by File Upload](#) [Lint by Direct Input](#)

Submit

Verify SSL ☒

Examples: Review ([RDFa MD](#)) People ([RDFa MD](#)) Event ([RDFa MD](#)) Recipe ([RDFa MD](#)) Product ([RDFa MD](#))

Website content released under a **Creative Commons Attribution Share-Alike license**
except where an alternate is specified.

<http://linter.structured-data.org/>

Deploy

Manual - Copy and Paste Javascript Tag Manager



Google Tag Manager



Adobe® DTM



TEALIUM®

Maintain

Manual Tools

Aaron Bradley's Google Updates
Spreadsheet
Google Search Console

Automated Tools

Schema App <https://www.schemaapp.com>

Key Structured Data Events ☆										marthavanberkel@gmail.com
File Edit View Insert Format Data Tools Add-ons Help										Share
Working...										
100% View only										
Item	A	B	C	D	E	F	G	H	I	J
1	Item	Announcement Date	Effective Date	Announcement URL 1	Announcement URL 2	Reference URL 1	Reference URL 2	Discussion URL 1	Discussion URL 2	Vocabulary or Standard
2	schema.org v3.3 released	14-Aug-2017	14-Aug-2017	https://lists.w3.org/Archives/Public/public-schema/	http://schema.org/version	http://schema.org/docs/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
3	Google introduces "badges" for image search on Android and mobile results	1-Aug-2017	1-Aug-2017	https://www.blog.google/webmasters/googleblog.com/2017/08/badges-on-image-search-help-users-find.html						schema.org
4	Google introduces "enriched search results"	20-Jun-2017	20-Jun-2017	https://webmasters.googleblog.com/2017/06/enriched-search-results.html	https://support.google.com/webmasters/answer/7711111	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
5	Google introduces job listings enriched search results	20-Jun-2017	20-Jun-2017	https://webmasters.googleblog.com/2017/06/enriched-search-results.html	https://blog.google/products/search/fact-check/	https://developers.google.com/search/docs/data-types/fact-check/	https://support.google.com/search/answer/7711111	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org , XML sitemaps, RSS 2.0 (extended)
6	Google broadens range of author property for Article to include Organization	24-Apr-2017	24-Apr-2017	Not announced	Not announced	https://developers.google.com/search/docs/data-types/author/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
7	Google introduces "Similar items" in Image Search	10-Apr-2017	10-Apr-2017	https://webmasters.googleblog.com/2017/04/similar-items.html	https://twitter.com/Google	https://developers.google.com/search/docs/data-types/similar-items/	https://plus.google.com/1069430629901527395/	https://www.pmg.com/bi	https://www.pmg.com/bi	schema.org
8	Google announces that Fact Check is available globally	7-Apr-2017	7-Apr-2017	https://www.blog.google/products/search/fact-check/	https://developers.google.com/search/docs/data-types/fact-check/	https://support.google.com/search/answer/7711111	https://www.seroundtable.com/google-fact-check	https://www.seroundtable.com/google-fact-check	https://www.seroundtable.com/google-fact-check	schema.org
9	Google introduces structured data guidelines for data type "Fact Check"	6-Apr-2017	6-Apr-2017	https://www.blog.google/products/search/fact-check/	https://developers.google.com/search/docs/data-types/fact-check/	https://support.google.com/search/answer/7711111	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
10	Google Merchant Center adds JSON-LD support	28-Mar-2017	28-Mar-2017	Not announced	Not announced	https://support.google.com/merchants/answer/7711111	https://support.google.com/merchants/answer/7711111	https://plus.google.com/+MarthavanBerkelCanan/	https://plus.google.com/+MarthavanBerkelCanan/	schema.org
11	schema.org v3.2 released	23-Mar-2017	23-Mar-2017	http://blog.schema.org/2017/03/schemaorg-32-released.html	http://schema.org/version	http://schema.org/docs/	https://plus.google.com/+RichardWallisDataLiber/	https://plus.google.com/+RichardWallisDataLiber/	https://plus.google.com/+RichardWallisDataLiber/	schema.org
12	Google introduces rich results for podcasts	22-Mar-2017	22-Mar-2017	Not announced	Not announced	https://developers.google.com/search/docs/data-types/podcasts/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
