



FOREST PATHWAYS

Your accessibility journey starts here.

A Beginners Guide To Markup Schema

Forest Pathways helping you to help make your website accessible and great, one website at a time.

<http://www.forestpathways.co.uk/> guy.woodland@forestpathways.co.uk

Description

Schema markup is a universal language helps search engines better understand what content and data are found on web pages. All of the major search engines agreed to use this type of language because it improves the quality of the internet and the experiences of users.

What is schema markup?

Schema markup displays more accurate and relevant information through rich snippets, links, and more. Google also penalizes websites without proper schema markup, making it that much more urgent to use.

Structured data is the language of search engines, they all use it.

How

There are over 200 different Google ranking factors with 50 variations each. That's 10,000 in total.

Furthermore, what Google analyses when ranking websites changes constantly and Google is looking at your schema markup display.

Schema markup isn't a one-size-fits-all scenario, though. There are many different types of schemas that need to be used for specific pages. Let's talk about that next.

Why

Because it will boost your website rankings.

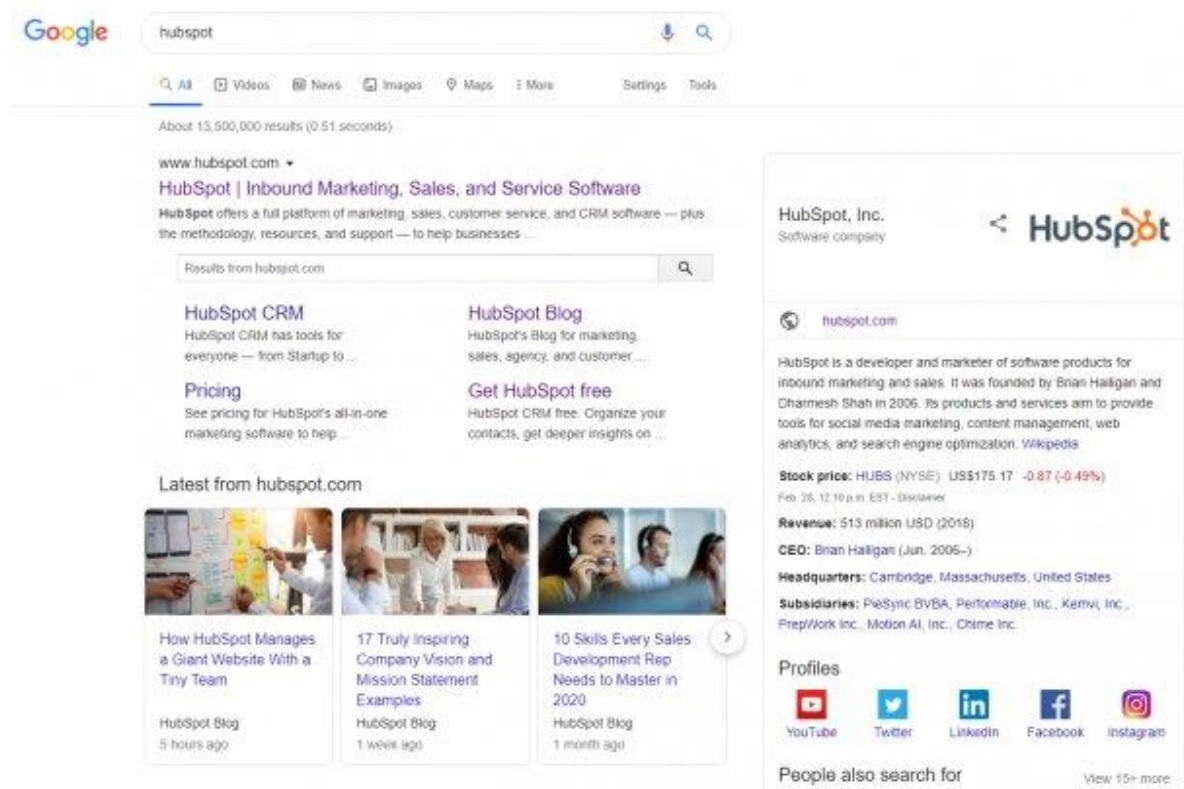
The types of markup schema

These are some of the main types of schema markup that businesses can apply to their pages to improve search engine performance and user experience.

