



**How schema markup
can be a game-changer
for your website.**





Introduction.



When people talk about SEO, they're often referring to optimising content on your website and link building to improve your ranking in search engines.

But there's another aspect of SEO that can improve the way search engines read and understand your website content – schema markup.

Schema markup is a powerful but underutilised type of SEO that can help boost click-throughs to your website and indirectly impact your website's ranking in search results. In fact, [one study found](#) that websites with schema markup rank an average of four positions higher in SERPs than those without.

So, what exactly is schema markup and how can you use it to improve your SEO efforts? In this eBook we walk you through how to get started with all things schema markup.



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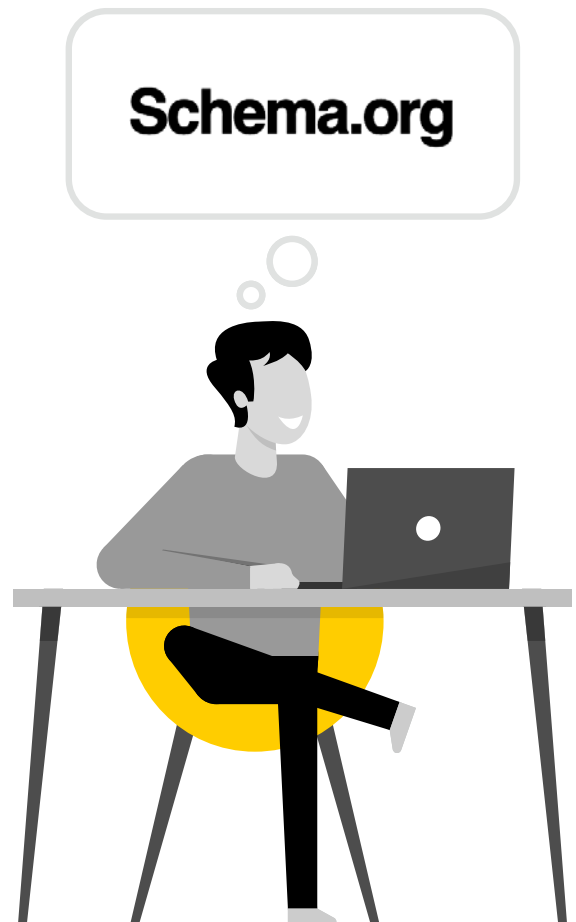
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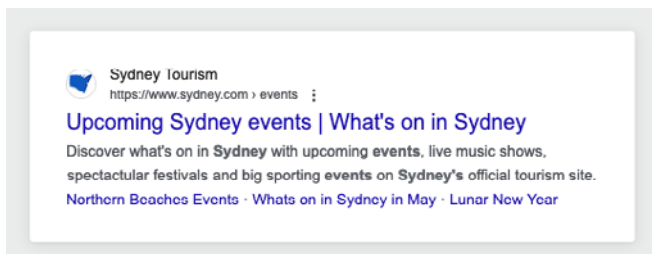
What is schema markup?

In a nutshell, schema markup is code you put on the HTML of a web page to provide additional detail about the content of that page.

It's useful because it helps give search engines further information about a page's content, in turn providing users with more relevant results.

When schema markup is added to a web page, it typically creates an enhanced description (commonly known as a 'rich snippet') that appears in search results.

Here's is an example of a search result for a web page with schema markup:



In this example, event schema markup (code) has been added to the HTML of the events page telling search engines to display upcoming events in the search result.

There are many types of schema markup that can be used for different purposes, which we'll cover in the next section. These are all created by [Schema.org](https://schema.org), which is a collaborative effort by Google, Bing, Yahoo! and other search engines to support common structured data markup on web pages.



In other words, if you integrate schema markup on any page of your site, all participating search engines will recognise the same code.



What is schema markup?



Why is schema markup important?