13	Google renames "Science Datasets" data type to "Datasets"	23-Feb-2017	23-Feb-2017	Not announced	Not announced	https://developers.google.com/search/docs/data-types/datasets/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
14	Google Structured Data Testing Tool adds support for multi-typed entities	3-Feb-2017	3-Feb-2017	https://lists.w3.org/Archives/Public/public-schemaorg/2017Feb/0001.html	https://developers.google.com/search/docs/data-types/multi-typed-entities/	https://plus.google.com/+MarkvanBerkelHunch/	https://plus.google.com/+MarkvanBerkelHunch/	https://plus.google.com/+MarkvanBerkelHunch/	https://plus.google.com/+MarkvanBerkelHunch/	schema.org
15	Google says "profanity and vulgar language" in reviews are "discouraged"	22-Dec-2016	22-Dec-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/reviews/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
16	Google says "profanity and vulgar language" in reviews are "prohibited"	15-Dec-2016	15-Dec-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/reviews/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
17	Google adds support for the display of product information in image search	13-Dec-2016	13-Dec-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/product/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
18	Google adds support for "buy e-book" links in book Knowledge Graph cards	3-Dec-2016	3-Dec-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/ebooks/	https://plus.google.com/1069430629901527395/	http://www.thesempost.com	http://www.thesempost.com	schema.org
19	Google pilots support for AMP host-specific lists for restaurants	21-Nov-2016	16-Nov-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/amp/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
20	Google separates AMP and non-AMP structured data requirements for articles	17-Nov-2016	17-Nov-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/articles/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
21	Google extends rich card support to online courses, local restaurants	16-Nov-2016	16-Nov-2016	https://webmasters.googleblog.com/2016/11/rich-cards.html	https://developers.google.com/search/docs/data-types/rich-cards/	https://developers.google.com/search/docs/data-types/courses/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
22	Google makes AMP a requirement for host-specific lists	16-Nov-2016	16-Nov-2016	Not announced	Not announced	https://developers.google.com/search/docs/guides/amp/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
23	Google drops image markup requirement for recipe and movie rich cards	14-Oct-2016	14-Oct-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/recipe-movie/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
24	Google News introduces the "Fact check" label	13-Oct-2016	13-Oct-2016	https://blog.google/topics/journalism-news/label/	https://support.google.com/news/publisher/answer/7711111	https://plus.google.com/communities/103048251	https://plus.google.com/communities/103048251	https://plus.google.com/communities/103048251	https://plus.google.com/communities/103048251	schema.org
25	Google pilots support for dataset metadata	23-Sep-2016	23-Sep-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/dataset/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	https://plus.google.com/1069430629901527395/	schema.org
26	Google introduces rich snippets for courses	12-Sep-2016	12-Sep-2016	Not announced	Not announced	https://developers.google.com/search/docs/data-types/courses/	https://plus.google.com/+KenichiSuzuki/posts/A6nA6	https://plus.google.com/+KenichiSuzuki/posts/A6nA6	https://plus.google.com/+KenichiSuzuki/posts/A6nA6	schema.org
27	Bing improves autocomplete suggestions for academic papers and movies	9-Sep-2016	9-Sep-2016	http://blogs.bing.com/search-quality/insights/September-2016/more-intelligent-autocomplete	http://blumenthals.com/blog/2016/09/11/thoughts	http://blumenthals.com/blog/2016/09/11/thoughts	http://blumenthals.com/blog/2016/09/11/thoughts	http://blumenthals.com/blog/2016/09/11/thoughts	http://blumenthals.com/blog/2016/09/11/thoughts	n/a