Organization

Organization markup displays detailed information about a company, including its team, logo, social profiles, location, and more.

For instance, this is what you see on the sidebar when searching for “HubSpot”:



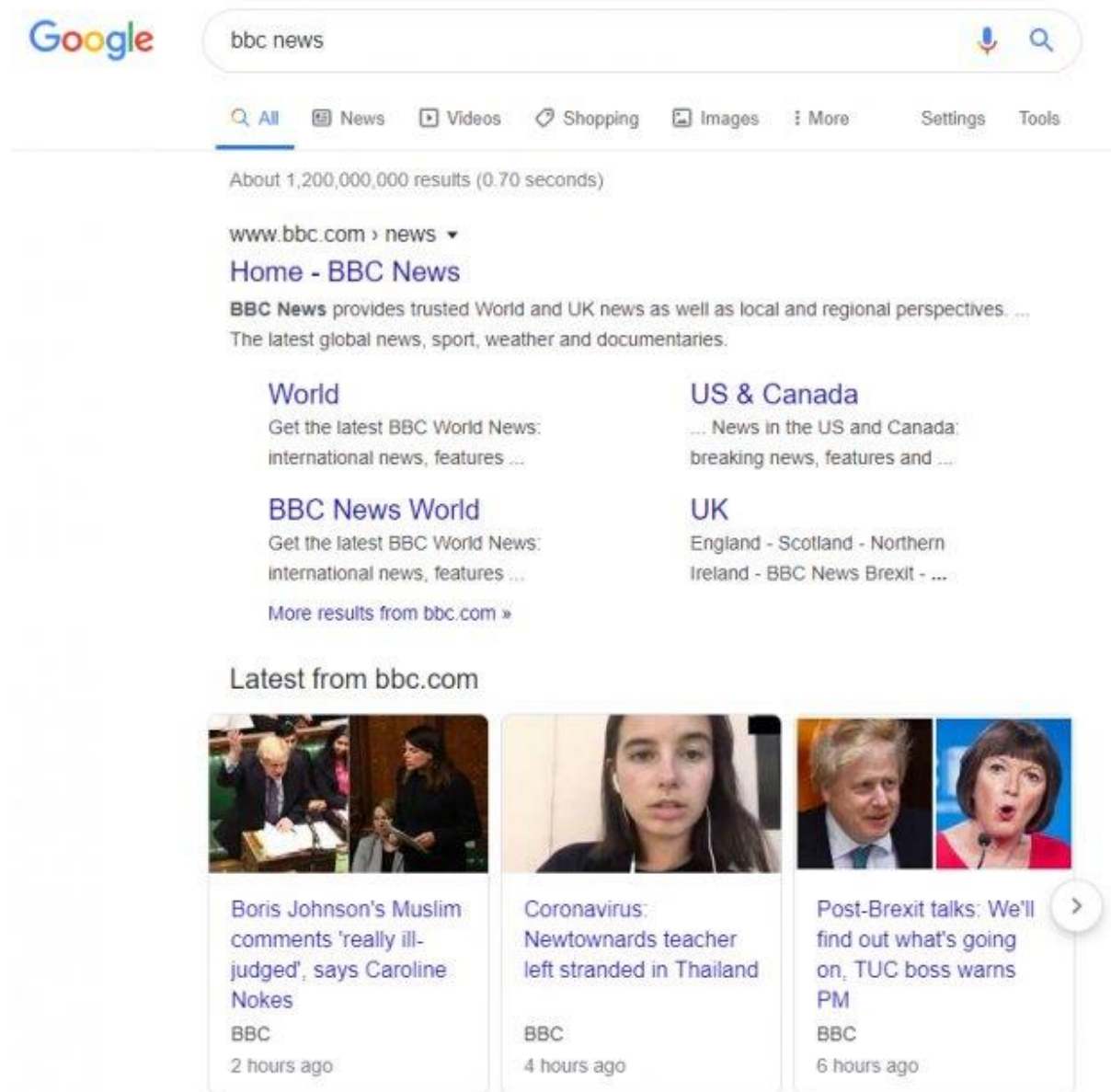
The profile on the right is generated with organizational markup. This is ideally only placed on the homepage of a website because other markups should be used for blog posts, about pages, and others as you'll be learning ahead.