Although schema markup doesn't directly impact your website's ranking in search engines, it helps your web pages appear in the most relevant search results and encourages click-throughs to your website. Both of these things can boost your rankings by improving the relevancy, trustworthiness and authority of your website.

Most importantly, implementing schema markup helps make your web pages appear much more engaging and detailed in search results.

Instead of a typical web page search result (which only displays page title, URL link and brief description), a web page that's been tagged with schema markup usually contains additional information and makes it more likely a user will click on the link to view the page.

Depending on the type of schema markup used, the information displayed can include star ratings, video thumbnails, business details and more.

[Google has highlighted several case studies](#) that show:



20-82%

Pages displayed as rich results get 20% – 82% higher click-through rate than those that don't.



3.6x

Brands experience 1.5x more time spent on rich results pages and a 3.6x higher interaction on those pages.

According to research by [Search Engine Watch](#), less than a third of all websites use schema markup. This presents a huge opportunity for your business to stand out from the competition and drive more users to your website.



What is schema markup?

Schema markup vs rich snippets: What's the difference?

Schema markup and rich snippets are sometimes referred to interchangeably, although there are key differences between the two.

As mentioned earlier, schema markup is code you put on your website to help search engines return more informative results. Rich snippets are search results that display more information than a standard page title, URL and description. Rich snippets can include lists, product information, questions and answers, images, star ratings, business details and more.

Implementing schema markup on your website helps ensure that your web pages' search results appear as relevant rich snippets.

However, you don't necessarily need to use schema markup for your web pages to appear as rich snippets. If a search engine's algorithm determines that a search engine results page would benefit from having a rich snippet box, it will automatically pull relevant information from a web page and present it as a rich snippet in the search results.

On the other hand, even if you do implement schema markup on a web page it's not guaranteed to appear as a rich snippet in search results, but it does significantly increase your chances.



Understanding key terms.

When you read about schema markup, you'll come across key terms that refer to the process of adding code to your website to improve how your web pages appear in search results. Here's a summary of what each term means:

- **Schema** is the vocabulary that defines the terms and values used in schema markup. Think of it as like a dictionary that outlines the meaning of different schema tags/code. [Schema.org](https://schema.org) governs this dictionary.
- **Schema markup** is the code you put on your website to help search engines return more informative results for users.
- **Rich snippets** are search results that display more information than a standard search result, usually because the web pages have been tagged with schema markup.
- **JSON-LD** is a method of collecting all the data about your website in one piece of code that can be added anywhere. Using JSONLD, you can implement schema markup in one block without having to add code to individual HTML elements on every page.
- **Microdata** is another format of structured data that can be added to the HTML elements of individual web pages.
- **Structured data** is a system of labelling your web pages to make it easier for search engines to crawl, organise and display your content.



Schema examples.

Nowadays, there are many types of schema markup that can be used for different types of content on web pages.

Each type can be used to display certain information in search results depending on the web page's content.

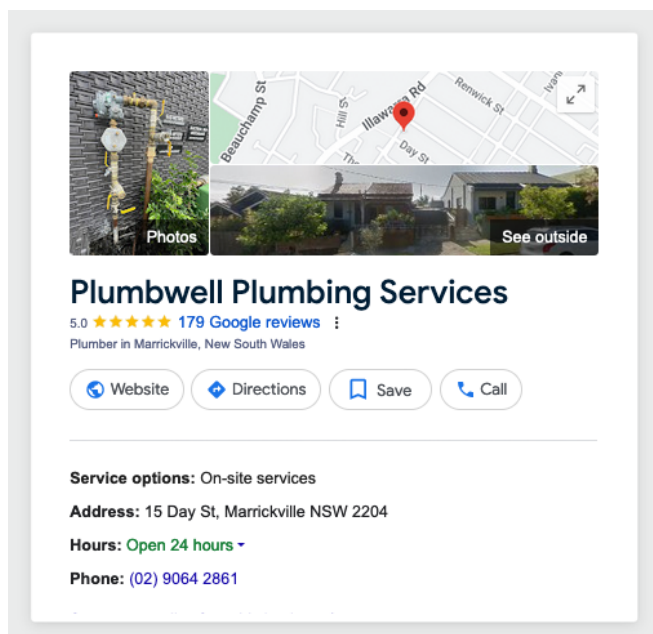
Here are some of the most popular types of schema markup used today:



1. LocalBusiness

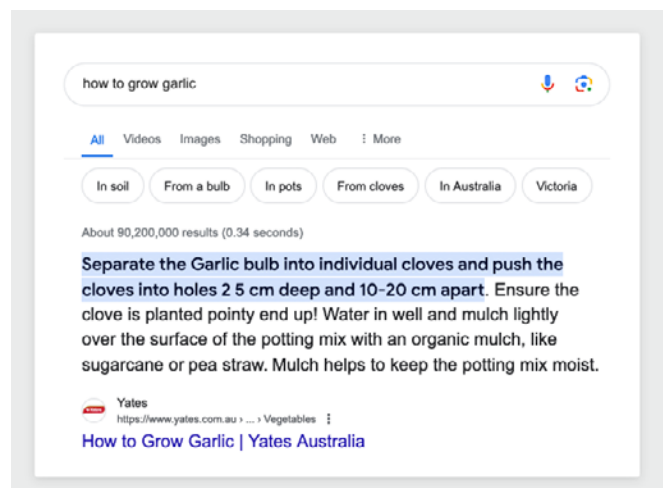
LocalBusiness schema gives search engines more information about a business, charity or club. There are various subtypes of LocalBusiness schema for different types of businesses and industries.

If your business has multiple locations, you can also use separate schema markup for each location page.



2. Article.

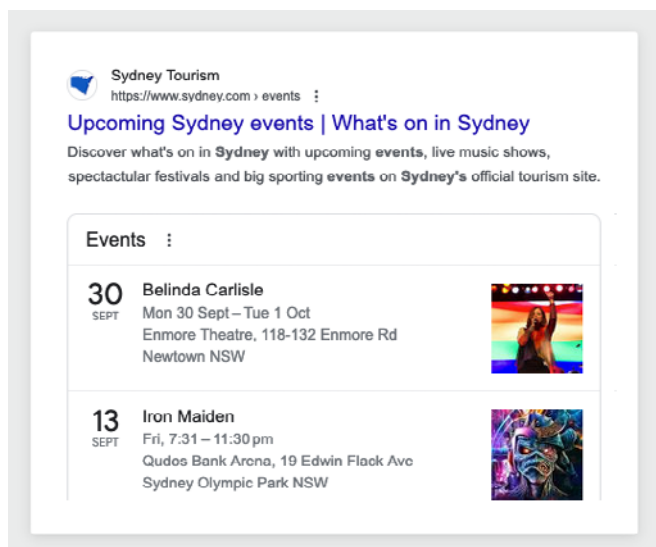
As the name suggests, article markup tells search engines that the content on your page is an article, blog or news story.



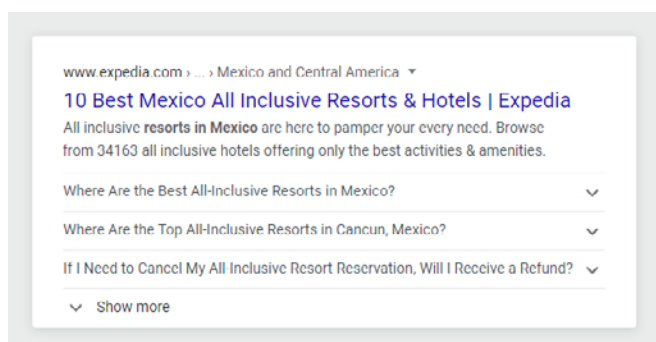


Schema examples.