Dashboard

Messages (1)

Search Appearance

Structured Data

Rich Cards

Data Highlighter

HTML Improvements

Accelerated Mobile Pages

Search Traffic

Google Index

Crawl

Security Issues

Web Tools

Structured Data

Status: 11/9/17

1,009 Items
on 213 pages0 Items with Errors
on 0 pages

Items

1,200

900

600

300

9/15/17 9/16/17 9/17/17 9/18/17 9/19/17 9/20/17 9/21/17 9/22/17 9/23/17 9/24/17 9/25/17 9/26/17 9/27/17 9/28/17 9/29/17 9/30/17 10/2/17 10/3/17 10/5/17 10/6/17 10/9/17 10/12/17 10/16/17 10/19/17 10/23/17 10/26/17 10/30/17 11/2/17 11/6/17 11/9/17

Download

Data Type	Source	Pages	Items
hcard	Markup: microformats.org	160	538
BreadcrumbList	Markup: schema.org	157	157
BlogPosting	Markup: schema.org	101	101
WebSite	Markup: schema.org	55	55
Article	Markup: schema.org	45	45

Show

25 rows

1-22 of 22

< >

Items with Errors

-

-

-

-

-

Your Data Items | Organized by Domain

Type(s) Filter:

None selected ▼

Entity List

URI	Type	Name	Issues
http://0.gravatar.com/avatar/?s=96&d=mm&r=g	ImageObject		✓ None
http://1.gravatar.com/avatar/?s=96&d=mm&r=g	ImageObject		✓ None
http://1.gravatar.com/avatar/daa0ae698ee686f2f110143635dda3e1?s=96&d=mm&r=g	ImageObject		✓ None
http://2.gravatar.com/avatar/?s=96&d=mm&r=g	ImageObject		✓ None
http://84d31abf2a9b96eb6004-d68c40e51023739cc51616841bf5f878.r92.cf1.rackcdn.com/responsive/1280/492/84d31abf2a9b96eb6004-d68c40e51023739cc51616841bf5f878.r92.cf1.rackcdn.com/XLGallery/Single-Guestroom.jpg	ImageObject		✓ None
http://boosterjuice.com/waterloo2	Restaurant	Waterloo Boosterjuice	⚡ 6 Errors ▼ ⚠ 6 Warnings ▼
http://canadianfire.scene7.com/is/image/CanadianTire/CT2016_IconLogo_SmlKey?scl=1&fmt=png-alpha	ImageObject		✓ None
http://cclc.com/	ChildCare	CCLC	⚡ 5 Errors ▼ ⚠ 5 Warnings ▼
http://dceb2ec68302dc8db575-3793187a09922cd561c04e71b19ab68b.r27.cf1.rackcdn.com/responsive/642/dceb2ec68302dc8db575-3793187a09922cd561c04e71b19ab68b.r27.cf1.rackcdn.com/responsive/16-9/dceb2ec68302dc8db575-3793187a09922cd561c04e71b19ab68b.r27.cf1.rackcdn.com/SPG_Member_Photography_LPS_SOCO_Urban.jpg	ImageObject		✓ None
http://hanley.wpengine.com/wp-content/uploads/2016/01/logo.png	ImageObject		✓ None
http://hanley.wpengine.com/wp-content/uploads/2016/02/Entrepreneur.jpg	ImageObject		✓ None
http://hanleymortgagegroup.com/get-in-touch/	ContactPage	Hanley Mortgage Group Contact Page	✓ None
http://hanleymortgagegroup.com/get-in-touch/#salesnumber	ContactPoint	Hanley Mortgage Group Sales Contact Point	⚡ 2 Errors ▼ ⚠ 1 Warnings ▼
http://hanleymortgagegroup.com/	Organization	Hanley Mortgage Group	⚡ 2 Errors ▼ ⚠ 4 Warnings ▼

Measure

Existing Reporting Tools

Rich Results Reporting

Google Search Console

SEMRUSH

Moz

GetStat

Semantic Analytics

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☒ CTR ☒ Position

▲ Metrics are calculated by page for this group or filter. [Learn more.](#)

☐ Queries
No filter ▼

☐ Pages
No filter ▼

☐ Countries
No filter ▼

☐ Devices
No filter ▼

☐ Search Type
Web ▼

☒ **Search Appearance**
Rich results ▼

☐ Dates
Last 28 days ▼

Total clicks

1,858

Total impressions

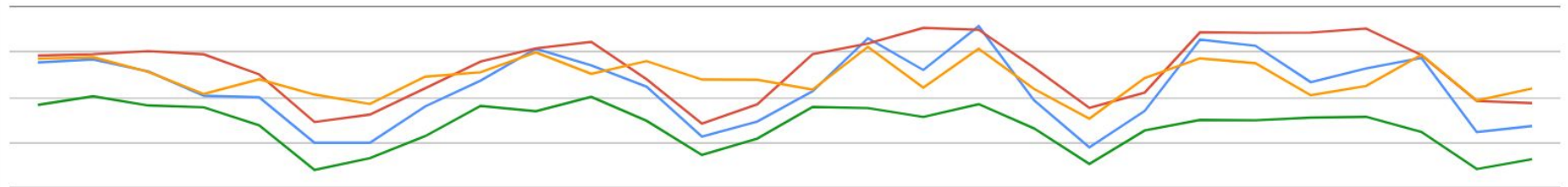
37,257

Avg. CTR

4.99%

Avg. position

31.6





SEMRUSH

SERP Features ⓘ

Linking to domain: ⓘ

Featured snippet 0.10%

Reviews 23.01%

Not linking to domain: ⓘ

Knowledge panel 4.02%

Instant answer 1.16%

Local pack 0.63%

Top stories 1.16%

Phrase: local schema
Date: 20 September 2017
Mask: schemaapp.com (2)