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Article

Article markup is used for both blog posts and news articles. It gives search engine crawlers and users a preview of the content. The article's headline, featured image, and publishing date are displayed as you can see here:



The image shows a Google search interface for the query "bbc news". The search bar is at the top, with the Google logo on the left and a search icon on the right. Below the search bar, there are navigation links for "All", "News", "Videos", "Shopping", "Images", "More", "Settings", and "Tools". The search results show "About 1,200,000,000 results (0.70 seconds)". The first result is from "www.bbc.com > news" and is titled "Home - BBC News". The description says "BBC News provides trusted World and UK news as well as local and regional perspectives. ... The latest global news, sport, weather and documentaries." Below this, there are four categories: "World", "US & Canada", "BBC News World", and "UK". Each category has a brief description. At the bottom, there is a section titled "Latest from bbc.com" with three article cards. Each card has a featured image, a headline, the source "BBC", and the time it was published.

Google

bbc news

All News Videos Shopping Images More Settings Tools

About 1,200,000,000 results (0.70 seconds)

www.bbc.com > news

Home - BBC News

BBC News provides trusted World and UK news as well as local and regional perspectives. ...
The latest global news, sport, weather and documentaries.

World
Get the latest BBC World News:
international news, features ...


US & Canada
... News in the US and Canada:
breaking news, features and ...


BBC News World
Get the latest BBC World News:
international news, features ...


UK
England - Scotland - Northern
Ireland - BBC News Brexit - ...

More results from bbc.com »

Latest from bbc.com


Boris Johnson's Muslim comments 'really ill-judged', says Caroline Nokes
BBC
2 hours ago

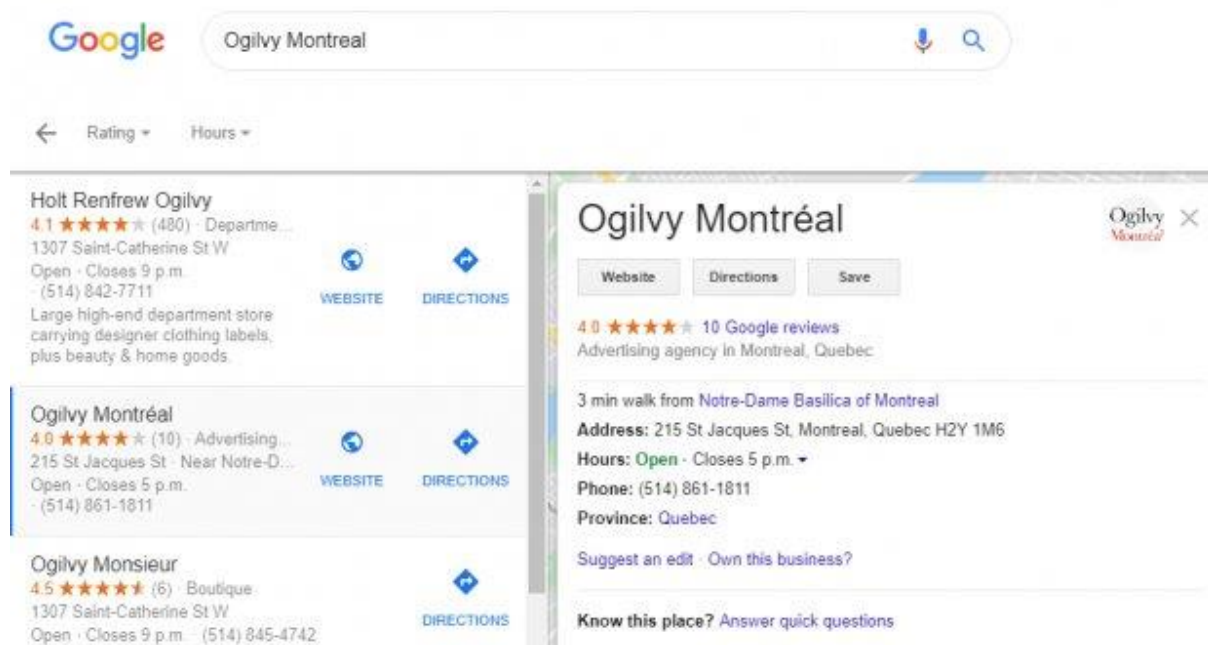

Coronavirus: Newtownards teacher left stranded in Thailand
BBC
4 hours ago


Post-Brexit talks: We'll find out what's going on, TUC boss warns PM
BBC
6 hours ago