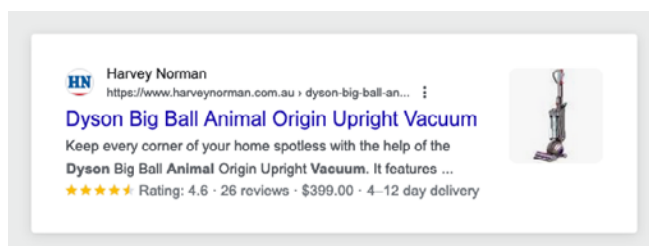
3. Event. Event schema markup tells search engines about important details on a web page for events like concerts, conferences, sports games and festivals.



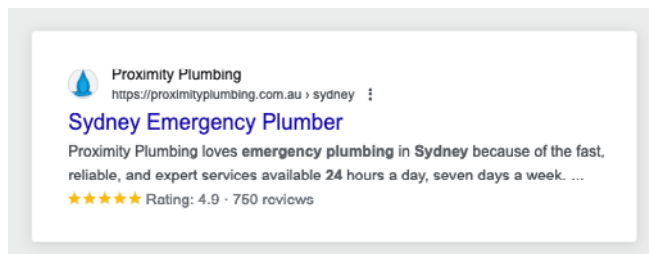
4. FAQ schema. FAQ schema tells search engines that a web page contains a list of frequently asked questions and their answers. **Note:** While Google has started introducing FAQs into the SERPs without the need for schema markup, it is recommended that you continue to implement it on your website FAQs as it gives you more control over the questions and answers that are highlighted.



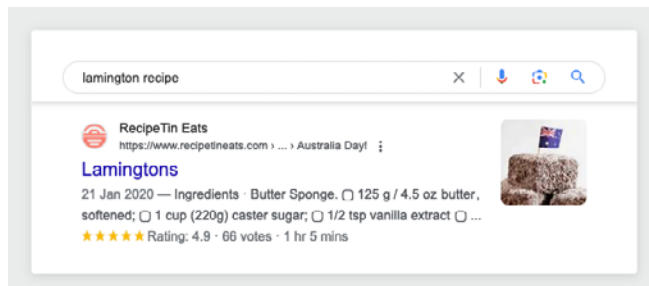
5. Product. Product schema is used to display information about a product on a web page, such as pricing and ratings.



6. AggregateRating. Similar to product schema, AggregateRating schema is used to display the average review score for a product or service.



7. Recipe. Recipe schema is used to display reviews, time to cook, nutritional information and other details about a recipe on a web page.





How to implement schema markup.

Once upon a time, schema markup had to be coded with individual HTML elements on each page and wrapped around the data that needed to be marked up.

Nowadays, even if you know next-to-nothing about web development, you can still easily add schema markup to your website using **Google's Structured Data Markup Helper**.

Follow these steps to get started:

- 1 Go to Google's Structured Data Markup Helper.** You'll need to sign into your Google account to use this tool. Below is what the first screen looks like.
- 2 Choose the type of data you want to mark up.** For this example, we'll use 'Articles'.
- 3 Enter the URL of the page you want to markup.** You can also paste in the page's HTML directly. Once you've pasted in the page URL or HTML, click 'Start Tagging'.

Google Structured Data Markup Helper

Enter Page Tag Data View HTML

1 Enter a URL or paste HTML.

Structured Data Markup Helper

Website Email

This tool will help you add structured-data markup to a sample web page. [Learn more](#)

To get started, select a data type, then paste the URL or HTML source of the page you wish to mark up below:

2 Articles Book Reviews Datasets
 Events Job Postings Local Businesses
 Movies Products Question & Answer Page
 Restaurants Software Applications TV Episodes

URL HTML

3



How to implement schema markup.

- 4 **Highlight the elements you want to mark up.** In the right-hand column, you'll see there are various elements you can mark up by highlighting and tagging those sections of the page. You can choose to add some or all of these elements depending on the information on the page.
- 5 **Create the HTML. Part 1:** Once you've finished highlighting and adding all the relevant elements, click 'Create HTML'.
- 6 **Create the HTML. Part 2:** On the following page, you'll see the tool has provided the code you need to add to your article.
- 7 **Copy or download the generated schema markup.** Once you click 'Finish', you'll be shown a series of next steps.



