



# Understanding Schema Markup (aka Structured Data)

## You Use “Search” Every Day ... And So Do Your Customers

Maybe you are looking to buy something online or research your options. Perhaps you're in the mood for Thai and are looking for a restaurant with great reviews and ratings or maybe you're trying to self diagnose that weird ache coupled with a low-grade fever. Regardless of what you're looking for, you probably going to start with “search” - on your laptop, your smartphone, Google Home, Alexa Siri ... maybe even from your wristwatch. In fact ...

*More than “90% of customers report that they use search at every stage of their customer lifecycle” (Forrester),*

So the question becomes, with so much content out there, how can you attract your target audience?

## Schema.org and Schema markup

When a search engine receives an inquiry, they crawl the web looking for relevant and reputable results. In an effort to make sense of all of the available content, the major search engines (Google, Bing, Yahoo and eventually Yandex) collaborated to create a comprehensive labeling system. This framework and vocabulary is called Schema.org and the act of augmenting your existing website code with the Schema.org vocabulary is called Schema Markup.

The Schema.org vocabulary is extensive and is constantly evolving. It was built to derive detailed clarity about who you are and what you have to offer. There are literally hundreds of Schema.org “**classes**” to choose from.

A “class” is an overarching label that describes the content on a specific page. There are specific classes (e.g. “Gated Residential Community”) as well as general classes (e.g. “LocalBusiness”, “Organization”, “Place”, “Person”, “Product”) to choose from. Each “class” comes bundled with its own set of required and recommended “**properties**” that allow you to further label the information on your website related to the “class”.

For instance, you might choose a “Local Business” class to describe your homepage, which would further breakdown into specific properties such as:

- currency accepted
- hours of operation,
- Address
- locations served, and so on.

The average business utilizes 4-8 Schema classes. In addition to choosing the primary class that best defines their overarching business, they might take advantage of Product Schema, Offer Schema, Event Schema, Blog Schema, JobPosting Schema and so on. The number depends on how many different websites and unique page topics you have as well as your focus and priorities.

Schema Markup is code. Google recommends that you write it in JSON-LD, however microdata, RDFa are also supported ([formats explained](#)). The good news is if you use the right tools, you can learn how to create a Schema markup strategy ([how to create a Schema markup strategy](#)) and automate all the code stuff.

## **Schema Markup Has Multiple Benefits**

1. You're found. The search engine explicitly understands who you are and what you are about and can, therefore, match your content to an inquiry.
2. Your content can be displayed in a rich, visual way that attracts the eye. This leads to more impressions, clicks, a higher click-through rate and ultimately more revenue.
3. You are set up to reap the rewards of leading-edge technologies such as Chatbots, voice search, mobile-first, Knowledge Graphs, and whatever else the future brings.



*“We started building lots of new features that rely on structured data, kind of like we started caring more and more about structured data. That is an important hint for you if you want your sites to appear in search features: Implement Structured Data.”*

**Gary Ilyes**  
**Google Webmaster Trends Analyst**  
**Pubcon, 2017**

## **Schema Markup Enables a Rich Display of Content**

In addition to the URL and a description, a rich snippet might show ratings, reviews, photos, videos, price, promotions, availability, and so on.

Because rich snippets provide incremental data and are visually appealing, they attract more viewers.