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Local business markup is used for—as you could guess—local businesses that want to display opening hours, an address, a website, and directions. It appears like this on Google, for example:



Businesses with physical locations serving a local area will benefit from using local business markup versus organization schema. The latter is typically better suited for companies that serve a national customer base.

Breadcrumbs

The breadcrumbs of a website are the series of links that lead to a specific page. This assists users and search engines to help understand website structure. On a search engine, it appears like this:

www.lyfemarketing.com › [blog](#) › [content-marketing-tips](#) ▼
35 Actionable Content Marketing Tips & Tricks of 2019 - LYFE ...
Aug 22, 2019 - Check out our list of the best **content marketing tips** that can help you with idea generation and in creating a cohesive and effective content ...

Breadcrumbs must be first enabled on a website before breadcrumb schema markup is applied for this to work, however.

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Product

Have you ever searched for a product and saw product information and prices directly listed on Google search results? That's thanks to product markup. This displays more information about a particular product so less searching is required by the user.

www.walmart.ca › black-decker-12-cup-coffee-maker-from-black-dec... ▼
[Black + Decker 12 Cup Coffee Maker from Black & Decker at ...](#)
★★★★★ Rating: 3.4 - 22 reviews - \$99.98 - In stock
The **Black & Decker** 12-Cup Mill & Brew **Coffeemaker** turns your favorite whole beans into a satisfying cup that's as strong or as mild as you want it.

Using this type of markup is ideal for e-commerce stores and retailers. It will help products stand out from other search results and generate more click-throughs.

The event schema type provides detailed information about events such as concerts, webinars, seminars, and conferences. Dates, tickets, locations, and pricing are placed under the search results like so:

seatgeek.com › justin-timberlake-tickets ▼
[Justin Timberlake Concert Tickets and Tour Dates | SeatGeek](#)
Your Home For **Justin Timberlake Tickets**. With Each Transaction 100% Verified And The Largest Inventory Of Tickets On The Web, SeatGeek Is The Safe ...
Sat., Apr. 4 Lupe Fiasco Concert in San ... The Warfield, San Francisco ...
Sat., May 2 Mandy Moore Concert in San ... The Warfield, San Francisco ...
Fri., May 8 Omarion with Bow Wow and ... Oakland Arena, Oakland, CA, US

Rating

Last but not least, the rating schema type displays rating stars for items like products, hotels, restaurants, and anything that receives reviews. This allows users to instantly understand how something is rated before clicking through, saving them time.

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www.booking.com › ... › hotels in new york › hotels in midtown east

Hotel Four Seasons New York, NY - Booking.com

★★★★★ Rating: 8.8/10 - 79 reviews - Price range: Prices for upcoming dates start at \$1,095 per night (We Price Match)