How to implement schema markup.

8 Add the schema markup to your web page.

The way to do this depends on how your website is built. If you use a CMS such as Wordpress or Squarespace, you can paste the code inside the <head> tag of the page's source code using the custom editor.

If you use a CMS with an ecosystem of plugins, you might also be able to download a plugin and automate some or all of your schema markup.

For more complex or custom-built websites, talk to your developers for help with implementing schema markup.

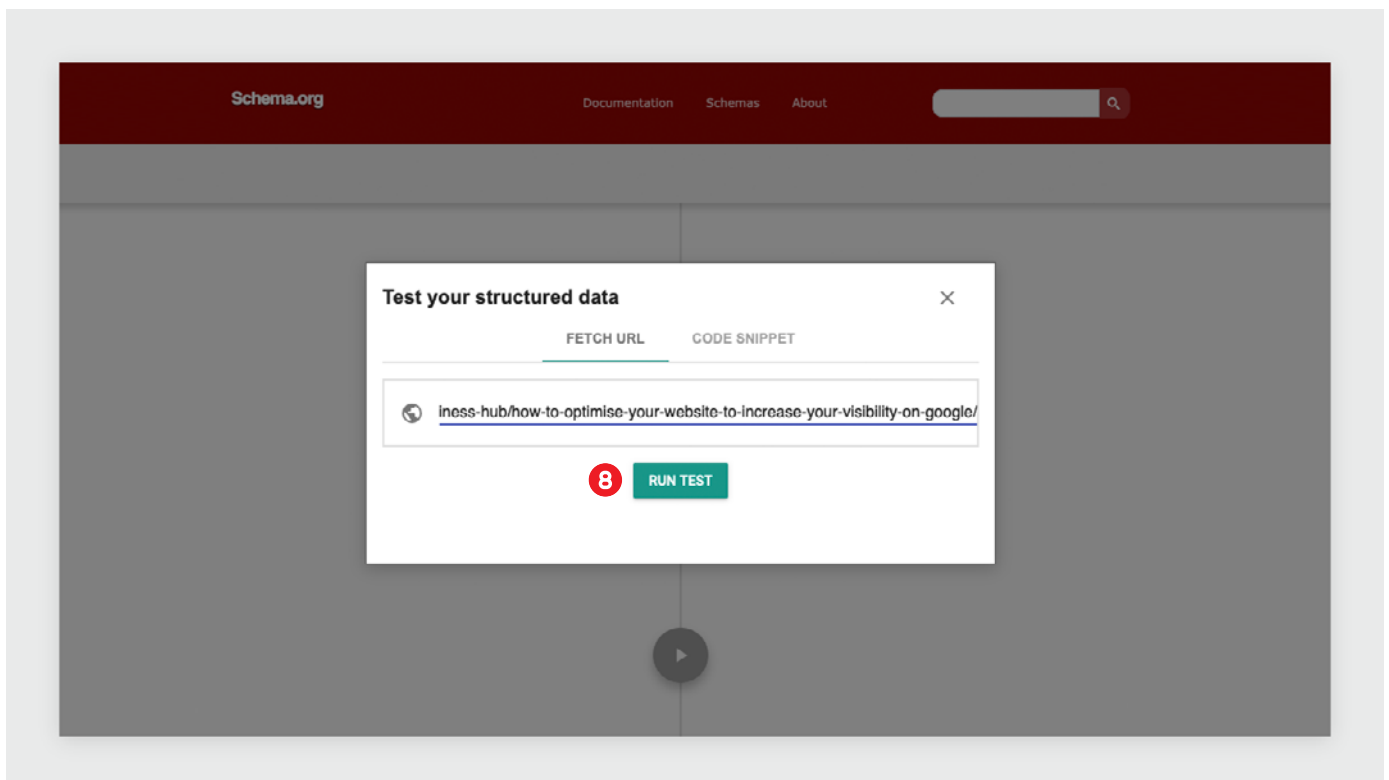
Using a schema markup generator. Google's Structured Data Markup Helper is useful for creating some of the most common types of schema markup,

but it isn't an exhaustive list. If you want to add other types of schema markup – schema for a special offer on a product or service, for example – you can use a [schema markup generator](#) instead.