Without Schema Markup	With Schema Markup
<p><a href="https://www.menards.com/main/...rakes...steel-leaf-rake/.../p-1444421093085.htm">24" Steel Leaf Rake at Menards®</a>  <a href="https://www.menards.com/main/...rakes...steel-leaf-rake/.../p-1444421093085.htm">https://www.menards.com/main/...rakes...steel-leaf-rake/.../p-1444421093085.htm</a> ▼            The 24" Steel Leaf Rake is perfect for clearing debris and leaves from the yard. It has a red fiberglass handle and vinyl end grip. The flexible steel tines are great ...</p>	<p><a href="https://www.homedepot.com/p/Razor-Back-24-Tine-Steel-Rake.../204476216">Razor-Back 24-Tine Steel Rake-2915200 - The Home Depot</a>  <a href="https://www.homedepot.com/p/Razor-Back-24-Tine-Steel-Rake.../204476216">https://www.homedepot.com/p/Razor-Back-24-Tine-Steel-Rake.../204476216</a> ▼            ★★★★★ Rating: 4.7 - 251 reviews - US\$21.98 - In stock            7 days ago - The Razor-Back 24-Tine Steel Leaf rake is used for clearing leaves and debris from lawns. The flexible steel tines will pull out thatch for a ...</p>
<p><a href="https://www.rodeore.com/...lease/.../717-hillcrest-avenue-la-canada-flintridge-ca-91011...">717 HILLCREST Avenue, La Canada Flintridge, CA 91011   Rodeo ...</a>  <a href="https://www.rodeore.com/...lease/.../717-hillcrest-avenue-la-canada-flintridge-ca-91011...">https://www.rodeore.com/...lease/.../717-hillcrest-avenue-la-canada-flintridge-ca-91011...</a> ▼            Property for sale at 717 HILLCREST Avenue, La Canada Flintridge, CA 91011   Rodeo Realty.</p>	<p><a href="https://www.zillow.com/California/La-Canada-Flintridge/91011/">717 Hillcrest Ave, La Canada Flintridge, CA 91011   Zillow</a>  <a href="https://www.zillow.com/California/La-Canada-Flintridge/91011/">https://www.zillow.com/California/La-Canada-Flintridge/91011/</a> ▼            717 HILLCREST AVE, LA CANADA FLINTRIDGE, CA 91011-4042 is a single-family home listed for rent at \$25000/mo. The 10625 sq. ft. home is a 7 bed, 10.0 ...            Sat., Dec. 15 Open House - 12:00 - 4:00 PM 834 Milmada Dr, LA ...            Sat., Dec. 15 Open House - 1:00 - 4:00 PM 516 Venado Vista Dr, LA ...</p>
<p><a href="https://www.jrcountry.ca/.../fireball-whiskey-pumpkin-pie-recipe-by-the-bbq-pit-boys...">Fireball Whiskey Pumpkin Pie recipe by the BBQ Pit Boys   93.7 JR ...</a>  <a href="https://www.jrcountry.ca/.../fireball-whiskey-pumpkin-pie-recipe-by-the-bbq-pit-boys...">https://www.jrcountry.ca/.../fireball-whiskey-pumpkin-pie-recipe-by-the-bbq-pit-boys...</a> ▼            Fireball Whiskey Pumpkin Pie recipe by the BBQ Pit Boys. Written By jaXon Hawks. October 02, 2018 08:05 pm. The BBQ Pit Boys put a whole new meaning to ...</p>	<p><a href="https://www.allrecipes.com/recipe/23439/perfect-pumpkin-pie/">Perfect Pumpkin Pie Recipe - Allrecipes.com</a>  <a href="https://www.allrecipes.com/recipe/23439/perfect-pumpkin-pie/">https://www.allrecipes.com/recipe/23439/perfect-pumpkin-pie/</a> ▼   ★★★★★ Rating: 4.7 - 2,113 reviews - 1 hr. 10 min. - Calories: 379            Directions. Preheat oven to 425 degrees F. Whisk pumpkin, sweetened condensed milk, eggs, spices and salt in medium bowl until smooth. Pour into crust. Bake 15 minutes. Reduce oven temperature to 350 degrees F and continue baking 35 to 40 minutes or until knife inserted 1 inch from crust comes out clean. Cool.</p>
<p><a href="https://study.com/.../how-to-rationalize-the-denominator-with-a-radical-expression.html">How to Rationalize the Denominator with a Radical Expression ...</a>  <a href="https://study.com/.../how-to-rationalize-the-denominator-with-a-radical-expression.html">https://study.com/.../how-to-rationalize-the-denominator-with-a-radical-expression.html</a> ▼            Jul 11, 2014 - Watch this video lesson to learn what you can do to simplify your expression when you have a radical in the denominator. Learn what the single ...</p>	<p><a href="https://www.khanacademy.org/math/algebra.../how-to-rationalize-a-denominator">Intro to rationalizing the denominator   Algebra (video)   Khan Academy</a>  <a href="https://www.khanacademy.org/math/algebra.../how-to-rationalize-a-denominator">https://www.khanacademy.org/math/algebra.../how-to-rationalize-a-denominator</a> ▼   Aug 6, 2011 - Uploaded by Khan Academy            Simplifying rational exponent expressions: mixed exponents and radicals · Simplifying square-root ...</p>