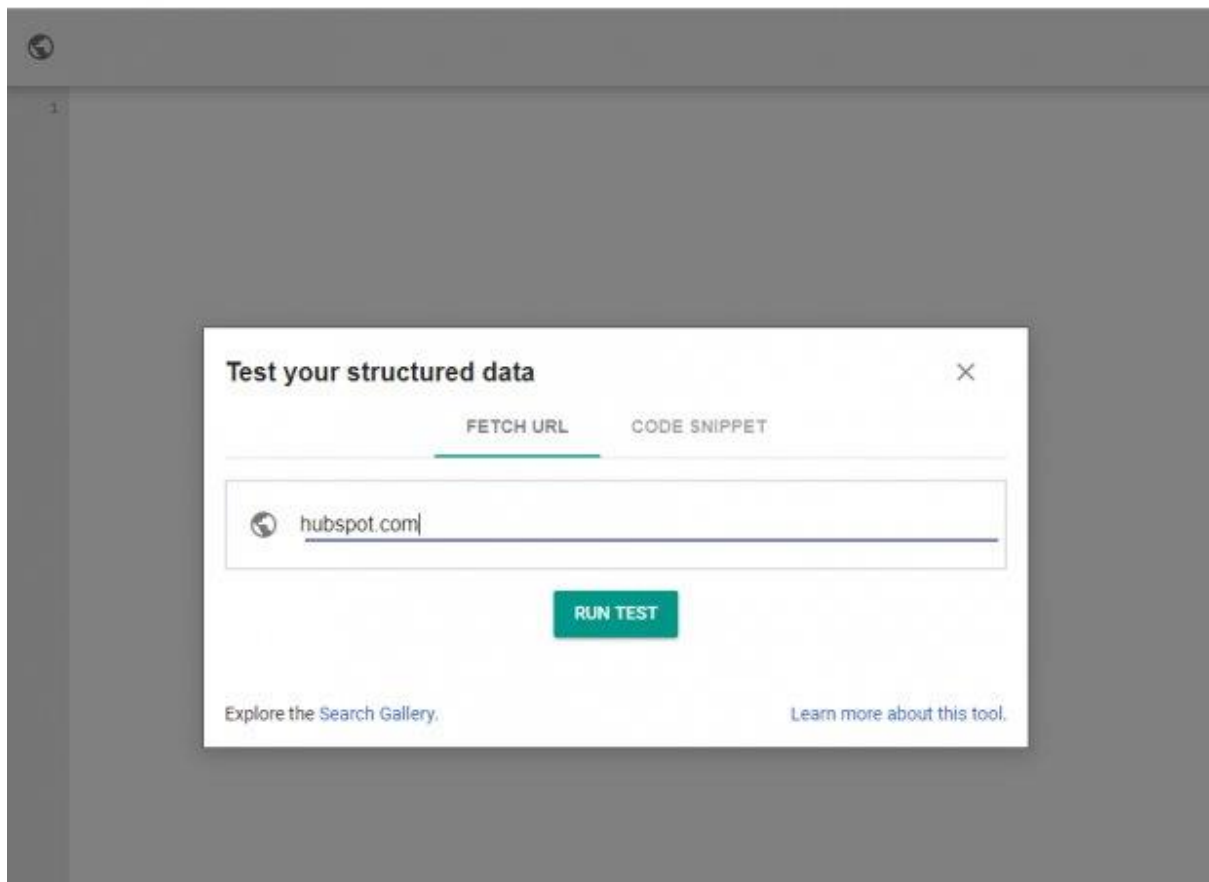
Four Seasons Hotel New York, designed by I.M. Pei, offers guests a five-star **New York** hotel living experience with an Art Deco lobby and onyx ceiling.

How to apply markup schemaNow, you're probably wondering "How do I use schema markup?" and I'm going to show you that now.

It all begins with ensuring that you have (or don't have) structured data on your website first. You can do this by using Google's free structured data testing tool.

Begin by entering a URL into the search bar and clicking the "Run Test" button.