Schema.org Type: LocalBusiness - A particular physical business or branch of an organization.
Examples of LocalBusiness include a restaurant, a particular ...
[priceRange](#) · [openingHours](#) · [Store](#) · [Telephone](#)

Ultimate Guide for Local Business Schema Markup, without writing code

<https://www.schemaapp.com/tutorial/how-to-do-schema-markup-for-local-business/> ▾

★★★★☆ Rating: 4.1 - 19 votes

Feb 1, 2017 - Since you are reading this, I assume that you manage SEO for a Local Business. Local Business is a type of Organization. Schema.org describes a Local Business as "A particular physical business or branch of an organization."

Local Businesses | Search | Google Developers

<https://developers.google.com/search/docs/data-types/local-businesses/> ▾

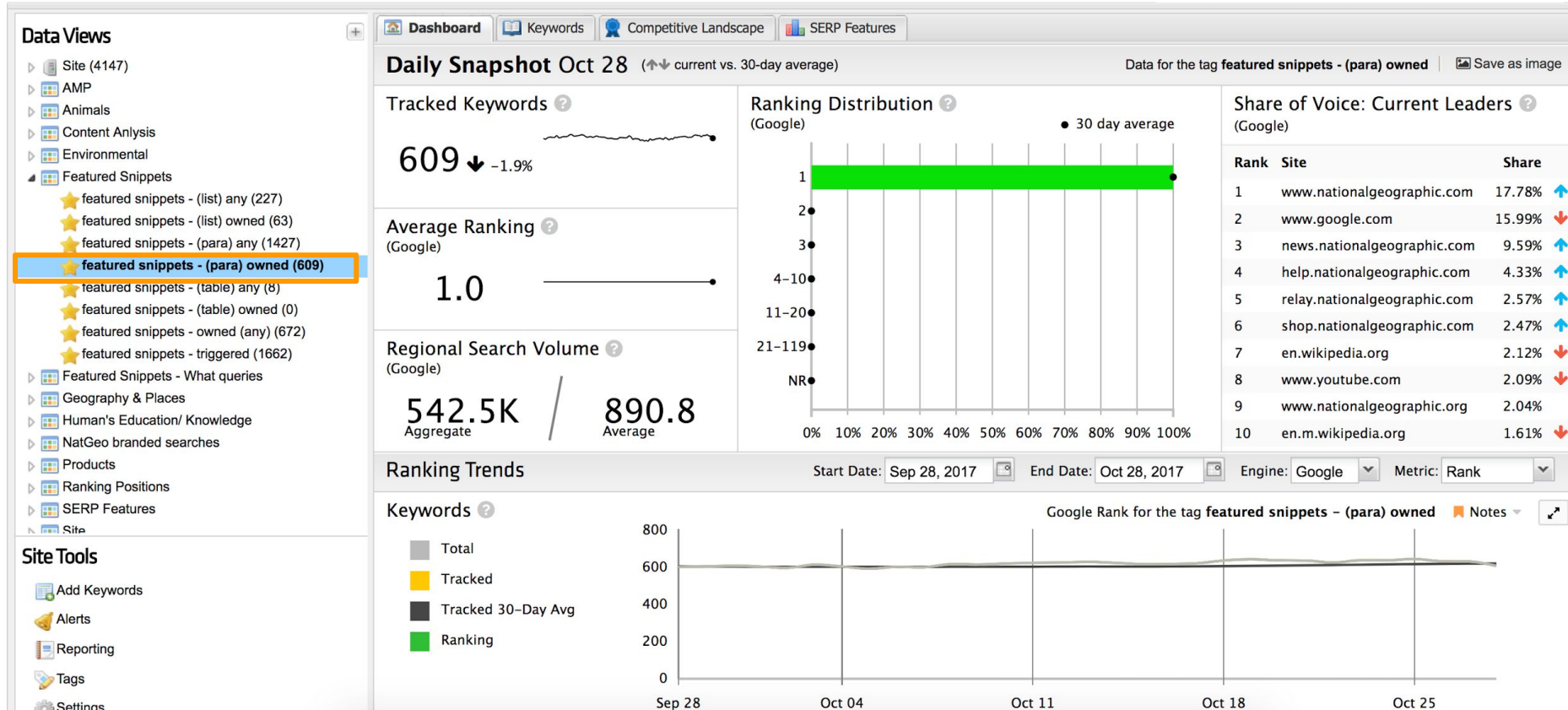
Type definitions. The following tables list properties and usage for local business and business action types, based on the full definitions at schema.org/LocalBusiness.