Schema markup generators are similar to Google's Structured Data Markup Helper, except they cover a broader range of schema types and can be a bit more complex to use. You can browse the full list of [available schema types here](#).

Testing your schema markup. Once you've implemented structured data on a web page, you can test it using Schema.org's [Schema Markup Validator](#).

Just enter the URL of the page with the schema markup and click 'Run test':





How to implement schema markup.

The screenshot displays the Schema.org tool interface. The left pane shows the HTML source code of a page, with line numbers 1 through 29. The right pane, titled "Detected", shows the results of the schema markup analysis. It indicates 0 errors, 0 warnings, and 2 items detected. The items are "hentry" and "WebPage", each with 0 errors and 0 warnings.

```
1 <!DOCTYPE html>
2 <html lang="en-AU">
3 <head>
4 <meta charset="UTF-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=
6 <link rel="profile" href="http://gmpg.org/xfn/11">
7 <script type="text/javascript" src="//translate.google.com/translate_a/element.js?cl
8 <meta name="google-site-verification" content="KTDASXqeqIwDNP_PUJYbT2U/
9
10 <meta name="robots" content="index, follow, max-image-preview:large, max-snippe
11 <!-- This site is optimized with the Yoast SEO plugin v16.0.2 - https://yoast.com/wor
12 <title>How to optimise your website & GBP for local SEO - Yellow Pages</title>
13 <meta name="description" content="Tips on how to optimise your website to increas
14 <link rel="canonical" href="https://www.yellow.com.au/business-hub/how-to-optimi
15 <meta property="og:locale" content="en_US" />
16 <meta property="og:type" content="article" />
17 <meta property="og:title" content="How to optimise your website & GBP for lo
18 <meta property="og:description" content="Tips on how to optimise your website to
19 <meta property="og:url" content="https://www.yellow.com.au/business-hub/how-to-
20 <meta property="og:site_name" content="Yellow Pages" />
21 <meta property="article:modified_time" content="2024-06-06T03:56:31+00:00" />
22 <meta property="og:image" content="https://www.yellow.com.au/wp-content/uploa
23 <meta property="og:image:width" content="2121" />
24 <meta property="og:image:height" content="1414" />
25 <meta name="twitter:card" content="summary_large_image" />
26 <meta name="twitter:label1" content="Est. reading time">
27 <meta name="twitter:data1" content="9 minutes">
28 <script type="application/ld+json" class="yoast-schema-graph">{"@context":"https
29 <!-- / Yoast SEO plugin. -->
```

Detected 0 ERRORS 0 WARNINGS 2 ITEMS

| | | | |
|---------|----------|------------|--------|
| hentry | 0 ERRORS | 0 WARNINGS | 1 ITEM |
| WebPage | 0 ERRORS | 0 WARNINGS | 1 ITEM |

- 9 Errors or warnings.** If there are any errors or warnings associated with the schema markup, they'll be explained in the right-hand column of the tool.



Wrapping up.



How a Yellow Pages Online listing improves your SEO.

One of the most effective (and easiest) ways to improve your online presence and rank higher on Google is to list your business on Yellow Pages Online. In fact, Yellow Pages Online listings appear on the first page of search results for nearly 650,000 keywords Australia-wide.*

From a free listing to a content-rich paid ad, we have a plan to suit your business and your budget. Talk to us about a [Yellow Pages Online listing](#) and start growing your business today.

*Ahrefs, correct as of December 2023.