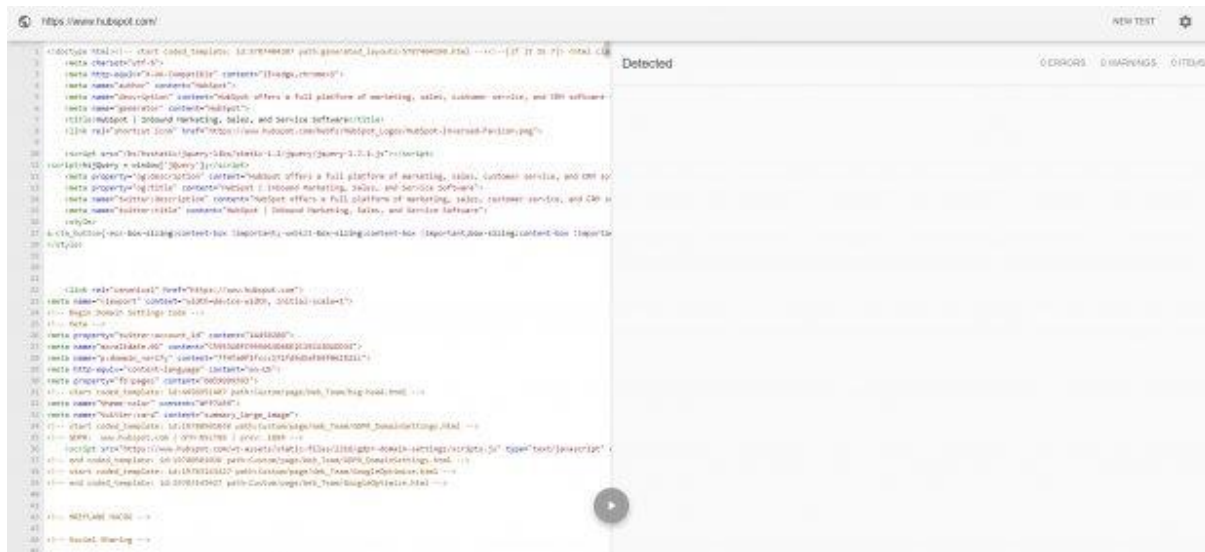
Google Structured Data Testing Tool



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You will see the page's code on the left and any structured data findings/errors on the right.



If you see no information on the right, it means that there is no structured data found on the page you searched.

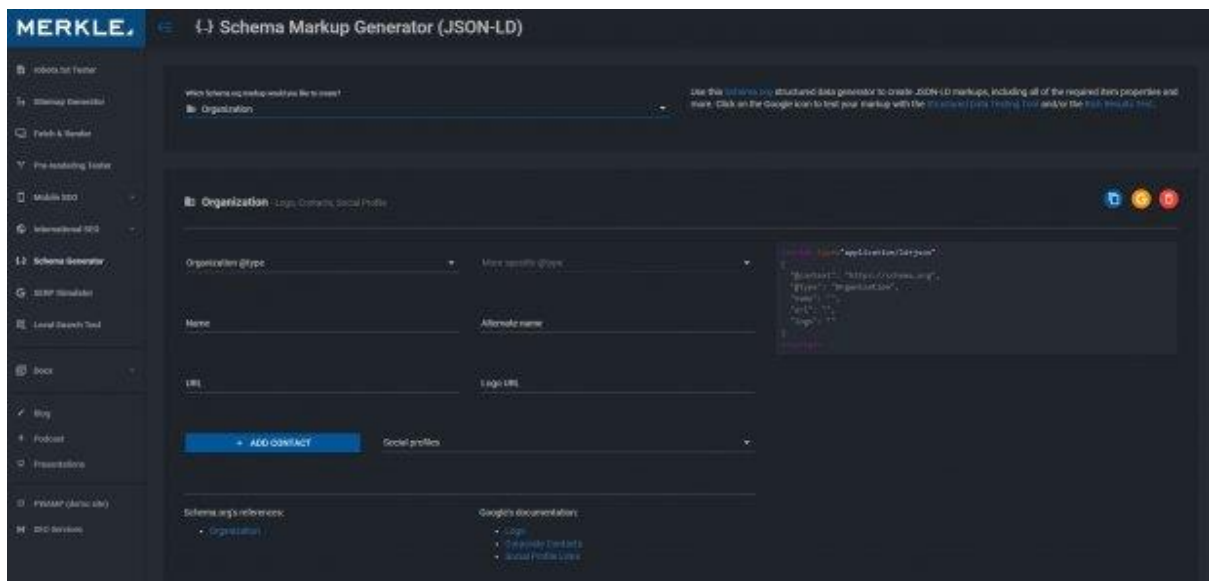
The next step is to determine which type of schema you should use for what page.

Presuming you're starting with a homepage, use the organization markup for a national business and local markup for a local one.

Use a free schema markup generator to help you with generating the code. Select the type from the dropdown menu and fill out the required fields.

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You can then copy and paste the code that's created on the right side. In particular, it needs to be added to the “head” area of page code. You can do this manually or through the use of plugins on platforms like WordPress. Alternatively, you can hand off this code to a developer to do it on your behalf.

Conclusion

On-page SEO is made up of hundreds of details. Think of them as little wins. They all add up to boost your rankings. One of the most important ones to consider—which is often overlooked—is schema markup.

This structured data is the language of all major search engines. Implementing it on your website helps you stay ahead of competitors while delivering more information to search engines and its users.

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