## Schema Markup Options

1. If you are tech-savvy, detail-oriented and have only a few pages to markup, you could do the research and apply the Schema markup yourself. Keep in mind that as your content evolves and as the vocabulary evolves, the Schema markup needs to be updated as well. This requires you to understand the Schema.org vocabulary, and also write code (JSON-LD, Microdata).
2. If you have only a few pages or page types that require markup, take advantage of our Schema App Editor. Our risk-free solution includes a 14-day free trial plus training. Simply choose the class(es) that best describe your content and fill in the blanks found on our templates. We'll take care of creating and deploying the code to your website.
3. If you have a robust website(s) with pages that share the same structure, you'll love our Schema App Highlighter. For similar pages, it allows you to fill in a template once and deploy it to 100s or 1000s of pages at once.

## The Schema App Advantage

We've made it **simple**. We've created templates for every class out there and have captured all of the required and recommended properties. You just need to choose the classes that best describe your content and fill in the template. We'll take care of creating and deploying the code to your website.

It's **scalable**. Use our Schema Highlighter to fill out the details for one class and deploy it to 100s or 1000s of pages in minutes (versus months).

You can **empower your Digital Marketing team** to do the Schema markup, and in doing so, give them the ability to push out content real-time, enhancing your competitiveness.

Your **IT professional can be redeployed** to work on higher valued tasks that need attention and development.

It's **accurate**. Applying Schema markup manually is tedious and a single misplaced comma will impact your results. Our tools create accurate Schema markup and if there is a mistake, we'll let you know right away so that you can correct it.

**We're experts**. Hundreds of customers have trusted us to manage their Schema markup.

**We're tapped in**. Everything Schema is our passion. We track changes and enhancements to the vocabulary, so you don't have to and are well connected in the industry so we have some insight into what's coming down the pipe. We pass this intelligence on to our customers who can incorporate it into their strategy so they are ready for what the future brings.

**We've got real people ready to assist you**. We'll help you with your Schema strategy, provide implementation and training services and check in with you regularly to ensure that you are receiving the maximum benefit from your investment.

**Secure**. You own your work-product and are in full control of strategy, content, and deployment.

**We'll get your data working for you**. Wondering which "properties" get the most impressions and clicks? Does one "Call-to-Action" outperform another? Do certain cities/provinces/countries have higher traffic/conversion rates than others? We can provide you with data for every field that you've populated.

Our tools **connect your Schema markup to tell a Story** - Instead of islands of structured data, our tools connect your data together so that a search engine can explicitly understand what you are about. For instance, a large company could connect their corporate presence to their

people, to their branches, to their products, and so on. When you connect your data, you can re-purpose it for use with Knowledge Graphs, Chatbots, etc.

## Ready For The Next Step?

- Book a Demo to see Schema App in action. Demos typically take 30-45 minutes.
- Try our FREE (self-paced) 5-day Schema markup email course
- Contact us!

### Additional Resources:

- [How to create a Schema markup strategy](#)
- [Ultimate Guide to Schema Markup for Local Business](#)
- [5 Day Free Email Course on Schema Markup](#)
- [Schema Markup Masterclass: 101](#)