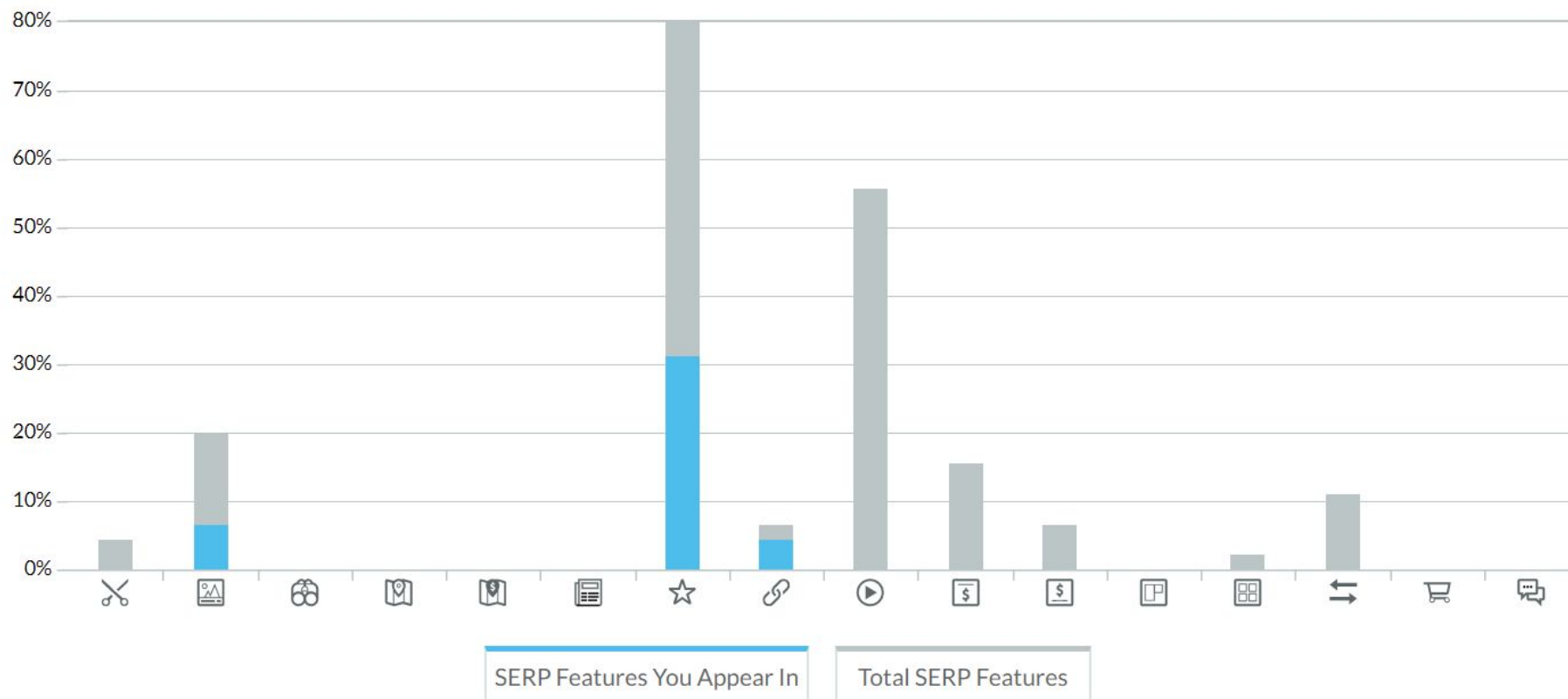
[Examples](#) · [Business hours](#) · [Type definitions](#) · [Local business properties](#)

How to Use Schema Markup for Local SEO - Search Engine Journal

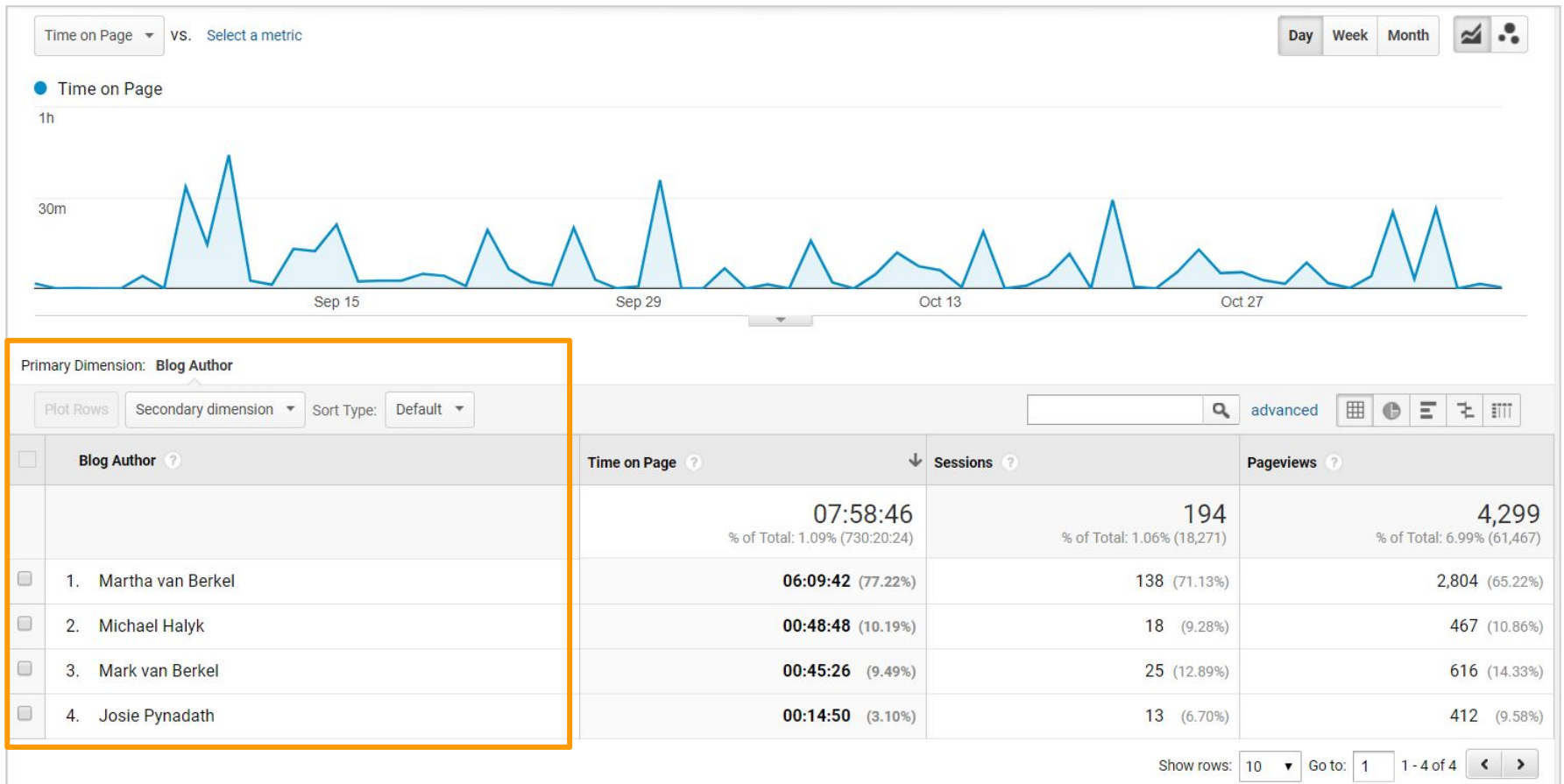
<https://www.searchenginejournal.com/how-to-use-schema-markup-for-local.../60245/> ▾

Mar 11, 2013 - Local businesses that want to utilize the internet to get more customers should...





Semantic Analytics



Summary

1. What is Schema Markup?
2. Benefit of Schema Markup
3. Schema Markup Strategy
4. Best Practices
5. Tools for Getting Started
6. Measuring the Value of Schema Markup

Take-Away

Focus on Strategy,
Automate the Rest



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Slides
<http://bit.ly/SchemaSEO>